THURSDAY, APRIL 12, 2018

TRACK: CME COURSE
12:00 PM – 1:00 PM: Time for the Talk
Speaker: Dr. Regina Nelson

From Dr. Nelson’s book, Time for the Talk: Talking to Your Doctor or Patient about Medical Cannabis, this session is designed to promote positive communication around the use of medical cannabis as an issue of diversity. Participants will briefly explore the endocannabinoid system (why), medical cannabis and hemp products (what/how), and provider and patient experiences (who). Helping physicians and patients (the public) understand the importance of co-decision-making and opening communication channels are the primary objectives of this session. AMA-1 credit is pending A.A.F.P. approval for this session.

CME CREDITS: 1

TRACK: EDIBLES WORKSHOP
12:00 PM – 1:30 PM: How to Cook Cannabutter
Speakers: Captain Kirk, Michael Hensel

Cannabis infused edibles are becoming increasingly popular for many consumers and patients who want a healthier and more discreet way to consume their cannabis. However, many do not know how to properly make these edibles in their own kitchens. This panel will go over how to appropriately dose and cook Cannabutter for desired results.

TRACK: LAW – MAIN STAGE
12:00 PM – 12:45 PM: Second Class Citizens? How Cannabis Consumers Continue to Face Prejudices and What They Can Do About It
Speakers: Patrick Nightingale, Dr. Bryan Doner

For decades cannabis consumers have been portrayed as everything from depraved addicts to lazy do-nothings. Even today with widespread support for medicinal cannabis patients often find themselves treated differently merely because they choose a natural, non-toxic treatment alternative. This keynote will explore the stereotypes and prejudices facing medical cannabis patients in 2018 and what we can do to effect positive and permanent change.
TRACK: CLE COURSE
1:00 PM – 2:00 PM: Overcoming Banking and Financing Obstacles for Marijuana Related Businesses
Speakers: Cátia Kossovsky, Steve Schain, John Vardaman
Navigating cannabis industry banking, financial and investing challenges. This timely and informative seminar will provide information on the current state of banking and financing in the industry, how banks are operating in the industry, and how marijuana related businesses can forge and maintain long term banking and financing relationships.
CLE CREDITS: 1

TRACK: BUSINESS/CBDS – MAIN STAGE
1:00 PM – 1:50 PM: The Future of Cannabis in the Fitness and Wellness Industry
Speakers: Michael Sena, Dr. Ed Sulkowski
Cannabis continues to be a hot topic in the world of professional sports, but what are its benefits for daily fitness regimens and overall wellness? Understand how cannabis is infiltrating the fitness and wellness sectors and what is trending for 2018.

TRACK: MEDICAL/PATIENTS - PANEL
1:00 PM – 1:50 PM: Building Community and Creating a Network of Resources for Patients
Speakers: Theresa Nightingale, Jane Fix, Sarara Corva
Moderator: Sven Hosford
This panel will discuss how businesses can better serve the patient community in both medical and adult-use markets. Attendees will discover how to build brand loyalty through custom educational content and resources as well as learn how to reach and engage with their target consumer.

TRACK: CULTIVATION
1:00 PM – 1:50 PM: Creating a social conscious brand while creating a corporate culture
Speaker: Lilach Mazor Powe
How to create and develop your company's culture and how to incorporate socially conscious business practices. What does it mean to your bottom line and how will it affect your overall success.

TRACK: MEDICAL/CBDS
1:00 PM – 1:50 PM: An Introduction to CBDs: Who can they help and what are their health benefits?
Speaker: Dr. Stuart Titus
Dr. Stuart Titus, CEO of Medical Marijuana Inc. will talk about CBD and the potential benefits many around the world are seeing by taking this substance for their ailments. He will talk about the many different ailments and disorders that have seen great results because of CBD.
CONTINUED CONFERENCE SCHEDULE

TRACK: CAREER

1:00 PM – 3:00 PM: Viridian Staffing: Juana Career Readiness Workshop
Speaker: David Muret
Interested in becoming part of the fastest growing industry in North America? You know you wanna! Juana Career was created by highly experienced recruiting professionals to provide organic opportunities for job seekers to connect with leading cannabis industry employers, be they producers, processors, retailers, labs or other ancillary businesses. Juana Career provides those looking to launch their careers in the cannabis industry, as well as those looking to advance within it, with an unmatched set of tools and opportunities.

