



FLORIDA
INDUSTRIAL HEMP
CONFERENCE & EXHIBITION

The 3rd Florida Industrial Hemp Conference & Exhibition **FIHCE 2022**

Moderator and Speaker Compendium

May 20 - 22, 2022
Rosen Centre Hotel
Orlando, Florida



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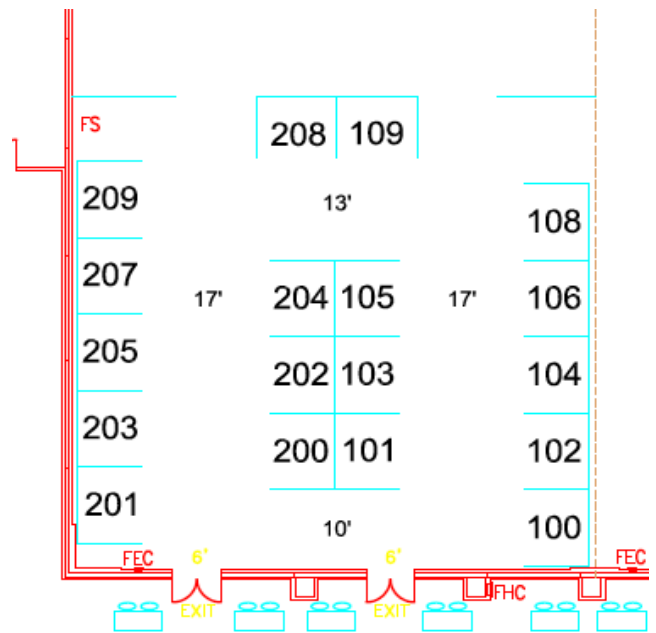


**NATIONAL HEMP
ASSOCIATION**



List of Exhibitors

Exhibitor	Booth #
AgWired.....	102
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Key Exhibit Times:

Friday, May 20, 2022

Exhibitor Setup: 1:00 pm – 5:00 pm
 Welcome Reception: 5:00 pm – 6:30 pm

Saturday, May 21, 2022

Continental Breakfast: 7:15 am – 8:00 am
 Refreshment Break: 10:00 am – 10:30 am
 Lunch: 12:30 pm – 1:30 pm
 Refreshment Break: 3:00 pm – 3:30 pm
 Reception: 5:30 pm – 7:00 pm

Sunday, May 22, 2022

Continental Breakfast: 7:15 am – 8:00 am
 Refreshment Break: 10:00 am – 10:30 am
 Exhibitor Breakdown: 10:30 am – 1:00 pm

AGENDA

Friday, May 20, 2022

1:00 pm - 6:30 pm Registration Open (Junior Ballroom Foyer)

1:00 pm - 5:00 pm Exhibitor Set-up (Junior Ballroom F)

3:00 pm - 5:00 pm **Pre-Conference Workshop:** (Junior Ballroom G)
Nutritional and Medical Applications of Cannabis/Hemp

Moderator: **Adam Wick**, CEO, Healthy Hemp Outlet

The Benefits of Hemp Derived Flavonoids and Cannflavins

Dr. Donato J. Borrillo, MD, Brian E. Dickerson, and Jesse Riggins,
Chief Research & Development Officer, Star Hemp

Effect of High Concentration of Cannabinoids in Analysis of Pesticides in Cannabis and its Products. Challenges as Market Expands into More Edibles and Beverages

Dr. Harry Behzadi, President and CEO, AccuScience Labs

Hemp Food - Why Should I Eat It?

Anndrea M Hermann, Director of Inside Sales, HPS Food & Ingredients, Inc.

Florida's First and Only Cannabis Cafe

Cole Peacock, Co-Founder, Seed & Bean Market

5:00 pm - 6:30 pm Welcome Reception: Exhibit Hall

Saturday, May 21, 2022

7:15 am - 7:00 pm Registration Open (Junior Ballroom Foyer)

7:15 am - 8:00 am Continental Breakfast: Exhibit Hall (Junior Ballroom F)

8:00 am - 10:00 am **Opening Session:** (Junior Ballroom G)
Federal and State Overview for Industrial Hemp and Cannabinoids

Welcome: **Gene Jones**, Executive Director, Can-Ed, Inc.

Moderator: **Erik Range**, Founder, Hemp&fork and Chairman of the Board, Minorities For Medical Marijuana, Inc.

Overview of Florida's Hemp Program

Holly Bell, Director of Cannabis, Florida Department of Agricultural & Consumer Services

Where We Are, Challenges and Solutions and, Where We Are Going

Geoffrey W. Whaling, Chair, National Hemp Association

Navigating the Changing Landscape of State and Federal Regulations

Brian Koontz, State of Colorado Hemp Program

Industrial Hemp in the Northeast USA: Current Status

Jerry H. Cherney, E.V. Baker Professor of Agriculture, School of Integrative Plant Science, Cornell University

10:00 am - 10:30 am Refreshment Break: Exhibit Hall (Junior Ballroom F)

10:30 am - 12:00 pm **Session I:** (Junior Ballroom G)
Delta-8 and Delta-10: Where Are We Headed?

Holly Bell, Director of Cannabis, Florida Department of Agricultural & Consumer Services

Dr. Matthew Curran, Director of Food Safety, Florida Department of Agricultural & Consumer Services

Cole Peacock, Co-Founder, Seed & Bean Market

Laura Baldwin Fuentes, RPh., Chief Officer of Science and Innovation and Co-founder, Green Roads

12:00 pm - 1:30 pm Lunch (Provided) (Grand Ballroom A)

Saturday, May 21, 2022 (Continued)

1:30 pm - 3:00 pm	Session II: UF/IFAS Hemp Insights and Experience	(Junior Ballroom G)
	Moderator: Dr. Zachary Brym , Industrial Hemp Program Coordinator, Assistant Professor, Institute of Food and Agricultural Sciences, University of Florida	
	Session Topics: <i>Permitted Acreage and Approvals to Harvest</i> - Dr. Matt Smith <i>Developing Hemp Nutrient Management Guidelines</i> - Dr. Zachary Brym <i>Pilot Project Extension Recap</i> - Ethan Carter and Dr. Kevin Korus <i>Cropping System Design Interactive</i> - Dr. Zachary Brym and Jay Capasso	
3:00 pm - 3:30 pm	Refreshment Break: Exhibit Hall	(Junior Ballroom F)
3:30 pm - 5:30 pm	Session III: Industrial Hemp Farming, Processing and Market Development	(Junior Ballroom G)
	Moderator: Adam Wick , CEO, Healthy Hemp Outlet	
	<i>Farming and Processing Industrial Hemp</i> Melissa Nelson-Baldwin, Owner / Field Scientist at Performance Crop Research, LLC and Co-Owner, South Bend Industrial Hemp	
	<i>Industrial Hemp Textiles: Where Are We And What We Need To Do</i> Susan Barnhart, President and Founder, The SHEMP Yarn Company	
	<i>Developing a Sustainable Future for Industrial Hemp Fabric and Products</i> Lawrence Serbin, President/Owner, Hemp Traders & Cannagrove	
	<i>5 Best Marketing Keywords For Your Hemp, CBD, Delta or Cannabis Business.</i> <i>Tips On How To Receive Credit Card Processing For In-Store, eCommerce, Mobile and Delivery Transactions.</i> Catherine M. Zito, CEO, Cannabis Business Solutions, Inc. and Host of Cannabis Entrepreneurs and Investors Meetup	
5:30 pm - 7:00 pm	Networking Reception: Exhibit Hall	(Junior Ballroom F)
7:30 pm - 10:30 pm	VIP TopGolf Reception - Registration Fee Required	

Sunday, May 22, 2022

7:15 am - 12:30 pm	Registration Open	
7:15 am - 8:00 am	Continental Breakfast: Exhibit Hall	(Junior Ballroom F)
8:00 am - 10:00 am	Session IV: A Review of Hemp Farming Challenges and Auxiliary Opportunities	(Junior Ballroom G)
	Moderator: Steve Edmonds , CEO, Native Hemp Solutions / Hemp4Water	
	<i>Hemp Farming in Florida: Mitigating Negative Effects of a Humid Subtropical Climate and Soils</i> Kathryn Arnold, Florida Panhandle Hemp	
	<i>Hemp4Water – A Phytoremediation Solution for Our Lakes and Rivers</i> Steve Edmonds, CEO, Native Hemp Solutions / Hemp4Water	
	<i>Florida Industrial Hemp Pilot Bio-Remediation Project</i> Dr. Kate Calvin, Chemistry Instructor, and Nylla Wilder, Student, South Florida State College	
	<i>Managing Insects and Mites Using Banker Plant Systems</i> Dr. Lance S. Osborne, University of Florida	
10:00 am - 10:30 am	Refreshment Break: Exhibit Hall	(Junior Ballroom F)
10:30 am - 12:30 pm	Session V: The Business of Hemp	(Junior Ballroom G)
	Moderator: Charles Felix , Publisher/ Owner, Cannabis News Florida and South Florida Hospital News & Healthcare Report	
	<i>Selling Hemp Products on Amazon</i> Jeff Greene, CEO, Greene’s Reserve, Inc.	
	<i>Introduction to Hemp and CBD Accounting</i> Chris Moran, CPA, Partner, Moran & Smith, LLP	

