

MJBizConNEXT | NEW ORLEANS MAY 9-11 | 2018

AGENDA

PRE-CON		TUESDAY, MAY 8 TH	
TIME ROOM #	SESSIONS	SPEAKERS	
12:00-5:30pm OFF-SITE	NCBA (Day 1 of 2): The Cannabis Law Sessions. *Separate registration required. CLE's Offered.	Visit https://mjbizconference.com/NEXT/NCBA/ for full agenda	
12:30-4:00pm OFF-SITE	Executive Summit (Day 1 of 2): Preparing for What's Next: Mergers, Acquisitions and Exits **Application and separate registration required	Cassandra Farrington, Co-founder & CEO, Marijuana Business Daily Scott L. Greiper, President, Viridian Capital Advisors Joel Milton, Co-founder & CEO, Baker Technologies Amanda Ostrowitz, Co-founder & CEO, CannaRegs Derek Peterson, CEO, Terra Tech Tripp Keber, Chairman, Dixie Brands	
DAY 1		WEDNESDAY, MAY 9 TH	
TIME ROOM #	SESSIONS	SPEAKERS	
8:30-12:30pm OFF-SITE	NCBA (Day 2 of 2): The Cannabis Law Sessions *Separate registration required. CLE's Offered.	Visit https://mjbizconference.com/NEXT/NCBA/ for full agenda	
8:45-1:00pm ROOM 293	Lead Cultivator Program **Application required	Maureen McNamara, Founder & Chief Facilitator, Cannabis Trainers	
8:45-1:00pm ROOM 294	Lead Extractor Program **Application required	Jim Makoso, Co-founder & Vice President, Lucid Lab Group	
9:30-1:00pm ROOM 288	Executive Summit (Day 2 of 2): Taking Your Business to the Next Level: Leadership, Culture & Innovation **Application and separate registration required	Erica Dhawan, Founder & CEO, Potential Kevin O'Leary, Chairman of OShares ETFs & Shark Tank Investor	
2:00-3:00pm NEW ORLEANS THEATER	Keynote	Kevin O'Leary, Chairman of OShares ETFs & Shark Tank Investor	
3:00-3:30pm NEW ORLEANS THEATRE	Featured Speaker The Year Ahead: 10 Trends to Watch	Chris Walsh, Founding Editor & Vice President, Marijuana Business Daily	
3:30-4:00pm NEW ORLEANS THEATER	Featured Speaker Cementing Your Place in the Industry	Jesse Horton, CEO, Saints Cannabis	
4:00-5:00pm NEW ORLEANS THEATER	General Session What's Next: Insights from Industry Visionaries	Nancy Whiteman, Founder & CEO, Wana Brands Nicholas Vita, CEO, Columbia Care Michael Gorenstein, CEO, Cronos Group JJ O'Brien, Vice President & General Manager, PAX Era	
5:00 PM - 7:00 PM - EXPO FLOOR OPEN			

