

## Friday Schedule (10am-5pm)

10:00 a.m. to 11:00 a.m.

### Ancillary Business Panel

Discover the lesser-known players within the industry—businesses that are integral to the field, yet not directly involved in the cannabis plant or its products. An estimated eight to 10 ancillary businesses support every licensed cannabis-related company. They include accountants, landlords, staffing firms, nutrient suppliers, and equipment companies. From selling soil and lights to packaging and software, they offer lessons learned.

Moderator – Cimone Casson – CEO at Cannas Capital  
Dyan Ferman – CEO at Genius One, LLC  
David Mallie – CEO at Blaze Away  
Deontae Mack – Founder at Vibesbnb  
RichWartel – CEO at Cannova

11:00 a.m. to 12:00 p.m.

### Women in Cannabis

In a landscape where odds consistently lean against women, numerous organizations are actively fostering opportunities for women to reshape the narrative of the cannabis industry.”. Here, they will discuss their relationship with the green and why it’s imperative that more women continue to get involved. Female executives’ representation in the cannabis industry is down to 22 percent – lower than 36.8 percent in 2019, according to the MJBiz Daily’s Women and Minorities in the Cannabis Industry report. That’s well below the national average for mainstream businesses, which stands at about 30 percent.

Moderator: Hope Seavers – CEO at A Rae of Hope  
Michelle Blank - Sales & Marketing Manager at Appalachian Pharm Processing  
Juliana Whitney – Founder at Cann Strategy/Co- Founder Leaf sheets  
Nikki Lawley – CEO at Nikki and the Plant  
Kate Nelson – Executive VP, New England & Midwest Regions for Acreage Holdings

12:00 p.m. to 1:00 p.m.

### Growers Corner

At the heart of the entire industry lies the cultivation of cannabis—a cornerstone without which the industry would cease to exist. It’s why careers in cannabis cultivation are vital. It takes an experienced grower to be able to produce a quality flower at an insane volume. The cannabis cultivation process involves several steps, each overseen by cultivation specialists. They manage everything from seed planting to product trimming and shipping. Some of the brightest minds in cannabis will offer information you can use in your plant medicine journey.

Moderator: Christine DeJesus – Director of Cultivation at Galenas  
Demetrius Harrington – Cultivation Manager at Ascension Biomedical  
Ed Rosenthal – Founder at Edrosenthal.com  
Pam DeCosta – Founder at Vetae  
Nick Ridsen – Lyme Rising Farms

## Friday Schedule (10am-5pm)

1:00 p.m. to 2:00 p.m.

### **Cannabis Marketing and Compliance Panel**

Welcome to the Cannabis Marketing Panel Discussion, where industry experts come together to explore the intricacies of marketing in the cannabis industry. This panel will delve into the unique challenges and opportunities faced by marketers in this rapidly evolving landscape.

The panelists will share insights on various topics such as branding, advertising regulations, consumer behavior, and digital marketing strategies. They will discuss the importance of building trust and credibility in this highly regulated industry, while also exploring innovative approaches to reach and engage target audiences.

Moderator – Roz McCarthy – CEO at Black Buddha  
Jeremy Johnson - Business Development Manager, Dispense  
Reggie Harris – CEO at House Of Kush  
Mark Nye - Vice President of Operations Compliance at Parallel  
Sheri Tarr - Founder&Chief Advisor at 68 Partners, LLC

2:00 p.m. to 3:00 p.m.

### **Investing in the Cannabis Industry - Opportunities and Pitfalls**

This panel aims to provide valuable insights and guidance to both seasoned investors and those considering entering the cannabis market. These industry experts will explore the current state of the cannabis industry, including market trends, regulatory challenges, and potential investment opportunities. Discover strategies for making informed investment decisions and navigating the unique challenges of this exciting market.

Moderator: Mike Blogna – CEO at Trusted Human Capital  
Erik Vaughan- CO - Founder at Epiphany Mushroom Company  
Janet E. Jackim - Partner at Zuber Lawler  
Geoffrey Korff - Founder CEO/COO at Galenas  
Rusty Wilenkin - Co-Founder/CEO at Old Pal

3 p.m. to 4 p.m.

### **Legislative Panel**

After advocates in the state mobilized behind a ballot referendum, state lawmakers passed a law to establish a medical cannabis program for Ohioans in 2016. As of August 2023, the program benefits nearly 400,000 registered patients throughout the state, with 780,000 recommendations issued. This panel will discuss what's on the horizon for the medical and adult use program both in Ohio as well as on a national basis.

Moderator – Tim Johnson, CEO at Cannabis Safety First  
Steph Sherer - Founder & President at Americans For Safe Access  
Tom Haren – Partner at Frantz Ward LLP  
Karen O'Keefe - Director of State Policies at Marijuana Policy Project  
Tremaine Wright - Chairperson at New York State Cannabis Board

## Friday Schedule (10am-5pm)

4:00 p.m. to 5:00 p.m.

