



AmericansFor SafeAccess

Advancing Legal Medical Marijuana Therapeutics and Research



**No Patient
Left Behind**



National Medical Cannabis Unity Conference

April 29 & 30, 2021

ASAUnity.org
#Unity2021

www.AmericansForSafeAccess.org

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Welcome to Unity 2021!

It is hard to believe that this is the second virtual Unity conference due to the Covid pandemic. While there is so much to be thankful for, I am definitely missing my ASA family. But in 2022 when we gather in DC it will be our 10th Unity Conference and we will be celebrating ASA's 20th anniversary and hopefully, the passage of comprehensive Federal legislation!

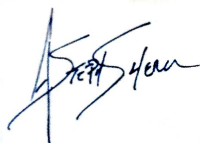
This year's Unity Conference theme is inspired by ASA's "[No Patient Left Behind](#)" campaign, which advocates for the millions of Americans that can not find safe access even in states with medical and adult use programs and those who can not live their life to the fullest until Federal laws change. Federal employees, contractors and grantees, veterans, those living in federal housing represent millions of Americans that no matter where they live, without a change in federal law, medical cannabis is not an option. For millions more the cost is a barrier that will not be overcome until cannabis is a federally recognized medicine. Inadequacies in state laws regarding access at schools, nursing homes and hospices, and reciprocity all keep medical cannabis patients from leading the lives that want to have or make them choose between their health and seeing loved ones, traveling or attending school. We must all take action to ensure that no patient is left behind. While 44 countries around the world have federally legalized medical cannabis, the United States continues to fall far behind. American patients deserve more!

ASA's staff has brought together experts from around the globe for this year's conference. We will be taking you on deep dives into policy and introducing you to fellow patients and advocates that are impacted by the outdated laws. It is my hope that everyone attending the Unity conference this year will be able to understand and articulate the rationale for ASA's model federal legislation and will be reinvigorated to not only convince their representatives to support these efforts but will organize their networks to do so as well!

From our victorious [campaign to get medical cannabis businesses deemed essential](#) during Covid related shut downs to changing the [scheduling of cannabis at the United Nations](#), ASA's work has put wind in our members' sails to pass federal legislation

Thank you for joining us this year and as the fight for safe access continues I am honored to know that ASA is still at the forefront of this national conversation. Our continued commitment to patient advocacy means that ASA will continue this fight to expand access across the nation until No Patient is Left Behind.

Steph Sherer



Founder and President
Americans for Safe Access

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12:00 PM ET

Welcome and Opening Remarks by Steph Sherer and Debbie Churgai

ASA Founder Steph Sherer and Executive Director Debbie Churgai will welcome you to Unity and explain the importance of this event and how it contributes to our 2021 advocacy. They will also prepare you for the events of the day and how to use the Hopin conference platform.



Steph Sherer, Founder and President, Americans for Safe Access

Steph's direct experience with the medical benefits of cannabis and her political organizing background led Steph to form ASA in 2002 with the purpose of building a strong grassroots movement to protect patients and their rights. As a powerful advocate, a skilled spokesperson, and an energetic initiator of campaigns, Steph has trained over 100,000 individuals across the country on civic engagement.

Steph has become the foremost international leader and expert on medical cannabis patient advocacy and, alongside American Herbal Products Association (AHPA), has created the first industry standards in the areas of distribution, cultivation, analytics, and manufacturing, packaging and labeling.



Debbie Churgai, Executive Director, Americans for Safe Access

As the Executive Director, Debbie manages all day-to-day aspects of the organization, including ASA's Patient Focused Certification (PFC) and Cannabis Care Certification (CCC) programs. She has served as a writer, editor, and reviewer on many ASA publications including the Cannabis and Cannabis Resin Critical Review Document that was sent to the United Nations. Debbie first entered into the medical cannabis field by helping a company write their State license applications for cultivating and manufacturing medical cannabis. She worked in conjunction with horticulturists, physicians, and patient advocates and learned a great deal about the industry. She joined ASA in February of 2016 as the Executive Assistant to the Executive Director, Steph Sherer and quickly worked her way up to managing programs. Her previous work experience was in the Behavioral and Public Health fields working on projects in tobacco regulation and substance abuse prevention and treatment. She holds a Master's degree in Psychology.

