



CONFERENCE AGENDA

Friday April 21, 2017

Pink titles are included in the Exhibit Hall Pass.

Green titles mean Workshop Ticket Required.

Exhibit Hall open

12:00pm-5:00pm

12:00pm-12:25pm

Cannabis & Social Media

MAIN STAGE

Speaker: Russell Media

12:30pm-1:00pm

At the Intersection of Cannabis Education, Research, & Commercialization

MAIN STAGE

Speaker: Dr. Charles Pollack, The Lambert Center for the Study of Medicinal Cannabis and Hemp at Thomas Jefferson University

1:00pm-2:00pm

Investing Into Research

MAIN STAGE

Speaker: Eric Wang

1:00pm-2:00pm

How Can I Cook with Cannabis

Room #324 - 3rd floor

Home Cooking Dosing & Admin / Future of Infused Food

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.

Speakers: Captain Kirk, Shanel Lindsay

1:00pm-2:00pm

Med-Tech, Data & How it Can Help Advance the Industry

Room #325- 3rd floor

Technology has already made significant advancements in the medical cannabis industry, but are we only at the beginning? What are the opportunities for med-tech to provide further data for the industry? How useful is current medical technology for doctors? What's the future of medical cannabis tech and data?

Speakers: John Kagia, David Goldstein

CONFERENCE AGENDA

Friday, April 21, 2017 (continued)

1:00pm-2:00pm

Medical Cannabis for Children

Room #336- 3rd floor

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. As more parents begging to try treating their child's illness or symptoms from medical cannabis, there are an increasing number of questions that need answering. This group of parent advocates and business leaders will discuss out of home administration, strains specificity for children, dosing, and the education and registration process for parents.

Speakers: Dana Workman, Janie Maedler

1:00pm-2:00pm

Cannabis Testing & Quality Control

Room #335- 3rd floor

*Define What is Pharma Level Testing / Opportunities for Home Testing
As cannabis becomes more mainstream, the need for safe, clean and reliable cannabis is at an all time high. The industry has to figure out how we can deliver safe, medical-grade products to patients via better testing methods. How can we ensure consistency with cannabis and how do what are the standards we need across the industry to ensure the highest quality cannabis for patients and consumers? This panel will also look at the future of home-testing and how patients in the future will be able to test their products for safety and quality.*

Speakers: Anthony Smith, Amanda Rigdon, Mara Gordon, Dr. Andrew Rosenstein

1:00pm-2:00pm

Alternative Cannabanoid Treatments with CBD

Room #337- 3rd floor

Great Lakes Hemp Supplements will be discussing and answering questions on CBD Hemp and alternative CANNABINOID treatments as well as patient education and dosing.

Speakers: Michael Thue, Dr. Naveed

2:00pm-3:00pm

Athletes for CARE

MAIN STAGE

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

Speakers: Marvin Washington, Todd Herremans, Eben Britton, Nate Jackson

3:00pm-4:00pm

Exploring the Legislative and Regulatory Landscape for Cannabis in 2017

MAIN STAGE

Speaker: Elizabeth Westbrook & William Garvin | Buchanan, Ingersoll & Rooney PC

CONFERENCE AGENDA

Friday, April 21, 2017 (continued)

3:00pm-4:00pm

From Opioids to Cannabis

Room #324- 3rd floor

As medical cannabis continues to become more accepted by American citizens, what are the opportunities for this plant to end the current opioid epidemic? Recent studies have shown that states that have regulated medical cannabis markets see a decrease not only in opioid related overdoses, but the total number sold as well. The historical data and statistics, along with future treatment opportunities will be discussed by a group of medical professionals and former professional athletes.

Speakers: Nate Jackson, Captain Kirk Reid, Kevin Boehnke, Dr. Matthew Roman, Dr. Bryan Doner

3:00pm-4:00pm

International Legalization Opportunities that Come With It

Room #325- 3rd floor

Cannabis legalization is quickly increasing on a global scale. As new country's continue to take pass legalization initiatives, and establish their own unique opportunities, what are the opportunities of global trade? How is the US positioned compared to other country's in terms of cannabis policies? How can current, and future, canna-preneurs in the US benefit from the different international legalization initiative.