TRACK: MEDICAL

2:00 PM – 2:50 PM: Beneath the Surface: The Endocannabinoid System and Your Skin
Speaker: Dr. Jeanette Jacknin
An expert in the field of cosmeceuticals and author of Smart Medicine for Your Skin, Dr. Jacknin will discuss the endocannibinoid system and skincare, as well as an in-depth look at cannibinoid and hemp topicals.

TRACK: CLE COURSE

2:00 PM – 3:00 PM: Consumer Rights Session - DUIs, Guns and Employment
Speaker: Patrick Nightingale, Catia Koxxovsky, Jean Novak
With more and more states legalizing medical cannabis patients face the potential for a Driving While Impaired charge even if following their physician’s recommendation. Patients in legal medical cannabis states face uncertainties when it comes to their Second Amendment rights. A patient may lawfully own a firearm under state law, but may nonetheless subject to federal prosecution. Across the country employees and employers are confronting issues related to an employee’s medical cannabis use. This CLE will take a look at trends across the country with respect to patient/employee rights. This CLE will take a look at how law enforcement across the nation is addressing DUI in the context of medical cannabis and survey existing trends in medical cannabis states and whether patients should fear federal prosecution.
CLE CREDITS: 1

TRACK: BUSINESS

2:00 PM – 2:50 PM: My CannaBusiness Journey: Founder of the First Cannabis Dispensary
Speaker: Alex Abellan
Meet Canadian film and television actor Alex Abellan who left his on-screen career to pursue a new kind of venture in cannabis. As founder of one of the first cannabis dispensaries, Alex will share his entrepreneurial journey, industry insights, and projections for the future.
**TRACK: TESTING – MAIN STAGE**

3:00 PM – 3:50 PM: The Fundamentals of Testing: How to Be Compliant and Build Credibility  
*Speaker: Dr. Andrew Rosenstein*

Steep Hill was Founded in CA in 2008 and is a science and technology firm that has become the industry leader in cannabis testing and analytics in the United States, and internationally. Steep Hill pioneered the first medical cannabis potency and microbiological contaminants testing methodology used in California, which was the first state to legalize medical cannabis. The company has since developed a variety of revolutionary cannabis industry testing products. Steep Hill has also provided expert consulting advice to many U.S. states and local municipalities on effective cannabis testing, quality assurance and regulation for a healthy and safe supply of medical cannabis.

**TRACK: CME COURSE**

3:00 PM – 4:00 PM: eCS 101  
*Speaker: Dr. Regina Nelson*

This session is designed to assist session participants in developing a basic understanding of the endocannabinoid system (eCS) and explore the ways phytocannabinoids, like THC and CBD, interact with the eCS. Further, the session will explore the various ways cannabis may be delivered, as well as targeted dosing guidelines. AMA-1 credit is pending A.A.F.P. approval for this session.

**CME CREDITS: 1**

**TRACK: BUSINESS**

3:00 PM – 3:50 PM: Pennsylvania Opportunities: How to Capitalize in Round 2 with a Winning Application  
*Speaker: Sara Gullickson*

Learn how to create a strong license application and build your team for Phase II of Pennsylvania’s medical marijuana program. Receive a comprehensive overview of key application elements and how to score high on the 1000-point merit-based system. Discover proven strategies for a well-crafted and quality-driven application. Understand ways to prepare for program expansion and potential regulation changes with a thorough and adaptive application.

**TRACK: BUSINESS**

3:00 PM – 3:50 PM: A History of Cannabis  
*Speaker: Don Wirtshafter*

Don E Wirtshafter has collected the history of the medical use of Cannabis for over 40 years. A team is busy working to turn this collection into the Cannabis Museum. This presentation will showcase 60 slides of objects hidden from history. Study of this remaining evidence discloses much about the plant and it historic use.
CONTINUED CONFERENCE SCHEDULE

TRACK: BUSINESS
3:00 PM – 3:50 PM: Cryptocurrency Concerns for the Cannabis Industry
Speakers: Steve Schain, Kevin Fortin
Moderator: Catia Kossovsky

Join the discussion surrounding whether cryptocurrency provides practical solutions to most immediate and relevant concerns of marijuana related business in conducting financial transactions.

