

Presents

## The Business of Cannabis

Wednesday, March 11, 2020

8:15-8:45	Registration/Continental Breakfast/Cannabis Marketplace	Centre Hall
8:45-9:00	Welcome & Opening Remarks	Room 135
9:00-9:45	<b>Cleveland School of Cannabis: Industry Overview Jobs, Jobs, &amp; More Jobs</b> <ul style="list-style-type: none"> <li><i>Tyrone Russell, President; Kevin Greene, VP; and Austin Briggs, Founder</i></li> </ul>	Room 135
9:45-10:30	<b>Hemp: The Colorado Way</b> <ul style="list-style-type: none"> <li><i>Corbett Hefner, Vice President R&amp;D, Formation Ag</i></li> </ul>	Room 135
10:30-10:40	Break: <b>Networking/Cannabis Marketplace</b>	Centre Hall
10:45-11:30	<b>Breakout Session 1</b>	
	<b>1) CBD Industry Outlook in PA</b> <ul style="list-style-type: none"> <li><i>Krystal Snyder, Commercial Horticulture Educator</i></li> </ul>	Room 205
	<b>2) Trends, Branding and Consumer Insights</b> <ul style="list-style-type: none"> <li><i>Denise Ogden, Marketing Professor, Penn State Lehigh Valley</i></li> <li><i>Catherine Bodock, Pres/CEO, High Expectations Marketing</i></li> <li><i>Mike Fanini, publisher of Philadelphia Sensi Magazine</i></li> </ul>	Room 302
	<b>3) Banking &amp; Finance Expert Panel</b> <ul style="list-style-type: none"> <li><i>Ashley Hess, High Risk Analysis, Jonestown Bank &amp; Trust</i></li> <li><i>Teresa Kearney, Sales Director, Panacea Payroll</i></li> <li><i>Lawrence Snow, Sr. V.P., Customers Bank</i></li> </ul>	Room 311
11:30-1:00	<b>Lunch &amp; Learn: Politicians 'The State of the State'</b> <ul style="list-style-type: none"> <li><i>Lt. Governor John Fetterman</i></li> <li><i>Senator Judy Schwank</i></li> <li><i>Representative Mike Schlossberg</i></li> </ul>	Room 135

# The Business of Cannabis, cont'd

## AFTER LUNCH SCHEDULE:

1:00-1:45	<b>Breakout Session 2</b>	
	<b>1) Legal &amp; Human Resource Matters</b> <ul style="list-style-type: none"> <li>Deirdra Kamber Todd, Managing Partner, Kamber Law Group</li> </ul>	Room 205
	<b>2) What's New: Supply Chain &amp; Manufacturing</b> <ul style="list-style-type: none"> <li>Judy Wicks, Founder, All together Now PA</li> <li>Cameron McIntosh, Owner, Hempcrete and The Hemp Entrepreneur Podcast</li> </ul>	Room 302
	<b>3) The Importance of Corporate Social Responsibility - Soulful Cannabis</b> <ul style="list-style-type: none"> <li>Skip Shuda, Jason Mitchell, Julia Kline – Co-founders</li> </ul>	Room 311
1:45-2:30	<b>Milford Enterprises: Retail Floor Planning</b> <ul style="list-style-type: none"> <li>Jeff Adkins, Sr. Vice President</li> <li>Alex Fetterman, Account Executive</li> </ul>	Room 135
2:30-3:15	<b>Keystone Canna Remedies: Dispensary Management &amp; Business Development</b> <ul style="list-style-type: none"> <li>Joan Guadagnino, Chief Operating Officer</li> <li>Victor Guadagnino, Founder &amp; Chief Business Development Officer</li> </ul>	Room 135
3:15-4:00	<b>My Cancer &amp; Medical Marijuana Journey</b> <ul style="list-style-type: none"> <li>Celebrity, Jack Maxwell, Former host of the Booze Traveler (Travel Channel)</li> </ul>	Room 135
4:00-5:00	<b>Networking/Cannabis Marketplace</b>	Centre Hall