Speakers: Courtney Betty, Eric Wang, Rebecca Gasca

3:00pm-4:00pm

Professionals Entering Cannabis Industry

Room #333- 3rd floor

As the medical cannabis industry continues to advance and legitimize, mainstream professionals are increasingly interested in cannabis career opportunities. Being a new, and very unique industry, many professionals struggle with finding how to best leverage their current skills and experience in the industry. A group of professionals who have successfully transitioned, or assist others in transitioning, will discuss the considerations and the process of leveraging your experience and expertise to enter the cannabis industry.

Speakers: Joseph J. Morgan, MD, Peter Flint, Branden Hall, Ellie Siegel

3:00pm-4:00pm

Pennsylvania Update

Room #336- 3rd floor

Timeline / Opportunities / Need to Know for Potential Licensees / Ancillary Opportunities in PA]

With the recent legalization of medical marijuana in Pennsylvania in 2016, the state is starting to put together a program that will hopefully start serving patients by 2018. Many entrepreneurs in the state are asking how they can get involved with the industry. This panel will answer that question, as well as give an update on where Pennsylvania cannabis currently stands and how companies on the ancillary side can prosper with legalization in Pennsylvania.

Speakers: Senator Leach, Senator Folmer

CONFERENCE AGENDA

Friday, April 21, 2017 (continued)

3:00pm-4:00pm

Cannabis for Veterans

Room #335- 3rd floor

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. A group of Veterans and a leading doctor and researcher in the industry will discuss current research, initial results, Veteran access, and the difficulties they face.

Speakers: Dr. Sue Sisley, Michael Krawitz, Veterans Ending The Stigma

4:00pm-5:00pm

Dr. Cyril Wecht

MAIN STAGE

4:00pm-5:00pm

RocNation's own Philadelphia Freeway

Room #325- 3rd floor

SNEAK PEEK: Free Will (Documentary) (RT 55:00) Director: Todd Reed.

Sponsored by: Philadelphia Independent Film Festival (PIFF) @PhilaIndie

The Free Will documentary details the story of Freeway's battle with kidney disease giving fans a riveting and personal, behind-the-scenes look of his life and career with glimpses of his fight against his medical issues.

Freeway will be at the VIP Event for fans to meet and greet.

Speakers: Freeway

5:00pm-7:00pm

VIP MEET & GREET

VIP AREA BACK OF HALL C (NOT MAIN STAGE)

Buy your VIP ticket and roll out the red carpet from 5:00 pm – 7:00 pm for entertainment by Sound Molecule Production, an exclusive meet-and-greet with Ricky Williams, and networking, followed by drinks and lots of new surprises!

Speakers: Ricky Williams



CONFERENCE AGENDA

Saturday April 22, 2017

10:00am-6:00pm

11:00am-2:00pm

11:00am-11:30pm

11:30am-12:00pm

11:00am-12:00pm

11:00am-12:00pm

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CME Course (CME Ticket Purchase Required)

Room #319, 320, & 321 - 3rd floor

Cannabis Commodity vs. Cannabis Quality

MAIN STAGE

Speaker: Amy DiIullo

280E Tax Law

MAIN STAGE

Speaker: Jim Thorburn

Ag-Tech & Building a Sustainable Industry

Room #324 - 3rd floor

Setting Up My Cultivation Facility / Mainstream Sustainability / Eliminating Industry Footprint

Current cannabis cultivation methods were meant for small-scale operations and are not sustainable long-term as the demand for cannabis has increased. These operations leave a lot of waste and pollution behind and are wasting energy and resources rapidly. If these outdated processes do not change, the industry will leave a negative impact on the environment. This panel will discuss how we can create better cultivation methods that leave less of an environmental footprint as cannabis moves in to the mainstream and eventually is sold nationwide.

Speakers: AGS, Douglas Larson, Dozie Mbonu

Update on Banking

Room #325- 3rd floor

National Update / State by State Work Arounds / Future Solutions

Cannabis companies are bringing in more revenue as more Americans have access to the plant. However, with cannabis still being illegal at the federal level, most major banks are still hesitant to work with cannabis companies because of the risk of prosecution by the federal government. Companies and entrepreneurs have to be more creative in the ways they can properly finance their companies. This panel will discuss some of the new solutions entrepreneurs can use to help finance their companies as well as predict what the future of cannabis banking will be as cannabis becomes increasingly popular nationwide.