TRACK: MEDICAL – MAIN STAGE
4:00 PM – 4:50 PM: Cannabis & Your Family: Meet the Parents of Children Using Cannabis
Speakers: Penny, Dustin, Seth (3) & Lilly (10) Howard, Cassandra Stephen & Lillyann Baker, Gina Caracciolo

There is no shortage of reports on parents stating that medical cannabis save their child's life. There's also no shortage of the hardships and difficulties that go into obtaining and treating your child with medical cannabis. This panel will feature a panel of patients and their parents who will tell their stories about how cannabis has transformed their lives and helped them get through some debilitating diseases and circumstances. Come and listen to these heroic advocates as they discuss their road to discovering the true healing power of cannabis.

TRACK: CANNABIS CAREER FAIR
Exhibit Hall C  12:00 PM – 5:00 PM
Discover what companies are hiring locally, regionally, and nationally. Engage and network with industry representatives, and drop off your resume. Learn about how you can take your career skills and expertise and apply it to the cannabis market.

FRIDAY, APRIL 13, 2018

TRACK: CPE/CLE
10:00 AM – 11:00 AM: Tax and Your Business 280E Update
Speaker: Jim Thorburn

IRC 280E is far and away the most important tax provision for the cannabis industry. Section 280E denies all business deductions to any business which “consists” of unlawfully “trafficking” in a Schedule I or II controlled substance. The IRS has determined that Section 280E applies to the cannabis industry. The cannabis industry is currently subject to an “Information Gathering Project” by the IRS and numerous audits have been commenced. This course will take the practitioner through the basics of what a Section 280E audit looks like and both the civil and criminal implications the audit has.

CLE CREDITS: 1   |  CPE CREDITS: 1

TRACK: WORKSHOP WITH SHIMADZU
10:00 AM – 4:00 PM
Shimadzu Scientific Instruments (SSI) is the American subsidiary of Shimadzu Corporation, headquartered in Kyoto, Japan. Founded in 1875, Shimadzu is a $3 billion multinational corporation with three major
divisions: Medical Diagnostics, Aerospace/Industrial, and Analytical Instruments. The Analytical Division is one of the world’s largest manufacturers of analytical instrumentation and environmental monitoring equipment. In addition to Japan, Shimadzu products are manufactured in China, the Philippines, the U.K., and in Portland, Oregon. International sales, service, and technical support facilities are located in Germany, Singapore, Australia, China, Brazil, and Turkey, with numerous regional offices and distributors worldwide.

- **10:00 AM – 11:00 AM:** Overview of Cannabis Testing
- **11:00 AM – 12:00 PM:** A Voyage into the Captivating Realm of Science and its Regulation
- **12:00 PM – 1:00 PM:** Making a List and Checking it Twice – Are Pesticide Regulations Naughty or Nice?
- **1:00 PM – 2:00 PM:** Cannabis Extractions with United Chemical Technologies
- **2:00 – 3:00 PM:** Cannabis Analyzer for Potency and Hands on Workshop
- **3:00 – 4:00 PM:** A Day in the Life of a Cannabis Sample

**TRACK: CME Course**

**10:00 AM – 11:00 AM: Sexual Health & Cannabis**

*Speaker: Dr. Regina Nelson*

This presentation will review study a unique and innovative opportunity for research and analysis in sexual health and cannabis. Nelson will discuss the creative, mixed-methodology study that launches in 2018. The sexual function and health study will focus on critical areas in need of review: emotional and physical satisfaction with and without a partnered sexual relationship; satisfaction with sexual health and function; and the importance of sex, sexual function and health to quality of life. Further, this study seeks to understand how introducing novel cannabis products designed for sexual enhancement and health affect consumer respondents’ sexual experiences. Initial study insight and findings will be discussed with session participants. AMA-1 credit is pending A.A.F.P. approval for this session.