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12:17 PM ET

Removing Barriers: Housing, Healthcare & Employment

From facing eviction, to lack of health coverage, to losing a job, cannabis patients face a slew of barriers when it comes to housing, healthcare and employment. Join this panel of experts to explore ways lawmakers are protecting patients on the state level, and what is being done on the federal level to ensure patients are not at risk of losing essential services simply because of the medicine they use.



Rep. Chris Rabb, Pennsylvania State Representative

State Representative Chris Rabb, affectionately known as “RepRabb”, is a father, educator, author, consultant, and member of the Pennsylvania House of Representatives representing roughly 63,000 people across three neighborhoods in northwest Philadelphia. A former U.S. Senate legislative aide and staffer at the White House Conference on Small Business in the Clinton administration, RepRabb is also a former adjunct professor at Temple University’s Fox School of Business. While a visiting researcher at Princeton University in 2009-10, Rabb wrote the book, *Invisible Capital: How Unseen Forces Shape Entrepreneurial Opportunity* (2010) which addresses modern U.S. entrepreneurship through the lens of structural inequality. RepRabb serves on the board of the National Caucus of Environmental Legislators (NCEL), the executive committee of the National Black Caucus of State Legislators (NBCSL) and is a member of the National Conference of State Legislators’ Energy Supply Task Force. A graduate of Yale College and the University of Pennsylvania, Rep. Rabb is a native of Chicago and an avid family historian and genealogist.



Andrew Brisbo, Executive Director, Michigan Marijuana Regulatory Agency

Andrew was appointed by Governor Whitmer to lead Michigan’s Marijuana Regulatory Agency (MRA) in April 2019. The agency oversees the commercial licensing under the Medical Marihuana Facilities Licensing Act and Michigan Regulation and Taxation of Marihuana Act as well as the medical marijuana registry card program under the Michigan Medical Marihuana Act. MRA’s mission is to establish Michigan as the national model for a regulatory program that stimulates business growth while preserving safe consumer access to marijuana. Andrew has been in licensing and regulation with the State of Michigan since 2004, including experience with the Michigan Gaming Control Board, Department of State, and occupational and health professional licensing.



Moderator: Andrew Freedman, Executive Director of the Coalition for Cannabis Legalization, Education, and Regulation and a Senior Vice President at Forbes Tate Partners (FTP).

He joined FTP from Freedman & Koski, a consulting firm dedicated to making cannabis legalization successful. Andrew was Colorado’s first cannabis czar under Governor Hickenlooper from 2013 to 2017. He has since worked directly for dozens of governments including California, Canada, Florida, Massachusetts, Maine, Rhode Island, and Illinois; and testified to all governments considering legalization. Governor Hickenlooper has gone so far as to praise Andrew’s work while on national television, stating, “Andrew Freedman, who came in and helped us once it was passed . . . [has] done a remarkable job of creating a regulatory framework.” Andrew has received national recognition for his leadership and was chosen as one of Fast Company’s “100 Most Creative People in Business,” in 2016. Men’s Health Magazine named him one of the “30 top health influencers of the last 30 years,” labeling him “legal weed’s best friend.” He has been featured on 60 Minutes, NBC Nightly News, The Today Show, The New York Times, The Washington Post, The Wall Street Journal, Politico, The Boston Globe, Governing Magazine, and dozens of local stories throughout the nation and internationally. Andrew holds a J.D. from Harvard Law School and a B.A. in philosophy and political science from Tufts University.

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12:50 PM ET

Kids & Cannabis: A Life Saving Treatment

Children remain one of the most vulnerable patient populations. From the ability to utilize their medicine at school, to ensuring reciprocity for crossing state lines, we still have a long way to go to ensure children have safe access to their life-saving medicine. This panel will explore what is currently being done to protect pediatric cannabis patients, which states have successfully implemented programs that support pediatric patient access, and how doctors can talk to parents about cannabis use for their children.



Michael Hiller, Founding Member, Hiller, PC, Attorneys at Law

Michael believes that law should be used as an instrument for progressive social change and the betterment of society. To those ends, Michael represents the disabled; policyholders against insurance companies; neighborhoods and preservation organizations against developers, polluters and the City, State and Federal Governments; individuals and small businesses against large institutions; and others who are oppressed by monied interests in political and economic power. On the transactional side, Michael represents the cannabis industry and other organizations dedicated to promoting health and wellness throughout the world.