Speakers: Lance Ott, Tom Fleming, Steve Schain, Patrick Nightingale

CONFERENCE AGENDA

Saturday April 22, 2017 (continued)

11:00am-12:00pm

Topicals, Tinctures, Capsules, Edibles

Room #333 - 3rd floor

Pros & Cons Compared to Flower / Innovation in this Area / Quality Control
As more states across the U.S. legalize cannabis, consumers are discovering new, healthier ways to consume and ingest their medicine. However, many patients do not know which method is best for them as they are still accustomed to only consuming their cannabis by smoking flower through a pipe or joint. Patients are asking what are the pros and cons compared to flower and how using topicals, tinctures, capsules, and edibles can help them achieve the desired results they want from the plant. This panel will answer all those questions, as well as look into how we can have safe products with consistent quality control as well as what is next in terms of innovation for cannabis infused products.

Speakers: Chris Bunka, Eben Britton, Michael Thue, Scott Leshman

11:00am-12:00pm

Angels, Funds & Family Offices

Room #334 - 3rd floor

How has Investment Landscape Evolved
With cannabis sales totaling \$6.7 billion in 2016, the excitement around the business of cannabis is rising. More than ever, investors are curious how they can start investing into the industry. These investors want to know what the current state of the industry is and how they can benefit from it. This panel will discuss how the landscape of cannabis investing has changed in recent times and what the future holds for those trying to get involved.

Speakers: Lance Johnstone, Lindy Snider, Pamela Johnston, Scott Greiper, Kevin Provost

11:00am-12:00pm

Activism & How Businesses Get Involved

Room #335 - 3rd floor

Activism has played a crucial part in the creation of the legal medical cannabis industry. Without activists, there wouldn't be a cannabis industry. As the industry advances, the need for activism does too. With the current administration, and the position of the cannabis industry, activism is now more important than ever. In a new age of activism, what is the role of cannabis businesses, how can businesses get involved (aside from donating), what is the ROI on activism, and how can activists and businesses begin to work together.

Speakers: Adam Fine, Roseanne Scotti, Amber E. Senter

12:00pm-1:00pm

Children and Cannabis

MAIN STAGE

Speaker: Dr. Stuart Titus & children

1:30pm-2:00pm

Canadian Success in Marijuana

MAIN STAGE

Speaker: Eric Paul, CEO CannTrust

CONFERENCE AGENDA

Saturday April 22, 2017 (continued)

1:00pm-2:00pm

Becoming a Caregiver 101

Room #324 - 3rd floor

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.

Speakers: Valerio Romano, Audrey Byrnes, Heather Shuker, Sarah Bargas, Patrick Nightingale

1:00pm-2:00pm

Industrial Hemp & the Opportunities Outside of CBD

Room #325 - 3rd floor

What are the Opportunities / Potential Uses / Manufacturing / Products Industrial hemp is the less widely-known cash crop that can be used to make thousands of products from nutritional foods, fabrics, ropes, and even paper products and fuel. This is all while using less water and pesticides than other alternatives. However, industrial hemp is still illegal to grow most places in the U.S. and is still an untapped market for economic growth and jobs in the U.S.

Speakers: Dr. Stuart Titus, Ph. D., Geoff Whaling, Representative Nelson

1:00pm-2:00pm

Government Movers & Shakers

Room #333 - 3rd floor

How are Government Officials Supporting & Advancing the Industry With the election of President Donald Trump, the future of cannabis legalization become more uncertain. Government officials are even more important now for advancing the industry and keeping it alive. Who are these movers and shakers in the government that are advocating for cannabis? Also, what are they doing currently to try to advance the industry and what are their thoughts on how cannabis legalization is affected by the current political landscape?

Speakers: Bill Nettles, Senator Leach, Mike Folmer

1:00pm-2:00pm

First Time Cannabis Patients

Room #334 - 3rd floor

As legalization trends continue, there are thousands of patients that will have access to medical cannabis for the first time? For some, that can be overwhelming. From figuring out how to properly register, to purchasing the right medicine, all the way to talking with your doctor. Proper information and education is critical to ensure a smooth transition and functioning market.

Speakers: Campaign For Compassion, Sebastien Cotte, Debra Kimless, MD

CONFERENCE AGENDA

Saturday April 22, 2017 (continued)

1:00pm-2:00pm

Creating a Lasting & Sophisticated Brand

Room #335 - 3rd floor

As legalization trends continue, there are thousands of patients that will have access to medical cannabis for the first time? For some, that can be overwhelming. From figuring out how to properly register, to purchasing the right medicine, all the way to talking with your doctor. Proper information and education is critical to ensure a smooth transition and functioning market.