*CME CREDITS: 1*

**TRACK: CPE/CLE COURSE**

**11:00 AM – 12:00 PM:** Law Update and Business Impact

*Speaker: Jim Thorburn*

There is no business segment in the United States that is changing faster than the cannabis industry. In just a few short years, fifteen additional states have legalized cannabis either for medical, adult use, or both. The federal laws have been changing – but more against the industry. This course will discuss the “mixed messages” being sent by the federal government and the potential impact it can have on practitioners in the cannabis industry.

* You must stay for entire two hours to receive up to two (2) course credits.

*CLE CREDITS: 1*
*CPE CREDITS: 1*
CONTINUED CONFERENCE SCHEDULE

TRACK: BUSINESS/CBDS – MAIN STAGE
10:00 AM – 10:30 AM: Inspiring the Next Generation
Speakers: Nadir Pearson
What do Facebook, Dropbox, and Microsoft all have in common? Each was created by a group of college students. Nadir Pearson will speak on bridging academia and cannabis for the betterment of the cannabis community. Universities have the resources and student populations to execute in-house cannabis education for millions of students to legitimize the industry. Still, miseducation runs rampant on college campuses. The time is now to prepare the next generation of cannabis leaders. In the digital age, the cannabis community must find ways to utilize social media and the internet more generally to educate, connect, and break down the stigmas for the youngest, brightest minds to fuel innovation.

TRACK: MEDICAL/TECH – MAIN STAGE
10:45 AM – 11:30 PM: Living Life on the Offense: Brain Health Initiatives in 2018
Speakers: Eric Hipple, Gus Frerrote
Brain Health is a vital, yet often neglected area of wellness. RC21X is a new way to monitor and be proactive with how well your brain is performing. Gus Frerrotte of RC21x and Eric Hipple will showcase new technologies to live life on the offense. Hipple is a former National Football League (NFL) quarterback who spent his ten year career with the Detroit Lions. Since his 15-year-old son Jeff’s suicide in 2000, Hipple has devoted his life to building awareness and breaking down the stigma surrounding depressive illnesses, and providing innovative ways to address treatments

TRACK: CULTIVATION/TECH
10:00 AM – 10:50 AM: From Cultivation Site to Dispensary Showroom: Seed2Sale Operational Technologies
Speaker: Jeff Kiehn
Learn how to utilize industry-specific technology and create a strong foundation for your cannabusiness. Receive a comprehensive overview on seed to sale tracking, Track and Trace software, and discover new innovations that can help maximize workflow efficiencies. Understand how to maintain compliance while building your business for sustained growth.

TRACK: BUSINESS/INVESTING - PANEL
10:00 AM – 10:50 AM: Investing in Publicly Traded Cannabis Companies
Speaker: Marco Hegyi, Chand Jagpal, Tim McGraw
As recently predicted by Forbes, cannabis will be a 1 billion dollar industry within the next three years. With this exciting news just on the horizon, the time to invest in cannabis stocks is now. The Investing in Publicly Traded Companies Speaker Panel will offer advice from some of the most successful executives in the cannabis industry whose companies have gone public and are trading on the market.
CONTINUED CONFERENCE SCHEDULE

TRACK: EDIBLES
10:00 AM – 10:50 AM: Dedication to Medication: How to Accurately Develop, Dose, and Promote Your Infused-Product Line with the Patient in Mind
Speaker: Nadeem Al-Hasan
The infused-product sector of the cannabis industry is a booming market, both recreationally and medically. However, whether an edible is tailored for patients or consumers, accurate dosing is key. Products that are consistent and reliable, build brand loyalty and offer families dependable and safe treatment alternatives. Learn proper dosing and extraction techniques, and how to partner with dispensaries and cultivators from Nadeem Al-Hasan, co-founder of award-winning edibles company Baked Bros.

TRACK: MEDICAL
11:00 AM – 11:50 AM: Talking to Your Children About Cannabis
Speaker: Theresa Nightingale
When they were younger, many hid their cannabis use from their parents. Now many consumers are hiding it from their kids. Learn how to effectively talk to your children about medical marijuana.

TRACK: CULTIVATION
11:00 AM – 11:50 AM: Increasing Sales in the Medical Market for Cultivators and Dispensary Owners
Speaker: Lilach Mazor Power
Tools and tips on increasing sales without upselling to patients and how to keep yourself and your company laser focused with so many opportunities.