DAY 2		THURSDAY, MAY 10 TH	
TIME ROOM #	SESSIONS	SPEAKERS	
9:00-9:50am ROOM 291	Next Steps: From License to Launch Retail Walkthrough	Stephanie Hopper, CEO, KSF Consulting	
9:00-9:50am ROOM 295	New Opportunities: Emerging Markets & Trends California State of Mind: Getting a Piece of the \$6B Pie	Amanda Reiman, PhD VP of Community Relations, Flow Kana Dustin Moore, Principal, Main Street Strategies Sonya Logman, Deputy Secretary, Business and Consumer Relations, California Business, Consumer Services & Housing Agency	
9:00-9:50am ROOM 288	Money Matters: Investing in Cannabis Investing Basics: What You Need to Know	Andi B. Goldman, Principal, ABG Advisory/Equitas Partners Fund	
9:00-9:50am ROOM 293	Post Launch: Growth Strategies & Techniques Growing Pains: How to Navigate Common Business Hurdles	Pete Kadens, CEO, Green Thumb Industries Charles Bachtell, Founder & CEO, Cresco Labs	
10:00-10:50am ROOM 291	Next Steps: From License to Launch Cultivation Walkthrough	Kristin Nevedal, Chair, International Cannabis Farmers Association	
10:00-10:50am ROOM 293	Post Launch: Growth Strategies & Techniques Leaving Your Retail Competition in the Dust	Kim Rivers, CEO, Trulieve	
10:00-10:50am ROOM 295	New Opportunities: Emerging Markets & Trends Rec Markets on Deck: Maine and Massachusetts	Kris Krane, President, 4Front Ventures Amanda Melnick, Founder & Principal, Maine Cannabis Consultants	
10:00-10:50am ROOM 288	Money Matters: Investing in Cannabis Identifying Potential Investments	Jennifer M. Sanders, Founder & Director of Risk Management and Strategy, CNS Equity Partners Vivien Azer, Managing Director, Cowen Sean Stiefel, Founder & Portfolio Manager, Navy Capital	
11:00 AM - EXPO FLOOR OPEN			
11:00-11:50am ROOM 291	Next Steps: From License to Launch Infused Walkthrough	Elyse Gordon, Co-owner, Better Baked	
11:00-11:50am ROOM 288	Money Matters: Investing in Cannabis After the Deal: Keeping an Investment on Track	Matt Karnes, Founder, GreenWave Advisors Gary S. Kaminsky, Principal & Chief Regulatory Officer, MLH Holdings Emily Paxhia, Managing Director, Poseidon Asset Management	
11:30-12:00pm EXPO SHOW FLOOR	NEXT LIVE! STAGE Rock Your Brand: Business Insights, Attracting Investors & Lessons Learned	Gene Simmons, Co-founder & Chief Evangelist Officer, KISS & Invictus	
2:00-2:50pm ROOM 291	Next Steps: First 100 Days of Operation Retail Walkthrough	Christopher Martin, CEO & Partner, The Green Heart Franchise	

* Additional action required OR session taking place on expo floor.

This information is accurate as of press date 5/8/18. For up-to-date information visit <https://mjbizconference.com/NEXT/>

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AGENDA CONTINUED

DAY 2		THURSDAY, MAY 10 TH	
TIME ROOM #	SESSIONS	SPEAKERS	
2:00-2:50pm ROOM 293	Post Launch: Growth Strategies & Techniques Big Ideas: Identifying and Launching New Products & Services	Jesse Taylor , Director of Business Development, Cannabistry Labs April Pride , Founder & CCO, Van der Pop Adam Miron , Co-founder & CBO, Hydrothecary	
2:00-2:50pm ROOM 295	New Opportunities: Emerging Markets & Trends Hot Emerging Medical Markets: Michigan, Pennsylvania & Ohio	Michael Bronstein , Executive Director, American Trade Association for Cannabis & Hemp Rhory Gould , Founder & CEO, Arboreside Tom Haren , Attorney, Frantz Ward LLP	
2:00-2:50pm ROOM 288	Innovation Battlefield: Trailblazing Products & Services Cultivation Innovation	GeoShepard The Box Edyza	
2:00-2:30pm EXPO SHOW FLOOR	NEXT LIVE! STAGE Love in the Time of Marijuana: How Deals are Made, Disputes Arise and Hearts Get Broken in the Cannabis Industry ***On the expo floor	Shabnam Malek , Partner, Brand & Branch LLP	
3:00-3:50pm ROOM 291	Next Steps: First 100 Days of Operation Cultivation Walkthrough	Jesse Peters , CEO, Eco Firma Farms	
3:00-3:50pm ROOM 293	Post Launch: Growth Strategies & Techniques Dispensary & Rec Shop Tutorial: Expanding Your Customer Base	Aviv Hadar , Co-founder, Oregrown	
3:00-3:50pm ROOM 295	New Opportunities: Emerging Markets & Trends Beyond the U.S.: Canada Market Overview	Trina Fraser , Partner, Brazeau Seller Law Deepak Anand , VP of Business Development, Cannabis Compliance Cam Battley , Chief Corporate Officer, Aurora Cannabis	
3:00-3:50pm ROOM 288	Innovation Battlefield: Trailblazing Products & Services Retail & Infused Innovation	Harvest Direct Enterprises Moon Picks NanoSphere Health Sciences	
3:00-3:30pm EXPO SHOW FLOOR	NEXT LIVE! STAGE Cannabis & the Modern Woman: Engaging the Purchasing Power of Female Consumers ***On the expo floor	Irie Selkirk , Market Actuator, Emblem Cannabis	
4:00-4:50pm ROOM 291	Next Steps: First 100 Days of Operation Infused Walkthrough	Jillian Pelletier-Litovsky , President, Virgo Moon Botanicals Christine Smith , Founder & CEO, Grön Chocolate Justin Pentelute , CEO, The Clear	
4:00-4:50pm ROOM 288	Innovation Battlefield: Trailblazing Products & Services Technology Innovation	365 Cannabis GreenScreens Bdndr	
4:00-4:50pm ROOM 293	Post Launch: Growth Strategies & Techniques Business Over Beer: A Conversation on Scaling Your Cannabis Business	Pete Kadens , CEO, Green Thumb Industries Nancy Whiteman , Founder & CEO, Wana Brands	
4:00-4:30pm EXPO SHOW FLOOR	NEXT LIVE! STAGE Innovation, New Wave Consumers & the Emergence of the Quasi-Medical Market ***On the expo floor	Joe Hodas , COO, General Cannabis	
6:00 PM - EXPO FLOOR CLOSES			

