



# **Marijuana: The Next Big Thing In Native American Economic Development?**

**Monday, March 30th  
Harbor House • San Diego, CA**

# Monday, March 30th

7:30—8:30 AM **Registration/ Breakfast / Networking Opportunity**



8:30—8:45 AM **Opening Remarks—Co-Chair**



Roger White  
*CEO*  
Native American Marketing



## Monday, March 30th

8:45—9:45 AM **Department of Justice Policy Shift**

In December the DOJ announced a policy shift but did not change the law that allows federally recognized tribes to grow, manufacture and sell marijuana products on their reservations. The DOJ was very clear however, that like other growers around the country Tribes had to follow the same guidelines or could face prosecution. It is very clear that the DOJ is not pro-marijuana or anti-marijuana but it is pro-sovereignty. While many believe this is clearly another signal that the Obama administration respects the sovereign status of Indian Lands, many others were perplexed why various committees as well as tribal leaders were not consulted on this change. Several tribes are very interested in looking into this industry to boost their economic development and pay for basic services such as health care and education. Other tribes are quickly banning marijuana on their land even in states where it is legal as well as reaching out to the DOJ to make sure they will still help in the prosecution of those who violate the law. Several are concerned of the public safety implications this can have on their people. This panel of experts will address the legal aspects from the Federal, State and Tribal Government enforcement sides. What will it take for tribes to be in compliance with what at the moment looks to be a very un-regulated industry but that will change sooner rather than later. Each member of the audience will walk away from this panel with a much clearer understanding of the legal landscape when entering into the marijuana industry.

Moderator:



**Demetri Downing**  
*CEO*  
Medican Nations, LLC

Speakers:



**Dr. Katherine Spilde**  
*Associate Professor in the  
School of Hospitality and  
Tourism Management  
San Diego State University*



**Michelle Brooke**  
*Principal*  
Brooke Law Group



**Lael Echo-Hawk**  
*Tribal Attorney*  
Garvey Schubert Barer

# Monday, March 30th

## 9:45—11:00 AM **The Next Big Thing: Looking at the Economic Opportunities**

It is estimated that if all States legalize marijuana by the year 2020 this will be a \$35 Billion Dollar industry. In the last year alone investment dollars increased by 941% from the year prior and that is with just four states legalizing marijuana for recreational use. Some experts estimate about \$2 billion being invested in the next few years and many of them are eager to be the investors. Many experts believe the marijuana industry can be a substantial source of income for tribes for several reasons such as the huge competitive advantage they will have by not paying taxes on their earnings. In fact some believe tribes will be able to sell their product 30% cheaper than non-tribal manufacturers. Most agree this industry will not be as lucrative as gaming has been to Native America, but others believe like gaming, it will start off slow and then boom.

Moderator:



Tripp Keber  
*Co-founder & CEO*  
Dixie Brands, Inc.  
*Founding Member & Board of Director*  
National Cannabis Industry Association

Speakers:



Jamie Perino  
*Co-Founder & COO*  
Euflora



Nic Easley  
*CEO/Founder*  
3C Comprehensive Cannabis Consulting



Joey Ereneta  
*Lead Horticulture Instructor*  
Oaksterdam University



Aaron Herzberg  
*Founding Partner*  
CalCann Holding Corporation

# Monday, March 30th

11:00—11:15 AM **Coffee Break /Networking Opportunity**



11:15—12:00 PM **What the Impact of Legalization of Marijuana for Recreational Use Can Have on Gaming Around the Country**

It is widely anticipated that California will be one of the next states to legalize the recreational use of marijuana and set aside a percentage of revenue to go into housing, healthcare, public safety and drug abuse treatment and education. While the Colorado Governor is suggesting other states take a “wait and see” approach to see what the unintended consequences are many states are charging ahead. In addition to states looking to fill their coffers with the additional tax revenues from the private sector they are also looking at cost savings from cutting down on police departments and even prisons who enforce and house violators of the drug trade. It is no secret that California also happens to have more tribal owned casinos than any other state. While Casino revenue as a whole remains strong in Native America, individual tribes are being hurt by states allowing more commercial licenses as well as other tribe building casinos to the point of oversaturation. Furthermore, the fact remains that as long as Marijuana is listed as a Schedule 1 Narcotic, gaming-centric tribes have little to no flexibility given the parameters surrounding gaming licenses, regulations, and FINCEN rules to enter this market. What are the opportunities for these enterprises? If tribes are allowed to produce and sell it, should we expect to see such things as Green floors and bars at casinos and hotels where their patrons can purchase and use marijuana products? This panel will examine the potential benefits a tribe might be able to take advantage of with the opportunities presented.