Sunday, May 22, 2022 (Continued)

10:30 am - 12:30 pm

**Session V:
The Business of Hemp (Continued)**

(Junior Ballroom G)

Obtaining a Hemp License to Grow in Florida

Joshua Linney, Founder, Carma Corps

Learning to Grow, Your Business

Joshua Linney, Founder, Carma Corps

12:30 pm

Adjourn





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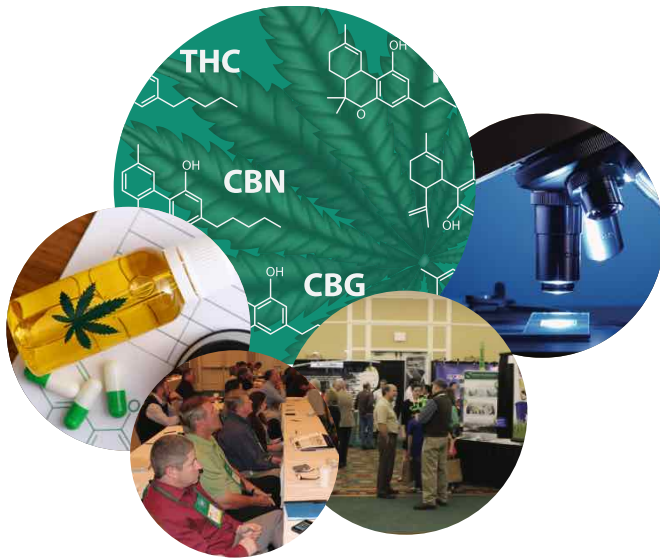
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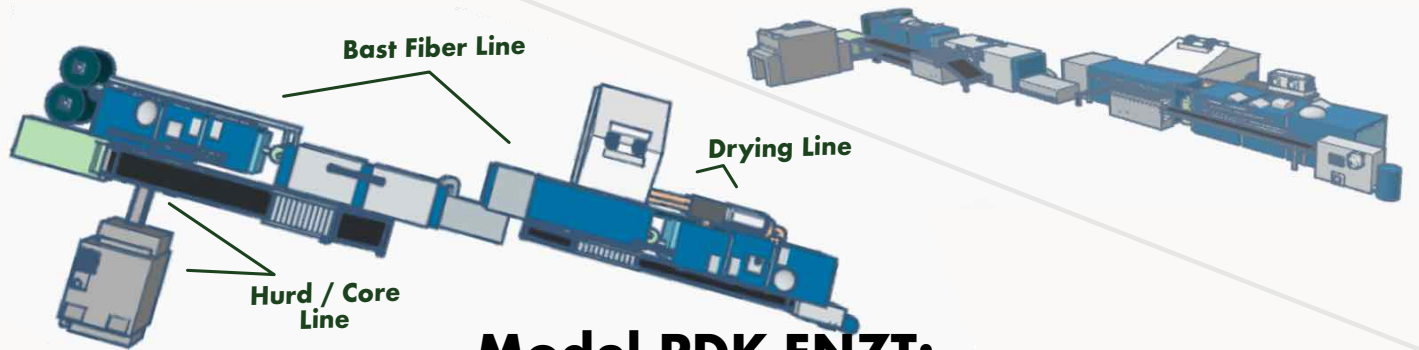
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- Cannabinoid Based Medicine and Therapies
- Government Regulation & Policies
- Dosing
- Merchant Processing, Bank, Insurance
- Legal Concerns
- Emerging Topics
- Running a Medical Cannabis Business/ Practice

www.FMCCE.org

ADAM WICK



Adam Wick

CEO, Healthy Hemp Outlet

Bio:

Adam Wick spent 20 years in computer IT distribution and upon finding hemp products for his own personal use in 2016 when the industry was just getting started, he had a hard time locating high quality reputable CBD products for his own use. After speaking with several local (Florida) CBD manufacturers he realized there was a need for distribution in the industry and he started a local distributor helping pet stores onboard CBD (DNA Distributor). From that experience he saw that consumers were getting interested in CBD for their own use and in June 2017 he launched an e-commerce website offering only CBD products from reputable vendors (www.hhoutlet.com).

After seeing an initial success that continued to grow month over month, he opened his first retail store in October 2018 in West St. Petersburg, Florida - Healthy Hemp Outlet. Then, after several months of strategic marketing and some gorilla marketing techniques, the local store grew fast and he opened a second store six months later in April 2018 in Downtown St. Petersburg, FL.

Today he owns and operates both a CBD online business, and a CBD retail business, and a specific piece of both businesses currently offer Delta 8 THC products. "I enjoy managing all of these Cannabis Businesses and I enjoy the intricacies and challenges associated with Hemp SEO, CBD Digital Marketing and CBD Local Marketing" says Wick, who spends every day in the retail store interacting with clients, educating them on hemp and hearing their success stories. He just wishes someone would have told him more before he started his CBD business.

His favorite part of the industry is teaching shoppers that are looking at CBD for their first time and have lots of questions (or misconceptions).

By using quick short stories that are easy to relate to, his clients easily understand Cannabis Hemp CBD and how it works. It's a trick he learned in the computer industry, break down the technical conversation for people that don't speak technical language, this way they can understand what it is you are trying to sell. You'll hear him talk about Lettuce offering 2 types - iceberg or romaine, just like Cannabis offers 2 types - Hemp or Marijuana.

In 2019 his business did \$203,000 and he owes no money, has no partners, and is looking forward to growing 3X by 2022. He survived 2020 during the pandemic that brought quarantines and forced closures. His online business helped carry some of the revenue requirements during the dip in 2020 - retail dropped more than 500% (vs. 2021). He would like to grow his online and retail business via a large VC investment, or by joining a new Executive Cannabis Company's team to bring scale operations to a franchise CBD store (in Florida first he hopes), then across the nation. Adam is interested in Venture Capital Partners looking to invest in a Cannabis Business and in need of Enterprise Level Executives to grow a funded operation.

DONATO J. BORRILLO, MD



Presentation Title:

The Benefits of Hemp Derived Flavonoids and Cannflavins

Dr. Donato J. Borrillo, MD, Brian E. Dickerson, and Jesse Riggins, Chief Research & Development Officer, Star Hemp

Abstract:

Review of the Flavonoids and Cannflavins in Hemp varieties and review of the results of a clinical study confirming greater pain relief from the hemp derived flavonoids than aspirin and ibuprofen as indicated by Barrett in her 1985 studies. Our clinical study demonstrated greater than 92% received pain relief from using 100 mcg/ml of HempFlavin.

Dr. Borrillo Bio:

Donato J. Borrillo MD is an established medicinal marijuana provider in the State of Ohio and member of the Ohio Medicinal Marijuana Physicians Association. He is a certified Medical Review Officer for post-accident drug screens and impairment determination, and a certified National Registry Department of Transportation (DOT) examiner.

Borrillo is a 1990 graduate of the State University of NY at Buffalo School of Medicine. He interned at Cook County Hospital, Chicago, IL, and completed residency at Wright State University, Dayton, OH. He has a Master of Science degree in Immunology from Roswell Park Cancer Institute, Buffalo, NY, and a second Master of Science degree in Aerospace Medicine, from Wright State University, Dayton, OH.

After his medical residency, Borrillo served as a flight surgeon with the United States Air Force from 1996 through 2001 and was assigned to the Special Operations Command in Europe and Africa. He was Honorably Discharged as a Major, with 9 years of total service and 30 combat sorties. He continues serving the military as a recruit examiner (DPC-2) at the Lansing, MI, Military Entrance Processing Station (MEPS).

He is Board Certified by the American Board of Preventive Medicine.

Borrillo is a 1994 graduate of Case Western Reserve University School of Law in Cleveland, OH, and a 1986 graduate of Canisius College in Buffalo, NY. He is licensed to practice law in Ohio and Michigan, and medicine in Ohio, Florida, New York, Michigan, Nevada, South Carolina, Washington, Nebraska, and Illinois. He has an active clinical practice with several collaborating nurse practitioners.