Rylie Maedler, CEO Rylie's Sunshine and President, Rylie's Smile

Rylie Maedler is heading the charge of her research and development company Rylie's Sunshine, dedicated to creating safe and affordable cannabis oils for kids living with debilitating illnesses. In January of 2015, Rylie's Smile Foundation was formed. The 501c3 provides cannabis education and advocates for more treatment options for sick children all while supporting the research of less toxic therapies on a global scale. Since its formation, Rylie and the 501c3 have been responsible for the passing of four current laws and are actively working on two more that have greatly improved safe access to pediatrics. Rylie's non-profit work led to the establishment of Rylie's Sunshine in July of 2017. Rylie's Sunshine cultivates, harvests and produces full spectrum products that are reliable, safe, natural and clinically tested. Her company partnered with Front Range BioSciences in order to ensure plant health is of the best quality for consumers and patients while advancing research for farmers in the MidAtlantic Region.



Moderator: Mara Gordon - Cannabis entrepreneur and TEDx speaker

Mara Gordon is the co-founder of Aunt Zelda's™, Octopi Wellness, and Zelda Therapeutics (now Zelira Therapeutics). She specializes in the development of cannabis treatment protocols for seriously ill patients, and is a pioneer in medicinal cannabis globally. Aunt Zelda's™ line of products are the result of years of research & development in consultation with knowledgeable physicians and world-renowned researchers. Utilizing time-proven extraction processes improved with modern technology, Aunt Zelda's™ products offer precisely measured potency & purity that allows patients to dose to the milligram, unlocking the therapeutic potential of cannabis. Aunt Zelda's™ is manufactured by The Oil Plant. Her pioneering work in cannabis was recently chronicled in the Ricki Lake and Abby Epstein documentary, "Weed the People", as well as Windy Borman's film "Mary Janes: Women of Weed", and Ben Daitz's "The Medicine in Marijuana".

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1:30 PM ET

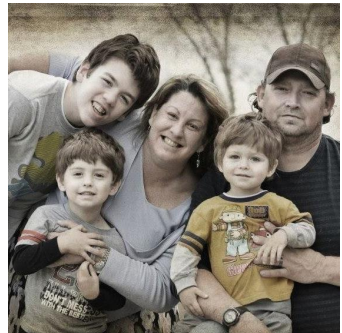
High Cost: Regulating Affordable and Accessible Medicine

Although 36 states have legalized medical cannabis in some form, patients are still on unregulated markets. Whether it is taxes making the cost of medicine accessible to low-income patients, or counties banning dispensaries in legal states, we still have a long way to go when it comes to making cannabis medicine affordable and accessible to all who need it. This panel will explore how we can make cannabis medicine more affordable for patients and how accessibility is being played out in rural vs. urban areas.



Chaney Turner, Founder, Beyond Equity

Chaney Turner is an entrepreneur, organizer and equity thought leader. Born and bred in East Oakland, CA. They have been an organizer for over twenty years, with a specific focus on Black and Brown communities who are often left out of the conversation. Chaney believes in accessibility, equity, and a dedicated, transparent investment in the economic, social and political lives of those most impacted by gentrification & state sanctioned violence. In 2016, Chaney founded Town Biz Oakland, a local cultural & social justice brand that provided safe space for the community. That same year they co-founded The People's Dispensary in Oakland where they lead cannabis policy & culture. For their work, Chaney is the recipient of numerous honors and awards including; East Bay Express Best of The Bay(2016), Oakland Rising Business of the Year (2017) & Oakland Indie Award "Ripple Effect" (2018). In 2020, Chaney founded Beyond Equity, an organization whose mission is to insure equity in the still developing cannabis industry. Chaney currently serves as Commissioner At- Large on the Oakland Cannabis Regulatory Commission.



