



TIM RICARD

SONOMA COUNTY ECONOMIC
DEVELOPMENT BOARD

CONTACT

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PRESENTER BIO

Tim Ricard is the Sonoma County Cannabis Program Manager and coordinates the multi-departmental implementation of the County's Cannabis Program.

Mr. Ricard brings over 12 years of economic development and urban planning experience to the position, most recently working as County's Business Retention and Expansion Manager and previously working with the municipalities of Livermore, Arroyo Grande, and San Leandro.

Mr. Ricard will take you through the cannabis business and land use permit processes in Sonoma County from start to finish, concentrating on strategies to maximize predictability, efficiency, and certainty.





TAWNIE LOGAN

SONOMA COUNTY GROWERS
ALLIANCE

CONTACT

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PRESENTER BIO

Tawnie Logan is the Chair of the Board with the Sonoma County Growers Alliance. She is among the main advocates bridging, and narrowing, the divide between policymakers and the cannabis industry, and is a staunch supporter of progressive business practices that protect the people most responsible for the success and reputation of the region.

Ms. Logan has dedicated the past two years to supporting local and state regulators in developing effective policy through industry education and advocacy. She has presented at numerous cannabis conferences from California to Canada; across industry groups from Chambers of Commerce and the Sustainable North Bay to the Farm Bureau and more.

Ms. Logan will discuss how leaders and businesspeople mean to protect and further those critical values as the industry landscape shifts.





CRAIG LITWIN

421 GROUP

CONTACT

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PRESENTER BIO

Craig Litwin is the principal of the 421 Group. A seasoned political consultant and cannabis activist since 1994, Craig brings over 20 years of experience in the field.

A top signature-gatherer for Proposition 215, Mr. Litwin went on to become a Sebastopol councilman and mayor, co-authoring one of the nation's first dispensary ordinances. He's testified before county supervisors throughout the state and has been a driving force behind Santa Rosa's dispensary and cultivation ordinances and Clearlake's rejection of a cultivation ban.

Mr. Litwin will draw on decades of experience to advise entrepreneurs on messaging and how to present their business to the public. From neighbors, to investors, to regulators, to elected officials, understanding how to explain what you do, and how to interact with other stakeholders, is vital to success in the industry.





JEFFREY TITUS

LAW OFFICES OF JEFFREY A. TITUS

CONTACT

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PRESENTER BIO

Jeffrey Titus is a sole practitioner focusing on tax controversy matters. Over the last 30 years, he has litigated on behalf of his clients in the U.S. Tax Court, District Court, Bankruptcy Court, Bankruptcy Appellate Panel, and the U.S. Court of Appeals for the 9th Circuit.

Mr. Titus has represented numerous individuals and entities in administrative matters before the IRS ranging from collection, audits, and appeals. In addition to tax controversy work, he has represented and guided several small businesses in their formative years, including several cannabis dispensaries, cultivators, and manufacturers.

Mr. Titus will focus on business and tax issues facing cannabis entrepreneurs. These include entity formation, planning suggestions, and federal and state tax considerations.





DANIEL GARCIA, JR.

*VANCANN INSURANCE /
VANTREO INSURANCE
BROKERAGE*

CONTACT

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PRESENTER BIO

Daniel Garcia, Jr. is a Broker and Advisor with VANTREO Insurance Brokerage. He is a leader in providing specialty insurance products to businesses in and serving the cannabis industry through VanCann Insurance powered by VANTREO Insurance Brokerage.

Mr. Garcia will explain how insurance can be used to create a loss control program that protects businesses, and how insurers respond to the risks in a constantly changing legal, regulatory, and market landscape.





JAMIE GARZOT

ROOTS CONSULTING

CONTACT

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PRESENTER BIO

Jamie Garzot is the founder of Roots Consulting. She understands complex cannabis-related policies because she was actively engaged in the process with many of them.

Ms. Garzot has logged 1,000+ hours advocating for responsible cannabis regulation before the California State Legislature, working directly on policy analysis of the three bills that now make up the Medical Cannabis Regulation and Safety Act.

Ms. Garzot will share lessons from years of experience running successful businesses in and serving the cannabis industry. She will tell you how to meet the unexpected challenges of being a cannabis employer, about banking and 280(e) planning from the industry standpoint, and anticipate what lies ahead in 2018.





JOHN FRIEDEMANN

FRIEDEMANN GOLDBERG LLP

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PRESENTER BIO

John F. Friedemann is the managing partner of Friedemann Goldberg LLP. He is a business, banking, and real estate attorney who will provide an overview from the bank's perspective of the challenges of banking cannabis-related businesses, drawing on decades of experience representing banks throughout California. He has been practicing law since 1984.

Mr. Friedemann will offer advice on workarounds for cash intensive businesses, on real estate leasing and ownership issues, and creative solutions suited to the current legal and business environment.





JIM WOOD

2ND ASSEMBLY DISTRICT

CONTACT

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PRESENTER BIO

Jim Wood is a California Assemblymember. He was elected in November 2014 to represent California's 2nd Assembly District, which comprises of Del Norte, Trinity, Humboldt, and Mendocino counties, plus northern and coastal Sonoma County, including the northern half of Santa Rosa.

In his first year in the Assembly, Mr. Wood authored 9 bills that were signed into law, including the Marijuana Watershed Protection Act (AB 243), which serves as the environmental cornerstone in California's Medical Marijuana Regulation and Safety Act.

Mr. Wood will draw on his deep and intimate knowledge of the fast-moving legislative and regulatory adaptation to the California cannabis industry to help entrepreneurs and businesses related to the industry plan for what's coming. Staying on top of the fast-evolving legal landscape is critical for business and for professionals serving clients in the industry.





HEZEKIAH ALLEN

CALIFORNIA GROWERS
ASSOCIATION

CONTACT

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PRESENTER BIO

Hezekiah Allen is the Executive Director for the California Growers Association. His unique background, encyclopedic knowledge of the cannabis industry, and interdisciplinary leadership experience make him perfectly suited to answer an array of questions.

As a senior subject matter specialist and one of the most knowledgeable advocates supporting the transition from California's non-profit and medical marijuana programs to a for-profit full recreational program, Mr. Allen acts as a liaison and voice for the existing, and vast, California cultivation community.

Mr. Allen will comment on the co-op model and the for-profit model, and the need for industry leaders to cooperate to help ensure that the region remains the industry's long-term, sustainable home.

