



**THURSDAY, NOVEMBER 18, 2021**  
**LIFT CANNABIS BUSINESS CONFERENCE**

**JOHN W. H. BASSETT THEATRE, NORTH BUILDING**

**7:30 am - 8:45 am | BREAKFAST | LEVEL 1, CONSTITUTION HALL ROOM 106 (LCBC ATTENDEES ONLY)**

**9:00 am - 9:30 am | ECONOMIC ANALYSIS: A Canadian Cannabis Industry Update: What Has Canada Achieved and What Is Its International Prospects Today?**

Liz Connors, VP of Data and Analytics | **Headset**  
Ashley Chiu, Manager, Strategy & Transactions | **EY-Partheon**

**9:45 am - 10:45 am | SPOTLIGHT ON U.S. LEGALIZATION: Preparing as the Tsunami of Uncertainty, Instability and Unparalleled Competition Grows**

**PART ONE: The American Perspective on National Legalization**

Will Stewart, SVP National Public Affairs & Advocacy Lead | **Hill & Knowlton Strategies**  
Meris Kott, CEO | **Global Wellness Strategies**

**PART TWO: The Canadian Perspective on Risk and Opportunity**

Will Stewart, SVP National Public Affairs & Advocacy Lead | **Hill & Knowlton Strategies**  
John Fowler, President | **Muskoka Grown**  
John Prentice, Entrepreneur | **Founder & Former President of Ample Organics**  
Alison Gordon, Self Employed | **Founder & Former CEO of 48North**  
Bruce Linton, Chair, Advisory Board | **Red Light Holland**

**11:00 am - 12:00 pm | REGULATORY 360: Has Canada Established the Necessary Standards and Processes for a Safer, Legal Cannabis Marketplace**

George Smitherman, CEO | **Cannabis Council of Canada**  
Nathaniel Erskine-Smith, Member of Parliament, Beaches-East York | **Parliament of Canada**  
Deepak Anand, CEO | **Materia Ventures**  
Mark Ware, Chief Medical Officer | **Canopy Growth Corporation**

**12:15 pm - 1:15 pm | LUNCH • LEVEL 1, CONSTITUTION HALL ROOM 106**

*Compliments of Next Wave (LCBC ATTENDEES ONLY)*





**1:30 pm - 2:15 pm | RETAIL REALITIES: The Retail Approaches Achieving the Greatest Outcomes for Consumers, Producers, and Public Safety**

Abi Roach, Senior Category Manager, Pre-Rolls, Concentrates & Accessories | **OCS Ontario Cannabis Store**  
Marcie Kiziak, COO | **Nova Cannabis**  
Sam Vanderveer, VP Operations & Retail Experience | **Sessions Cannabis**  
Ross Lipson, Co-Founder & CEO | **dutchie**  
Chris Jones, Founder | **Cannabis Xpress**

**2:30 pm - 3:00 pm | RAISING CAPITAL: What It Takes to Secure New Funding Today – and How to Raise it Fast**

Andrew Udell, Managing Director | **The Cannalysts**  
Nick Kuzyk, Principal | **Meadowbank Strategic Partners**  
Amanda de Freitas, CEO | **Cannaceutical Canada**  
George Scorsis, Chairman & Interim CEO | **WeedMD**  
Trent MacDonald, CFO | **HEXO**

**3:15 pm - 4:00 pm | UNDER THE MICROSCOPE: Canada's Cannabis Testing Report Card Still Says 'Needs Improvement' – But That's Changing**

Brigitte Simons, VP Compliance Operations | **Safari Flower Company**  
Mandesh Dosanjh, President & CEO | **Pure Sunfarms**  
Ralph Paroli, Director General (Acting) | **National Research Council Canada**  
Trace McInturff, VP Accreditation Services | **American Association for Laboratory Accreditation**  
Gavin George, Director Research & I.P. | **Puregene AG**  
Chris McCullough, General Manager, Program Development | **ASTM International**