Dr. Borrillo has deployed on humanitarian medical missions to El Salvador, Hurricane Katrina in 2005 with FEMA/DMAT, volunteers at the Ingham County Hope Clinic, and the Mother Teresa House for the care of the terminally ill. He teaches medical students at The University of Toledo Medical Center community free clinic, and practices in the field of wound care and hyperbarics at Sparrow Hospital Lansing MI, St. Luke's Hospital Maumee, OH, and The Toledo Hospital.

Borrillo's legal practice focuses on class action/MDL/mass torts, personal injury & wrongful death, occupational injury, and health care law. He is Of Counsel with Zoll & Kranz LLC and is well versed in FDA, OSHA, DOT, and FMLA statutes and regulations.

Publications include two recent peer reviewed abstracts in the field of cannabinoids, with over 30 publications over the past two decades, and is called upon frequently to peer review submitted articles.

Donato enjoys spending time with his wife Liesa and six children, he is a commercial pilot, SCUBA diver, and ice hockey goaltender.

BRIAN DICKERSON



Mr. Dickerson's Bio:

Mr. Dickerson is a lawyer by trade and licensed in 6 states. His nationwide law practice involves representing clients in the healthcare, pharmaceutical, and dietary supplement industries and ensuring compliance with guideline sand laws enforced by the Food and Drug Administration (FDA), Drug Enforcement Agency (DEA) and the Department of Justice (DOJ). Through the over twenty-five years of practicing law, Dickerson has observed many of the obstacles and failures companies within the pharmaceutical and dietary supplement encounter and is able to advise clients how to avoid these mistakes. He has been representing hemp farmers and dietary supplement manufacturers since 2014, when the first Farm Bill allowed for limited participation in the cultivation, extraction and manufacturing of hemp. He successfully navigated farmers, extractors, laboratories and manufacturers through the murky and always moving legal landscape in the past five years. Many of his clients in the healthcare and pharmacy industries know of his experience and work in the hemp industry and utilize Dickerson for their own development of hemp and cannabinoid products for their own healthcare practice and pharmacies.

Through his legal representation and owning his own ranch, for which it is growing hemp to then be extracted by SME, Dickerson has been asked to participate or be a member of many organizations. The Florida Agricultural Commissioner, who is in charge of overseeing the hemp program in the state of Florida, asked Dickerson to accept, which he did, the appointment to the Hemp Advisory Committee for the Florida Department of Agriculture and Consumer Services (FDAC). Dickerson serves on this committee to advise the Commissioner and FDAC as to the trends and legal and regulatory needs of the hemp industry in Florida. Dickerson also currently is a board member of The Florida Hemp Council and is regularly consulted on by members as to hemp and product development advice. After acting as counsel in the hemp industry and with Florida legalizing the cultivation, extraction and manufacturing of hemp in 2019, Dickerson sought out others to develop the SMH vertical integration model. His clients have also been excited about the ability to have a product line which can track the quality of the soil, hemp plant, and the eventual oil to use in their products.

JESSE RIGGINS



Mr. Riggins' Bio

In March of 2014, Jesse was diagnosed with an inoperable Glioblastoma brain tumor and was given a timeline of six months to live. After going through a medical trial, of chemo pills and radiation for four months, Jesse, a nurse at Vanderbilt University Medical Center, opted to stop completely. Within two weeks, Jesse began dosing himself with Rick Simpson Oil (RSO). Jesse started researching cannabis and determining which cannabis strains would be the best for treating his conditions. When he concluded which strain would work best, he located the specific strain and extracted the oils he needed and began dosing himself. In February of 2015, he walked back into his Doctor's office for his brain scan and the scan revealed no tumor and that he was in total remission. Jesse is still healthy with no cancer after 7 years.

After beating cancer, Jesse's sole drive has been to change people's lives with cannabis. He researched night and day about everything to do with cannabis: genetics, various growing techniques, different extraction protocols, and all modes of transport into the body possible. Jesse began consulting for cannabis and hemp companies, while producing new products. While developing his own products, Jesse developed the nuances of extracting Cannflavins and Flavonoids from cannabis and hemp plants as well as the best method for delivery to benefit the human body. Jesse's extraction methods allow him to extract over twenty Flavonoids from a variety of heirloom hemp plants at a concentration level high enough to use in dietary supplements and to take advantage of the amazing anti-inflammatory, antioxidant and anti-microbial properties of the Cannflavins. This journey has allowed Jesse to co-create the product which is now known as HempFlavin and used in clinical studies and for the benefit of humans, and the equine and canine worlds.

DR. HARRY BEHZADI



Presentation Title:

Effect of High Concentration of Cannabinoids in Analysis of Pesticides in Cannabis and its Products. Challenges as Market Expands into More Edibles and Beverages

Dr. Harry Behzadi, President and CEO, AccuScience Labs

Abstract:

One of the very important pillars of Cannabis testing is analysis for pesticides. This testing is foundational in order to ensure product safety. The listed number of pesticides varies from state to state and some pesticides are commonly found in all states. Cannabis is a chemically complex compound(s) and trying to measure and detect pesticides against this body of diverse chemical compounds, on a part per billion level, has created new challenges. There are numerous documented studies and data sets that show heavy suppression of pesticides during the analysis due to the high concentration of cannabinoids. As laboratories continue to specialize in the analysis of cannabis flowers and their products for efficacy and safety, method development commenced with what was commercially available (less than 0.3% Delta 9 THC material). This methodology proved quite challenging when we were finally able to identify and test samples with concentrations of Cannabinoids over 70 to 80% (these concentrations were not available at the onset due to legal limitations). In this presentation we showcase the results of a study surrounding high concentrations of cannabinoids on each of the pesticide recovery. Stay tuned to view a fact-finding adventure with the exciting results of this study..

Bio:

Dr. Harry Behzadi is currently President and CEO of AccuScience Laboratories and Vice President of Emerging Technologies for RJ Lee Group, most recently he was Business Development for SGS-EHS North America. Prior to that he was the Vice President of Operations, for TestAmerica Inc Eastern and western regions. He also worked VP of operations, and Corporate Technical Director for Accutest Laboratories, Inc. Since 1994, Dr. Behzadi had spearheaded growth and expansion of Accutest Corporation in the Southeast and beyond to the West Coast. He started Southeast division in 1995 and developed the lab from a handful of employees to one of the largest environmental laboratories in the South with staff 90+ strong. He began his career over 30 years in pharmaceutical industry and since then he has been responsible for laboratory management, analytical method development, professional training and QA/QC in both the environmental and pharmaceutical industries. He has navigated multiple laboratories through certification and NELAP accreditation process, Dept. of Defense and Various Fortune 500 companies. His expertise encompasses all aspects of the environmental testing business including technical and operations management, new method development, acquisitions, operations integration, sales and business development.

ANNDREA M. HERMANN



Presentation Title:

Hemp Food - Why Should I Eat It?

Anndrea M Hermann, Director of Inside Sales, HPS Food & Ingredients, Inc.

Abstract:

Review of the benefits of including hempseed food products in your diet or finished product.

Bio:

Anndrea Hermann, M.Sc, B.GS, P.Ag., Director of Inside Sales HPS Food & Ingredients, Principal The Ridge International Cannabis Consulting, Owner Hemp Technologies Canada, Founder iHempRadio, Founding Instructor OSU WSE266 Course, Canada Hemp Licensee who has advised Industry for 21+ years. President Emeritus & board Hemp Industries Association and Vice President Emeritus Canadian Hemp Trade Alliance. She was the first woman inducted into the Hemp History Hall of Fame (2017), recipient of the HIA Lifetime Achievement Award (2018) and listed on Hemp History Week top 10 advocates (2019). Anndrea is recognized and revered as a true ambassador of the highest caliber. His plant is part of her final vocabulary by eating and wearing hemp, building & speaking about hemp while sharing knowledge and inspiring others to do the same.

COLE PEACOCK



Presentation Title:

Florida's First and Only Cannabis Cafe

Cole Peacock, Co-Founder, Seed & Bean Market

Abstract:

Seed & Bean Market was founded in 2018 in Fort Myers, Florida after four founding members with cannabis industry roots cultivated their passion for CBD, great coffee, unique beer and delicious food into a comfortable lifestyle destination. As the first CBD marketplace of its kind, and we are dedicated to offering only the highest quality foods and beverages, thoroughly tested CBD products, and the chilliest atmosphere in the region. As industry innovators with a unique niche, our philosophy is simple: Our community is our home, and our customers are our family.