TRACK: TECH TALKS – MAIN STAGE
11:45 AM – 12:45 PM: In the Know: Cannabis Science, QC Testing & Academic Research Updates
Speakers: Josh Crossney, Janie Maedler, Dr. Mowgli Holmes
As cannabis becomes more mainstream, the need for safe, clean and reliable cannabis is at an all time high. How can we ensure consistency and the highest quality cannabis for patients and consumers? This presentation will look at new testing methodologies and technologies for 2018.

TRACK: CME COURSE
12:00 PM – 1:00 PM: Hemp Oil or Cannabis Oil: What’s the Difference?
Speaker: Dr. Regina Nelson
Are CBD-rich products made using Hemp Oil the same as those produced with Medical Cannabis? The short answer is no, they are not the same—but that doesn’t mean both don’t have a place in medicine. This session provides an in-depth explanation of the known differences between cannabis sativa and cannabis ruderalis oils. The botany of the plant, it’s known bio-accumulation traits, and the importance of terpenes are a few of the important differences to be discussed. Finally, an exploration of how CBD enhances THC’s painkilling and anticancer properties, while lessening the euphoria associated with cannabis sativa will be undertaken. AMA-1 credit is pending A.A.F.P. approval for this session.

CME CREDITS: 1
CONTINUED CONFERENCE SCHEDULE

TRACK: TECHNOLOGY – PANEL
12:00 PM – 12:50 PM: The Different Faces of Technology in Cannabis
Speakers: Brian Mackay, Megan Rideout
This informative panel will cover how to effectively market and brand technology for both recreational and medical markets. Learn from top investors and entrepreneurs as they share their insight and personal business journeys.

TRACK: MEDICAL
1:00 PM – 1:50 PM: Opioid Epidemic and Natural Solutions
Speaker: Dr. Nate Riddle

TRACK: CPE/CLE COURSE
1:00 PM – 3:00 PM: Cannabis Appraisal and Financial Management: Hot and Emerging Issues
Speaker: Ron Seigneur
The advent of a legal, expanding, regulated industry involving a plant that has been actively cultivated for thousands of years has given birth to a host of challenges for owners, investors and professional advisors. This session will focus on the economic aspects that must be considered for any enterprise associated with the industry.
* You must stay for entire two hours to receive up to two (2) course credits.
CLE CREDITS: 2
CPE CREDITS: 2

TRACK: MAIN STAGE
1:00 PM – 2:00 PM: The Suit Against Sessions
Speakers: Jose Belen, Sebastien Cotte, Marvin Washington, Patrick Nightingale
Moderator: Senator Daylin Leach
Meet industry advocates Jose Belen and Marvin Washington who have brought a suit against Jeff Sessions in favor of the legal cannabis industry. Attorney Patrick Nightingale will provide legal context, and a Q&A session will follow this main stage event.

TRACK: BUSINESS
1:00 PM – 1:50 PM: Patient Education
Speaker: Phil Cohen
Today, digital screens can be seen in every type of customer-facing business, which means you see them where you shop, where you bank, at quick-serve restaurants, movie theaters, college campuses, airports, hospitals and in doctor’s offices. What makes digital screens so effective is that they are used to communicate information to specialized audiences in specific locations in customer-facing businesses, most often at point of purchase.
CONTINUED CONFERENCE SCHEDULE

TRACK: EDIBLES WORKSHOP
1:00 PM – 2:30 PM: Verbal Dry Ice Extraction Demo with Cannabis Chef Captain Kirk
Speakers: Captain Kirk, Michael Hensel
Cannabis infused edibles are becoming increasingly popular for many consumers and patients who want a healthier and more discreet way to consume their cannabis. However, many do not know how to properly make these edibles in their own kitchens. This panel will go over how to appropriately dose and cook Cannabutter for desired results.

TRACK: MEDICAL – MAIN STAGE
2:00 PM – 2:50 PM : CCC Medical Round Table: Top Doctors Discuss Cannabis Advancements in Different Fields
Speakers: Dr. Jeanette Jacknin, Dr. Benjamin Caplan, Dr. Lawrence Bagnell
Moderator: Dr. Bryan Doner
Even as cannabis becomes increasingly popular, there is still much to discover. This panel will discuss the future of cannabis advancements in the across a broad spectrum of medical fields, as well as where current research is at and what the current findings are showing.

