

Social Equity Opportunities Conference



November 5, 2022
10:00 a.m. - 2:30 p.m.



COLORADO
Department of Revenue
Marijuana Enforcement Division



DENVER
THE MILE HIGH CITY



COLORADO
Office of Economic Development
& International Trade
Cannabis Business Office

Schedule of events

10 a.m.

Welcome reception (coffee, tea, bagels will be available)

10:30 a.m.

Welcome remarks

Prerecorded remarks by Gov. Jared Polis

Prerecorded remarks by Denver Mayor Michael Hancock

Dominique Mendiola, senior director of State of Colorado Marijuana Enforcement Division

Molly Duplechian, executive director of Denver Department of Excise and Licenses

Opening speaker

Jarell Wall, CEO and creative director of Gentleman Quinns Blunt Company

Session 1: 11 a.m. to 11:40 a.m.

Track 1: Marketing and branding

Breakout session: Developing an effective brand

This session will dive into what it takes to develop an effective brand for your company.

Moderator



Olivia Mannix, founder and CEO of Cannabrand

Olivia is a cannabis and psychedelics entrepreneur. She founded Cannabrand in 2013. Olivia has been recognized on Forbes, PRWeek's Top 50 Innovators, Adweek's Young Influentials lists and is a contributor to Adweek.

Track 2: Finance

Panel: Investment for minority-owned cannabis businesses

Panelists will discuss their experiences with raising capital for their businesses and provide tips for overcoming challenges that cannabis entrepreneurs face when seeking investment.

Moderator

Tristan Watkins, program manager of Colorado Cannabis Business Office

Panelists



Michael Bevis, Denver Economic Development and Opportunity

Michael Bevis is an entrepreneur and business professional who is driven to help others reach their full potential. His talents and experiences are unique, encompassing the areas of business marketing, leadership, personal branding, and higher education.

Melinda Kadinger, Smokey's Cannabis Co.



Cameron Keluche, founder of KelSie Biotech

Cameron has applied his expertise in economic modeling, business plan development and management at KelSie BioTech. KelSie Biotech has deployed its novel methodologies and IP in both the regulated marijuana and hemp markets through its "SUM" brand and Powered by SUM technology platform.



Alex Mateo, chief strategy officer of Columbia Basin Bioscience

Alex Mateo is the chief strategy officer for Columbia Basin Bioscience, which manufactures CBD and minor cannabinoids. He is also the former CEO/president of Treehouse Biotech. Alex has extensive experience in new business development.

Track 3: Locations

Breakout session: Conducting a preliminary proximity check

This session will demonstrate a new public tool for conducting proximity checks and will cover best practices for determining whether your proposed location meets Denver's location requirements.

Presenter



Abbey Borchers, marijuana policy analyst, City and County of Denver

Abbey Borchers serves as a policy analyst for the City and County of Denver's Department of Excise and Licenses. Previously, she worked as a government affairs specialist for The Green Solution and served as a policy adviser to Gov. John Hickenlooper. Abbey focuses on cannabis policy in the City of Denver and is passionate about helping social equity cannabis entrepreneurs' success.

Session 2: Noon to 12:40 p.m.

Track 1: Marketing and branding

Breakout session: Introduction to packaging

In this session, a Colorado Marijuana Enforcement Division representative will provide an overview of rules for compliant packaging. Then, the group will divide into smaller groups based on packaging needs to discuss options with an industry expert.

Introduction

Dominique Mendiola, senior director of State of Colorado Marijuana Enforcement Division

Presenters

Chris Glaze, LuvBuds

Patrick Haske, Ripple

Jeff Jacobs, ePac

Track 2: Finance

Breakout session: Financial literacy for cannabis entrepreneurs

The presenter will walk through common financial terms that cannabis entrepreneurs should know as they prepare to start their businesses and approach investors.

Presenter



Cameron Keluche, founder of KelSie Biotech

Cameron has applied his expertise in economic modeling, business plan development and management at KelSie BioTech. KelSie Biotech has deployed its novel methodologies and IP in both the regulated marijuana and hemp markets through its "SUM" brand and Powered by SUM technology platform.

Track 3: Locations

Panel: Navigating the commercial construction process

This panel will provide an overview of the commercial construction process, including common mistakes and best practices for navigating the permitting and construction process for your business.

Moderator

Shannon Donnelly, cannabis process navigator, City and County of Denver

Panelists

Dan King, principal, owner of Reno James Engineering

Reno James Engineering is a mechanical, electrical, and plumbing engineering firm based in Wheat Ridge. RJE has designed more than 3 million square feet of cannabis-industry space since 2009, including cultivation facilities, processing facilities, MIP kitchens, and dispensaries.



Jesse Larson, Higher Yields Consulting

Allen Yanong, Denver Community Planning and Development

Allen Yanong serves as the architect-engineer supervisor with the City and County of Denver's Department of Community Planning and Development. Before working for the City, Allen was a principal at Y Design & Architecture. He holds a degree in architecture from the University of Illinois Chicago.



Session 3: 1 p.m. to 1:40 p.m.

Track 1: Marketing and branding

Panel: Marketing products to stores

This panel will discuss what types of products stores are looking for, what sells best on store shelves, and how to compete for limited shelf space.

Moderator

Panelists

Emilie Epelman



Trey Fisher, regional marketing manager for Colorado with Columbia Care

After joining the cannabis industry in 2015, Trey was the director of marketing for Colorado's most recognized and successful brand, Medicine Man. Over the last seven years, Trey implemented industry-leading marketing initiatives to improve Medicine Man's customer experience, loyalty and rewards program, online presence, brand identity, and store design.

Erika Lindenauer, Rocky Mountain Cannabis

Mike Okada, Native Roots

Track 2: Finance

Breakout session: Creating a winning pitch deck

The presenters will share examples of successful pitch decks and discuss common errors when creating a pitch deck.

Introduction

Tristan Watkins, program manager of Colorado Cannabis Business Office

Presenter



Trevor Shirk, founder and CEO of Terrayn

After leaving the Army in 2016, Trevor founded his first company, which focused on digital marketing strategies. Today, Trevor provides a variety of marketing and technology solutions for its cannabis retail partners across the United States and Canada.

Track 3: Locations

Breakout session: Steps to securing a location

This session will provide an overview of the process for securing a location for your business, from conducting due diligence on a property to negotiating a lease agreement.

Presenter

Shannon Bustos, Higher Yields Consulting

1:40 p.m. to 2:30 p.m.

A networking session where social equity entrepreneurs can connect with regulators, industry experts, and vendors.