

# First Annual Curry County 2021 Cannabis Conference



A Business Meeting of New Mexico Cannabis Producers, Manufacturers, Retailers,  
Entrepreneurs, Politicians, Regulators, Service and Equipment Providers

Tuesday, October 26, 2021

Clovis Civic Center, 801 Schepps Blvd, Clovis, NM 88101

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Event Sponsor

Erin Gandara, Owner, Elevar Business Advisors

Speakers Include:

Brian Rogers, Owner, Grower & Producer, Llano Sativa & New Mexico Grass

Trishelle Kirk, Chief Executive Officer, Everest Cannabis Co.

Pat Davis, Albuquerque City Council Member & Consultant, P2M Cannabis Group

Ben Lewinger, Executive Director, New Mexico Cannabis Chamber of Commerce

Alexander Spray-eich, Producer of Derived and Bhang Chocolates, CDP LLC.

Jason Little, President, New Mexico Alternative Care

Erich Heinig, Owner, Escuela Vieja Farms

Erin Gandara, Owner, Elevar Business Advisors

Jason Greathouse, Co-Owner, Pecos Valley Productions

Seth Gardenswartz, Blackgarden Law

Cullen Monaco, CRB Specialist, Southwest Capital Bank

Marcus Smith, City of Clovis Planning & Zoning Commission

Mark Zapatka, Managing Partner, Axxess Financial Group

Dave Cuesta, Strategy & Compliance Director, Maggie's Farm (Colorado)

Nancy Evanhoff, General Manager, Oso Cannabis Company

Kathy Elliott, Owner, Elliott Marketing

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- 8:30am Registration and Welcome Coffee & Pastries - Sponsored by P2M Cannabis Group
- 9:00am Welcoming Remarks - Brian Rogers, Owner of Llano Sativa and Host of New Mexico Grass
- 9:15am Full Cannabis Legalization Coming Soon! How Will the Cannabis Market in New Mexico Change in 2022? Current Industry Overview  
*Moderator:*  
Brian Rogers, Host of New Mexico Grass  
*Panelists:*  
Trishelle Kirk, Chief Operating Officer, Everest Cannabis Co.  
Jason Greathouse, Co-Founder, Pecos Valley Productions  
Nancy Evanhoff, General Manager, Oso Cannabis Company
- 9:50am How to Start a Cannabis Business in NM - Challenges & Opportunities  
*Moderator:*  
Ben Lewinger, Executive Director, NM Cannabis Chamber of Commerce  
*Panelists:*  
Pat Davis, Cannabis Industry Consultant, P2M Cannabis Group  
Seth Gardenswartz, Partner, Blackgarden Law  
Brian Rogers, Host of New Mexico Grass and NM Commercial Grow License Applicant
- 10:30am Morning Networking Coffee Break - Sponsored by Everest Cannabis Co.
- 10:50am How Does Accounting, Legal, Tax, HR, Insurance and Banking Work in the Cannabis Industry?  
*Moderator:*  
Brian Rogers, Host of New Mexico Grass  
*Panelists:*  
Erin Gandara, Owner, Elevar Business Advisors  
Cullen Monaco, CRB Specialist, Southwest Capital Bank  
Mark Zapatka, Managing Partner, Axxess Financial Group
- 11:30am **Sponsor Roundtable Discussions**  
Table One: Accounting & Tax Issues for a New Mexico Cannabis Businesses  
Sponsored by: Elevar Business Advisors  
Table Two: How to Apply for a Cannabis License in New Mexico  
Sponsored by: P2M Cannabis Group  
Table Three: Banking the Cannabis Business in NM  
Sponsored by: Southwest Capital Bank  
Table Four: Who Else is in the Cannabis Business? What Other Opportunities?  
Sponsored by: New Mexico Cannabis Chamber of Commerce  
Table Five: Marketing in the Eastern New Mexico Region  
Sponsored by: Elliott Marketing
- 12:30pm Networking Luncheon Buffet, Sponsored by Elevar Business Advisors

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- 1:30pm Indoor? Outdoor? Greenhouse? Drying and Curing? How to Build a Commercial Grow Operation & Why NM is a GREAT Place for Cannabis Production  
*Moderator:*  
Brian Rogers, Host of New Mexico Grass  
*Panelists:*  
Eric Heinig, Owner, Escuela Vieja Farms  
Leonard Salgado, Senior Grower, Pecos Valley Production  
David James, Grower, Oso Cannabis Co.
- 2:15pm Who Are the Manufacturers? What Opportunities Exist in the Manufacturing Sector? How Can Growers and Manufacturers Work Together?  
*Moderator:*  
Brian Rogers, Host of New Mexico Grass  
*Panelist:*  
Alexander Spray-eich, Producer of Derived and Bhang Chocolates, CDP LLC.  
Trishelle Kirk, Chief Operating Officer, Everest Cannabis Co.
- 3:00pm Networking Coffee Break - Sponsored by Blackgarden Law
- 3:30pm Commercial Cannabis Policy Discussion  
*Moderator:*  
Kathy Elliott, Owner, Elliott Marketing  
*Panelists:*  
Marcus Smith, City of Clovis Planning and Zoning Commission
- 4:15pm Closing Remarks - Brian Rogers, Host of New Mexico Grass
- 4:20pm Networking Cocktail Hour - Sponsored by the New Mexico Cannabis Chamber of Commerce  
Red Door Levine's Gardens, 414 N. Main Street - free entrance code available to all conference attendees, see Ben Lewinger

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For more information, please contact:

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