

# Sunday, June 16, 2019

**Registration Desk Hours****10 AM – 12 PM****4 PM – 8 PM****12 PM – 6 PM****Research Day At The  
Saint John Marina**

New to the World Cannabis Congress this year is Research Day – open to select guests only. Registration for this event will cap at 100. Join some of the world's top cannabis researchers, scientists, business leaders and government officials as they discuss:

- Research opportunities within New Brunswick – the Canadian province recognized as the national leader in the cannabis sector
- How to effectively share critical research that impacts the international cannabis industry
- The need for a global cannabis research network to foster collaboration, partnership and advancements

For more information:

[info@worldcannabiscongress.com](mailto:info@worldcannabiscongress.com)

**1 PM – 1:05 PM****Greetings**

- Wayne Long, Member of Parliament

**1:05 PM – 1:20 PM****Welcome**

- Steve Milbury,  
Senior Director, Priority Opportunities,  
ONB Canada

**1:20 PM – 2:20 PM****New Brunswick Opportunities In Research**

- David L Joly, PhD, Université de Moncton
- Andrien Rackov, PhD, Research Scientist, RPC
- Dr. Yang Qu, Cannabis Health Research Chair, University of New Brunswick
- Dr. Colleen O'Connell MD FRCPC, Research Chief, Stan Cassidy Centre for Rehabilitation

**2:20 PM – 2:35 PM****Break**

Check your phone and make some calls; it's time for a break.

**2:35 PM – 3:45 PM****Building A Global Development Plan**

- Dr. Jeff Chen, Founder and Executive Director, UCLA Cannabis Research Initiative
- Dr. Suzanne Sisley MD, President and Principal Investigator, Scottsdale Research Institute
- Dr. Jerry King, R&D Consultant, CFS
- Rodney Butt, MSc, MBA, Senior Vice President, Strategic Solutions, NutraSource

**3:45 PM****Closing**

- Derek Riedle, Publisher, Civilized

Following this exclusive event is a river cruise along the historic St. John River.

**8 PM – 10 PM****Welcome Mixer,****The York Bistro At The Hilton Saint John**

However long your journey took you, we're happy you're here and we can't wait to welcome you. Once you're settled in, join colleagues, friends and Civilized staff for networking, cocktails, snacks and fireside conversation at the party that kicks off Congress.

# Monday, June 17, 2019

**Registration Desk Hours****8 AM – 7 PM****Congress Day 1: 9:30 AM – 5:30 PM****8:30 AM****Breakfast**

A full, hot breakfast buffet is waiting for you outside the Marco Polo room in the Saint John Trade and Convention Centre. Fuel up before Day 1 begins.

**9:30 AM – 9:45 AM****Welcome**

- Derek Riedle, Publisher, Civilized
- Don Darling, Mayor of the City of Saint John

**9:45 AM – 10:30 AM****Session 1**

[Track A]

**Opening Keynote Address From One Of The Most Recognized And Trusted Names In Canadian Retailing**

- Ken Weisbrod, VP, Pharmacy Business Development and Initiatives, Shoppers Drug Mart

**10:30 AM – 10:45 AM****Break**

Time to refuel with some coffee and snacks.

**10:45 AM – 11:30 AM****Session 2**

[Track A]

**Making Social Justice A Priority In A Rapidly Expanding Industry**

- Sara Mainville, Partner, OKT LLP, Former Chief of Couchiching First Nation
- Rabbi Dr. Baruch HaLevi, Director, Corporate Social Responsibility, ONE Cannabis Group Inc.
- Shanita Penny, President, Minority Cannabis Business Association and Budding Solutions
- Sara Brittany Somerset, Multimedia Journalist, Forbes / Leafly

[Track B]

**Why Cannabis Giants Are Looking To Latin America As The Next Big Market**

- Andres Montoya, Lawyer, Posse Herrera Ruiz, Colombia
- Gabriel Espinosa de los Monteros, Cuesta Campos Mexico
- Samantha Boy Roca, Lawyer, García Sayán in Peru
- Mario Torres, Founder and Co-Chair, Meritas Latin America Cannabis Practice Group and Lawyer, Brazeau Seller Law

**11:30 AM – 11:45 AM****Break**

The last break before lunch. Have a chat, grab a drink and let's keep going.

**11:45 AM – 12:30 PM****Session 3**

[Track A]

**Key Insights To Drive Success In The Evolving Cannabis Market**

- Cy Scott, CEO and Co-Founder, Headset
- Carman Allison, VP of Consumer Insights, Nielsen
- Jessica Rhee, Senior Manager, Deloitte Consumer and Cannabis

[Track B]

**Brand Leaders Behind The Booming “Canna-Curious” Culture**

- Alison Gordon, Co-CEO, 48 North
- Brandi Leifso, CEO and Founder, EVIO Beauty Group
- Shelly Tallabas, VP Product Development, CannDescent
- Charlotte Langley, Chief Culinary Officer, Scout Canning
- Kate Miller, Co-Founder and CEO, Miss Grass

**12:30 PM – 1:30 PM****Lunch**

It's time for lunch. The buffet is in the foyer outside the Marco Polo room. Grab your phone and some food and let's eat.

