

CANNABIS MIDWEST: THE EVOLVING MARKETPLACE

October 13-14, 2020
Online | Central Time

EUCI ONLINE CONFERENCE

EUCI is pleased to offer this virtual conference on its online interactive platform. Enjoy a valuable learning experience with a smaller impact on your time and budget. You will gain new knowledge, skills, and hands-on experience in from the comfort of your remote location.

“

“This is my first conference of this type and I loved it! All of the speakers had great content and I am much more informed about the challenges the industry is facing.”

Technical Manager,
DesignLight Consortium

POST-CONFERENCE WORKSHOP

**Cannabis Resource Optimization &
Environmental Due Diligence:
Energy, Water & Sustainability**

WEDNESDAY, OCTOBER 14, 2020



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SUPPORTING ORGANIZATION



EUCI is authorized by IACET to offer 0.8 CEUs for the conference, 0.3 CEUs for the workshop



OVERVIEW

As 2020 began, the stage was set for a Midwestern green revolution. In 2020 Illinois and Michigan are allowing the sale of legalized recreational marijuana. Iowa, Minnesota, Wisconsin, Indiana, Ohio, Missouri, and Kansas have legalized medical marijuana. The fact that cannabis was deemed an essential business during the pandemic has also been a shot in the arm for the industry. Although some canna businesses are focused on survival, many have experienced increased revenue during the COVID-19 lockdown.

Leading operators, cannabis executives, and investors are still looking for ways to enter the Midwest market. However, there are unique challenges that come with implementation. Regulators and law enforcement must overcome the hurdles of how to regulate the new industry and protect public health and safety. Building code officials, and compliance personnel must learn how to handle the build-out and boom of the new industry. New business owners need to learn how to market and brand a cannabis business.

This summit will be an opportunity to hear about quickly evolving cannabis policy from the regulators themselves and about best practices from regulators in other states. Attendees will learn best practices in licensing, testing, manufacturing and packaging, and be able to network virtually with top cannabis operators and growers.

LEARNING OUTCOMES

This conference will provide attendees an opportunity to:

- Discuss how to overcome challenges of cannabis implementation
- Explore best practices from regulators in other states
- Discuss strategies for protecting public safety
- Identify how to navigate code and compliance issues
- Explore ways for investors to enter the Midwest market
- Demonstrate new technologies for track and trace, delivery, and compliance

WHO SHOULD ATTEND

- Cannabis Operators
- Cannabis Executives
- Cannabis Growers
- Investors
- Public Health Officers
- Regulators
- Licensing and Tax Experts
- Packaging and Labeling Companies
- Cannabis Researchers and Scientists
- Law Enforcement
- Building Code Officials



“The Cannabis Industry Energy Challenge concentrates many of the cannabis efficiency experts in one room.”

Senior Engineer, Energy Solutions



“Interesting, informational and educational. Great networking opportunities and contacts.”

Manager-LineLoss Prevention,
ENMAX Power Corp

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AGENDA

TUESDAY, OCTOBER 13, 2020 - CENTRAL TIME

8:45 – 9:00 am	Log In
9:00 – 9:05 am	Welcome Remarks
9:05 – 9:30 am	Keynote Address <i>Sonya M. Harper, State Representative, 6th District, Illinois General Assembly</i>
9:30 – 10:00 am	The Business of Cannabis This session will provide a general update on public policy and government relations in states throughout the region, followed by a concise state of the industry report for the Midwest. <i>Michael Correia, Director of Government Relations, National Cannabis Industry Association</i>
10:00 – 10:15 am	Morning Break
10:15 – 11:15 am	The Realities of Cannabis Implementation The head of implementation of all initiatives related to medical, hemp, and adult-use cannabis in the State of New York will present a case study detailing the expansion of the state’s medical program and the launch of the State’s hemp program. Axel is also responsible for driving the administration’s proposal for comprehensive regulation of all segments of the cannabis economy. This session will cover the realities of cannabis implementation including: <ul style="list-style-type: none">• Land use• Entitlement processes• Licensing processes <i>Axel Bernabe, Assistant Counsel to NY State Governor Andrew Cuomo</i>
11:15 am – 12:15 pm	Panel Discussion: Operators Perspectives: Best Practices in the Canna Industry in the US Large operators from various regions in North America will come together to compare and discuss: <ul style="list-style-type: none">• Current examples of procedures in the canna industry• Lessons learned from operating facilities• Best practices from top growers <i>Moderator: Jacob Policzer, Co-Founder & Director of Science and Strategy, The Cannabis Conservancy (TCC)</i> <i>Greg Flickinger, SVP Operations, Senior Representative, Green Thumb Industries (GTI)</i> <i>Senior Representative, Communications, Revolution Enterprises</i> <i>Michael Moussali, Co-founder and Partner, Se7enLeaf</i>
12:15 – 1:30 pm	Lunch Break
1:30 – 2:30 pm	Panel Discussion: Existing Adult Use & Medical Use States – Lessons Learned and Outlook State-level cannabis regulators and public health officials will come together in this panel to reveal their lessons learned and best practices for moving the industry forward. <i>Andrew Brisbo, Executive Director, Marijuana Regulatory Agency, State of Michigan</i> <i>Dr. Wilnise Jasmin, Director, Behavioral Health, City of Chicago</i> <i>Chris Tholkes, Director, Office of Medical Cannabis, Minnesota Department of Health</i>
2:30 – 2:45 pm	Afternoon Break
2:45 – 3:15 pm	Software Presentation and Case Study