TRACK: BUSINESS/MARKETING
2:00 PM – 2:50 PM: Cannabis Goes Mainstream: Understanding the Cannabis Media Landscape and How to Get Noticed
Speakers: Javier Hasse, Neko Catanzaro
Moderator: David Hodes
Now that more than half of the adult population in the U.S. has access to cannabis, the potential for national media coverage is at an all-time high. This interactive panel will offer insight on how to maximize brand visibility and generate media attention with proven tactics, a systematic approach, and finesse. Learn how to build a network of contacts and penetrate local, regional, and national outlets. Audience members will learn how to develop and tell their brand story for their target audience with the media in mind.

TRACK: MEDICAL – MAIN STAGE
3:00 PM – 3:45 PM: Case Studies: Cannabis & Concussions Through the Forensic Lens
Speaker: Dr. Cyril Wecht
Renowned forensic scientist Dr. Cyril Wecht will share his insight on the therapeutic utilization of cannabinoids for appropriate medical conditions, and the latest concussion research.

TRACK: LAW
2:00 PM – 2:50 PM: The Supremacy Clause – The Continuing Battle Between State and Federal Jurisdiction
Speaker: Patrick Nightingale
What is the Supremacy Clause and how can it undo literally decades of state level reform? This keynote will discuss the push and pull between state reform and federal prohibition and its practical effects on states with medicinal cannabis programs.
CONTINUED CONFERENCE SCHEDULE

TRACK: BUSINESS/SECURITY - PANEL
3:00 PM – 3:50 PM: Securing Success: Post-License Steps to Building a Compliant and Secure Cannabusiness
Speakers: Robert Cormier, Stephen B. Hall, Robert Kassoff
Moderator: Eric Schlissel
After winning a license, the real work begins. the necessary post-license steps to take before launching, with a special emphasis on security compliance. This discussion will focus on the basics of integrated CCTV and Access Control solutions for Dispensaries – what to look for and what to avoid, actual solutions and how to meet and be approved by the state inspections.

TRACK: MEDICAL – MAIN STAGE
4:15 PM – 5:00 PM: Cannabis & Athletics: A New Era of Sports Medicine
Speakers: Eben Britton, Riley Cote, Darren McCarty, Frank Shamrock, Marvin Washington
Moderator: Jim McAlpine
Athletes For CARE is a not-for-profit organization dedicated to raising awareness for important issues facing professional athletes and the public at large, including addiction, chronic pain, access to alternative medicines, mental health, CTE and traumatic brain injury. We are an organization founded by pro athletes who are uniting as one voice to advocate for research, education and compassion when addressing these challenges.

6:30 PM – 9:30 PM: Gateway Clipper Riverboat Cruise and Fundraiser
The Gateway Clipper Cruise will sail along the steel city’s famed Three Rivers, from 6:30 – 9:30 p.m., on Friday, April 13. The evening event is open to the public and provides an opportunity to socialize with some of the most recognized leaders and entrepreneurs in the cannabis industry.

SATURDAY, APRIL 14, 2018

TRACK: CME COURSE
10:30 AM – 11:30 AM: Real Concerns Affecting Cannabis Real Estate
Speaker: Cátia Kossovsky
Real Estate considerations for practitioners representing landlords, tenants, lenders, owners, operators, and investors in navigating through the dynamic state and federal law interplay, state and local zoning and land use laws, state marijuana regulations and industry standards of the unique legal issues of state legalized marijuana facilities.
CME CREDITS: 1

TRACK: BUSINESS/CBDS – MAIN STAGE
10:00 AM – 10:50 PM: A Multigenerational Medicine: How to Incorporate Cannabis into Your Everyday Health Regimen
Speakers: Dr. Carchedi
Cannabis has been ostracized since the turn of the last century. We will be giving the latest information and trends to how cannabis can be incorporated into everyday life without compromising your daily activities regardless of your age or chronic condition.

