



ISSN's Europa University at the 2011 Olympia – Sept 17, 2011

ISSN's Europa University Schedule and Faculty

What is it? Learn the latest sports supplement science, how to target niche markets, and new trends in the sports nutrition category from leading scientific experts in the field.

Who should attend? Anyone who works in the supplement industry, especially: Sales, Marketing, Brand Managers, Personal Trainers

Who are the faculty? Jose Antonio PhD, FISSN, Pat Jacobs, PhD, Alan Shugarman, MS RD, Rick Collins, Esq., FISSN, Anthony Almada, MSc., FISSN

When is it? Sept 17, Saturday, 9am-5pm, Saturday

Where is it? The 2011 event will take place at the Las Vegas Convention Center Expo; Room S219.

Schedule of Speakers

9:00am-9:30 am - Jose Antonio PhD, FISSN (CEO of the ISSN) – Ignorance is Not Bliss: Top 10 Things You Should Know About Sports Supplements.

- Does eating too much protein harm the kidneys?
- Do low-carb diets increase the risk of heart disease?
- Is caffeine a diuretic?

9:30am-11:00am – Alan Shugarman, M.S., RD – An Overview of Supplements for Making You Look Good! <http://discoverynutrition.com/> Mr. Shugarman will cover the ins and outs of what's new out there.

- Learn which supplements improve performance and body composition.
- Learn how to mix and match supplements for optimal performance.
- Learn how diet composition affects body composition.

Break 11:00am – 11:15am

11:15am – 12:30pm - Patrick Jacobs, PhD - A Revised Nutrient Timing Strategy for the Low Carbohydrate Lifestyle. Dr. Jacobs presents a novel look at Nutrient Timing Strategy.

- Do you 'need' carbohydrate for it to succeed?
- What's the role of protein? Fat?
- Is nutrient timing the single most important dietary strategy? Find out the latest answers!

12:30pm-2:00pm – Lunch Break

2:00pm-3:00pm – Rick Collins, Esq., FISSN - FDA Draft Guidance on New Dietary Ingredient Notifications: Is it a "Game Changer" for the Sports Nutrition Industry?

- How will the FDA's most recent guidance affect innovation in the sports nutrition industry?
- The Nuts and Bolts of NDI Notifications: requirements, process and exemptions.

- What industry and consumers should know about supplement Safety Data and studies.
- Rick will be joined by Alan Feldstein, Esq. and Michael DiMaggio, Esq. for this Can't Miss presentation.

Break 3:00pm-3:15pm

3:15pm-4:30pm – Anthony Almada, MSc., FISSN – Pre-Workout Supplements: WHAT Really Works, What Do They Really DO, and HOW Do They Do It?

- Learn the ins and outs of the pre-workout category.
- Do you need carbohydrate pre-workout?
- When should you consume a supplement or meal pre-workout?

Faculty BIOS



Jose Antonio, Ph.D., FACSM, FNCSA, FISSN is the CEO and co-founder of the International Society of Sports Nutrition (ISSN). Dr. Antonio earned his Ph.D. from the *University of Texas Southwestern Medical Center (UTSWMC)* in the area of skeletal muscle plasticity. He also completed a post-doctoral fellowship in endocrinology and metabolism at the UTSWMC. He is the Editor-in-Chief of *Inside Fitness* magazine and the Co-Editor-in-Chief of the *Journal of the International Society of Sports Nutrition*. Currently he is an Assistant Professor of Exercise Science and Biology at Nova Southeastern University in Davie FL and is a sports science advisor for VPX/Redline.



Rick Collins, JD, CSCS, FISSN is an internationally recognized legal authority in the field of dietary supplements and performance supplements. He serves as General Counsel to the International Society of Sports Nutrition and has contributed chapters to two textbooks on sports nutrition. A frequent contributor to various health and fitness publications, he is a monthly columnist for the nationally circulated *Muscular Development* magazine and has served for years as a member of their Advisory Board. Rick is the official legal advisor to the International Federation of BodyBuilders (the IFBB, formed in 1946, currently has 173 affiliated National Federations and is recognized by over 90 National Olympic Committees). His practice and accomplished career have been profiled in periodicals as diverse as the prestigious *New York Law Journal* and the popular *MuscleMag International*.



Alan E. Shugarman, M.S., R.D. is currently working as a consultant, product developer, and writer for the nutrition and dietary supplement industry through Discovery Nutrition, Inc. www.DiscoveryNutrition.com. Alan E. Shugarman, M.S., R.D. has been involved in the nutrition, dietary supplement, health and fitness industry for the past 15 years. He has a Bachelors of Science in Chemistry and Biology with a minor in Nutrition, and a Master of Science in Foods and Nutrition Science as well as being a Registered Dietitian. During his career he has developed over 50 new products for top companies in the supplement industry, completed research studies, and spoken professionally at numerous events and conferences. You can learn more about him at his website, <http://www.discoverynutrition.com>.



Patrick Jacobs, Ph.D. earned his doctorate at the University of Miami. He is currently on faculty with the Department of Exercise Science and Health Promotion at Florida Atlantic University. Patrick is a Licensed Athletic Trainer (State of Florida). He has recently done research on vibration training and the history of the hand-held model that has proliferated in many urban retail centers. Patrick's writing has been featured in numerous publications including the *Journal of Neural Engineering*, *American Journal of Sports Medicine*, *Journal of Strength and Conditioning Research* and more.



Anthony Almada, MSc., FISSN has worked within the natural products industry since 1975. He performed his graduate research at Berkeley in antioxidant and exercise biochemistry. In 1992 he co-founded EAS, the first company to commercialize and validate creatine, and helped build it into the world's largest sports nutrition company in the 1990s. He then co-founded a medical food company focused on the prevention of HIV-associated muscle wasting. He has collaborated on over 95 university and private research clinical trials, ranging from ALS (Lou Gehrig's disease) to weight and fat loss treatments. He is the President and CEO of GENr8, Inc., an evidence-based performance nutrition brand originating out of a UK-based university muscle metabolism laboratory, focusing upon both physique and endurance athletes, from auto racing to windsurfing.