Bio:

If you've ever visited Seed & Bean Market, there's a good chance you've run into Cole Peacock. Sporting a PureNative hat and making the rounds to each table with a warm hello, Cole is a recognizable face bringing fresh ideas, a firm handshake, and a tall glass of terpene-infused Southern hospitality to the Downtown Fort Myers area. As Co-founder and Partner of Seed and Bean Market – Florida's first and the nation's second Cannabis Café and CBD Marketplace – Cole is making a name for himself in the Florida hemp and cannabis industries. When he's not busy with the store's two bustling locations, he works as Founder of PureNative Premium Hemp and C3 Investment Group – but he's not stopping there. Known in the community as a man who wears many hats, from Industry Innovator and trail blazer to business strategist and passionate advocate for the Lee County community at large, Cole's personal motto "Never, ever, ever give up" is changing the face of Florida's Cannabis and Hemp industry one project and person at a time.

History

Cole's story began in 1983 in Fort Myers, Florida where he grew up in a family of fifth generation peanut farmers. His dreams of making a difference in the world and his hunger for knowledge drove him to become deeply involved in academics and athletics, eventually graduating as class president from Cumberland University.

After graduation, Cole got involved in the political world. He has worked on several campaigns ranging from US Senate, US Congress, Governor, State Senate, State House of Representatives, and mayoral races. Cole recently was appointed by the Commissioner of Agriculture and Governor's Office to Vice-Chairman of the first Hemp and Cannabis Statewide Advisory Board. He was involved with the Florida constitutional amendment for medical marijuana and has been working on the ground level for several years to help develop Florida's cannabis industry.

Corporate Experience

Cole has over 20 years' experience as a corporate executive across a multitude of retail areas, including corporate branding, operations, strategy, and governmental relations. His experience in non-profit includes charitable giving, community development, investor relations, crisis management and social responsibility. His broad corporate experience ranges from Fortune 500 Executive at Chico's FAS, Inc. to Executive Change and Restructure agent for Exeter Finance – a subsidiary of Blackstone Capital and one of the top five merger and investment firms in the world.

After joining Chico's in 2000, Cole spent the next ten years on the corporate executive team overseeing corporate relations, branding and associate programs, retail operations, customer engagement and loyalty programs, strategic planning, investor relations, governmental and community relations, and national charitable giving.

Memberships

Cole's words to live by are "you have to give in order to receive." His passion for giving back to the community and creating safe spaces for vulnerable populations has driven his inexhaustible participation in several nonprofit organizations and boards in the Lee County area. He is a member of the 2008/2009 Leadership Florida Class, Leadership Florida Regional Council, Florida Hemp/Cannabis State Advisory Board, Florida Gulf Coast University, Lutgert School of Business Board of Directors, Hodges University Presidents Council, and Step up for Students. He is a former Community Advisor for News-Press Editorial Board, Florida Chamber Executive Board, and Florida Retail Federation. He serves on several non-profit boards, including AMI Kids, Boys and Girls Club, Be Great Campaign, Children's Advocacy Council, American Red Cross of SWFL, Edison Ford Winter Estates and Foundation for Lee County Public Schools.

Cole currently resides in Fort Myers with his wife Rachel and three children, Sterling, Hannah, and Jackson.

GENE JONES



Eugene (Gene) Jones

Eugene (Gene) Jones, Co-Founder, Florida Industrial Hemp Conference & Exhibition and the Florida Medical Cannabis Conference & Exhibition

Bio

Gene Jones serves as CEO of Southern Waste Information Exchange (SWIX), a non-profit organization which has been operating since 1981 assisting businesses and municipalities with their waste management issues.

In addition, to his day-to-day roll at SWIX, Gene conducts a variety of conferences in the environmental industry sectors. He also formed the Florida Medical Cannabis Conference & Exhibition and the Florida Industrial Hemp Conference & Exhibition.

Gene is a serial entrepreneur and brings over 37 years of experience with waste management and recycling in senior executive level positions. Over the past 37 years, he has successfully founded, built and sold several businesses including Environmental Management & Consulting Services, Inc., Advanced Derived Fuels, LLC, Hazardous Substance and Waste Management Research, Inc., Environmental Industry Conference Management, LLC, FieldClean of Florida, LLC, Lawncare Equipment Sales and Services, LLC, Environmental University, and his latest venture, Florida Industrial Hemp Company, LLC.

Gene is based in Florida and specializes in building strategic relationships with firms and has managed a vast network of associations in many different sectors from his work in organizing conferences such as;

Conferences:

- the Agricultural Plastics Recycling Conference & Trade Show,
- the Waste Conversion Technology Conference & Trade Show,
- the Southeast Recycling Conference & Trade Show,
- the New Life for Closed Gas Stations Conference and Exhibition,
- the International Symposium on the Redevelopment of Manufactured Gas Plant Sites,
- the National Conference on Waste Exchange and Resource Reuse,
- PFAS Forum
- the Florida Industrial Hemp Conference & Exhibition, and
- the Florida Medical Cannabis Conference & Exhibition.

Associations/Organizations:

- Florida BioFuels & BioEnergy Association, Inc.,
- Recycle Florida Today, Inc.,
- Can-Ed, Inc.,
- Florida Agricultural Plastic Recycling Cooperative, Inc.,
- Florida Environmental Assessors Association, Inc.,
- International Society of Technical & Environmental Professionals, Inc.,
- Florida Brownfields Association, Inc., and
- Keep Florida Beautiful, Inc.

Gene is a Martial Arts practitioner and has his 8th degree black belt in Shaolin GoJu and a 5th degree black belt in Nisei GoJu. Gene is a published author of [Instant Self-Esteem: Empowering Self-Confidence](#).

Gene is also the inventor of the [Soap Bag Saver](#), which he designed for the reuse of leftover soap bars.

ERIK RANGE



Moderator

Erik Range, Founder, Hemp&fork and Chairman of the Board, Minorities For Medical Marijuana, Inc.

Bio

Erik Range is a cannabis entrepreneur, consultant, advocate and industry influencer. Before entering the cannabis space he worked for an environmental engineering firm in Orlando, FL where he coordinated workforce development programs. Prior to that, Erik spent nearly 10 years in higher education working at the University of Central Florida and the University of Miami, before that. After seeing the cannabis industry get underway in California and Colorado, Erik decided to turn his attention to the industry in 2015 with the formation of ART420 LLC a fine art company which provides cannabis inspired art to cannabis businesses. He has displayed the art across the country from Florida to California in venues such as the Florida State Capitol Building and Miami Art Basel. He also serves as the Board Chair for the non profit organization Minorities For Medical Marijuana which is the Cannabis Business Awards' 2018 Industry Organization of the Year. The organization is a leading voice on public policy, patient advocacy, business development and social justice issues in the cannabis industry. In his role as Board Chair, Mr. Range's efforts and assistance led to the successful inclusion of "diversity language" in the bill to implement Florida's Medical Marijuana Program, and passage minority inclusion and participation language in other states like Georgia, New Jersey, and Oklahoma. Erik was named to Florida Industrial Hemp Advisory Board by Commissioner Nicole Fried who heads the Florida Department of Agriculture and Consumer Services. This group will provide advice and guidance to the department during the rule making process and the implementation of the State's approved plan. Through his boutique consulting firm, RGW Enterprises LLC., Range provides a variety of advisory services to individuals, businesses and government entities entering/ expanding in the cannabis/ medical marijuana/ hemp industry. He has written licensing applications, developed business models and plans, created and implement marketing/ advertising strategies, designed digital/print marketing collateral, and provided business development and lead generation services to his clients.

HOLLY BELL



Presentation Title:

Overview of Florida's Hemp Program

Holly Bell, Director of Cannabis, Florida Department of Agricultural & Consumer Services

Abstract:

The 2018 federal Farm Bill allows states to create a hemp regulatory program that meets certain regulatory criteria. The Florida Department of Agriculture and Consumer Services (FDACS) has reviewed the Farm Bill requirements and worked quickly to draft the required regulatory plan to the U.S. Department of Agriculture for review. FDACS is also working with the Florida Legislature to ensure that hemp and CBD (cannabidiol) products produced from hemp under an approved regulatory plan will comply with all Florida statutes and ensure consumer protection. Ms. Bell will present an overview of Florida's Hemp Program from her perspective of being the former Director of Cannabis.

Bio:

After a career in banking and financial services, Holly Bell consulted on cannabis business issues in numerous states. Ms. Bell worked to build the infrastructure to support the creation of Tennessee's cannabis industry, following passage of that state's industrial hemp legislation. A native of Indiana with family roots in northeast Florida, Ms. Bell earned a bachelor's degree in agricultural economics from Purdue University.

