



3D VIRTUAL SUMMIT
exclusively for cannabis
brands and retailers



Date	Time	Track	Presentation Title	Speaker
14-Jul	10:00 - 10:40 AM		Promoting Diversity, Equity and Inclusion in the Cannabis Industry to Achieve Social Justice	Moderator: Ricardo Baca CEO & Founder, Grasslands: A Journalism-Minded Agency Alphonso (Tucky) Blunt Jr. Owner/Operator, Blunts & Moore Niambe McIntosh Founder, Peter Tosh Foundation Arlene Mejia Director of Re-entry Services, Last Prisoner Project
14-Jul	11:00 - 11:40 AM		A Deep Dive into California Market Data	Roy Bingham CEO, BDSA
14-Jul	12:00 - 12:30 PM		Sponsored Round Table - How Outdoor Advertising Can Grow Cannabis Businesses	Round Table Discussion Moderator: Jonathan Conway Chief Strategy Officer, Talon Outdoor
14-Jul	12:30 - 01:00 PM		Sponsored Round Table - Safety & Trends in Vape Technology: What Are Brands and Retailers Hearing from Consumers	Round Table Discussion Moderator: Dave Wright CRO, GREENTANK Technologies Round Table Discussion Moderator: Pete Duckett Chief Engineer, GREENTANK Technologies

14-Jul	01:00 - 01:30 PM		The Case of Terpenes and The Future of Effect Based Edibles	<p>Mike Hennesy Director of Innovation, Wana Brands Dr. Jessica Knox Co-founder, Doctors Knox, Inc. Ethan Russo, MD Founder/CEO, CReDO Science Matt Morea CEO, Velvet Dispensary</p>
15-Jul	10:00 - 10:40 AM		Tech Strategies for Customer Acquisition	<p>Patrick Rea Executive Director, Canopy Boulder Adam Barrow VP of Market Development, Cookies Scott Berman Principal, Panther Agency Christine De La Rosa CEO & Co-Founder, The People's Dispensary David Hua CEO, Meadow Jenn Wong VP of Marketing, Select</p>
15-Jul	11:00 - 11:40 AM		Resolving California's Illicit Market Dominance	<p>George Jage CEO, Jage Media Conrad Gregory Head of Government Relations, Harborside Yvette McDowell Former Prosecutor, City of Pasadena Kristin Nevedal Principal Consultant / The Nevedal Group, LLC Lindsay Robinson Executive Director, CCIA</p>
15-Jul	12:00 - 12:30 PM		Sponsored Round Table - Collaborating for Growth the California Way: Advice, Tips, and Takeaways from Successful Brands and Retailers	<p>Round Table Discussion Moderator: Art Smuck COO, HERBL</p>
15-Jul	12:30 - 01:00 PM		Sponsored Round Table - The Future of Cannabis Distribution in California and Beyond	<p>Round Table Discussion Moderator: Vince Ning CEO, Nabis Round Table Discussion Moderator: Jun Sup Lee President, Nabis</p>

16-Jul	10:00 - 10:40 AM		The Future of Cannabis Retail	Tamar Maritz VP Business Development, BDSA Sam Arellano CMO, CannDESCENT Michael Campbell CEO, CalEthos Etienne Fontan Vice President & Co-Owner, Berkeley Patients Group Keith Stephenson Founder & CEO, Purple Heart
16-Jul	11:00 - 11:30 AM		Security & Staff Safety	Celia Daly Director of Development and Operations, Canopy Boulder Courtney Dorne Managing Partner, Vertical Companies Tony Gallo Managing Partner for Sapphire Risk Advisory Group Khurshid Khoja Principal & Founder, Greenbridge Corporate Counsel
16-Jul	11:30 - 12:00 PM		Diving into Cannabis and Beverage Alcohol Market Interactions & Influences	Jessica Lukas SVP of Commercial Development, BDSA