



**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