In her role as Director of Cannabis, Ms. Bell oversees the development of rules, works directly with scientific experts, and ensures Commissioner Fried's vision for cannabis in Florida continues moving forward. Ms. Bell works closely with the Department's Division of Plant Industry, Food Safety, and AES on developing Florida's hemp industry, including the production, processing, inspecting, and manufacturing of industrial hemp. She also works with the Florida Department of Health as it relates to medical marijuana edibles and consumer issues. Ms. Bell also works closely with the Commissioner's industrial hemp and medical marijuana advisory committees as well as the Hemp Advisory Council.

GEOFFREY W. WHALING



Presentation Title:

Where We Are, Challenges and Solutions and, Where We Are Going

Geoffrey W. Whaling, Chair, National Hemp Association

Abstract:

Mr. Whaling will reflect on the status of federal legislation and regulations, the reality of raising capital and, findings of the National Hemp Report. Finally, Mr. Whaling will discuss the pathway to advance the largest opportunities and segment of the hemp industry - fiber and grain.

Bio:

Mr. Whaling recently announced rePlant Hemp Advisors LLC, which has created a first-to-market ESG \$500M fund focused on building the US hemp for food and fiber supply chain. He will serve as Co-founder, President and General Partner of the new entity. www.replanthemp.com He served as Co-founder and President of publicly traded Collective Growth Corporation which combined on April 5, 2021 with Innoviz Technologies in a \$1.4 billion transaction. Collective Growth Corporation, Co-founded by Whaling raised \$150 million before beginning public trading under the ticker symbol CGRO in April 2020.

Mr. Whaling has volunteered for seven years to advance the hemp crop in North America and has served for five years as Chair of the National Hemp Association, one of the world's largest Hemp advocacy group.

He is considered as one of the leading voices and experts on hemp as a fiber and crop commodity.

Mr. Whaling has worked with The White House and Members of Congress to pass federal legislation and is now focused on developing an industry, with groups including USDA, State Regulators, the WTO, EU and the United Nations, addressing issues as this industry evolves. These efforts has resulted in the establishment of the Federation of International Hemp Organizations (FIHO), based in Brussels on which Whaling serves as a Founding Member of the Board of Directors.

Mr. Whaling was Co-Founder and former President of Canopy Growth Corporation HIP and Strategic Advisor, CBD and Hemp to the world's largest Hemp and Cannabis Company. In those roles, Geoff lead CGC's expansion into the Hemp and CBD industry. CGC grew to a market value of \$22B, before Geoff quit so to advance building the hemp supply chain in America.

No matter the detours, Whaling is committed to continue his efforts to build the global hemp supply chain.

Born in Canada, a dual citizen Geoff Whaling's areas of expertise are wide ranging given the diversity of his government, business, entrepreneurial and philanthropic work. A profound sense of "wanting to serve" remains an integral part in his life.

www.nationalhempassociation.org

www.linkedin.com/in/geoff-whaling-1184b218

www.replanthemp.com

BRIAN KOONTZ



Presentation Title:

Navigating the Changing Landscape of State and Federal Regulations

Brian Koontz, Industrial Hemp Program Manager, State of Colorado Hemp Program

Abstract:

Since the 2018 Farm Bill, states and tribes have been tasked with changing Federal Regulations that in turn have created challenges for hemp farmers. In Colorado, a state with a robust hemp industry since the 2014 Farm Bill, the challenge has been particularly real.

Bio:

Brian graduated from Colorado State University with a B.S. in Natural Resource Management, then worked for the USDA Forest Service on the Colorado western slope and in Alaska. After returning to the Front Range, he entered the Urban Forestry and Arboriculture industry and eventually started a business in the Denver area. Thirteen years ago he began with the Colorado Department of Agriculture, namely helping farmers and ranchers understand EPA and USDA regulations. Following the passage of Colorado Amendment 64 in 2012, he soon began doing compliance assistance with the cannabis industry and was among the first in the nation to regulate cannabis on a State and Federal level. Brian has been involved in developing sampling and investigative guidelines for a new and evolving industry and is excited to be serving in a leadership role for the Division of Plant Industry's Hemp Program. Website: <https://www.colorado.gov/agplants/industrial-hemp>

JERRY H. CHERNEY



Presentation Title:

Industrial Hemp in the Northeast USA: Current Status

Jerry H. Cherney, E.V. Baker Professor of Agriculture, School of Integrative Plant Science, Cornell University

Abstract:

Issues regarding the production, politics, and potential of industrial hemp in the USA will be presented. New York is one of the states that has decided to invest heavily in industrial hemp production. Grower experiences to-date and concerns will be discussed.

Bio:

Jerry H. Cherney is E.V. Baker Professor of Agriculture in the School of Integrative Plant Science at Cornell University. He received a B.S. in Plant Pathology and an M.S. in Agronomy from the University of Wisconsin, and a Ph.D. in Agronomy from the University of Minnesota. He has conducted research in forage and grain crops, and in several novel field crops. He has authored/co-authored over 150 peer-reviewed journal articles and book chapters, and over 200 extension/outreach publications. Dr. Cherney has received both the American Society of Agronomy Agronomic Extension Education Award and the Crop Science Society of America Extension Education Award, and is a Fellow of both societies. Dr. Cherney co-authored "Industrial Hemp in North America: Production, Politics and Potential", and has presented plenary talks at the Annual US Hemp Industries Association Conference and the 1st Australian Industrial Hemp Conference.

SESSION I



Delta-8 and Delta-10: Where Are We Headed?

Holly Bell, Director of Cannabis, Florida Department of Agricultural & Consumer Services
Dr. Matthew D. Curran, Director of Food Safety, Florida Department of Agricultural & Consumer Services
Cole Peacock, Co-Founder, Seed & Bean Market
Laura Baldwin Fuentes, RPh., Chief Officer of Science and Innovation and Co-founder, Green Roads

Session Description:

Holly Bell, helped built and run the Florida State Hemp Program as well as the Edibles portion of the Medical Program. She will give her input as a former regulator who helped create the laws and rules. She will also discuss where regulations might be headed with the deltas. Dr. Curran is a tenured regulator with a PhD in chemistry. He will give his perspective as a day to day regulator who tests and inspects products in the state of Florida. He will also share the chemistry behind cannabis and how it works in the body. Cole and Laura will give their input concerning this issue from a business owner's perspective.

HOLLY BELL



Holly Bell, Director of Cannabis, Florida Department of Agricultural & Consumer Services

After a career in banking and financial services, Holly Bell consulted on cannabis business issues in numerous states. Ms. Bell worked to build the infrastructure to support the creation of Tennessee's cannabis industry, following passage of that state's industrial hemp legislation. A native of Indiana with family roots in northeast Florida, Ms. Bell earned a bachelor's degree in agricultural economics from Purdue University.

In her role as Director of Cannabis, Ms. Bell oversees the development of rules, works directly with scientific experts, and ensures Commissioner Fried's vision for cannabis in Florida continues moving forward. Ms. Bell works closely with the Department's Division of Plant Industry, Food Safety, and AES on developing Florida's hemp industry, including the production, processing, inspecting, and manufacturing of industrial hemp. She also works with the Florida Department of Health as it relates to medical marijuana edibles and consumer issues. Ms. Bell also works closely with the Commissioner's industrial hemp and medical marijuana advisory committees as well as the Hemp Advisory Council.

DR. MATTHEW D. CURRAN



Dr. Matthew D. Curran, Director of Food Safety, Florida Department of Agricultural & Consumer Services

Bio:

Dr. Curran earned his Bachelor of Science in Chemistry from Mississippi State University and his Doctorate in Inorganic Chemistry from Florida State University.

During his 23 years of public service he has been fortunate to have had the opportunity to contribute in many roles protecting Florida's environment as well as serving Florida's industries and consumers. Early in his career Dr. Curran was appointed to multiple laboratory management positions with the Florida Department of Environmental Protection. In 2005 he moved into the consumer service arena when he was appointed Chief of Petroleum Inspection for the Florida Department of Agriculture and Consumer Services (FDACS). That role morphed into the Chief of Standards role where he also represented FDACS nationally as the Weights and Measures Director of Florida. Following this tenure, he later served in roles with FDACS as the Assistant Director of Consumer Services, the Assistant Director of Food Safety, and most recently as the Director of Food Safety. He also currently serves on the Board of Directors for the National Conference on Weights and Measures (NWCN) and is an active member of their Cannabis Task Group.

The Division of Food Safety became an integral part of Florida's Hemp Program when it went into state law in 2019. The division is now responsible for the permitting and inspection of establishments in Florida that are extracting, manufacturing, distributing, storing, or selling hemp extract products intended for human ingestion or inhalation. The division conducts inspections of the more than 8,500 hemp establishments and collects random samples of hemp extract products from these locations, which are then tested in the division's laboratories for a variety of contaminants and against labeling claims. The division's approach for the oversight of this portion of the Florida's hemp program has produced a regulatory model that other states have emulated as this market enters their jurisdictions.

