



# SPEAKER SCHEDULE



ALBUQUERQUE DAY 1 (FEB 25)				ALBUQUERQUE DAY 2. (FEB 26)			
ROOM 1		ROOM 2		ROOM 1		ROOM 2	
10:00 AM	Chip Schweiger The 11 Basics Every Cannapreneur Should Know About Cannabis Accounting	Deron Caplan Gaining Efficiency In Cannabis Cultivation	Laurence Donahue Top 10 Mistakes to Avoid When Starting Your Cannabis Business	10:00 AM	Khadijah Adams Getting Your Business Funded in the Cannabis Industry	Justin Esquivel & Rick Rainbolt How & Why Develop a World Class Premium Exotic Flower Operation	Kyle Lisabeth Water Sustainability Best Management Practices
11:00 AM	Johnathan McFarlane The Cannabis Marketing Pyramid: A Step-By-Step Process to Creating a Winning Cannabis Brand	George Murray An Exploratory Discussion on Increasing Nutrient Use Efficiency	Alexandra Ruby, Mark Waller, Betsy Morem, Aly Piscatelli, Gabriele Higbie Panel: Data Drives: The Key Metrics that Yield Greater Net Operating Margin Through HR, Compliance, and Accounting	11:00 AM	Maxime Kot How to Open A Dispensary 101: Licensing & Application Phase	Joseph Zahaitis The State of Cannabis – A payments perspective	Dominic Chen Considerations of Horticulture Lighting Solutions For Success
12:00 PM	Break	Michael Herrick Cybersecurity Priorities for the Cannabis Industry	Business Panel Seth Gardenswartz, Teresa Kearney, Johnathan McFarlane and Khadijah Adams (Moderator)	12:00 PM	Shayda Torabi Seed to Strategy: How to Get the Sale?	Andres Sobrevilla Indoor Cannabis Grow Rooms Design	Teresa Kearney Protecting Your Green: Utilizing Payroll, HR and Timekeeping to Keep Your Cannabis Operation Compliant
1:00 PM	Lee Spivey Seed planting & Germination Workshop	Ron Silver Infused Edibles are the Future	Break	1:00 PM	Break	Stephen Arndt Technology, Security, & Compliance	Melanie Davis Numbers Don't Lie: What your P&L says about DE&I
2:00 PM	Rose Taylor Cannabis Tax Codes: Keeping you ahead of the law	Break	Cultivation Panel Ryan Douglas, Andres Sobrevilla, Shane Stanford, Khadijah Adams (Moderator)	2:00 PM	Andy Anderson Safe, Secure, and Legal Credit Card Processing	John Hartsell & Jeff Scraback Technology in the Cannabis Packaging Space	Kevin Greene The need for professional Cannabis education to enhance and develop the cannabis industry
3:00 PM	Damon Hebert Greenhouse Sunlight Optimization: Sustainable Approaches to Enhanced Cultivation	Kim Sanchez Licensing 101: Expanding Your Reach Within the Cannabis Industry	Ryan Douglas The Future of Nutrient Monitoring: How Plant Sap Analysis Can Help You Cultivate Healthier Plants for Less	3:00 PM	Shannon Jaramillo Developing New Mexico's Cannabis Workforce	Samuel Shore Terpene 101: Tiny Molecules with Huge Benefits	Andrew Douglas Cannabis & Self-Care: Linking Data to Deliver Insights
4:00 PM	Connor Guckian The Importance of Precision Humidity and Climate Controls to Produce Maximum Yields in an Indoor Environment	Dr. Bridget Williams Cannabinoid Medicine: Knowing the Health Benefits	Reminder: Join us for the Happy Hour Mixer at Sister Bar on Friday, Feb 25th from 5pm-7pm	4:00 PM	Panel: How To Level Up Your Supply Chain (Room 3) Evan Patterson (Moderator) , Rocco Lannapollio, John Roelike, Ryan Tatum, Don, Ian Terry		LUCKY LEAF EXPO Albuquerque, NM 2022