



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 & Prosperous 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**
Jenn Larry, Chief Commercial Officer & President | **CBD Strategy Group**
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: International 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**
Chris Beals, CEO | **Weedmaps**
Leslie Ducommun, Assistant Vice President | **Gallagher**
Paul Pedersen, CEO | **Nextleaf Solutions**
Brienne Tolp, Account Executive | **Futurola**
Fern Glowinsky, President & CEO | **Merrco Payments**

5:00 pm – 6:30 pm | LIFT CANNABIS BUSINESS CONFERENCE INDUSTRY RECEPTION

Compliments of:





FRIDAY, NOVEMBER 19, 2021

LIFT CANNABIS PSYCHEDELIC CONFERENCE

JOHN W. H. BASSETT THEATRE, NORTH BUILDING

Presented by:

AIRD BERLIS

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**

Janine Bajnauth | **Psychedelics Patient**

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 am - 1:15 pm | **LUNCH**

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**
Phillipee Lucas, PhD, President | **SABI Mind**

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 | **Fshminds.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**
Natalie Brykman, Partner, Consulting | **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 Accessories

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**
Cameron Bishop, Former Co-Chair & Former VP, Public | **International Cannabis Council & Organigram**

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

Jason Fleming, Executive Advisor & Board Member | **Lavvan & Impirica**
Shannon Kloet, Director Training & Education | **CCI 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, Traps, 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

Presented by



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

Stacy Bobak, Cannabis Educator, RDH | [CannaDent](#)

11:45 am – 12:15 pm | Waiting on JMCC info.

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](#)

Jaipaul Massey-Singh, VP Business Development | [Peak Processing Solutions](#)

Niel Marotta, President & CEO | [Indiva](#)

Shauna 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, V.P. Brands | [Dutch Love & Donnelly Group](#)

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 | [Toronto Cannabis Comedy Festival](#)

Elizabeth Becker, Founder | [HiBNB](#)

Neev Tapiero, Tour Operator & Owner | [Canadian Kush Tours](#)

Steve Guo, U.S. Representative | [Vivosun, Flexstar & Sino-well](#)



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, Tricks, 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

Presented by



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**



12:30 pm – 1:00 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 McMahon, 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](#)