Live recording of the Cannabis & Main podcast with Ricardo Baca.

**1:30 PM – 2:15 PM****Session 4**

(Track A)

**Status, Luxury And Uniqueness: The New World Of Premium Cannabis**

- Berkeley Poole, VP Creative, Tokyo Smoke Brands
- Shauna Levy, President and CEO, MOCANNA
- Paul Rosen, Founder, Pantry
- April Pride, Co-Founder, Of Like Minds and Founder, Van der Pop

(Track B)

**The Future Is Liquid: Cannabis And The Future Of Beverages**

- Jay McMillan, VP Strategic Business Development, HEXO
- Isabelle Robillard, Director of Communications, HEXO
- Hon. Darrell Dexter, Executive Director, Cannabis Beverage Producers Alliance

**2:15 PM – 2:30 PM****Break**

Time to refuel with some coffee.

**2:30 PM – 3:15 PM****Session 5**

(Track A)

**Building Brand Loyalty Beyond Logos**

- Ray Gracewood, Senior Vice President, Marketing & Communications, Organigram
- Cheri Mara, VP, Business Development and Customer Strategy, Ontario Cannabis Store
- Tripp Keber, Co-Founder and Former CEO, Dixie Brands Inc.
- Nick Jikomes PhD, Principal Research Scientist, Leafly

(Track B)

**Germany: Breaking Into The World's Largest Importer Of Medical Cannabis**

- Florian Rister, Vice CEO, German Cannabis Association
- Karina Lahnakoski, Vice President, Quality and Regulatory, Cannabis Compliance Inc.

**3:15 PM – 3:30 PM****Break**

Mid-afternoon snacks await.

**3:30 PM – 4:15 PM****Session 6**

(Track A)

**New Market Opportunities Cannabis Is Disrupting**

- Vivien Azer, Managing Director, Consumer – Beverages, Cannabis and Tobacco, Cowen
- Julian Burzynski, Regional President, Canada, Breakthru Beverage Group
- Michael Nashat, Co-Founder, CEO & Director, TerrAscend
- Sean McNulty, Principal, XIB Financial Inc.

(Track B)

**Advocating For The Medical Cannabis Market And Its Patients**

- Dr. Jamie Cox, Chief Medical Officer, Sundial
- Allan Rewak, VP, Communications and Stakeholder Relations, Emerald Health Therapeutics
- David Berg, President and Chief Technology Officer, Strainprint
- Rodney Butt, Senior Vice President, Strategic Solutions, Nutrasource

**4:15 PM – 4:30 PM****Break**

It's the last break of the day, but not the last word.

**4:30 PM – 5:30 PM****Session 7**

(Track A)

**Industry Leaders Share A Retrospective On Year One And What's Next**

- John Fowler, President, Founder and Director, The Supreme Cannabis Company Inc.
- Darren Karasiuk, Chief Commercial Officer, Aurora Cannabis Inc.
- Torsten Kuenzlen, CEO, Sundial
- Lorne Gertner, CEO, Hills & Gertner Capital Corp
- Terri Riedle, President, Civilized

**5:30 PM****Closing Day 1**

- Derek Riedle, Publisher, Civilized
- David Duplisea, President, Saint John Chamber

**6 PM – 7:30 PM****Join The Fun In The Heart Of Uptown Saint John**

Visit Tuck Studio for an art exhibit, healthy snacks and a refreshing, cold-pressed juice to recharge before the evening's events.

**7 PM – 9 PM****Explore Uptown Saint John**

Work with our concierge service to book reservations at the city's top restaurants and tour historic Saint John.

**9 PM – Late****After Party At Eighty Three Bar Arcade,  
42 Princess Street**

Meet us at the Eighty3 Bar Arcade for craft beer, arcade games, music videos from the '80s and '90s, and Saint John's best outdoor patio.

# Tuesday, June 18, 2019

**Registration Desk Hours****8 AM – 7 PM****Congress Day 2: 9:30 AM – 5:30 PM****8:30 AM****Breakfast**

A full, hot breakfast buffet is waiting for you outside the Marco Polo room in the Saint John Trade and Convention Centre. Fuel up before Day 2 begins.