### College/Universities in Cannabis - Plant Education Going Mainstream

Join us for this enlightening panel discussion and discover how colleges and universities are shaping the future of cannabis education and preparing students for careers in this emerging field. The panelists will share their insights on curriculum development, industry partnerships, legal considerations, and the evolving job market in the cannabis industry.

Moderator – B.C. Wehman, Business and Cultivation Instructor at Cleveland School of Cannabis

Bonnie Rabin – Instructor at University of Cincinnati

Rob Mejia - Teaching Specialist at Stockton University

John Mackewich - Instructor, Marijuana Law and Policy at University of Toledo

Dr. Hemant Kumar Bid, Ph. D. Ms. - Program Director at Morehouse School of Medicine/adjunct professor at Saint Louis University, Pharmacology of Cannabis

## Workshop Sessions- Lower Level

10:30 a.m. to 11:30 a.m.

### Verde Presents: Federal Cannabis Policy: Where we are, and what's next?- Room 7

Speakers:

Harry Bernstein - Verde Executive Director

Dave Patton - Verde Director of Permit Services

11:30 a.m. to 12:30 p.m.

### Edward Fadel Presents: Expungements: Nuts and Bolts - Room 7

Do you have a prior conviction? Wish it was off your record? This discussion will focus on the basics associated with sealing and expunging records. Topics will include what can be expunged, procedural steps to secure an expungement, and why expungements are beneficial.

Speaker:

Edward Fadel – Founder at Law Office of Edward Fadel

12:30 p.m. to 1:30 p.m.

### "Unleashing the Bitcoin Potential: Energy, Humanitarianism, and Store of Value"- Room 7

Exploring the multifaceted use cases of Bitcoin. The session will shed light on Bitcoin's transformative role in the realms of energy consumption, humanitarian efforts, and its evolution as a robust store of value. The talk provides an insightful overview of Bitcoin's underlying technology, blockchain, and its decentralized nature, setting the stage for the exploration of its versatile applications. The seminar will culminate in a captivating Q&A session, affording attendees the opportunity to engage with the speaker openly and discuss any inquiries in an interactive format.

Speaker:

Andrew Tilmann – Lab Director at IHS

## Workshop Sessions- Lower Level

1:30 p.m. to 2:30 p.m.

### **Package My Bud Presents: Packaging 101- Room 7**

There are so many packaging options available, so how do you decide on the right packaging for your product? This session will walk you through various aspects including packaging terminology, setting a budget, ordering increments: Low Run vs. High Run, Specialty Finishing, Sku Count, Sustainability, Product Fresh/Shelf Life, Child Resistant options, Stock vs Custom, etc. and will focus on various materials; Glass, Plastic, Hemp, Pouches/Bags, Corrugated, Tin/Aluminum, Folding Carton, Labels/Stickers/Shrink Film, Molded Paper Pulp, Rigid Box, Retail Displays, Cushions, etc.

Speaker:

Becky Bush - Packaging Consultant at Package My Bud

2:30 p.m. to 3:30 p.m.

### **10 Years of Timeless – Room 7**

Timeless Vapes was founded in 2013 with the vision of creating a leading lifestyle brand around cannabis products that are efficient, safe, and discreet to use. Our passion for R&D and brand building has led Timeless to be one of the most innovative brands in the market. Join us for an hour of education, activities, and more!

Speakers:

Isis Taylor – Kindness Team Manager  
Steve Kappel – Ohio Sales Manager

3:30 p.m. to 4:30 p.m.

### **Christine & Nathan Present: Getting Dirty with Cannabis and Hemp Agriculture- Room 7**

Choosing the right soil for cannabis isn't just about the plant's physical growth. Additionally, the soil's nutrient availability is a crucial factor that determines the plant's cannabinoid content. The growing climate directly affects the soil temperature. Areas prone to sweltering temperatures will cause the soil to heat up, which can quite literally fry the root systems or the leaves. This workshop will give you access to accurate and informative lessons from expert growers and soil masters.

Speakers:

Christine DeJesus - Director of Cultivation at Galenas  
Nathan Rutz - Director of Soil at RBR/Tilth Soil- Ohio

4:30 p.m. to 5p.m.

### **Blaze Away Presentation: “Free samples for attendees”**

David Mallie developed the Blaze Away™ family of odor elimination products to answer the need for eliminating the most troublesome odors in specialized markets where customer satisfaction is an absolute must. As a result, Blaze Away™ has been successful in the hospitality, as well as the automotive, assisted living, and commercial real-estate markets. Blaze Away™ incorporates the proprietary XLC mal-odor counteractant chemistry which completely eliminates all types of smoke odors, urine, mildew, food & cooking, body odor and the general staleness associated with older buildings. Room areas are refreshed for hours and days after treatment.

Speaker:

David Mallie – CEO at Blaze Away

## **Patient/Community Services:**

**11:30 a.m. to 12:30 p.m.**

**Expungement Clinic Workshop - Room 7**

**FREE**

**10 a.m. to 5 p.m.**

**Patient Recommendations – Room 10**

**Blue Bird Medical**

**All Patients Recommendations are \$75 During OCHBS**