



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 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 CEO, BDSA |
| 23-Sep | 12:00 - 12:45 PM | | Choose Wisely: How to Evaluate & Select New Products for your Dispensary | Joe Hodas CMO, Wana Brands Rebecca Gonzalez General Manager, Mission Dispensaries (4 Front Ventures - IL) Chris Young Former Director of Retail Operations, SkyMint (Green Peak Innovations - MI) Jordan A. Smith 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 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 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 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 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 Cerak |
| 23-Sep | 02:30 - 03:00 PM | | Sponsor-led Round Table Discussion: Wholesale Business Management for Emerging Markets | Moderator: John Manlove CEO & Founder, Apex Trading |

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

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