COLE PEACOCK



Cole Peacock, Co-Founder, Seed & Bean Market

Bio:

If you've ever visited Seed & Bean Market, there's a good chance you've run into Cole Peacock. Sporting a PureNative hat and making the rounds to each table with a warm hello, Cole is a recognizable face bringing fresh ideas, a firm handshake, and a tall glass of terpene-infused Southern hospitality to the Downtown Fort Myers area. As Co-founder and Partner of Seed and Bean Market – Florida's first and the nation's second Cannabis Café and CBD Marketplace – Cole is making a name for himself in the Florida hemp and cannabis industries. When he's not busy with the store's two bustling locations, he works as Founder of PureNative Premium Hemp and C3 Investment Group – but he's not stopping there. Known in the community as a man who wears many hats, from Industry Innovator and trail blazer to business strategist and passionate advocate for the Lee County community at large, Cole's personal motto "Never, ever, ever give up" is changing the face of Florida's Cannabis and Hemp industry one project and person at a time.

History

Cole's story began in 1983 in Fort Myers, Florida where he grew up in a family of fifth generation peanut farmers. His dreams of making a difference in the world and his hunger for knowledge drove him to become deeply involved in academics and athletics, eventually graduating as class president from Cumberland University.

After graduation, Cole got involved in the political world. He has worked on several campaigns ranging from US Senate, US Congress, Governor, State Senate, State House of Representatives, and mayoral races. Cole recently was appointed by the Commissioner of Agriculture and Governor's Office to Vice-Chairman of the first Hemp and Cannabis Statewide Advisory Board. He was involved with the Florida constitutional amendment for medical marijuana and has been working on the ground level for several years to help develop Florida's cannabis industry.

Corporate Experience

Cole has over 20 years' experience as a corporate executive across a multitude of retail areas, including corporate branding, operations, strategy, and governmental relations. His experience in non-profit includes charitable giving, community development, investor relations, crisis management and social responsibility. His broad corporate experience ranges from Fortune 500 Executive at Chico's FAS, Inc. to Executive Change and Restructure agent for Exeter Finance – a subsidiary of Blackstone Capital and one of the top five merger and investment firms in the world.

After joining Chico's in 2000, Cole spent the next ten years on the corporate executive team overseeing corporate relations, branding and associate programs, retail operations, customer engagement and loyalty programs, strategic planning, investor relations, governmental and community relations, and national charitable giving.

Memberships Cole's words to live by are "you have to give in order to receive." His passion for giving back to the community and creating safe spaces for vulnerable populations has driven his inexhaustible participation in several nonprofit organizations and boards in the Lee County area. He is a member of the 2008/2009 Leadership Florida Class, Leadership Florida Regional Council, Florida Hemp/Cannabis State Advisory Board, Florida Gulf Coast University, Lutgert School of Business Board of Directors, Hodges University Presidents Council, and Step up for Students. He is a former Community Advisor for News-Press Editorial Board, Florida Chamber Executive Board, and Florida Retail Federation. He serves on several non-profit boards, including AMI Kids, Boys and Girls Club, Be Great Campaign, Children's Advocacy Council, American Red Cross of SWFL, Edison Ford Winter Estates and Foundation for Lee County Public Schools.

Cole currently resides in Fort Myers with his wife Rachel and three children, Sterling, Hannah, and Jackson.

LAURA BALDWIN FUENTES



Laura Baldwin Fuentes, RPh., Chief Officer of Science and Innovation and Co-Founder, Green Roads

Bio:

Laura Baldwin Fuentes is the Chief Officer of Science and Innovation and co-founder of Green Roads, one of the largest and most respected manufacturers of CBD products in the country. She is also the creator of its proprietary formulation and the visionary behind many of its products. Laura's personal and professional commitment to help people improve their health through plant-based remedies has driven Green Roads to lead the industry in product quality and consumer transparency. Under her leadership, the company was one of the first to require independent lab testing on every product batch and one of the first to make every lab report easily available to consumers. For Laura, Green Roads is more than a company --it's an opportunity to have a positive impact on millions of lives and help people on their journey to better health. Prior to founding Green Roads, Laura built a 25-year career as a licensed compound pharmacist. She's a former board member of the Broward County Pharmacy Association, and volunteers with various charitable organizations, including the Center for Great Apes, Autism Speaks Walk, Multiple Sclerosis Views and News, the Rheumatoid Arthritis Foundation, the American Cancer Society, and more. She holds a BS in pharmacy from Nova Southeastern University. Laura is a member of the inaugural Forbes 50 over 50 Vision List.

SESSION II



UF/IFAS Hemp Insights and Experience

Moderator: [Dr. Zachary Brym](#), Industrial Hemp Program Coordinator, Assistant Professor, Institute of Food and Agricultural Sciences, University of Florida

Session Topics:

- Permitted Acreage and Approvals to Harvest - Matt Smith
- Developing Hemp Nutrient Management Guidelines - Dr. Zachary Brym
- Pilot Project Extension Recap - Ethan Carter and Dr. Kevin Korus
- Cropping System Design Interactive - Dr. Zachary Brym and Jay Capasso

Session Description:

The UF/IFAS Hemp will describe the current status of hemp cultivation in Florida from the perspective of research and extension experiences. This session will include several opportunities for Q&A and interaction with the presenters. The cropping system design interactive will help growers and industry representatives in the room consider how hemp fits on their farm, in their business, and around the market.

DR. ZACHARY BRYM



Dr. Zachary Brym

Industrial Hemp Program Coordinator, Assistant Professor, Institute of Food and Agricultural Sciences, University of Florida

Bio:

Dr. Zachary Brym represents the Department of Agronomy at the University of Florida's Tropical Research and Education Center (TREC) in Homestead. He holds a Ph.D in ecology from Utah State University with specialization in crop physiology and computational biology.

His research and extension program explores how production systems can remain profitable while conserving natural resources and protecting the environment. His projects focus on the role of biodiversity and scale in agroecosystems, the distribution and management of invasive plant and pest species, and the impacts of management practices on crop production and environmental conservation. His work recommends data-supported adaptive management practices across commodities to address local and regional challenges to crop production.

MATT SMITH



Matt Smith

Extension Agent I - Multi-county, Institute of Food and Agricultural Sciences, University of Florida

Bio:

Matt Smith is the Sustainable Agriculture and Food Systems Agent for Sumter, Pasco, and Hernando County.

ETHAN CARTER



Ethan Carter

Regional Crop IPM Agent, Jackson County Extension, Institute of Food and Agricultural Sciences, University of Florida

Bio:

Ethan Carter is the Regional Crop Integrated Pest Management Agent stationed at Jackson County.

DR. KEVIN KORUS



Dr. Kevin Korus

Natural Resources Agent, Alachua County Extension, Institute of Food and Agricultural Sciences, University of Florida

Bio:

Kevin Korus, DPH, and the UF/IFAS Extension Alachua County Agriculture and Natural Resources Agent. Kevin is a native of Nebraska where I received all three of my degrees; a Bachelor's in Horticulture, Master's in Plant Pathology, and in 2016 the Doctor of Plant Health. He has spent the last four years as the Coordinator of the Plant and Pest Diagnostic Clinic and an Extension Educator at the University of Nebraska – Lincoln. During this time he was able to gain experience with a wide range of agronomic, horticulture, and landscape plants and the insect, disease, and nutrient issues that they faced. He is passionate about diagnosing plant health issues and firmly believe that the correct management plan can only be developed after the correct diagnosis has been made. He is excited to continue being an advocate of plant health and look forward to addressing the issues that will arise in the wonderfully diverse Ag and Natural Resource systems of the great state of Florida.

JAY CAPASSO



Jay Capasso

Row Crop Extension Agent, Columbia County, Extension, Institute of Food and Agricultural Sciences, University of Florida

Announce coming events

Jay Capasso is the UF/IFAS Columbia County Row Crop Extension Agent. He received his B.S. in International Agriculture and Rural Development from Cornell University and M.S. in Soil and Water Sciences from the University of Florida.



Adam Wick

CEO, Healthy Hemp Outlet

Bio:

Adam Wick spent 20 years in computer IT distribution and upon finding hemp products for his own personal use in 2016 when the industry was just getting started, he had a hard time locating high quality reputable CBD products for his own use. After speaking with several local (Florida) CBD manufacturers he realized there was a need for distribution in the industry and he started a local distributor helping pet stores onboard CBD (DNA Distributor). From that experience he saw that consumers were getting interested in CBD for their own use and in June 2017 he launched an e-commerce website offering only CBD products from reputable vendors (www.hhoutlet.com).

