

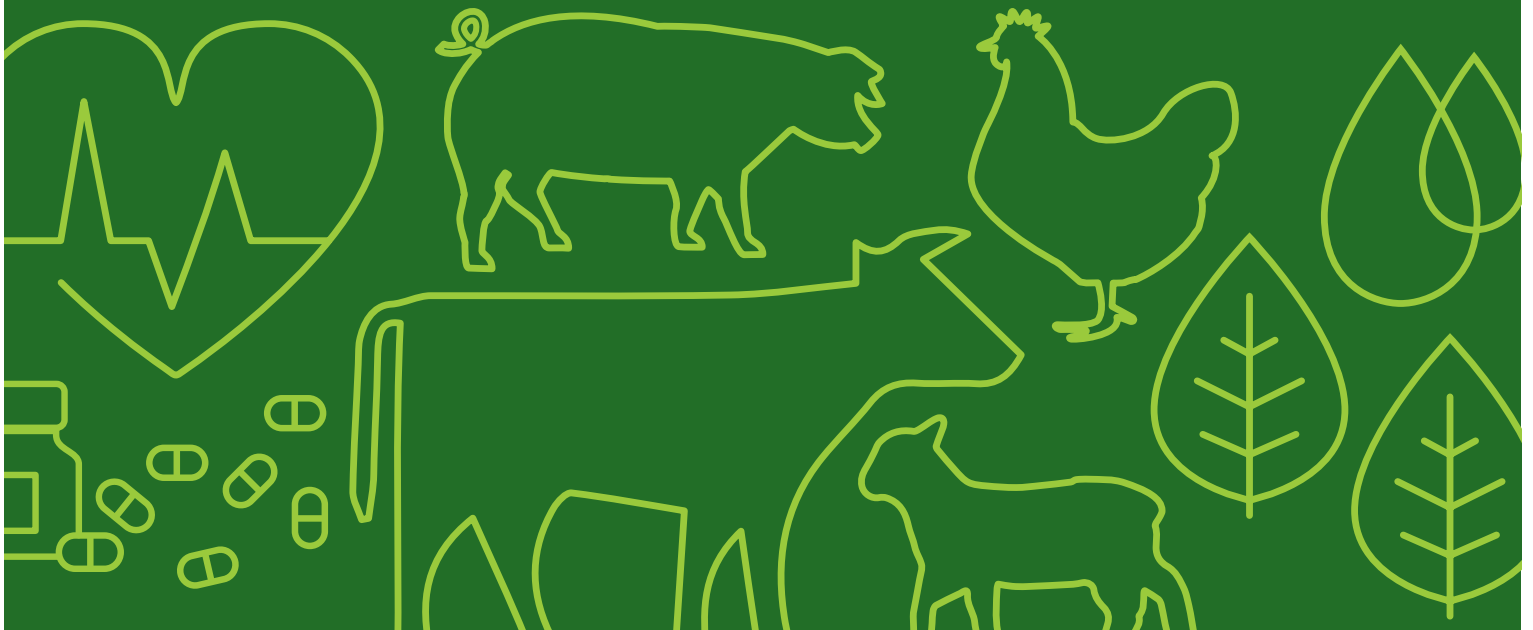


THE  
REDUCETARIAN  
SUMMIT

a **SMALL**  
change with a  
**BIG** impact.

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SEPT. 28-30, 2018 | LOS ANGELES



# SUMMIT AGENDA

## ALL CONFERENCE PROGRAMMING TAKES PLACE AT THE LOS ANGELES AIRPORT MARRIOTT HOTEL

5855 West Century Boulevard, Los Angeles, CA 90045

### This year the agenda has been divided into three types of sessions:

**PLENARY:** sessions that take place in more of a lecture-based setting.

**BREAKOUT:** sessions that will happen in a smaller groups.

**LUNCH & LEARNS:** developmental sessions that take place during lunch.

Speakers will also host “office hours” in the same room as their presentation for a half hour following their programming, for participants who would like to talk to them.