**4:15 pm - 4:45 pm | ANCILLARY INDUSTRIES: Bottom-Line Wisdom – and Warnings – from Ancillary Industry Leaders**

Deborah Rosati, FCPA, FCA, ICD.D, Founder & CEO | **Women Get On Board Inc**  
Regan McGrath, CEO | **Metrics Chartered Professional Accounting**  
Leslie Ducommun, Assistant Vice President | **Gallagher**  
Fern Glowinsky, President & CEO | **Merrco Payments**



## FRIDAY, NOVEMBER 19, 2021

### LIFT CANNABIS PSYCHEDELIC CONFERENCE

JOHN W. H. BASSETT THEATRE, NORTH BUILDING

7:30 am - 8:45 am | **BREAKFAST** | LEVEL 1, CONSTITUTION HALL ROOM 106 (LPBS ATTENDEES ONLY)

9:00 am - 9:30 am | **BUSINESS OVERVIEW: Leading Industry Analyses and Market Forecasts for a Psychedelics Industry**

Meris Kott, CEO & Founder | **Global Wellness Strategies**  
Steve Hawkins, President & CEO | **Horizons ETF Management Canada**  
Stephen Murphy, Co-Founder | **Prohibition Partners**  
William (Bill) O'Hara, Managing Partner | **LACG Capital Inc.**

9:45 am - 10:45 am | **HEALTH OUTCOMES: Psychedelics and Their Unique Game-Changing Benefits**  
**PART ONE: PATIENTS' PERSPECTIVE: Patient Breakthroughs and How Psychedelics Make a Difference**

Dr. Micheal Verbora, Medical Doctor & Medical Director (Moderator) | **Field Trip Health**  
Julian Uzielli, Associate Producer | **CBC Radio Playlist**

**PART TWO: HEALTH INNOVATORS' PERSPECTIVE: Uncovering New Benefits and Aligning Stakeholders for Patients' Sake**

Dr. Micheal Verbora, Medical Doctor & Medical Director (Moderator) | **Field Trip Health**  
Dr. Dinesh Bhayana, Emergency and Addiction Medicine, and Board Director | **MAPS Canada**  
Rotem Petranker, Director | **Canadian Centre for Psychedelic Studies**  
Olga Chernoloz, Chief Scientific Officer | **Wake Network**  
Evan Lewis, Epileptologist & Director | **Neurology Centre of Toronto**

11:00 am - 12:00 pm | **GOVERNMENT PERSPECTIVE: How Businesses Can Assist Regulators and Lawmakers Establish Best Practices**

Cory Firth, Executive Director | **Canadian Psychedelics Association**  
Joan Weir, Director Health & Disability Policy | **Canadian Life and Health Insurance Association**  
Sherry Boodram, CEO | **CannDelta**  
Andrew Charrette, Director Regulatory Affairs & Psychedelic Advisor | **KGK Science**  
Spencer Hawkswell, CEO | **TheraPsil**  
Michael Kydd, Principal | **Kydder Group**

12:15 pm - 1:15 pm | **LUNCH • Compliments of Arid & Berlis (LCPC ATTENDEES ONLY)**





**1:30 pm - 2:30 pm | INNOVATORS & INFLUENCERS: Spotlights on Canadian Psychedelics Trailblazers**

Robert W.E. Laurie, Barrister & Solicitor | **AD LUCEM LAW CORPORATION**  
Yarrow Willard, The Herbal Jedi' and Master Herbalist | **Harmonic Arts**  
Sabrina Ramkellawan, Chief Operating Officer | **Knowde Group**  
Dr. Darryl Hudson, Co-Founder & Chief Science Officer | **GoodCap Wellness**

**2:45 pm - 3:45 pm | BUSINESS LEADERS PANEL: Committing to Business Strategies and Approaches that Will Benefit Patients and Investors**