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AGENDA

TUESDAY, OCTOBER 13, 2020 - CENTRAL TIME (CONTINUED)

- 3:15 – 4:15 pm** **Panel Discussion: Cannabis Licensing: Requirements & Process**
This panel will discuss good manufacturing practices for cannabis products – including best practices for lab testing, production methods, and labeling.
Bonnie Czander, Environmental Health Specialist, Detroit Health Department
Andrew Brisbo, Executive Director, Marijuana Regulatory Agency, State of Michigan
Amy Moore, Deputy Director, Medical Marijuana Regulation, State of Missouri
- 4:15 – 4:45 pm** **Virtual Networking Session**
- Day 1 Adjourns**

WEDNESDAY, OCTOBER 14, 2020 - CENTRAL TIME

- 8:45 – 9:00 am** **Log In**
- 9:00 – 9:05 am** **Welcome Remarks**
- 9:05 – 9:30 am** **Seed to Sale – Environmental and Safety Factors**
An overview of the environmental quality factors that are needed to keep your cannabis products safe and compliant, and best practices to meet standards.
Addae Jones, Director of Quality Assurance and Regulatory Affairs, Cannabistry Labs
- 9:30 – 10:00 am** **Presentation & Case Study: Food Safety and Compliance in Cannabis Processing**
When processing cannabis it is critical to remember that it is intended for human consumption. Strict attention must be paid to food safety. With more and more states legalizing either medical or recreational cannabis, the potential for improper processing is increasing.
Dr. Susan Audino, Principal, S. A. Audino & Associates
- 10:00 – 10:15 am** **Morning Break**
- 10:15 – 10:45 am** **Cannabis Research & Development and Public Health**
This session will cover the important intersection of product research and development and public health research, and how researchers and public health officials can work together to further the cannabis industry.
Amy Moore, Deputy Director, Medical Marijuana Regulation, State of Missouri
Ini Afiya, Scientific Director, CannaSafe
- 10:45 – 11:30 am** **Presentation: A 4-part Approach to Regulating Cannabis**
 - Regulation
 - Education
 - Enforcement
 - Taxation**Joe Devlin, Senior VP, Ikanik Farms and Former Chief of Cannabis Policy for Sacramento**
- 11:30 am** **Conference Adjourns**

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POST-CONFERENCE WORKSHOP

Cannabis Resource Optimization & Environmental Due Diligence: *Energy, Water & Sustainability*

WEDNESDAY, OCTOBER 14, 2020 - CENTRAL TIME

1:45 – 2:00 pm **Workshop Log In**

2:00 – 5:00 pm **Workshop Timing**

OVERVIEW

Many states and communities who have legalized marijuana do not understand the resource issues associated with this new industry – primarily, water and energy requirements – and the general environmental and sustainability issues that can be common in marijuana grow operations. Cannabis cultivation is an extremely energy-intensive business, with indoor-grow facilities requiring massive amounts of energy for lighting and HVAC. This new industry is also quite water hungry, with water being a resource that brings up additional questions such as water quality. In addition to water and energy, there are multiple other aspects of the cannabis industry that require consideration for sustainable production.

This workshop will discuss overall environmental issues associated with cannabis cultivation, focusing largely on energy and water related issues. It will evaluate solutions for efficient and environmentally sound management practices and address the role of regulatory standards in promoting sustainability for this new industry.

LEARNING OUTCOMES

The workshop will provide attendees an opportunity to:

- Assess best practices for the cannabis industry to simultaneously achieve environmental and economic sustainability
- Review actual data and case studies from growers around the country in resource management practices
- Evaluate how to optimize and efficiently manage energy, water, and resources in cannabis cultivation



“The event, hotel, presentations and speakers were all excellent and I enjoyed this conference as I learned a lot!”

