

# MJBizConNEXT

JUNE 12-14, 2019 | NEW ORLEANS

ERNEST N. MORIAL CONVENTION CENTER 900 Convention Center Blvd, New Orleans, LA 70130

\*This schedule is up-to-date as of 06/07/2019

## PRE-CON

TUESDAY, JUNE 11

EXPO FLOOR NOT OPEN

9:00 a.m. - 5:30 p.m. **INCBA Cannabis Law Sessions - Room 291** \*Separately ticketed, registration required

12:30 p.m. - 5:30 p.m. **Executive Summit: Day 1 - Hilton New Orleans Riverside Hotel: St. Charles Ballroom** \*Separately ticketed, registration required  
Kristi Kelly, Dr. Mark DeVolder, Tony Perzow

## DAY ONE

WEDNESDAY, JUNE 12

EXPO FLOOR OPEN: 5:00 p.m. - 7:00 p.m.

8:30 a.m. - 12:30 p.m. **Executive Summit: Day 2 - Hilton New Orleans Riverside Hotel: St. Charles Ballroom** \*Separately ticketed, registration required  
Jay Czarkowski, John Mancuso, Kara Bradford, Khurshid Khoja, Kris Karlson, Maureen McNamara, Rachael Z. Ardanuy, Ralph Morgan

9:00 a.m. - 1:00 p.m. **Lead Cultivator Program - Room 291** \*Application required  
John Andrie

9:00 a.m. - 1:00 p.m. **Lead Extractor Program - Room 292** \*Application required  
Jimmy Makoso

### GENERAL SESSIONS - NEW ORLEANS BALLROOM

2:00 p.m. - 2:20 p.m. **10 Trends to Watch This Year and Beyond**  
Chris Walsh

2:20 p.m. - 3:00 p.m. **Coming Soon: Preparing for Cannabis Industry Consolidation**  
Vivien Azer

3:00 p.m. - 3:45 p.m. **One Year Later: Looking Forward with Industry Visionaries**  
JJ O'Brien, Nancy Whiteman, Nicholas Vita

4:00 p.m. - 5:00 p.m. **The Future IS Cannabis - Joint Keynote with Hemp Industry Daily Conference**  
Anat Baron

5:00 p.m. - 7:00 p.m. **MJBIZCONNEX MIXER - EXPO HALL J**  
\*Complimentary drinks offered for all MJBizConNEXT and Hemp Industry Daily Conference attendees on the Expo Floor!

## DAY TWO

THURSDAY, JUNE 13

EXPO FLOOR OPEN: 11:00 a.m. - 6:00 p.m.

	CANNABIS EVOLUTION: PRODUCTS, CULTIVATION & EXTRACTION	LEVEL UP: NEXT STEPS FOR YOUR BUSINESS	ON THE HORIZON: EMERGING MARKETS & TRENDS	MONEY MATTERS: INVESTING IN CANNABIS
	ROOM 293-294	ROOM 291-292	ROOM 288-290	ROOM 295-296
9:00 a.m. - 9:50 a.m.	<b>How to Create Consistent, Best-Selling Beverages</b> Clayton Coker, Harold Han, Victor Jerez	<b>Moving Forward: Changing Company Ownership</b> Kevin Conroy	<b>International Update: Insights &amp; Opportunities</b> Catarino Felan III, Nic Easley, Will Muecke	<b>Tracking the Metrics that Matter as M&amp;A Explodes in Cannabis</b> Scott L. Greiper
10:00 a.m. - 10:50 a.m.	<b>Growing for Gains: Selecting Strains to Meet Your Extraction Needs</b> Katie Stem, Philip Hague	<b>Taking a Stand: How Establishing Brand Focus Delivers Results</b> Lindsay Topping	<b>Coming to Canada: How Beverages Could Win the Infused Market</b> Jennifer Dianne Thomas, Nick Pateras	<b>Subsector Deep Dive: Investing in Ancillary Companies</b> Larry Schnurmacher, Patrick Rea
11:00 a.m. - 11:50 a.m.		<b>Creating Strategic Partnerships</b> Chris Day, Jennifer Dooley, Tegan Adams		<b>Sizing Up US-Based MSOs</b> Andrew Kessner, Brett Hundley, Jesse Pytlak
12:00 p.m. - 2:00 p.m.	<b>LUNCH</b>			
11:30 a.m. - 12:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> Reaching Underserved Market Segments Olivia Mannix			
1:00 p.m. - 1:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> Getting Involved at the Local Level Omar Figueroa			
2:00 p.m. - 2:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> Seeing the ROI in Community Outreach Kelly E. Perez			