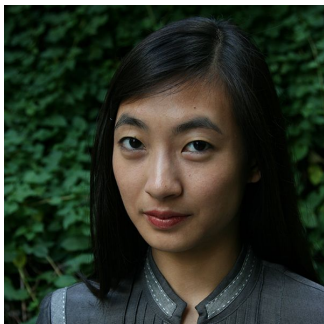
Amy Dawn Boursion-Hilterbran, CEO, Millennium Grown & Founder, American Medical Refugees Foundation

Amy Dawn Boursion-Hilterbran is a Certified Nutritionist, Holistic Naturopath, licensed CNA and mother to 3 sons with epilepsy who are medical marijuana patients. She and her husband founded the nonprofit organization, American Medical Refugees Foundation, which helps families who relocated to legally access cannabis for their chronically or terminally ill family member. "AMR" has helped thousands of families across Colorado from 39 states and 5 different countries. Successfully collaborating with Emmy & Academy Award nominee, producer Peter Spier, they brought the world premiere of "The Legend of 420" to Denver. Attended by celebrities, producers, media from around the globe, activists and advocates, Denver truly became "Hollywood." The Netflix documentary aired to 100 million people in December, 2017. More recently, Amy and her family were featured in a Public Service Ad campaign that was presented for inclusion in the February, 2019 Super Bowl LIII. Though the ad was not accepted to run, the message had over 2 billion impressions within days of the ad being released to the public.



Philippe Lucas, PhD, Vice President of Patient Research & Access, Tilray

Philippe Lucas PhD is Vice President, Global Patient Research & Access at Tilray, an international medical cannabis company based in Canada, and a Graduate Researcher at the University of Victoria. At Tilray, Philippe oversees a robust clinical and observational research program, and his scientific research includes the use of cannabis in the treatment of pain, mental health conditions and addiction. Philippe first became involved with medical cannabis as a patient, and founded the Vancouver Island Compassion Society in 1999 to serve the needs of patients who might benefit from the medical use of cannabis. He has received a number of accolades for his work, including the Queen Elizabeth II Diamond Jubilee Medal for his patient research and advocacy.



Moderator: Mona Zhang, States Cannabis Policy Reporter, POLITICO

Mona Zhang is the States Cannabis Policy Reporter for POLITICO. Before joining POLITICO, she founded and edited the daily cannabis newsletter Word on the Tree. She was also a freelance journalist on the cannabis beat, and her work has appeared in Forbes, The Outline, Vice, High Times, and more.

April 29, 2021- [Watch Video](#)

2:05 PM ET

Elevating Truth: Laying the Groundwork for Clinical Medical Cannabis Research

While prohibition has been a major barrier to research, the legal status is only one of the many challenges that researchers must face. This panel will explore the challenges that researchers and patient organizations face when trying to advance medical cannabis research for patients and explore new developments in cannabis research. What does a research agenda that prioritizes patients look like? What is the role of industry in making sure research happens that prioritize patients?



Dr. Brandie M. Cross, PhD, Founder & Director of Research and Development, The Pot Lab

Born in Los Angeles, Dr. Cross is an award-winning, Johns Hopkins Medicine graduate and lifetime human rights activist. They have a multilateral mind which balances scientific inquiry, complex analysis and radical truth-telling through data. Dr. Cross founded The Pot Lab in 2013 to study the medical uses of raw Cannabis.



Cherissa Jackson, Chief Medical Executive, AMVETS

Cherissa Jackson served 23 years of active duty military service with 10 of those years as an U.S. Air Force Nurse. She is a veteran of both Operation Enduring Freedom and Iraqi Freedom, having served a total of 3 combat deployments where she honed her expertise as a battlefield clinician. Jackson is the author of "At Peace Not in Pieces," a bestselling memoir that outlines her principles of coping with her own PTSD challenges as a combat veteran and nurse. She was also named one of "25 Individuals of Influence" in the June 2018 issue of PTSD magazine and recently joined the HillVets 100 list of top influencers of 2018. Cherissa also won the "Daily Record Top 100 Maryland Women for 2016" for her efforts with PTSD. Recently Cherissa was awarded the first "Passion Award" at the AVB 2019 (American Veterans Ball). She is 2020's recipient of "The Vettys" (Veterans Award) for excellence in Mental Health. This year, she won the "Star Nurses Nightingale Award" amongst 600 nominees in September 2020. The award was a collaboration between Washington Post and American Nurses Association.