**9:30 AM – 9:45 AM****Welcome To Day 2**

- Derek Riedle, Publisher, Civilized
- Ricardo Baca, CEO and Founder, Grasslands

**9:45 AM – 10:30 AM****Session 1**

(Track A)

**What's The Bottom Line In Strategic Cannabis Investments?**

- Sumit Mehta, Founder and CEO, MAZAKALI
- Peter Miller, CEO and Co-Founder, SLANG Worldwide
- Afzal Hasan, President, Origin House
- Ranjeev Dhillon, Partner, McCarthy Tétrault
- Daniel Pearlstein, EVP Strategy, Canopy Rivers

**10:30 AM – 10:45 AM****Break**

Need a boost? Coffee and snack time.

**10:45 AM – 11:30 AM****Session 2**

(Track A)

**The Impact Of Medical Cannabis On The Use Of Opioids And Other Drugs**

- Philippe Lucas, VP, Global Patient Research and Access, Tilray
- Marvin Washington, Co-Founder, Director and VP Business Development Organization, Isodoil
- Cory Jones, Chief Content Officer, Civilized

(Track B)

**Using Canada's Groundbreaking Example, Implications Of Policy Reform Worldwide**

- George McBride, CEO, Hanway Associates
- James Gaskell, COO, Australian Natural Therapeutics Group
- Andrew Grieve, CEO, Zenabis Global
- Daragh Anglim, Managing Director, Prohibition Partners
- Deepak Anand, CEO, Materia Ventures

**11:30 AM – 11:45 AM****Break**

Time to grab a coffee and a quick chat.

**11:45 AM – 12:30 PM****Session 3**

[Track A]

**The Cannabis Industry And CSR: Unveiling The Responsible Cannabis Framework, A World First**

- Jane Bird, Manager, Climate Change and Sustainability Services, EY
- Terry Lake, VP CSR, Hexo
- Lara Wood, General Manager, Cannabis NB; Chair of Global Cannabis Partnership
- Rick Petersen, Principal, Blu Communications
- Kim Wilson, Executive Director, Global Cannabis Partnership
- Cynthia Goodwin, President, Revolution Strategy

[Track B]

**Why Australia Could Be The Most Strategically Important Global Medical Market**

- Dr. Sud Agarwal, CEO and Co-Founder, Cannvalate

**12:30 PM – 1:30 PM****Lunch**

A full lunch buffet will be served in the foyer outside the Marco Polo room.

Live recording of the Cannabis & Main podcast with Ricardo Baca.

**1:30 PM – 2:15 PM****Session 4**

[Track A]

**Synthetic Vs Authentic Cannabinoid Production: Who Will Win The War**

- Dr. Jeff Chen, Founder and Executive Director, UCLA Cannabis Research Initiative

[Track B]

**Thinking Outside The Box But Staying Within The Regs**

- Ruth Chun, General Counsel, Newstrike / Up Cannabis
- Corey Herscu, CEO, RNMKR Agency
- Jim Walsh, Founder, Coppertop Media Relations
- Kathy Purcell, VP Strategy, Revolution Strategy
- Chris Bolivar, VP Brand and Marketing, Fire & Flower

**2:15 PM – 2:30 PM****Break**

Let it all sink in over a quick coffee break.

**2:30 PM – 3:15 PM****Session 5**

[Track A]

**Innovative Methodologies And Emerging Topics In Global Cannabis Research**

- Dr. Suzanne Sisley MD, President and Principal Investigator, Scottsdale Research Institute
- Dr. Jerry King, R&D Consultant, CFS
- Saul Kaye, Founder and CEO, iCAN ISRAEL CANNABIS

[Track B]

**How To Navigate The Constantly Evolving Cannabis Industry**

- Trisha Leblanc, National Cannabis Leader, Grant Thornton
- Andrea Mandel-Campbell, Senior Vice President, NATIONAL Capital Markets
- Daniel Sax, CEO and Founder, Sensi Properties
- Sherri Altshuler, Partner, Aird Berlis

**3:15 PM – 3:30 PM****Break**

Check your phone and your caffeine level during the last break of the day.

**3:30 PM – 4:45 PM****Closing Keynote Address:****Growing Mainstream Partnerships**

- Martha Stewart, American Executive, Lifestyle Expert and Best-Selling Author
- Bruce Linton, Founder, Chairman and Co-CEO, Canopy Growth
- Derek Riedle, Publisher, Civilized

**4:45 PM – 5:00 PM****Closing**



**7 PM – 9 PM**

**Closing Gala**

**The Delta Saint John**

We're celebrating the closing of Congress with elevated drinks, East Coast chic cuisine and entertainment. Raise a glass as we toast another successful gathering of the global cannabis community and the connections we've made that will reverberate around the world.

**9 PM – Late**

**Uptown Block Party**

We're closing down the block for a private, Uptown street party featuring live music, late-night snacks and a few surprises. Don't miss it; you can sleep tomorrow on the plane home.