### Each presentation has been color-coded by topic:

- |                              |                                  |
|------------------------------|----------------------------------|
| ■ Professional Development   | ■ Campaigns & Culture Change     |
| ■ Plant-Based Lifestyle      | ■ Business, Finance & Management |
| ■ Policy & Research          | ■ Food Technology                |
| ■ Marketing & Communications | ■ General                        |

## LET THE SUMMIT BEGIN!

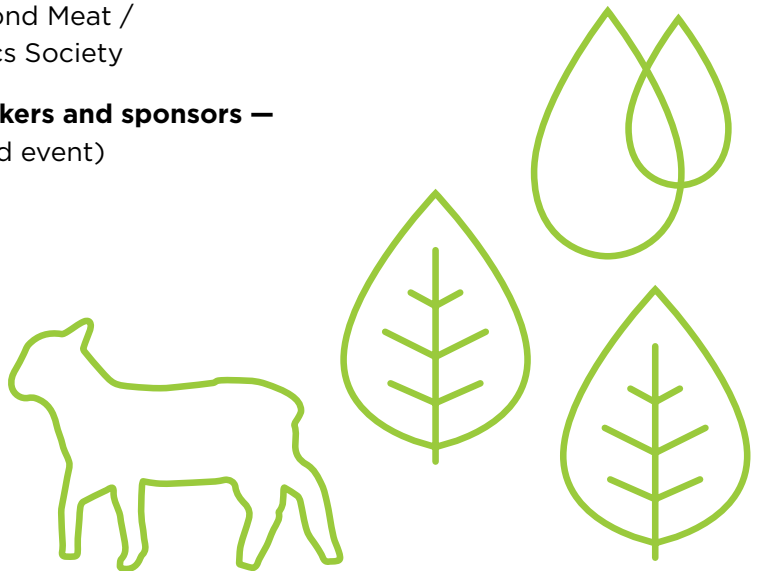
### FRIDAY, SEPTEMBER 28

#### 6:00 – 8:00 PM Fireside chats and snacks from Beyond Meat — IMPERIAL BALLROOM

**Moderators:** Brian Kateman, Reducetarian Foundation / Jill Ettinger, LIVEKINDLY

**Speakers:** Ethan Brown, Beyond Meat / Michael Shermer, The Skeptics Society

#### 8:00 – 10:00 PM Welcome reception for speakers and sponsors — CENTURY PAVILION (ticketed event)



# SATURDAY, SEPTEMBER 29

**7:00 – 8:00 AM**

**Meditation — MARQUIS BALLROOM**

Instructor: Ari Nessel, 50by40

**8:00 – 9:00 AM**

**Registration & Breakfast — MARQUIS BALLROOM**

**9:15 – 10:00 AM**

**Welcome — IMPERIAL BALLROOM**

Carlyn Cowen, Reducetarian Foundation / Tim Finnigan, Quorn /  
Brian Kateman, Reducetarian Foundation

**10:00 – 10:30 AM**

**Break / Office Hours**

**10:30 – 11:30 AM**

■ **PLENARY**

**Transforming Food Service: How can we encourage food service providers and institutions to promote and incorporate more plant-based foods on the menu? — IMPERIAL BALLROOM**

**Moderator:** Nil Zacharias, One Green Planet

**Speakers:** Kristie Middleton, The Humane Society of the United States /  
Audrey Lawson-Sanchez, Balanced / Kim Huskey, Google /  
Sebastian Joy, ProVeg International

■ **BREAKOUT**

**How to Start a Plant-Based Company — NEW ORLEANS**

**Moderator:** Thomas King, Food Frontier

**Speakers:** Annie Ryu, The JackFruit Company / Eugene Wang, Sophie's Kitchen

**11:30 – 12:00 PM**

**Break / Office Hours**

**12:00 – 1:00 PM**

■ **PLENARY**

**Campaigning for Change: How can we influence companies to adopt progressive welfare standards? — IMPERIAL BALLROOM**

**Moderator:** Dylan Matthews, Vox

**Speakers:** Rachel Dreskin, Compassion in World Farming /  
Chris Liptrot, The Humane League /  
Molly Chafetz, Green Century Capital Management

■ **BREAKOUT**

**How to Be a Social Entrepreneur or Changemaker — NEW ORLEANS**

**Speakers:** Melina Martinez, StartingBloc / Lorena García Durán, Ashoka

**1:00 – 3:00 PM**

**LUNCH — MARQUIS BALLROOM**

■ **LUNCH & LEARN**

**Getting Started with Your Brand: Establishing your why and brand platform — IMPERIAL BALLROOM**

**Speakers:** Gretchen Schisla and Suzanne Duval d'Adrian, Enrich Creative

■ **LUNCH & LEARN**

**Diversity and Inclusion — NEW ORLEANS**

**Speaker:** Amy Yip, Google

**(Saturday agenda continued on the next page)**

**3:00 – 4:00 PM**

■ **PLENARY**

**When Reality Meets Narrative: What are the opportunities and challenges associated with mass communication media? — IMPERIAL BALLROOM**