Jason Moscovici, Partner | **ROBIC**  
Rob Tessarolo, CEO | **Neonmind**  
Dr. Ivan Casselman, Chief Psychedelics Officer | **HAVN Life**  
Judy Blumstock, Founder & CEO | **Diamond Therapeutics**  
Todd Shapiro, CEO | **Red Light Holland**

**4:00 pm - 4:45 pm | PUBLIC HEALTH & SAFETY UPDATE: Healthcare Education, Harm Reduction, Policing and Enforcement**

Akwasi Owusu-Bempah, Campaign Director | **Campaign for Cannabis Amnesty**  
Evan Greenbaum, Co-Founder & CEO | **Dvija Psychedelics Corp. and EntheoMD**  
Josh Kerbel, CTO | **Frshminds.com**

**FRIDAY, NOVEMBER 19, 2021**

**LIFT INDUSTRY DAY**

**MAIN STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING**

*Presented by*





**11:15 am - 12:00 pm | BUSINESS GROWTH UPDATE: Canadian Business Strategy for Today's International Cannabis Marketplace**

Diane Scott, CEO | **JMCC**  
Guillermo Delmonte, COO & President | **RAMM Pharma Corp**  
Louis Barre, Managing Director | **Greenfield Global Opportunities Fund**  
Iris Bincovich, CEO | **InnoCann Pharma**  
Mary Larson, Partner | **MNP**

**12:15 pm - 1:00 pm | NEXT-GEN ENTREPRENEURS: The Latest & Greatest Cannabis Entrepreneurs with Quicker Solutions, Better Results and Bigger Takeaways?**

Shahbaaz Kara-Virani, Canadian Leader | **dutchie**  
Ian Kwechansky, CEO & Founder | **LOOP/POOL**  
Brian Stevenson, Co-Founder & CEO | **ROSE LifeScience**  
Pranav Sood, VP Innovation | **Akerna**  
Darwin Douglas, CEO | **All Nations Cannabis**

**1:15 pm - 2:00 pm | PRODUCT INNOVATION: Canada's Cornucopia of Cannabis Products, Devices and Accesories On Show**

Jason Moscovici, Partner (Microbiologist) | **ROBIC LLP**  
Andrew Fisher, CEO | **Protonify**  
Justin Binder, Ph.D., Manager, Scientific Development | **Peak Processing Solutions**  
Lana Culley, VP Innovation & Consumer Preference | **Aurora**  
Donald Dinsmore, COO | **Adastra Labs**  
Greg Herle, National Sales Director | **Neptune Wellness Solutions**

**2:15 pm - 3:00 pm | REPUTATION MANAGEMENT & ADVOCACY: Overcoming the 'Second Stigma' - A GR, PR, and Media Action Plan**

Omar Khan, Senior Vice President Corporate and Public Affairs | **High Tide**  
Katie Pringle, Co-Founder & CEO | **Marigold PR & Cannabis Communications**  
Vanmala Subramaniam, Capital Markets Reporter | **The Globe & Mail**  
David Scholz, Executive Vice President | **Leger**

**3:15 pm - 4:00 pm | BATTLE FOR TALENT 2.0: Cannabis Careers, Up Skilling, Recruiting, Training, and Certification**

Jason Fleming, Executive Advisor | **Lavvan**  
Shannon Kloet, Director Training & Education | **Deloitte**  
Jerome Hoyte, Managing Partner | **White Ash Group**  
Joseph Davis, Lead Faculty, Curriculum Developer, Cannabis Education | **Centennial College**  
Brad Poulos, Lecturer, Mentor & Ambassador, Cannabis Education | **Ryerson University**  
Alison McMahon, Founder & CEO, | **Cannabis At Work**



**4:15 pm - 5:00 pm | MARKETING & MERCHANDISING: Promoting Cannabis' Fun-Factor and Wellness Benefits - Responsibly and Compliantly**