After seeing an initial success that continued to grow month over month, he opened his first retail store in October 2018 in West St. Petersburg, Florida - Healthy Hemp Outlet. Then, after several months of strategic marketing and some gorilla marketing techniques, the local store grew fast and he opened a second store six months later in April 2018 in Downtown St. Petersburg, FL.

Today he owns and operates both a CBD online business, and a CBD retail business, and a specific piece of both businesses currently offer Delta 8 THC products. "I enjoy managing all of these Cannabis Businesses and I enjoy the intricacies and challenges associated with Hemp SEO, CBD Digital Marketing and CBD Local Marketing" says Wick, who spends every day in the retail store interacting with clients, educating them on hemp and hearing their success stories. He just wishes someone would have told him more before he started his CBD business.

His favorite part of the industry is teaching shoppers that are looking at CBD for their first time and have lots of questions (or misconceptions).

By using quick short stories that are easy to relate to, his clients easily understand Cannabis Hemp CBD and how it works. It's a trick he learned in the computer industry, break down the technical conversation for people that don't speak technical language, this way they can understand what it is you are trying to sell. You'll hear him talk about Lettuce offering 2 types - iceberg or romaine, just like Cannabis offers 2 types - Hemp or Marijuana.

In 2019 his business did \$203,000 and he owes no money, has no partners, and is looking forward to growing 3X by 2022. He survived 2020 during the pandemic that brought quarantines and forced closures. His online business helped carry some of the revenue requirements during the dip in 2020 - retail dropped more than 500% (vs. 2021). He would like to grow his online and retail business via a large VC investment, or by joining a new Executive Cannabis Company's team to bring scale operations to a franchise CBD store (in Florida first he hopes), then across the nation. Adam is interested in Venture Capital Partners looking to invest in a Cannabis Business and in need of Enterprise Level Executives to grow a funded operation.

MELISSA NELSON-BALDWIN



Presentation Title:

Farming and Processing Industrial Hemp

Melissa Nelson-Baldwin, Owner / Field Scientist at Performance Crop Research, LLC and Co-Owner, South Bend Industrial Hemp

Abstract:

This presentation will provide experiences from farming and processing industrial hemp. The presentation will explore lessons learned from decades of farming experience and the similarities between hemp and the other grain crops grown on their 2,500-acre farm near Great Bend, Kansas. As with many of these traditional crops, South Bend Industrial Hemp started growing hemp as a dual-crop—that is, harvesting both fiber and grain from the same plant. We will explore the challenge of how to figure out just how to grow hemp alongside other crops as well as in the processing side.

Bio:

Melissa Nelson is the owner and field research scientist at Performance Crop Research, an independent crop research facility in Great Bend, Kansas. Melissa works with a variety of companies around the world collecting data on crops grown in the Midwest with a focus on soil health, residues, and efficacy of new chemistries and varieties.

Melissa is also co-owner of South Bend Industrial Hemp. South Bend focuses on helping grow the hemp industry in Kansas. South Bend also grows dual purpose varieties and is working towards developing the grain and fiber industry. Their goal is to provide support for farmers and create grower's groups to supply South Bend's decortication facility. Education and being advocates for agriculture is a passion of Melissa's.

SUSAN BARNHARDT



Presentation Title:

Industrial Hemp Textiles: Where Are We And What We Need To Do
Susan Barnhardt, President and Founder, The SHEMA Yarn Company

Abstract:

THE PROBLEM TO BE SOLVED: As the demand and popularity of hemp for use in textiles increases, the need for industrial quantities of consistent quality domestically produced hemp fiber is clear. Success will lead directly to increased demand for both wool and hemp creating revenue streams for both farmers and ranchers and ensure profitability for the entire supply chain from seed to sale.

Bio:

I am the Founder and President of The SHEMA Yarn Company Inc. Over the past 5 years, I have invested time and research into the path of Industrial Fiber Hemp as it relates to hemp/bast fiber blends as a viable component of a sustainable textile industry. Our overall goal is to develop a consistent process to produce a bast fiber blend yarn, SHEMA™, made from the natural fibers of wool and hemp. This process does not exist currently in the USA. The resulting process will open the door for bast fiber textile blends and play a part in revitalizing the US Textile industry and bring this new generation of textiles to the forefront. I am a member of the Textile Exchange, Association of Strategic Alliance Professionals as well as Hemp Associations. My career has spanned over 40 years working with Fortune 500 to bring notable products, Kashi, L'eggs, Kings Hawaiian and more to the marketplace.

LAWRENCE SERBIN



Presentation Title:

Developing a Sustainable Future for Industrial Hemp Fabric and Products

Lawrence Serbin, President/Owner, Hemp Traders & Cannagrove

Abstract:

This presentation will provide an overview of how industrial hemp can guide us towards a sustainable future. Based on experience in supplying hemp fabric and products since 1994, we explore what is needed to develop a future where hemp will be processed locally to meet the needs for building materials, paper, plastics, and textiles.

Bio:

Mr. Serbin has been in the hemp industry for over 30 years. From 1991-1992 he was the national director of the Business Alliance for Commerce in Hemp (BACH). He started his own hemp textile company, Hemp Traders from 1993 to present. He has been on the board of directors of the Hemp Industries Association (HIA) since 2011 and served as the President from 2016 - 2018. He was the chair of the California Hemp Advisory board for the California Department of Food and Agriculture from 2017 -2020. He has been developing hemp particleboard since 2004 under Hemp Traders. In 2018 he started the company Cannagrove to grow, manufacture and sell engineered wood products from industrial hemp in the United States.

CATHERINE M. ZITO



Presentation Title:

Part 1:

5 Best Marketing Keywords For Your Hemp, CBD, Delta or Cannabis Business.

Part 2:

Tips On How To Receive Credit Card Processing For In-Store, eCommerce, Mobile and Delivery Transactions.

Catherine M. Zito, CEO, Cannabis Business Solutions, Inc. and Host of Cannabis Entrepreneurs and Investors Meetup

Abstract:

Catherine M. Zito is a national speaker and CEO of Cannabis Business Solutions, Inc. She shares tips on robust search engine optimization with keywords customers use to buy products and services. She explains how to drive traffic through SEO, social media and blogging and ranking free on first page Google. Catherine and her team specialize in helping U.S. merchants obtain payment processing for hemp, CBD, Delta and cannabis in-store, online and delivery transactions. Learn about compliancy, website planning, rates, processor and bank required documents.

Bio:

With 20+ years experience in business development, payment processing and digital marketing, Catherine M. Zito has been in the hemp, CBD and cannabis industry for over seven years. Her greatest achievement is helping merchants to find direct solutions for their business needs or shares referrals to reputable companies.

Catherine is the host of Cannabis Entrepreneurs and Investors Meetup with 3,200+ members, the largest networking group of its kind in the U.S. For more info visit CBScannabis.com or [Meetup.com/Cannabis-Entrepreneurs-Investors/](https://www.meetup.com/Cannabis-Entrepreneurs-Investors/).

STEVE EDMONDS



Steve Edmonds

CEO, Native Hemp Solutions / Hemp4Water

Bio:

Steve Edmonds, Educator and Consultant – Steve has been talking to the public since 1992 about the possibilities of industrial hemp. He has also been active in the bio fuels and bio energy arenas as well as local and state politics. Steve is a longtime advocate in the cannabis and hemp space. Steve also teaches American Government for Valencia College.

KATHRYN ARNOLD



Presentation Title:

Hemp Farming in Florida: Mitigating Negative Effects of a Humid Subtropical Climate and Soils

Kathryn Arnold, Partner, Florida Panhandle Hemp

Abstract:

Cost effective ways to successfully harvest large or small scale sun grown operations along the hurricane corridor including earlier planting, supplemental lighting, elevation, field slope, soil amendment, drainage, fertilization, pest management, root rot, humidity control, blocking excessive wind and rain. Potential information on insuring your crop if available and emergency harvesting.

Bio:

Kathryn Arnold is a partner of Florida Panhandle Hemp, LVCB, a University of Florida pilot project research hemp farm located in Northwest Florida. The aims are to support the future viability and sustainability of the hemp industry through assessment of the crop, cropping systems, and their ecological and economic impacts. Arnold is a Florida native and graduate of Florida State University. She then relocated to Oregon where she worked in coordination with the Oregon Cannabis Association as well as multiple cannabis facilities including Mystic Roots, Lifted Lotus, and Med with Love to establish an unknown hemp growers' market to create a channel for quality CBD products in commercial retail. After that she worked with the same local growers to learn and educate while eventually receiving the opportunity to return to her hometown and establish the coastal research location in hopes to provide education and understanding of the growing process in a warmer, southern climate.

