

MEDIA ALERT:

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Contact: Hilary Hamilton, 415-812-2540



**FIRST EVER 2018 MONTEREY CANNABIS SUMMIT ANNOUNCES
ITS SPEAKERS AND SCHEDULE FOR THE TWO DAY CONFERENCE**

Monterey, California - The Monterey County Cannabis Industry Association (MCCIA) will host the 2018 Monterey Cannabis Summit this December 13th and 14th. MCCIA is **pleased to announce its keynote speakers Andrew DeAngelo, Co-Founder and Director of Operations, Harborside and Cheryl Shuman, media personality and cannabis expert** as well as moderators, panelists and complete schedule for the Summit.

DAY ONE - Thursday, December 13th

12:00PM - Registration

12:30PM to 3:15PM - [Farm + Dispensary Tour](#)

***\$99 per guest; must already be registered for the conference.*

3:30PM to 5:00PM -

"History of Cannabis in Monterey County"

- Moderator: Justin Marshall, Industry Expert
- John DeFloria, Co-Owner, Big Sur Cannabotanicals
- Sam Burgner, Purdue University research on horticulture in zero gravity
- Additional Panelists TBA

5:30PM to 7:00PM - Opening Reception with Special Guests

DAY TWO - Friday, December 14th

8:00AM - Registration

8:00AM to 9:15AM - Continental Breakfast

8:00AM to 2:30PM - Cannabis Summit Expo

9:15AM to 10:15AM - General Session with MCCIA President's Welcome and Special Keynote Speaker Andrew DeAngelo, Co-Founder and Director of Operations, Harborside

10:30AM to 12:00PM -

"Building California Brands" - Marketing and branding is what is going to lead the evolution of the California cannabis industry. This panel will discuss the importance of marketing and branding California cannabis companies and products in an industry rife with hurdles. You'll hear from marketing pioneers who have creatively forged ahead building and launching brands and products throughout the state. The panel will also explore innovative approaches on how to differentiate your brand based upon positioning the benefits of the region.

- Moderator: Gavin Kogan, Co-Founder, Grupo Flor
- Kim Stemler, Executive Director, Monterey County Vintners & Growers
- Lindsay Robinson, Executive Director, California Cannabis Industry Association
- Alan Kropf, Vice President of Marketing, Altai Brands
- Andy D'Amico, Co-Founder, Pacific Reserve Nursery

DAY TWO CONTINUED - Friday, December 14th

10:30AM to 12:00PM -

"Beyond Organics: Meeting California's Tough Regulations" - This panel will discuss the rising trends and inevitability of applying organic growing techniques to cannabis. Our panelists will discuss the realities of the State's strict testing and certification requirements and the challenges in moving towards organic-based production. Additionally, we will discuss emerging organic techniques, like Living Soils. The panel's aim is to keep regional cannabis growers and stakeholders educated and aligned with the macro-level market demands for the cleanest and highest quality cannabis products.

- Moderator: Tonya Antle, Co-Founder and Executive Vice President, Organic Produce Network
- Josh Wurder, President, SC Labs
- Richard North, CEO, Terra Vesco
- Brian Leahy, Director, California Department of Pesticide Regulation

12:00PM to 1:30PM - Lunch Keynote Speaker Cheryl Shuman, media personality and cannabis expert

1:45PM to 3:15PM -

"The Commerce of Cannabis: Investing and Raising Capital" - This panel will focus on the wide range of funding opportunities for both large and small-scale cannabis businesses and the realities that ensue in these types of partnerships. The panelists will discuss the legal responsibilities and ramifications for both the investors and the invested party; what potential investors are looking for and expect from these investments, and the types of investments to pursue whether it's for start-up, expansion and/or upgrade purposes, and the tax implications.

- Moderator: Paul Henderson, CEO, Grupo Flor
- Tom Neukranz, Head of Capital Markets, CleanFund Commercial Pace Capital
- Sherri Haskell, CEO and Founder, CannaAngels
- Chris Steinbruner, Partner, Steinbruner Hill CPAs
- Yoni Meyer, Partner, Casa Verde Capital

1:45PM to 3:15PM -

"Effective Partnerships to Counter the Black Market" - This panel will examine how cannabis industry stakeholders can work with their local governments and law enforcement to influence/strengthen ordinances and policies aimed at protecting legitimate operators through enforcement on the illicit market. The panel will also explore the pejorative effects of an unchecked black market are playing at the local level and affecting cannabis businesses. Lastly, we will discuss how law enforcement is trying to navigate in this ever-changing new industry and how their policies will change moving forward.

- Moderator: Kelly McMillin, Chief Compliance Officer, Indus Holding
- Andy Myrick, Economic Development Manager, City of Salinas
- Grant Palmer, Co-Founder, Canna Cruz
- Additional Panelists TBA

About the MCCA 2018 Monterey Cannabis Summit... It's a two-day event featuring a tour of some of industry leaders' facilities as well as four workshops delving into the most pressing cannabis issues facing the state and the region. The intent of the summit is to foster collaboration and growth by bringing together a vast array of professionals and enthusiasts from all aspects of the cannabis community. For ticket information, visit: <https://www.mccia.com/cannabis-summit>

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