Speakers:



Avis Bulbulyan  
*CEO*  
Bulbulyan Consulting Group



Ariel Clark, Esq  
*Cannabis business and Corporate Attorney*  
The Law Office of Ariel Clark

# Monday, March 30th

12:00—1:00 PM **Lunch /Networking Opportunity**



Comprehensive   
**Cannabis Consulting**

1:00—1:30 PM **Featured Speaker**

- Federal issues surrounding marijuana in the United States.
- Quality of product and self regulation.
- Branding strategies.
- Business opportunities on tribal land



Bob McNulty  
*Chairman of the Board*  
Café Serendipity



## Monday, March 30th

1:30—2:15 PM **What are you going to do with all that money? Literally.**

The federal government considers marijuana illegal, defined by the Controlled Substances Act as a Schedule 1 drug, like heroin. As a result, traditional banks fear prosecution for aiding and abetting illegal drug dealers and either don't accept, or shut-down, pot-business accounts and decline to give loans. Entrepreneurs struggle to find banks to take their money. This creates a tremendous amount of issues, being forced into operating an all-cash business, which is not only time consuming and costly but also dangerous. What is being done to create a legitimate banking system for the cannabis industry?

Speakers:



Jacque Riordon  
*President*  
Riordon Consulting LLC



Lance Ott  
*Serves on Board of Directors*  
National Cannabis Industry Association  
*Principal*  
Guardian Data Systems

# Monday, March 30th

## 2:15—3:00 PM **Social Ramifications of Entering Into The Marijuana Business**

It's no secret that Native Americans have a legacy of substance abuse and in fact are at the top of just about every major statistic you do not want to be on. One in four Native Americans live in poverty and that rate is twice what the national average is. Tribal leaders are still struggling and trying to outweigh the good vs. the bad of entering into the industry. One tribe has already signed an agreement to produce marijuana and a few others are close and publically interested. Many other tribes have reached out to state officials around the country interested in learning more and wanting guidance. At the same time many tribes have already started to make sure marijuana does not become legal on their reservation for many reasons. This panel of tribal leaders will provide their insight and thought processes when asked the question—"Do you see your tribe getting involved in the marijuana business?"

Moderator:



Lael Echo-Hawk  
*Tribal Attorney*  
Garvey Schubert Barer

Speakers:



Demitri Downing  
*CEO*  
Medican Nations, LLC



Ellen Fillspipe  
*Chairwoman*  
Oglala Sioux Tribe  
Law & Order Committee



Lewis Taylor  
*Chairman*  
St. Croix Chippewa  
Indians of Wisconsin



Lisa Sunberg  
*Legislative Committee  
Member*  
Trinidad Rancheria



James Shaw  
*Director*  
Union of Medical Marijuana Patients



# Monday, March 30th

3:00—3:30 PM **Afternoon Break / Networking Opportunity**



3:30—4:30 PM **Medical Marijuana**

Currently four states, CO, AK, OR and WA allow marijuana for recreational use. However, 23 other states around the country have laws on the books making it legal to use for medicinal purposes. It has been found that such ailments like Epilepsy and Autism are helped by marijuana which has been determined to stimulate brain cell activity. What are the other uses for medical marijuana? Does it make a difference to a tribe when choosing to get in or stay out of the industry what their product is intended for? This discussion will bring us up to date on the findings and usefulness that medical marijuana has created.

Speakers:



**Dr. Robert Martin**  
*CEO*  
Association of Commercial  
Cannabis Laboratories



**Amish Parikh**  
*Board Vice President and Director  
of Development*  
My Compassion

# Monday, March 30th

4:30—5:30 PM Utu Utu Gwaitu Paiute Tribe of the Benton Paiute Reservation, Mono County, California - Cannabis Initiative

The Utu Utu Gwaitu Paiute Tribe, a small non-gaming Tribe, is located on the Benton Paiute Reservation, a remote high desert area adjacent to the Benton Hot Springs in Mono County, California. The Tribe has land, water and the possibility of offsetting the electricity cost for several acres of greenhouses which will produce good jobs for tribal members. The Tribal Council has recently authorized the development of an Ordinance to regulate growing cannabis and hemp products on the Benton Paiute Reservation. The initiative will include an organic full sun crop; greenhouse crops; plant oil extraction; seed bank for other Tribes and product manufacturing. The Tribe has expressed its intent to enter into a business relationship with American Cannabis Company, Inc. to work with the Tribe to develop a business model. The business components developed specifically for the Tribe will be discussed by Corey Hollister, Chief Executive Officer and Ellis Smith, Chief Development Officer. The Tribe has invited Dorian Des Lauriers, Pro Verde Labs, to serve on our advisory group and you will learn about the importance of testing and design of medicinal oils and products.

In addition, topics ACC will address, time permitting, include:

- General Market Trends, Medicinal, Medicinal Oil, CBD, Hemp and Recreational
- Different business models available to tribes, retail, wholesale, (medicinal and/or recreation) destination, CBD only, Hemp.
- Different execution strategies to support the various models
- Variation in states regulatory structures and what that can mean for the tribes Organics and developing consumer testing requirements

Speakers:



Linda Amelia  
*Project Manager—Cannabis Initiative*  
Utu Utu Gwaitu Paiute Tribe



Dorian A. Des Lauriers  
*CEO*  
ProVerde Laboratories



Ellis Smith  
*Chief Development Officer*  
American Cannabis Company



Corey Hollister  
*Chief Executive Officer*  
American Cannabis Company

5:30 PM

**Conference Concludes**