Speakers: Amy DiIullo, Richard DiMarco

2:00pm-3:00pm

Lexaria Hemp & Technology Talk

MAIN STAGE

2:00pm-3:00pm

Before Dispensary Doors Open

Room #324 - 3rd floor

Security Considerations / Owners & Operators / Doctor & Medical Counselor Considerations

With new states legalizing all across the nation, there are more entrepreneurs looking to open and run a dispensary. However, there are many issues a dispensary owner faces when opening a new dispensary. This panel will discuss some of these problems which include how to have proper security, as well as the best practices to use when opening and how to work with doctors and medical professionals to have the best patient experience.

Speakers: Avis Bulbulyan, Ted V. Daniels, Aaron Epstein, Lilach Power

2:00pm-3:00pm

Higher Education & it's Role in the Industry

Room #325 - 3rd floor

Beyond Research / Tech Transfer / Classes

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.

Speakers: Douglas Berman - Ohio State Professor, Shad B. Ewart - Anne Arundel Community College

2:00pm-3:00pm

Extraction Discussion & Best Practices

Room #333 - 3rd floor

Concentrates recently have been seen as a safer, more effective, and more accepted way for patients to medicate. Certain states only allow patients access to concentrates and extracts. This creates a major need for established best practices in extraction, that provide safe, and clean, medicine to patients. As with the rest of the industry, technology and innovation have created

CONFERENCE AGENDA

Saturday April 22, 2017 (continued)

2:00pm-3:00pm

multiple forms of extraction. Extraction experts will sit down to discuss the different methods, pros and cons of each, and future extraction opportunities.
Speakers: Aram Abgaryan, Chris Lively, Andy Joseph, Captain Kirk Reid

2:00pm-3:00pm

Canada, Impact & Opportunities

Room #334 - 3rd floor

Operating in Canada / What US Businesses & Investors Need to Know / Influence of a Strong Canadian Market on US Policy & Market
Canada has been one of the pioneers in regards to cannabis and now there are pushes to legalize cannabis recreationally nationwide. How do entrepreneurs in the U.S. tap into this potentially enormous market? Also, how will businesses in the US be affected if Canada decides to legalize recreational cannabis and how could this legalization affect the legalization efforts in the U.S.?

Speakers: Brian MacKay, Eric Paul, Chris Bunka, Kate Dalgeish

2:00pm-3:00pm

Building a Diversified Industry

Room #335 - 3rd floor

The laws of prohibition have unjustly discriminated against African Americans and other minorities. As the industry continues to gain mainstream acceptance, these individuals are often barred from entering the legal industry do to "criminal records" that come from prohibition. How can we ensure equal opportunities as this industry continues to mature, and how has the discrimination of prohibition effected the industry?

Speakers: Dasheeda D. Dawson, Amber E. Senter, Roseanne Scotti

3:00pm-4:00pm

Compliance and Credibility, the Evolution of Cannabis Testing

Room #338 - 3rd floor

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.

Speakers: Dr. Andrew Rosenstein

3:00pm-4:00pm

Compassionate Certification Centers & Greenhouse Ventures

Announcements

MAIN STAGE



CONFERENCE AGENDA

Saturday April 22, 2017 (continued)

3:00pm-4:00pm

Researchers Conversation

Room #324 - 3rd floor

What is Current Research Showing / Will Researchers Soon Have More Access
Even as cannabis becomes increasingly popular, we still have so much to learn about the plant. However, research is still limited in the U.S. because of the illegality of cannabis at the federal level. This panel will discuss the future of cannabis research and discuss if researchers will soon have more access to the plant. Also, we dive into where current research is at and what the current findings are showing.

Speakers: Dr. Sue Sisley, Dr. Christian Bogner, MD, Jahan Marcu, Deb Kimless

3:00pm-4:00pm

PotBotics Workshop

Room #333 - 3rd floor

Speakers: David Goldstein

3:00pm-4:00pm

Lexaria Private Session

Room #325 - 3rd floor

Speakers: Chris Bunka

4:00pm-5:00pm

Professional Athletes and Cannabis

Speaker: Ricky Williams, Todd Herremans, Eben Britton, Nate Jackson, Darren McCarty