DAY 3		FRIDAY, MAY 11 TH	
TIME ROOM #	SESSIONS	SPEAKERS	
9:00-9:50am ROOM 291	Next Steps: Year 2 & Beyond Retail Walkthrough	Brett Roper , Co-founder & CEO, Medicine Man Technologies	
9:00-9:50am ROOM 295	New Opportunities: Emerging Markets & Trends Hemp & CBD	Michael Brubeck , Founder & CEO, Centuria Tamar Wise , Partner, Plant Consulting Group Brian Furnish , Head of Global Operations, Ecofibre Kentucky	
9:00-9:50am ROOM 288	Stay Tuned: Preparing for the Future From Potential Crackdowns to Changing Regulations: Surviving and Thriving Amid Uncertainty	Rachel K. Gillette , Partner, Greenspoon Marder Avis Bulbulyan , CEO, SIVA Enterprises Thomas A. Garrett Jr. , Member of Congress, House of Representatives	
10:00-10:50am ROOM 291	Next Steps: Year 2 & Beyond Cultivation Walkthrough	Nicholas Vita , CEO, Columbia Care	
10:00-10:50am ROOM 293	Post Launch: Growth Strategies & Techniques Structuring Your Business for Expansion: Budgeting, SOPs & Corporate Culture	Keegan Peterson , Founder & CEO, Wurk Nic Easley , CEO, 3C Consulting Melanie Nash , Director of Operations, Dark Heart Industries	
10:00-10:50am ROOM 295	New Opportunities: Emerging Markets & Trends Fast-Acting Products & Services	Peter Barsom , CEO, 1906 Richard Clark Kaufman, PhD Chief Science Officer, NanoSphere Health Sciences Robert Davidson , CEO, CURE Pharmaceutical	
10:00-10:50am ROOM 288	Stay Tuned: Preparing for the Future Navigating the Coming Storm: Surviving Amid Plunging Wholesale Prices	Shane McKee , VP of Product Development, Shango Zeta Ceti , Founder & CEO, Green Rush Consulting	
11:00 AM - EXPO FLOOR OPENS			
11:00-11:50am ROOM 291	Next Steps: Year 2 & Beyond Infused Walkthrough	Jeremy Heidl , President, Organa Brands International	
11:00-11:50am ROOM 293	Post Launch: Growth Strategies & Techniques Round 2: Landing Expansion Financing	Sara Batterby , Principal, The Batterby Group	
11:00-11:50am ROOM 288	Stay Tuned: Preparing for the Future Next States to Legalize	Kate M. Bell , Legislative Counsel, Marijuana Policy Project Evan Nison , President, NisonCo	
11:30-12:00pm EXPO SHOW FLOOR	NEXT LIVE! STAGE Cultivation: Leading with Sustainability & Integrity ***On the expo floor	Akshay Gupta , Co-founder, Truly Organic	
1:00-1:30pm EXPO SHOW FLOOR	NEXT LIVE! STAGE The Sustainability of the Curious Cannabis Consumer ***On the expo floor	John Alston Jr. , Co-founder, James Henry SF	
2:00-2:30pm EXPO SHOW FLOOR	NEXT LIVE! STAGE The Five Things You Need to Stay out of the IRS Auditor's Office ***On the expo floor	Robert Carp , Principal, Carp Law Offices	
3:00 PM - EXPO FLOOR CLOSES			

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