



Wednesday, December 7, 2022

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

Presented By:

Llano Sativa

Everest Cannabis Co.

Elevar Business Advisors

Master of Ceremonies

Ben Lewinger, Executive Director, New Mexico Chamber of Commerce

Speakers & Presenters

Trishelle Kirk, CEO of Everest Cannabis Co.

Erin Gandara, Dankest CFO in NM & Founder of Elevar Business Advisors

Brian Rogers, Owner of Llano Sativa

Ryan Roe, Business Development at Ascent Digital

Austin Overpeck, Co-Founder of CannaBros Development

Shanon Jaramillo, Founder & CEO of SeedCrest

Kady Cravens, Founder & CEO at BuildMySOP

Seth Gardenswartz, Partner at Blackgarden Law

Taylor Ortiz, Owner of GO Cannabis

Pat Davis, Founder & Partner of Weeds Consulting

Nicole Romero, GM of Earl & Tom's

Ryan Ogorek, Business Development at COVA

Troy Lapsys, COO of Phyto Remedies

Jason Bouse, GM of Enchanted Strains

Gingergay Hollowell, President of Electronic Money Company

Anthony Torres, Owner of Cowboy Verde

Curt Jaynes, Owner of Garden Source Grow Supply

Daniel Simon, Director of Marketing at Everest Cannabis Co.

Levie Salaz, Dir. of Operations at NM Green Door



Agenda

- 8:30am** *Registration and Welcome Coffee & Pastries - Sponsored by COVA*
- 9:00am** Welcoming Remarks - Ben Lewinger, New Mexico Chamber of Commerce
- 9:10am** Legalization, Record Sales, & Supply / Demand - A Recap of 2022
Panel Moderator:
Ben Lewinger, NM Cannabis Chamber of Commerce
Panel Participants:
Trishelle Kirk, Everest Cannabis Company
Austin Overpeck, CannaBros Development
Nicole Romero, Earl & Tom's
Troy Lapsys, PhytoRemedies
- 10:00am** Education, Training & Workforce Development for Cannabis + Mini Panel
Presenter:
Shanon Jaramillo, SeedCrest LLC
Mini-Panel:
Jason Bouse, Enchanted Strains
Anthony Torrez, Cowboy Verde
- 10:30am** *Morning Networking Coffee Break - Sponsored by Elevar Business Advisors*
- 10:50am** Critical Service Providers / Dating Panels
LEGAL - Seth Gardenswartz, Blackgarden Law
MARKETING - Ryan Roe, Ascent Digital / Daniel Simon, Everest Cannabis Company
MANUFACTURING - Troy Lapsys, PhytoRemedies
ACCOUNTING - Erin Gandara, Elevar Business Consulting / Gingergaye Hollowell, Electronic Money Company
TECHNOLOGY - Ryan Ogorek, COVA / Kady Craven, Build My SOP
CULTIVATION - Curt Jaynes, Gardensource / Brian Rogers, Llano Sativa
- 11:30am** Women Leadership in Cannabis
Panel Moderator:
Taylor Ortiz, GO Cannabis
Panel Participants:
Erin Gandara, Elevar Business Advisors
Shanon Jaramillo, SeedCrest LLC
Nicole Romero, Earl & Toms
Kady Cravens, Build My SOP



- 12:30pm *Networking Luncheon Buffet, Sponsored by Everest Cannabis Co.*
- 1:30pm **Technology and its Role in the Industry**
Panel Moderator:
 Ryan Roe, Ascent Digital
Panel Participants:
 Kady Cravens, Build My SOP
 Ryan Ogorek, COVA
 Daniel Simon, Everest Cannabis Co.
- 2:15pm **Policy Panel - Local, State, National**
Group Panel Discussion:
 Pat Davis, Weeds Consulting
 Ben Lewinger, NM Cannabis Chamber of Commerce
 Levie Salaz, NM Green Door
- 3:00pm *Networking Coffee Break - Sponsored by Herring Bank*
- 3:30pm **Finance & Accounting in Cannabis**
Panel Moderator:
 Ben Lewinger, NM Cannabis Chamber of Commerce
Panel Participants:
 Erin Gandara, Elevar Business Advisors
 Seth Gardenswartz, Blackgarden Law
- 4:00pm **Closing Remarks - Ben Lewinger**
- 4:20pm **Networking Cocktail Hour - Sponsored by the New Mexico Cannabis Chamber of Commerce**
[Bandalero Brewery](#) 421 N Main St, Clovis, NM 88101