**Moderator:** Simone Friedman, EJF Philanthropies

**Speakers:** Meredith Blake, ProSocial Consulting / James Wilks, The Game Changers / Hana Wuerker, Eating Animals

■ **BREAKOUT**

**How Can the Medical Community Advance Plant-Forward Diets? — SADDLEBROOK**

**Moderator:** Jessica Brown, The Independent

**Speakers:** Dr. Robert Ostfield, Montefiore Medical Center / Dr. Kim Williams, Rush University, Division of Cardiology / Lamiaa Bounahmidi, leCupboard & Looly's

■ **BREAKOUT**

**How to be More Strategic Today by Imagining Future of Food Possibilities of Tomorrow — NEW ORLEANS**

**Speaker:** Max Elder, Institute for the Future

**4:00 – 4:30 PM**

**Break / Office Hours**

**4:30 – 5:30 PM**

■ **PLENARY**

**Money Talks: How can we leverage impact investing? — IMPERIAL BALLROOM**

**Moderator:** Erin Brodwin, Business Insider

**Speakers:** Vicki Benjamin, Karner Blue Capital / Lisa Feria, Stray Dog Capital / Ela Madej, Fifty Years

■ **BREAKOUT**

**Changing Menus: How can we make the food service industry more plant-centric? — NEW ORLEANS**

**Moderator:** Mona Holmes, Eater

**Speakers:** Greg Brown, The Land of Kush / Matthew Kenney, Matthew Kenney Cuisine / Jocelyn Ramirez, Todo Verde

**5:30 – 6:30 PM**

**Structured Networking: Mix & Mingle — MARQUIS BALLROOM**

**6:30 – 7:30 PM**

**Happy hour sponsored by Pure Blends — POOL**

**8:00 – 10:00 PM**

**Eating Animals, film screening and Q&A with Director Christopher Quinn — IMPERIAL BALLROOM**

#### PRESENTATION TOPIC KEY

■ Professional Development

■ Campaigns & Culture Change

■ Food Technology

■ Business, Finance & Management

■ Policy & Research

■ General

■ Marketing & Communications

■ Plant-Based Lifestyle

# SUNDAY, SEPTEMBER 30

7:00 – 8:00 AM

**Yoga — MARQUIS BALLROOM**

Instructor: Melissa Breslow, Mind-Body-Space

8:00 – 9:00 AM

**Breakfast — MARQUIS BALLROOM**

9:00 – 10:00 AM

■ **PLENARY**

**Food Justice: How can we better address the intersection of food, food access, health, and environmental issues? — IMPERIAL BALLROOM**

Moderator: Aryenish Birdie, Encompass

Speakers: Najjha Wright-Brown, The Land of Kush /

Keith Tucker, Hip Hop is Green / Olympia Auset, SÜPRMARKT LA

■ **BREAKOUT**

**How to Start and Run a Successful Non-Profit Organization — NEW ORLEANS**

Speakers: Anna Sweet, Sweet Farm / Nate Salpeter, Sweet Farm /

Tracy Vogt, Charlie's Acres

10:00 – 10:30 AM

**Break / Office Hours**

10:30 – 11:30 AM

■ **PLENARY**

**Considering Scale: What efforts can we implement on the international level? — IMPERIAL BALLROOM**

Moderator: Stephanie Redcross-West, Vegan Mainstream

Speakers: Elissa Lane, Humane Society International /

Sharon Nunez, Animal Equality / Monique Mikhail, Greenpeace /

Jonty Whittleton, World Animal Protection

■ **BREAKOUT**

**The Politics of Meat, Eggs, and Dairy: What legislative, food-service and regulatory measures can we implement? — SADDLEBROOK**

Moderator: Clare Fox, Los Angeles Food Policy Council

Speakers: Sujatha Bergen, NRDC / Carter Dillard, Animal Legal Defense Fund /

Suzanne McMillan, ASPCA

■ **BREAKOUT**

**How to Build a Successful Wellness and Lifestyle Brand — NEW ORLEANS**

Speaker: Nikki Sharp, Wellness Expert

11:30 – 12:00 PM

**Break / Office Hours**

(Sunday agenda continued on the next page)