**TRACK: EDIBLES WORKSHOP**

*10:00 AM – 11:30 AM: It’s Not Just Brownies Anymore: Edible Recipes to Devour with Cannabis*

*Chef Captain Kirk*

*Speakers: Captain Kirk, Michael Hensel*

Cannabis infused edibles are becoming increasingly popular for many consumers and patients who want a healthier and more discreet way to consume their cannabis. However, many do not know how to properly make these edibles in their own kitchens. This panel will go over how to appropriately dose cannabis infused edibles for desired results as well as explore the future of cannabis infused foods.

**TRACK: BUSINESS/ RECRUITING**

*10:00 AM – 10:50 AM: How to Recruit, Train, and Engage Your Cannabis Team*

*Speaker: Jill Christensen*

Best-selling author and consultant Jill Christensen will share her global Fortune 500 Executive-level experience and examine the current cannabis recruiting landscape. Attendees will learn how to attract in-house talent, increase employee engagement and develop staff training practices that are cannabis compliant.

**TRACK: BUSINESS INSURANCE**

*10:00 AM – 10:50 AM: Best Practices for Insuring Your CannaBusiness*

*Speaker: Michael Sampson*

Learn about the market for insurance in the medical cannabis industry, the types of coverages industry participants should consider, insurance coverage in the event of a disaster, the enforceability of insurance contracts (as a result of federalism and public policy issues), and claims-handling best practices.

**TRACK: MEDICAL/PATIENTS - PANEL**

*10:00 AM – 11:00 AM: A Caregiver’s Guide to Navigating the Medical Marijuana Program*

*Speakers: Janie Maedler, Heather Shuker, Christine Taylor Brann*

*Moderator: Diane Briggs*

In states that prohibit delivery services for medical cannabis patients, caregivers play a even more important role in the ecosystem. This panel will consist of a discussion on how and where you start to become a caregiver, the liabilities and risks that come along with it, and what (if any) are the responsibilities for reporting.
**TRACK: MAIN STAGE**

**11:00 AM – 12:00 PM: Dispensary Retailing 101: The Art of Retailing in the Cannabis Industry**

*Speakers: Jeffrey Adkins, Alexander Fetterman of Milford Enterprises, Inc.*

In this presentation we will focus on the application of modern retail principles relative to the dispensary environment. We will also be discussing the dispensary set up process in general from design through fabrication and installation.

**TRACK: MAIN STAGE**

**12:00 PM – 1:00 PM: Journey to Compassion**

*Speakers: Michael Boris, PA Compassionate Caregivers*

Comedian Michael Boris will emcee alongside Pennsylvania Compassionate Caregivers, an advocacy group comprised of adult patients as well as caregivers of chronically ill children.

**TRACK: BUSINESS**

**11:00 AM – 11:50 AM: Diversity in Cannabis**

*Speakers: Bonita “Bo” Money, Freeway Ricky Ross, Larisa Bolivar*

This presentation will focus on the importance of education and how it can help under served communities learn about the medicinal benefits of cannabis. Attendees will learn about different social equity plans that are being implemented in numerous cities.

**TRACK: CULTIVATION**

**11:00 AM – 11:50 AM: Four Factors to Successful Cultivation Facility Design, Construction and Occupancy**

*Speaker: Mark Doherty*

Today's modern cultivation facilities are a hybrid of traditional agriculture, state of the art laboratories, the mechanics of data centers and the security of clean rooms. What technology and equipment, what best practices are used in each of these types of facilities that should be integrated to cannabis cultivation? Whether you are building a 10,000 sf facility or a 500,000 sf facility, there are common design and construction practices to ensure successful equipment selection, installation and facility operations. Commercial cultivators and investors will walk away with design and construction road-map to success.

**TRACK: BUSINESS**

**11:00 AM – 11:50 AM: Building a Business Model for Multi-State and National Growth**

*Speaker: Aaron Epstein*

Learn how to develop and expand your cannabusiness and rise above the competition. Discover how to increase brand loyalty, maximize earning potential, and stand apart. Find out how to stay ahead of the game in one of the fastest growing industries in the nation and become an industry leader in overly saturated markets.
**TRACK: BUSINESS**

**12:00 PM – 12:50 PM: Entrepreneurial Opportunities in the Cannabis Industry**

*Speaker: Shad B. Ewart*

The cannabis industry is set to create more jobs than established industries like manufacturing by 2020. However, there is still no clear path to getting involved in the industry or clear educational path. Students need more courses and curriculum that teaches the fundamentals of the industry. These include all areas of the industry including business, agriculture, research, etc. This panel will talk about what courses are currently available for students and what still needs to be offered as well as how higher education can translate their findings into commercial services and products the industry can use to advance itself.