Sales Specialist, Guillevin Greentech

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WORKSHOP AGENDA

WEDNESDAY, OCTOBER 14, 2020 - CENTRAL TIME

- Marijuana growth cycle and technology/resource requirements at each stage
- Life-cycle environmental impacts of cannabis cultivation from producer to consumer
- Overview of key environmental factors of cannabis cultivation
 - o Land, water and energy use
 - o Waste management
 - o Harvest procedures
 - o Processing and handling
 - o Traceability
- Energy use in cannabis cultivation
 - o Lighting
 - o HVAC
 - o Dehumidification
- Water use in cannabis cultivation
 - o Irrigation, fertigation, pumps
 - o Water quality issues
 - o Wastewater
- Grower case studies and statistics on energy, water & agricultural practices
- Update on sustainable solutions & standards development in the cannabis industry
- State & regional regulations specific to energy & water efficiency in cannabis industry
 - o California water quality and efficiency standards for irrigation and wastewater
 - o Massachusetts & Illinois limitations on energy usage for growers
- Trends in tools, techniques & technologies for sustainable cultivation
 - o Resource efficiency & optimization
 - o Tips for optimizing grow room design
 - o Chemical input considerations
- Pathways for a sustainable and low carbon cannabis industry future

WORKSHOP INSTRUCTOR



Jacob Policzer

Co-Founder & Director of Science and Strategy, The Cannabis Conservancy (TCC)

Jacob Policzer is the Director of Science & Strategy at The Cannabis Conservancy (TCC), an organization that provides Sustainability Certification to legal Cannabis organizations that adhere to Good Agricultural Practices, are free of harmful chemical inputs, utilize waste reduction methods, are energy efficient, and conserve water. TCC offers holistic, life-cycle approaches that strive to identify, quantify, and mitigate the environmental impacts of Cannabis cultivation from producer to consumer, offering a certification that is synergistically aligned with renowned international standards. Jacob has committed his career to learning about sustainable cultivation systems worldwide. He has worked on farms and research projects on six continents, specializing in permaculture, ecosystem management, eco-village design, and natural building. Jacob received a B.Sc. in Environmental Studies at Emory University and a M.Sc. in Environmental Science, Policy and Management through the MESPOM consortium focusing on Urban Agriculture Sustainability and Environmental Justice. Prior to co-founding TCC, he founded Urban Environmental Innovations, which provided sustainability consulting for local food organizations, restaurants, and craft breweries. He is a member of the Denver Department of Environmental Health's Cannabis Sustainability Work Group. Throughout his career, Jacob has strived to find innovative and pragmatic solutions to the world's complex environmental problems and is now applying his knowledge and experience to address the environmental issues pertaining to the cannabis industry.

INSTRUCTIONAL METHODS

The conference will include case studies, PowerPoint, and classroom exercises.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must login for the entirety of the course to be eligible for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

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ONLINE COURSE DELIVERY & PARTICIPATION DETAILS

We will be using Microsoft Teams to facilitate your participation in the upcoming event. You do not need to have an existing Teams account in order to participate in the broadcast – the course will play in your browser and you will have the option of using a microphone to speak with the room and ask questions, or type any questions in via the chat window and our on-site representative will relay your question to the instructor.

- You will receive a meeting invitation which will include a link to join the meeting.
- Separate meeting invitations will be sent for the morning and afternoon sessions of the course.
 - o You will need to join the appropriate meeting at the appropriate time.
- If you are using a microphone, please ensure that it is muted until such time as you need to ask a question.
- The remote meeting connection will be open approximately 30 minutes before the start of the course. We encourage you to connect as early as possible in case you experience any unforeseen problems.



“My experience attending EUCI’s conference remotely went very well. The technology utilized was very user-friendly and allowed me to fully participate in the conference. I’m glad I was able to receive the training & knowledge needed, despite an inability to travel. Would certainly recommend to others!”

Regulatory Affairs, DTE Energy

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PLEASE SELECT

BUNDLE PRICE: CANNABIS MIDWEST: THE EVOLVING MARKETPLACE ONLINE CONFERENCE AND POST-CONFERENCE WORKSHOP: OCTOBER 13-14, 2020: US \$1,595 (Single Connection)

PACK OF 5 CONNECTIONS: US \$6,380 (20% Discount)

PACK OF 10 CONNECTIONS: US \$11,165 (30% Discount)

PACK OF 20 CONNECTIONS: US \$19,140 (40% Discount)

CANNABIS MIDWEST: THE EVOLVING MARKETPLACE ONLINE CONFERENCE ONLY:

OCTOBER 13-14, 2020: US \$1,195 (Single Connection)

PACK OF 5 CONNECTIONS: US \$4,780 (20% Discount)

PACK OF 10 CONNECTIONS: US \$8,365 (30% Discount)

PACK OF 20 CONNECTIONS: US \$14,340 (40% Discount)

Please call us at 303-770-8800 for additional volume discounts

** all other discounts do not apply to license packs*

REGISTRATION INFO

Mail Directly To:

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Greenwood Village, CO 80111
OR, scan and email to: conferences@euci.com

WWW.EUCI.COM

p: 303-770-8800

f: 303-741-0849

Online Course Delivery & Participation Details

See page 7 for information

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

Address

City

State/Province

Zip/Postal Code

Country

Phone

Email

CREDIT CARD INFORMATION

Name on Card

Billing Address

Account Number

Billing City

Billing State

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Billing Zip Code/Postal Code

OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before September 11, 2020 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at 303-770-8800. EUCI reserves the right to alter this program without prior notice.