Jennifer Dianne Thomas, CEO | **Province Brands**  
Trina Lee, Senior Marketing Manager MMC | **TREC Brands**  
Megan Henderson, General Manager, MMC | **SENSI Brands**  
Jenna Valleriani, Director Social Impact & Advocacy | **Canopy Growth Corporation**  
Cody Hicks, CEO | **ADCANN**

**5:15 pm - 5:45 pm | GROWING GANGBUSTERS: Optimizing Next-Phase Growing Techniques for Large-Scale and Craft Producers**

Jacque Menezes, Principal | **7th Wave Consulting**  
Jim Hole, V.P. Cultivation | **Atlas Growers**  
Tom Jobson, Director of Cultivation, Master Grower | **Eve & Co.**  
Bill MacDonald, Professor & Coordinator, Commercial Cannabis Production | **Niagara College**  
Justin Cooper, Founder | **Green Planet Nutrients**

**WELL & GOOD STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING**

**12:00 pm - 2:00 pm | Career Fair for Cannabis and Psychedelic Industries**

Alison McMahon, Founder & CEO | **Career Fair by Cannabis At Work**

**2:00 pm - 3:00 pm | Cooking with Cannabis for Fun and Friends**

**3:00 pm - 3:30 pm | Homegrowers' Tips, Tricks, and Best Practices for Growing at Home**

Michelle Hoogstra, Founder | **Eve & Co.**  
Wendy Magee | **Eve & Co.**



## SATURDAY, NOVEMBER 20, 2021

### CONSUMER DAY

MAIN STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING

**11:00 am - 11:30 am** | **CANNABIS PRIMER: Cannabis Literacy 101: CBD, THC, CBN, THCP – OMG!**

Stacy Bobak, Cannabis Educator, RDH | **CannaDent**

**12:30 pm - 1:00 pm** | **ACCESSORIES PANEL: New Cannabis Paraphernalia, Accessories, Gizmos, and Gear for Health and Recreation**

Elad Barak, Co-Founder & CEO | **Voyager Products**

Shawn King, Head of Marketing, Canada & International | **Pax Labs**

Annie Manjuran, COO | **Wolf Grinders, Inc.**

Josh Creighton, Co-Founder | **Fumes Rolling Papers and Accessories**

Kevin Lee, VP Business Development | **N.D. Supplies**

**1:15 pm - 1:45 pm** | **EDIBLES PANEL: The Rise of Consumables, Edibles, and Beverages - We've Only Just Begun!**

Alex Revich, Equity Partner | **Hybrid Pharm**

Chantel Phillipotts, Cannabis Sommelier | **Master of Marijuana**

Jaipaul Massey-Singh, VP Business Development | **Peak Processing Solutions**

Niel Marotta, President & CEO | **Indiva**

Sauna Levy, Founder | **Madge & Mercer**

**2:00 pm - 2:30 pm** | **RELEVANT RETAILING: Curating Customer Experiences and Merchandising for Mozarts and Motorheads**

Jake Crow, VP | **springbig Canada**

Harrison Stoker, Dutch Love & Donnelly Group | **V.P. Brands**

Zain Jaffery, Founder & President | **CanaCulture Cannabis Store**

David Schenk, Ontario Medical & Retail Manager | **Emprise Canada**

Stephen Verbeek, President & CEO | **Hello Cannabis**

**2:45 pm - 3:15 pm** | **420 LIFESTYLE : Good Clean Fun with Cannabis**

Charles Bern, VP Technology & Innovation | **ASTOUND Group**

Ronen Geisler, Producer | **Cannabis Comedy Festival**

Elizabeth Becker, Founder | **Hibnb**

Neev Tapiero, Tour Operator & Owner | **Canadian Kush Tours**



**3:30 pm - 4:00 pm | SPORTS & REC: Top Athletes' Perspective on Cannabis Treatments**

Claire Samulak, Modern Pentathlete, Specialized Communications & P.R. Contractor | **Riverline Public Relations**  
Elias Theodorou, MMA Fighter | **Cannabis Advocate, Athlete Ambassador, Athletes for CARE**  
Angelina Blessed, Muay Thai Fighter | **Co-Founder, Gallery Brands & CEO, Blessed, Cannabis Advocate, Athlete Ambassador, Athletes for CARE**  
Justin Renfrow, NFL & CFL Player | **Cannabis Advocate, Athlete Ambassador, Athletes for CARE**

