a SMALL change with a BIG impact.

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 & LEARN: 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
- Policy & Research
- Marketing & Communications
- Plant-Based Lifestyle
- Campaigns & Culture Change
- Business, Finance & Management
- Food Technology
- 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  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  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**
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:** Naijha 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

How to Collaborate For Impact — NEW ORLEANS

Speaker: Martin Tull, American College of Lifestyle Medicine

LUNCH & LEARN

Lightning Talks — IMPERIAL BALLROOM


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
- Business, Finance & Management
- Marketing & Communications
- Campaigns & Culture Change
- Policy & Research
- Plant-Based Lifestyle
- Food Technology
- General
SPONSORS

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

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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.

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