**TRACK: MEDICAL/VETERANS MAIN STAGE**

**1:00 PM – 1:50 PM: Beyond the Battlefield: How Cannabis May Help Veterans Cope**

*Speaker: Jose Belen*

U.S. Army Combat Veteran Jose Belen will share his personal struggles with PTSD, how cannabis may help other veterans cope, and current research.

**TRACK: HEMP/CBDs - PANEL**

**1:00 PM – 1:50 PM: HEMP, CBDS, and the Future of Cannabis in Pharmaceuticals**

*Speakers: Captain Kirk, Ben Droz, Skylar Bissell*

*Moderator: Snowden Bishop*

This panel of hemp, CBD, and edible experts will cover extraction, consistency, product development, and the future of medical cannabis in pharmaceuticals.

**TRACK: LAW**

**1:00 PM – 2:50 PM: Essential Legal Concepts To Avoiding Lawsuits, Reducing Taxes & Protecting Your License**

*Speaker: Daniel J. McNeff*

Learn how to protect your business and avoid lawsuits in the cannabis industry. Attendees will receive comprehensive information on how to reduce taxes, protect their license, and run their business without fear.

**TRACK: MEDICAL/VETERANS MAIN STAGE**

**2:00 PM – 2:50 PM: Treating PTSD with Cannabis: New Research and Data**

*Speaker: Dr. Sue Sisley, Ian Schwartz, Robert Kowalski*

The number of Veterans that commit suicide or die from overdosing in this country is alarming. With medical cannabis still a Schedule 1 drug, the VA's policies make it difficult for Veterans to use medical cannabis to treat their PTSD. Leading doctor and researcher in the industry will discuss current research, initial results, Veteran access, and the difficulties they face.
CONTINUED CONFERENCE SCHEDULE

TRACK: INTERNATIONAL BUSINESS - PANEL
2:00 PM – 2:50 PM: The Growing International Cannabis Industry: Insights on Canadian and Australian Markets
Speakers: Paul Mavor, Jason Rose, Mark Golinger, Sandra Gogal
Moderator: Sharlene Mavor
Cannabis legalization is quickly increasing on a global scale. This panel will focus on the budding market landscape in the U.S., Canada and Australia, as well as international trade prospects. Leading entrepreneurs will provide insight on how canna-preneurs may benefit from global legalization initiatives.

TRACK: MEDICAL - PANEL
3:00 PM – 3:50 PM: Strategies for Opioid Free Living
Speakers: Dr. Randy Barrett, Mandi Babkes, Jasa Johnson, Aimee Faiella, RN
Moderator: Sven Hosford
This panel will cover the effective tools for building an opioid-free life, both to conquer opiates, and also to manage the underlying pain which caused the need for opiates. Discussion will include: How to create your own holistic healing team of complementary health professionals; the real effects of “dope sick”; and the attitudes, processes, and modalities which can help one go opioid free.

TRACK: MAIN STAGE
4:00 PM – 4:20 PM: Cannabis America’s Job Creator
Speakers: Cheryl Shuman
Legal cannabis is one of the fastest growing industries in the country. Last year, the industry employed 121,000 people in the U.S, a number estimated to double by 2021. Nationally recognized cannabis advocate and Ohio Native Cheryl Shuman will discuss the cannabis industry as a job creator, not only in urban environments but in America’s heartland.

TRACK: CCC MAIN STAGE
4:30 PM – 5:00 PM: Future of Cannabis Healthcare
Speakers: Dr. Bryan Doner, Christina DiArcangelo Puller, Mark Goliger
Moderator: Ken Schultz
Compassionate Certification Centers will discuss medical cannabis and its impact on the future of healthcare in the U.S. and around the globe.