

Cannabis Social Equity Opportunities Conference

20
22

Saturday, Nov. 5, 2022 | Commons on Champa | 1245 Champa St., Denver, CO

Schedule of Events

10 a.m.

Welcome reception in networking area | Breakfast refreshments provided

10:30 a.m.

Welcome remarks



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

Dominique has been the Marijuana Enforcement Division senior director since 2021 and has been with MED since 2014. Before becoming the senior director, Dominique served as MED's deputy director of policy, licensing and communications and also served as Colorado's director of marijuana coordination under former Gov. John Hickenlooper.



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

Molly has been the executive director since January 2022. She previously served for eight years as the deputy director of policy and administration in the Department of Exercise and Licenses that includes the Office of Marijuana Policy. Molly has responsibility for the administration and implementation of marijuana policy for Denver.



**Prerecorded remarks by Governor Jared Polis
and Denver Mayor Michael Hancock**



10:45 a.m.

Opening speaker



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

Jarell, a former television producer, has been building his cannabis brand since 2015. With a small team, Jarell spearheads Gentleman Quinn's marketing strategy, production, and product design. His experience in boutique cannabis branding and state regulations, including Colorado's social equity efforts, informs his commitment to the legalization movement and the larger cannabis community.

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Schedule of Events (cont.)

11 - 11:40 a.m.

Conference room #1: Developing an effective brand

Conference room #2: Conducting a preliminary proximity check

Event space: Investment for minority-owned businesses

11:40 a.m. - 12 p.m.

Break for refreshments and networking

12 - 12:40 p.m.

Conference room #1: Financial literacy for cannabis entrepreneurs

Conference room #2: Introduction to packaging

Event space: Navigating the commercial construction process

12:40 - 1 p.m.

Break for refreshments and networking

1 - 1:40 p.m.

Conference room #1: Creating a winning pitch deck

Conference room #2: Steps to securing a location

Event space: Marketing your products to stores

1:40 - 2:30 p.m.

Stoplight networking

Lunch available for purchase from Adobo food truck from 11:30 a.m. - 2:30 p.m.



We are striving to make this event as environmentally friendly as possible by storing materials in a digital folder instead of printing them. To access handouts, resources, and other materials from this event, scan this QR code.



Marketing and Branding Track

11 a.m. to 11:40 a.m. Breakout session: Developing an effective brand

This session will dive into what it takes to develop a successful brand strategy for your company.



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.

12 to 12:40 p.m. Breakout session: Introduction to packaging

With an introduction by MED senior director Dominique Mendiola, this session will cover rules for compliant packaging and provide an opportunity to speak with cannabis packaging experts.



Patrick Haske, director of marketing, Ripple

Patrick has extensive experience in cannabis industry marketing. As a sales and integrated marketing specialist, Patrick helps his clients grow their business through direct sales and marketing, established mediums and emerging platforms.



Jeff Jacobs, vice president of marketing, ePac Flexible Packaging

Jeff is a marketing and packaging professional, serving as VP of marketing for ePac. With 24 global plants in 10 countries, ePac is a global organization that focuses on the capabilities brought to packaging through digital printing technology.



Chris Glaze, vice president of operations, LuvBuds

Chris oversees operations for LuvBuds, a wholesale producer of non-regulated cannabis accessories, packaging, and dispensary displays.

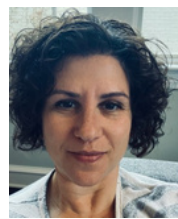
1 to 1:40 p.m. Panel discussion: Marketing your products to stores

Moderated by the founders of Soiku Bano, this panel will discuss the types of products stores are looking for, what sells best on store shelves, and how to compete for limited shelf space.



Erika Lindenauer, vice president of development of Rocky Mountain Cannabis

Rocky Mountain Cannabis has 16 stores in Colorado and New Mexico. Previously, Erika served as area operations manager for Pioneer IP Interests and marketing manager for Northern Lights Cannabis Co.



Emilie Epelman, director of sales for Platinum Brands

Platinum Brands is known for Tastebudz edibles and Ebb dissolvables. Emilie's areas of expertise include launching new products, product rebrands, and new business development.



Trey Fisher, regional marketing manager, Columbia Care

Columbia Care owns and operates dispensaries in 16 states, including Medicine Man and The Green Solution in Colorado. Previously, Trey served as the director of marketing for Medicine Man.



