



**3D VIRTUAL SUMMIT**  
exclusively for cannabis  
brands and retailers



| Date   | Time             | Track | Presentation Title   | Speaker  |
|--------|------------------|-------|--|--|
| 23-Sep | 10:10 - 10:25 AM |       | Wake & Shake   | George Jage<br>CEO, Jage Media   |
| 23-Sep | 10:30 - 11:15 AM |       | The Complex Intersection of Consumers and Cannabis: Using Insights to Optimize Product, Pricing and Assortment Decisions | Roy Bingham<br>CEO, BDSA   |
| 23-Sep | 12:00 - 12:45 PM |       | Choose Wisely: How to Evaluate & Select New Products for your Dispensary   | Joe Hodas<br>CMO, Wana Brands<br>Rebecca Gonzalez<br>General Manager, Mission Dispensaries (4 Front Ventures - IL)<br>Chris Young<br>Former Director of Retail Operations, SkyMint (Green Peak Innovations - MI)<br>Jordan A. Smith<br>Co-owner & Operations Director, Green Springs, Oklahoma |
| 23-Sep | 01:30 - 02:00 PM |       | Sponsor-led Round Table Discussion: An Introduction to Greentank and the Business of Vape                                | Moderator: Ethan Singal<br>Marketing Project Manager, Greentank  |
| 23-Sep | 01:30 - 02:00 PM |       | Sponsor-led Round Table Discussion: How to Grow Your Cannabis Business with Outdoor Advertising                          | Moderator: Kristy Schlepp<br>CEO, ODN  |
| 23-Sep | 01:30 - 02:00 PM |       | Sponsor-led Round Table Discussion: Retail Analytics: How to Analyze Sales Data to Enhance Marketing and Operations      | Moderator: Stephanie Yarbrough<br>VP of Retail, GrowFlow   |
| 23-Sep | 02:30 - 03:00 PM |       | Sponsor-led Round Table Discussion: How Increasing Bag Appeal + Product Consistency = Customer Loyalty                   | Moderator: Marco Jimenez<br>Marketing Director, GreenBroz Inc.   |
| 23-Sep | 02:30 - 03:00 PM |       | Sponsor-led Round Table Discussion: Vapor Tech: Making the Switch to Ceramics  | Moderator: Daniel Hwang<br>Cerak   |
| 23-Sep | 02:30 - 03:00 PM |       | Sponsor-led Round Table Discussion: Wholesale Business Management for Emerging Markets                                   | Moderator: John Manlove<br>CEO & Founder, Apex Trading   |

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| 23-Sep | 03:00 - 03:30 PM |  | Promoting Diversity, Equity and Inclusion in the Cannabis Industry to Achieve Social Justice | Moderator: Ricardo Baca<br>CEO & Founder, Grasslands: A Journalism-Minded Agency<br>Margeaux Bruner<br>Director of Compliance and Diversity Inclusion, Red, White & Bloom<br>Kaliko Castille<br>Vice President, Minority Cannabis Business Association<br>Arcillia Miller<br>Project Coordinator, Oklahoma Women's Cannabis Association |
| 23-Sep | 04:20 - 05:00 PM |  | State-Focused Round Table Discussions & Mixer  | Pamela Althoff<br>Executive Director, Cannabis Business Association of Illinois<br>Jack Cardetti<br>Spokesperson, MoCannTrade<br>Leah Hull<br>Director of Marketing, OK4U<br>Robin Schnieder<br>Michigan Cannabis Industry Association  |
| 24-Sep | 10:10 - 10:25 AM |  | Wake & Shake   | George Jage<br>CEO, Jage Media  |
| 24-Sep | 10:30 - 11:15 AM |  | New Brands in New Markets  | Jessica Lukas<br>SVP of Commercial Development, BDSA<br>Jennifer Dooley<br>Chief Strategy Officer, Green Thumb Industries<br>Dan Gardenswartz<br>CFO & COO, Spherex<br>Mitch Meyers<br>CEO, The BeLeaf Company  |
| 24-Sep | 12:30 - 01:15 PM |  | Glimpse the Future: Insights from Mature Markets   | Sparky Rose<br>Co-founder & Managing Partner, Supercritical, LLC<br>Ryan Brown<br>CEO, Native Roots Cannabis Co. & Garden Variety<br>Guy Rocourt<br>Co-founder & Chief Product Officer, Papa & Barkley<br>Nancy Whiteman<br>Co-Founder & CEO, Wana Brands   |

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| 24-Sep | 02:00 -<br>02:45 PM |  | Bigger is Better: How to Increase Basket Size | Charlie Cain<br>Corporate Entrepreneur<br>Denise De Nardi<br>VP Sales, Native Roots<br>Rocio Garcia<br>Co-founder, The People's Dispensary<br>Cris Rivera<br>SVP, Retail Marketing and Store<br>Development, Sunnyside |
| 24-Sep | 04:20 -<br>05:00 PM |  | Happy Hour                                    | Hosted By: MJ Unpacked & BDSA  |