**WELL & GOOD STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING**

**12:00 pm - 2:00 pm | Career Fair for Cannabis and Psychedelics Industries**

Alison McMahon, Founder & CEO | **Cannabis At Work**

**2:00 pm - 3:00 pm | Cooking with Cannabis for Fun and With Friends**

Patrick Newton, Founder & CEO | **Munchy Brothers**

**3:00 pm - 3:30 pm | Homegrowers' Tips, Traps, and Best Practices for Growing at Home**

Michelle Hoogstra, Founder | **Eve & Co.**  
Wendy Magee | **Eve & Co.**

**SUNDAY, NOVEMBER 21, 2021**

**CONSUMER DAY**

**MAIN STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING**

**11:00 am - 11:30 pm | NEW TREATMENTS: Tomorrow's Cannabis Treatments, Therapeutics, Research, and Clinical Trials**

Richa Love, Founder & CEO | **CannU Educational Services**  
Rahim Dhalla, Owner | **Hybrid Pharm Ottawa**  
Peter Thurley, Principal | **Peter Thurley Communications & Consulting Services**  
Ashley Keenan, Cannabis Journalist, Consultant & Patient Advocate  
Sabrina Ramkellawan, Chief Operating Officer | **Knowde Group**

**12:15 pm - 12:45 pm | BEAUTY TREATMENTS: Cannabis Beauty Treatments for Looking Better and Feeling Great**

Danielle Blair, Owner & Founder | **Calyx Wellness**  
Tijen Yalchin, Co-Founder | **Earth Kiss Sky Inc**





**1:00 pm - 1:30 pm | PSYCHEDELICS PRIMER: Everything You Need to Know about Psychedelics**

Nicholas Kadysh, CEO | [PharmAla Biotech](#)

Tamara Hirsh, CEO | [TripMaps](#)

**1:45 pm - 2:15 pm | PET TREATMENTS: Helping Pets Lead Happier Healthier Stress- and Pain-Reduced Lives**

Ian Sandler, CEO & Co-Founder | [Grey Wolf Animal Health](#)

Sarah Silcox, Veterinarian | [Canadian Association of Veterinary Cannabinoid Medicine](#)

Rona Sherebrin, Veterinarian, President | [Veterinary Botanical Medical Association](#)

**2:30 pm - 3:00 pm | LOVE & ROMANCE: Love, Lust, and Passion – Bringing the 420 Experience into the Bedroom**

Antuanette Gomez, Founder & CEO | [Pleasure Peaks](#)

John Taenzler, Ph.D., CMO | [Pleasure Peaks](#)

**WELL & GOOD STAGE | EXPO HALL, LEVEL 3 | NORTH BUILDING**

**12:00 pm - 2:00 pm | Career Fair for Cannabis and Psychedelics Industries**

Alison McMahan, Founder & CEO | [Cannabis At Work](#)

**2:00 pm - 2:30 pm | Cooking with Cannabis for Fun and With Friends**

**2:30 pm - 3:00 pm | Joint Rolling Lessons for the Best Role and Joint Rolling Contest**

Josh Creighton & Treno Morton, Founders | [Fumes Rolling Papers and Accessories](#)

**3:30 pm - 4:30 pm | Joint Rolling Lessons for the Best Role and Joint Rolling Contest**

Josh Creighton & Treno Morton, Founders | [Fumes Rolling Papers and Accessories](#)