STEVE EDMONDS



Presentation Title

Hemp4Water a Better Way to Clean Water

Steve Edmonds, CEO, Native Hemp Solutions / Hemp4Water

Abstract

Hemp4Water began in 2013 as a pipe dream to get the general population talking about industrial hemp and its economic powers. A suggestion for how to raise \$60 Billion in identified water infrastructure improvements evolved into a small following in Florida. An even bigger pipe dream of water hubs and proper replumbing of Florida focused on capturing, cleaning and redistributing millions of acre feet of water each year. Finally, Florida leadership managed a workable hemp bill and we are going to be able to do what idea was from the start. The removal of metric tons of phosphorus, nitrogen, and heavy metals begins with one idea – a seed if you will.

Bio

Steve Edmonds, Educator and Consultant – Steve has been talking to the public since 1992 about the possibilities of industrial hemp. He has also been active in the bio fuels and bio energy arenas as well as local and state politics. Steve is a longtime advocate in the cannabis and hemp space. Steve also teaches American Government for Valencia College.

DR. KATE CALVIN AND NYLLA WILDER



Presentation Title:

Florida Industrial Hemp Pilot Bio-Remediation Project

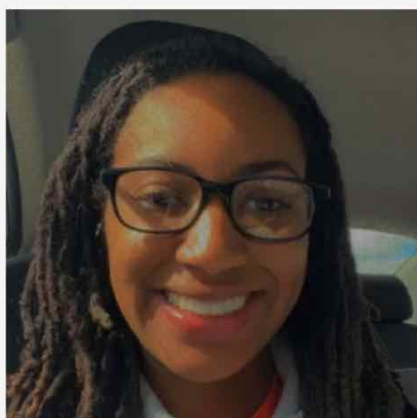
Dr. Kate Calvin, Chemistry Instructor and Nylla Wilder, Student, South Florida State College

Abstract:

Fresh water lakes and waterways in Florida have been declining as the result of nutrient pollution. Large amounts of nitrogen and phosphorus from fertilizer, animal feed, phosphate mine events and human waste have been identified as major contributors to this decline. These nutrients continue to exceed Florida Department of Environmental Protection's Total Maximum Daily Load threshold. Industrial hemp (*Cannabis sativa*) has been shown to remove pollutants such as heavy metals and radioactive chemicals from polluted soil. This project is intended to explore and test the effectiveness of industrial hemp as a viable means of removing nitrogen and phosphorus from polluted water. *Cannabis sativa* is a land plant and does not typically do well when its roots are in deep water that is not mechanically oxygenated. The goal of this project is to grow plants that will survive when placed in impaired water long enough to pull out some of the excess nutrients. The hypothesis is that the excess nitrogen and phosphorus in the impaired host water will provide the nutrients needed for the plants to survive. We have developed a method of growing plants that condition the plants to seek water directly and the plants have demonstrated the ability to survive on the mats for 3 months. We have obtained preliminary data on the nutrient levels in the water bodies, the plants, and nutrient uptake per plant in a 1 day period. Successful proof of concept warranted the start of a new phase of growth and analysis experiments.

Calvin Bio:

Dr. Kate Calvin earned her PhD in Molecular Biophysics from Florida State University in 2007. She then worked as Post-Doctoral Fellow and Scientific Research Specialist in the FSU College of Medicine until 2015. Having moved to central Florida to be closer to her parents, she is now a Chemistry Instructor at South Florida State University and is very pleased to be doing research again. With a work history involving analytical biochemistry and none in plant growth and inorganic water analysis, she has ventured into new research areas and is happy to share the group's progress to date.



Wilder Bio:

Nylla Wilder is a freshman at South Florida State College majoring in biomedical science and enjoying her first research experience. She will join the Honors Program next year and looks forward to continuing in research.

DR. LANCE S. OSBORNE



Presentation Title:

Managing Insects and Mites Using Banker Plant Systems

Dr. Lance S. Osborne, Ph.D., Professor of Entomology, University of Florida

Abstract:

We will discuss preliminary efforts to manage aphids, whiteflies, thrips and mites using open rearing systems and Banker plants to manage pests in our greenhouses.

Bio:

I'm a Professor of Entomology with the University of Florida with more that 40 years of managing insects and mites attacking high value crops. My primary area of expertise is biological control. I was responsible for helping commercialize to natural enemies being sold in North America and Europe.

CHARLES FELIX



Charles Felix

Publisher/ Owner, Cannabis News Florida and South Florida Hospital News & Healthcare Report

Bio:

Charles Felix is the owner and publisher of Cannabis News Florida and South Florida Hospital News & Healthcare Report. Founded in 2004, South Florida Hospital News, a 48-page monthly newspaper quickly established itself as the premiere chronicle of the healthcare industry in South Florida. It now represents the only monthly healthcare newspaper available in South Florida. When medical cannabis became legal in the state of Florida, Cannabis News Florida was incorporated into the original newspaper and now focuses on local, state and national news from leading authorities about medical and business developments in the medical cannabis, CBD and hemp industries.

A certified public accountant as well as certified in financial forensics, Mr. Felix earned a Bachelor's degree in Business Administration, with a concentration in public accounting, from Bernard Baruch College in New York City. Mr. Felix's early career focused on commercial real estate management, specializing in multi-family construction and management in the Southeast.

Mr. Felix then moved into sports management and franchise development, leading a growing and changing multiple-entity enterprise whose key business interests included three professional ice hockey clubs and three arenafootball2 teams with combined annual revenues of more than \$8.2 million. During his tenure, Mr. Felix led the effort to bring the minor-league Atlanta Knights into the International Hockey League and, later, guided the franchise's move to Quebec City. He also helped create the Xtreme Football League, which later became arenafootball2.

Active within both his profession and community, Mr. Felix has participated in numerous organizations and activities, and is presently Treasurer of the South Florida Hospital and Healthcare Association, twice Past President of the South Florida Healthcare Executive Forum (now known as ACHE of South Florida), a division of the American College of Healthcare Executives, and is the Past President of the Rotary Club of Fort Lauderdale and currently a board member. Founder of the Florida Medical Cannabis Physicians Group.

JEFF GREENE



Presentation Title:

Selling Hemp Products on Amazon

Jeff Greene, CEO, Greene's Reserve, Inc.

Abstract:

Navigating Amazon is as complicated as Federal and State Laws and in some cases counter to them. Join a discussion on product acceptance, advertising and global domination.

Bio

Jeff Greene is an accomplished speaker and consultant coming to the hemp industry with an Economics background. He received his Bachelor's degree in Economics from Texas A&M.

Jeff has been a Florida state legislative and executive lobbyist and a member of the Florida Association of Professional Lobbyists since 2017. He was instrumental in getting both the Industrial Hemp Research bill of 2017 and Hemp Commercialization bill of 2018 passed.

Jeff has represented and consulted with numerous hemp and CBD companies over the last few years and is currently the Director of Business Development for The Florida Hemp Council, a 501c6 non-profit Florida Trade Association.

Lastly, Jeff is a founder and partner in Natural Life Franchise Corp, franchising retail locations and founder of Greene's Reserve, manufacturing hemp snuff.

CHRIS MORAN



Presentation Title:

Introduction to Hemp and CBD Accounting

Chris Moran, CPA, Partner, Moran & Smith, LLP

Abstract:

This presentation will provide an overview of the complexities of deciphering the IRS codes, regarding farming. The overall GAAP reporting requirements as well as cost accounting and what is needed to help raise capital.

Bio:

Chris Moran has over 30 years experience as a Florida Licensed CPA, providing auditing and tax services to various industries, including farming, manufacturing, retail and local governments. He works closely with bankers and clients in order to help with loan applications and to meet banking requirements.

JOSHUA LINNEY



Presentation Title:

Obtaining a Hemp License to Grow in Florida

Joshua Linney, Founder, Carma Corps

Abstract:

This presentation provide information for those interested in obtaining a license to grow hemp in Florida.

Bio:

Joshua Linney is a Florida native, Army Veteran, and founder of Carma Corps, a 501c3 nonprofit helping Veterans learn how to cultivate hemp, start their own business and become self sufficient.

JOSHUA LINNEY



Presentation Title:

Learning to Grow, Your Business

Joshua Linney, Founder, Carma Corps

Abstract:

This presentation will cover startup information for those interested in starting their own business. Talk about the steps for starting a company including articles of incorporation, by laws, EIN, permits and licensing.

Bio:

Joshua Linney is a Florida native, Army Veteran, and founder of Carma Corps, a 501c3 nonprofit helping Veterans learn how to cultivate hemp, start their own business and become self sufficient.