Mike Okada, manager of procurement, Native Roots Cannabis Co.

Native Roots operates 20 stores across Colorado and is one of the first major retailers to begin delivering cannabis in Colorado. Mike has worked for Native Roots since 2014.

Finance Track

11 to 11:40 a.m. Panel discussion: Investment for minority-owned cannabis businesses

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



Moderator: Tristan Watkins, program manager, Cannabis Business Office

The mission of the Cannabis Business Office is to provide equitable access to resources to start and build businesses within the booming Colorado cannabis industry.



Kevin Allen, managing director of New Community Transformation Fund

New Community Transformation Fund focuses on investing in high-growth early-stage companies with a significant presence of BIPOC leaders and founders.



Michael Bevis, innovation and entrepreneurship manager, Denver Economic Development and Opportunity

Michael Bevis is an entrepreneur and business professional who is driven to help others reach their full potential.



Alex Mateo, chief strategy officer, Columbia Basin Bioscience

Columbia Basin Bioscience manufactures CBD and minor cannabinoids. Previously, Alex was the CEO and president of Treehouse Biotech. Alex has extensive experience in new business development.



Melinda Kadinger, COO and CFO, Smokey's Cannabis Co. and Trinidad Gardens

Melinda uses her passion for the environment and social issues to develop and implement productive, community-minded, and sustainable business practices.



Cameron Keluche, founder, KelSie Biotech

Cameron has applied his expertise in economic modeling, business plan development, and management at KelSie BioTech, which has deployed its novel methodologies and IP in the marijuana and hemp markets through its "SUM" brand.

12 to 12:40 p.m. Breakout session: Financial literacy for cannabis entrepreneurs

This session will provide an introduction to common financial terms that cannabis entrepreneurs should know as they prepare to start their businesses and approach investors.



Cameron Keluche, founder, 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.

1 to 1:40 p.m. Breakout session: Creating a winning pitch deck

In this session, Tristan Watkins will provide a brief overview of the selection criteria for the state cannabis business grant program, followed by a group exercise on creating an effective business pitch led by Trevor Shirk.



Trevor Shirk, founder and CEO of Terrayn

After leaving the Army in 2016, Trevor founded his first company, which focused on digital marketing strategies. Over the next few years, Trevor and his team evolved their focus to help cannabis entrepreneurs grow their businesses and overcome the industry's many challenges. Today, Terrayn provides a variety of marketing and technology solutions for its cannabis retail partners across the United States and Canada.

Locations Track

11 a.m. to 11:40 a.m. Breakout session: Conducting a preliminary proximity check

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



Abbey Borchers, policy analyst, Denver Excise and Licenses

Abbey focuses on cannabis policy in the City of Denver and is well-versed in the city's marijuana laws and regulations. She has conducted over 800 preliminary nonbinding proximity checks for applicants. She is passionate about helping social equity cannabis entrepreneurs find success.

12 to 12:40 p.m. Panel discussion: Navigating the commercial construction process

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



Moderator: Shannon Donnelly, cannabis process navigator, Denver Excise and Licenses

Shannon has 14 years of experience in the Colorado cannabis industry. Her focus is supporting the city's efforts to increase equitable access to the cannabis industry. She also helps new and existing cannabis businesses stay in compliance with rules and regulations and navigate the licensing process. Shannon is also a professor of cannabis at Metropolitan State University of Denver.



Allen Yanong, architect-engineer supervisor, 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. Denver Community Planning and Development works with Denver's communities to guide the city's growth, enhancement, and preservation. Before working for the City, Allen was a principal at Y Design & Architecture.



Jesse Larson, director of design build, compliance, and security, Higher Yields Consulting

Jesse provides a client-centered security approach to ensure that security processes, mandates and client needs are harmonized and delivered. Jesse enjoys collaborating with the client and providing his expertise to ensure that the most suitable security system is chosen.



Dan King, principal, 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.

1 to 1:40 p.m. 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.



Shannon Bustos, managing broker, Focus Real Estate

Shannon has previous and ongoing experience in general cannabis real estate and business endeavors. She has brokered real estate deals specific to the cannabis market, navigating complex financing, compliance, regulations and licensing issues that only arise within this niche market. She understands the cannabis industry from a business perspective as a previous cannabis store manager.