



## **The Nation's Leading Women Cannabis Entrepreneurs Converge at 2017 World Medical Cannabis Conference & Expo to Address the Industry's Business Future**

*Medical cannabis meets business innovation at the national, physician-led conference in Pittsburgh, April 21-22, 2017.*

### **FOR IMMEDIATE RELEASE:**

Women Entrepreneurs/Business/Cannabis/Event

**PITTSBURGH (March 8, 2017)** -- Leading women entrepreneurs of the multi-billion dollar cannabis industry will address a diverse range of business topics at the inaugural 2017 World Medical Cannabis Conference & Expo (WMCCEXPO), April 21-22, 2017, at the David L. Lawrence Convention Center, 1000 Fort Duquesne Boulevard, in Pittsburgh.

One of the fastest growing industries in the U.S., cannabis is also one of the most women empowered. Women make up 36% of executives in the cannabis industry, compared to 22% of senior managers in other industries.

The WMCCEXPO will highlight some of the most progressive and innovative women-owned cannabis companies. High-profile thought leaders will participate in educational seminars, professional training workshops, and panels geared towards business professionals interested in the growing medical cannabis market.

Medical cannabis meets business innovation at the large-scale, physician-led conference hosted by Compassionate Certification Centers™ (CCC) and Greenhouse Ventures LLC.

For tickets or information, call 1-888-316-9085 or visit [www.cccregister.com](http://www.cccregister.com).

The event will host women entrepreneurs from all backgrounds who are raising the bar and setting new milestones in the recreational and medical marijuana market.

### **Featured Speakers**

Lindy Snider, Founder and CEO of Lindi Skin, the first full line of botanically based skin care products for cancer patients, will lead an "Angels, Funds, and Family Offices" presentation. An industry pioneer, Lindy is the daughter of Ed Snider, the late owner of the Philadelphia Flyers and former chairman of Comcast-Spectator. She has more than 20 years of entrepreneurial experience identifying, developing, and growing innovative companies.

Dasheeda Dawson, Founder and President of MaryJane Marketing LLC, is rebranding the industry with her digital-focused cannabis consulting group. She has successfully launched and managed multi-million dollar brands for companies including Target Corporation, Victoria's Secret, and Fullbeauty Brands, before entering the cannabis market. Dasheeda will partake in a "Building a Diversified Industry" presentation at the WMCCExpo.

Lilach Mazor Power, co-founder and managing director of Arizona medical cannabis dispensary Giving Tree Wellness Center, will participate in a "Before Dispensary Doors Open" business presentation. The former Israeli soldier has been in the medical cannabis industry since 2010. Since the U.S. lacks the ability to do research on cannabis, Lilach travels to Israel and collaborates with some of the world's top cannabis researchers so that she can produce the highest quality medicine for her patients.

Janie Maedle will partake in a "Medical Cannabis for Children" panel at the upcoming WMCCExpo. She became a medical marijuana advocate when an aggressive tumor was discovered in her daughter Rylie's face. In her home state of Delaware, Janie singlehandedly fought for a pediatric medical marijuana law and for pediatric card holders to be allowed to have cannabis oil on school property. Rylie's Law and SB181 passed with an unprecedented unanimous vote. A policy advisor and educator, Janie strives to give families better options in the realm of pediatric medical cannabis. Her daughter founded Rylie's Smile Foundation at the age of nine, which helps other children with life threatening illnesses.

Melissa Parks, seasoned chef and author of *Herb: Mastering the Art of Cooking Cannabis*, will participate in a "How Can I Cook with Cannabis" workshop. Melissa is renowned throughout the industry for transforming edibles into a culinary art form. She is also the Vice President of Product Development at Nutritional High International, a THC and CBD product company.

### **Women of Cannabis Presentation Schedule**

#### **Friday, April 21, 2017**

- Janie Maedle from Rylie's Smile: "Medical Cannabis for Children" Panel, 1-2 p.m.
- Melissa Parks: "How Can I cook with Cannabis" Workshop, 1-2 p.m.
- Lilach Mazor Power: "Before Dispensary Doors Open" Panel, 2-3 p.m.

#### **Saturday, April 22, 2017**

- Lindy Snider: "Angels, Funds, & Family Offices" Presentation, 11 a.m. - 12 p.m.
- Dasheeda Dawson: "Building a Diversified Industry" Presentation, 2 -3 p.m.

The WMCCExpo will include two full days of speaking presentations on the industry's most compelling issues. The show will host 170 exhibiting companies, and dozens of medical, investment, and cannabis industry thought leaders. For tickets or information, call [1-888-316-9085](tel:1-888-316-9085) or visit [www.ccregister.com](http://www.ccregister.com).

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### **About Compassionate Certification Centers™**

The 2017 World Cannabis Conference & Expo is presented by Pittsburgh-based Compassionate Certification Centers™, a Syndikos Investments, LLC portfolio brand based in

Middleton, Delaware. Compassionate Certification Centers™ implements the first of its kind membership program for all types of healthcare providers to access medical cannabis research and patients throughout the U.S. states, district and territories. Membership program benefits feature tools and resources needed to operate healthcare providers' own certification centers including: potential patients based on geography, research, full-spectrum marketing, peer networking, legal documents and services, cannabis education and CME credits, cannabis product training, and much more. For more information visit <https://www.compassionatecertificationcenters.com> or join the discussion at Facebook, Twitter, LinkedIn, Instagram and Google+.

### **About Greenhouse Ventures LLC**

Greenhouse Ventures LLC is an innovation accelerator based in Center City, Philadelphia, PA that works with qualified early-stage cannabis and industrial hemp ventures raising up to \$2.5M in seed capital. Greenhouse Ventures seeks cannabis ventures from the USA in sectors such as agriculture, green technology, medical technology, software as a service, laboratories and testing facilities, data analytics and reporting, entertainment and media, and to a lesser degree, infused products.

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### **LEGAL DISCLOSURE**

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