**12:00 – 1:00 PM**

**PLENARY**

**Plant-Powered: How can we build mainstream popularity of plant-based foods and ingredients? — IMPERIAL BALLROOM**

**Moderator:** Hilary Hanson, The Huffington Post

**Speakers:** Julie Mann, Ingredion / Tim Finnigan, Quorn / Bryan Crowley, Soylent

**BREAKOUT**

**How to Publish and Market a Book — NEW ORLEANS**

**Speakers:** Nicole Tourtelot, DeFiore and Company Literary Management / Kelly Snowden, Ten Speed Press / Jasmin Singer, VegNews

**1:00 – 2:30 PM**

**LUNCH — MARQUIS BALLROOM**

**LUNCH & LEARN**

**How to Collaborate For Impact — NEW ORLEANS**

**Speaker:** Martin Tull, American College of Lifestyle Medicine

**LUNCH & LEARN**

**Lightning Talks — IMPERIAL BALLROOM**

**Speakers:** David Meyer, Food System Innovations / Danielle Staunton, Chef Ann Foundation / J.P. Rose, Center for Biological Diversity / Brianna Cameron, The Good Food Institute / Melissa Hoffman, Farm Forward / Matthew Walker, S2G Ventures / Elena Lopez, L.A. Kitchen / Dr. Dexter Shurney, Zipongo / Ryan Bethencourt, Wild Earth Foods / Ben Davis, Plant Based World Conference & Expo / Joe Walston, Wildlife Conservation Society

**2:30 – 3:30 PM**

**PLENARY**

**A Technological Revolution: How can we deploy advancements in cellular agriculture in order to create competitive, palatable cultured meat, egg and dairy products? — IMPERIAL BALLROOM**

**Moderator:** Jon Shieber, TechCrunch

**Speakers:** Arturo Elizondo, Clara Foods / Alexander Lorestani, Geltor / Benjamina Bollag, Higher Steaks / Lou Cooperhouse, BlueNalu

**BREAKOUT**

**How to Bring a Plant-Based Initiative to Your Non-Plant-Based Company — NEW ORLEANS**

**Speakers:** Cole Deloye, Dropbox / Darina Bockman, Vegan Leaders in Corporate Management

**3:30 – 4:30 PM**

**Structured Networking: Speed Networking — MARQUIS BALLROOM**

**PRESENTATION TOPIC KEY**

■ Professional Development

■ Campaigns & Culture Change

■ Food Technology

■ Business, Finance & Management

■ Policy & Research

■ General

■ Marketing & Communications

■ Plant-Based Lifestyle

# SPONSORS

A big thank you to the sponsors of this year's summit!

## Platinum Sponsors



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## Silver Sponsors



## Bronze Sponsors



## Media Sponsor



## Media Partners



A special thanks to our Summit Supporters: Matthew Ashton, Rachel Donovan, Maria Paula Gutierrez and Cathy Wallach.

# SNAP, SHARE & WIN!

**Our amazing partners are sharing fun prizes that you can win as part of our social media scavenger hunt. Complete all 6 challenges for 2 entries into each giveaway! For entries to count, they must be made on either Twitter or Instagram. Here's what you do:**

- 1.** Snap a selfie sampling the new JUST cookie dough and tag **@justforall** **@reducetarian** and **#ReducetarianSummit** to enter to win a JUST Goodie Box.
- 2.** Share what you posted on our interactive "How do you plan to reduce?" installation, and tag **@GUNASthebrand** (Twitter) **@gunas\_newyork** (Instagram) **@reducetarian** and **#ReducetarianSummit** to win one of two \$100 Gift Cards for vegan and cruelty-free accessories
- 3.** Tell us what you'd use your Nutiva samples to cook, and tag **@nutiva** **@reducetarian** and **#ReducetarianSummit** to enter to win a Nutiva Goodie Box.
- 4.** Snap a pic with your Veggie Grill samples, and tag **@VeggieGrill** **@reducetarian** **#ReducetarianSummit** to enter to win a \$100 Veggie Grill Gift Card
- 5.** Get your copy of The Reducetarian Cookbook signed by Brian Kateman (the editor) and post a photo tagging **@reducetarian** and **#ReducetarianSummit** for a chance to win a Reducetarian Swag Bag.
- 6.** Snap a pic in our photobooth, and tag **@vitamix** **@reducetarian** and **#ReducetarianSummit** to enter to win a Vitamix blender.

## **ADDITIONAL RULES:**

**Entries must be posted on Twitter or Instagram and received by Sunday at 11:00 AM. Prizes will be announced via Twitter, Instagram and Facebook on Sunday at 12:00 PM.**

**You must come to the registration table to claim your prize by Sunday at 2:00 PM, or we will announce an alternate winner.**



**reducetarian.org**