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	CANNABIS EVOLUTION: PRODUCTS, CULTIVATION & EXTRACTION	LEVEL UP: NEXT STEPS FOR YOUR BUSINESS	ON THE HORIZON: EMERGING MARKETS & TRENDS	ON THE RADAR: INNOVATIONS IN CANNABIS TECHNOLOGY
	ROOM 293-294	ROOM 291-292	ROOM 288-290	ROOM 295-296
2:00 p.m. - 2:40 p.m.	<b>Securing Shelf Space: How to Get Your Products Space in a Competitive Marketplace</b> Bob Eschino, Dorian-Michelle Smith, Jourdan Kurtz	<b>Raising Expansion Capital</b> Michael Boniello, Michael Gruber	<b>Illinois, Michigan, Ohio: Cannabis in the Midwest</b> Barton Morris, Rhory Gould, Tom Haren	<b>Elements of Efficiency: Innovations in Water and Light</b> Damon Hebert, Dr. Melanie Yelton
2:50 p.m. - 3:30 p.m.	<b>Grow Low, Yield High: Innovative Grow Strategies</b> Brandon Brooks, Jay Marshall, Jennifer Martin	<b>Going Green Without "Greenwashing"</b> John Andrie, Kaitlin Urso	<b>Florida &amp; the Southern States</b> Sally Kent Peebles	<b>Be Everywhere: Integrating Technology into Your Retail Experience</b> Anne Forkutza, Flip Croft-Caderao, Mark Grindeland
3:00 p.m. - 3:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> <b>Working with Your Landlord</b> Katy Young			
3:40 p.m. - 4:20 p.m.	<b>Extraction to the Next Degree: New Technologies &amp; How to Improve Your Facility</b> Cameron Noble, Josh Rutherford, Rob James	<b>Innovation IP: Preventing and Combatting Counterfeits</b> Carla Quisenberry, Karen J. Bernstein, Neil Juneja	<b>Opening of the East Coast Market</b> Adam Fine, Joseph Levey, Bridget Hill-Zayat, Scott Rudder	
4:00 p.m. - 4:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> <b>The Intersection of Professional Development and DNI</b> Shanita Penny			
4:00 p.m. - 6:00 p.m.	<b>MJBIZCONNEX MIXER - EXPO HALL J</b> <i>*Complimentary drinks offered for all MJBizConNEXT and Hemp Industry Daily Conference attendees on the Expo Floor!</i>			

## DAY THREE

FRIDAY, JUNE 14

EXPO FLOOR OPEN: 11:00 a.m. - 3:00 p.m.

	CANNABIS EVOLUTION: PRODUCTS, CULTIVATION & EXTRACTION	FUTURE-PROOF YOUR BUSINESS	ON THE HORIZON: EMERGING MARKETS & TRENDS	ON THE RADAR: INNOVATIONS IN CANNABIS TECHNOLOGY
	ROOM 293-294	ROOM 291-292	ROOM 288-290	ROOM 295-296
9:00 a.m. - 9:50 a.m.	<b>Beyond Vapes and Edibles: A Look at the Viability of Alternative Products</b> Roy Bingham	<b>An Ounce of Prevention, a Pound of Cure: How to Anticipate Problems and Stay Ahead of Them</b> Lindsay Short, Michael H. Sampson, Naomi Granger	<b>Illinois: Assessing the \$2 Billion Opportunity</b> Donna More, Jourdan Kurtz, Sean Doyle	<b>Save Your Harvest: Decontamination Technologies</b> Dr. Bernie Lorenz, Jill Ellsworth
10:00 a.m. - 10:50 a.m.	<b>Make the Cut: Cultivation Strategies to Survive Oversupply</b> Jesse Peters, Joshua Haupt, Wes Matelich	<b>Jumping Hurdles: Banking for Ancillary Companies</b> Chonie Bradley, Christy Kline, Dan Roda, Tyler Beuerlein	<b>What the Farm Bill Means for the Marijuana Industry</b> David Wunderlich, Steve Schain	<b>Unlocking Biosynthetic Cannabinoids</b> Dr. Jason Poulos
11:00 a.m. - 11:50 a.m.		<b>Avoid the Lawsuits: Managing Your Human Capital through Proper SOPs</b> Christine Lamb	<b>Federal Legalization: Will We Get Incremental Progress or a Hail Mary Pass?</b> Neal Levine, Sam Kamin, Saphira Galoob	<b>Waste Not, Want Not: Environmental Best Practices for Business</b> Alfred Wong
12:00 p.m. - 2:00 p.m.	<b>LUNCH</b>			
11:30 a.m. - 12:00 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> <b>Promoting DNI in Your Investing Practices</b> Jeanette Ward Horton			
1:00 p.m. - 1:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> <b>Best Practices for Reducing Cultivation Emissions</b> Kaitlin Urso			
2:00 p.m. - 2:30 p.m.	<b>NEXT LIVE! STAGE - EXPO HALL J</b> <b>Hemp's Potential for Environmental Restoration</b> Joy Beckerman			

### SESSION TRACK KEY

- Cannabis Evolution: Products, Cultivation & Extraction
- Level Up: Next Steps for Your Business
- On the Horizon: Emerging Markets & Trends
- Money Matters: Investing in Cannabis
- On the Radar: Innovations in Cannabis Technology
- Future-Proof Your Business