Abbey Roudebush, ESq., Senior Manager, Government Relations & Advocacy, Epilepsy Foundation

Abbey is the Senior Manager of Government Relations & Advocacy at the Epilepsy Foundation. She leads various state and federal legislative issues, including the Seizure Safe Schools Act and access to care issues like medical cannabis and CBD. Abbey joined the Foundation in January 2018 after working on state-level legislative issues, including substantial work on the New York Compassionate Care Act. Abbey earned her Bachelor of Arts in Political Science and English Writing from DePauw University and her Juris Doctorate from Albany Law School. She is a member of the Washington D.C. bar.



Moderator: Ryan Basen, Staff Writer, MedPage Today

Ryan Basen has been a journalist for more than a decade -- including several years as a medical journalist. Ryan earned national and state honors for investigative work as a staff writer with the Charlotte Observer, and Murrow awards for sports news reporting while freelancing for Charlotte's NPR affiliate. He has also written for the New York Times, Washington Post, Baltimore Sun, Associated Press and Leafly.com (among others). Ryan earned a master's in journalism from the University of Maryland and a bachelor's from Washington University (St. Louis). His interests include sports medicine, medical cannabis, and the practice and business of medicine. He lives in the Washington, D.C., area.

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2:40 PM ET

Building Trust: Engaging in Medical Professional Education

This session will discuss challenges preventing physicians from engaging with patients on medical cannabis as an option for treatment. Despite 36 states with medical cannabis programs in place and patients across the country using cannabis to alleviate symptoms of conditions ranging from anxiety and PTSD to cancer and HIV/AIDS, most doctors are not educated on cannabis as a medicine. Many also refuse to engage in discussions with their patients on the issue - even where medical cannabis has demonstrated results in patient treatment where FDA-approved pharmaceutical products have failed.



Dr. Larry Bedard, American Medical Association Cannabis Task Force

Dr. Bedard started advocating for patient's rights soon after his stint as a Naval Doctor/Lt. Commander, treating drug-addicted vets during the Vietnam War. He was instrumental in cementing our right to treatment in Emergency Rooms (this was not a right until 1989) and was a medical spokesperson for the Colorado and California legal cannabis initiatives. He currently represents California on the AMA Cannabis Task Force and advocates for patient access nationally including CA SB311 Ryan's Law, and similar initiatives building at both State and Federal venues.



Dr. Janice Knox, MD, MBA, Physician, Doctors Knox

Dr. Janice Knox is a board certified anesthesiologist, endocannabinologist and certified cannabinoid medicine specialist. Dr. Knox and her family are committed to including endocannabinology as a medical sub-specialty, cannabis as medicine and to equitable access to all aspects of health equity made affordable and reachable through cannabis.



Dr. Dustin Sulak, D.O. - Founder, Healer.com; Integr8Health

Dustin Sulak, D.O. is an osteopathic physician, licensed in Maine as a general practitioner. He is an expert in integrative medicine, the intelligent combination of conventional and alternative approaches to healthcare. He is an expert in cranial and biodynamic osteopathy, a clinical hypnotherapist, Reiki sensei, practitioner of chi kung and yoga, and has studied with numerous conventional and alternative healers and physicians. Dr. Sulak's clinical practice focuses on treating refractory conditions in adults and children. Dr. Sulak is the founder of Integr8 Health and Healer.com, a medical cannabis education resource. He is a passionate teacher of clinicians, patients and industry professionals, and sits on the board of directors of two nonprofits focused on cannabis education, The Society of Cannabis Clinicians and Patients Out of Time.



Moderator: Ivory Davis, MN, RN, Cannabis Nurse Advocate

Ivory Davis is the CEO & Owner of Rosenthal Consulting Solutions, LLC. RCS is a minority, nurse-owned case management consulting firm specializing in worker's compensation, medical record reviews, and cannabis consulting. Louisiana Cannabis Nurse Navigator is the cannabis education and advocacy arm of RCS providing a signature service of cannabis insurance claims appeals. Additionally, Ivory leads a long term care workgroup with small group of nurses across the US exploring the use of CBD to reduce psychotropic medications in dementia patients. Ivory is the co-founder of Cannabis Nurses of Color, a grassroots organization for black and brown nurses, established as a safe place for advocacy, education and training for nurses of color in the cannabis industry. Ivory is a member of ASA, American Cannabis Nurses Association Diversity & Inclusion committee, and Cannabis Nurses Network Advocacy committee.

April 29, 2021- [Watch Video](#)

3:15PM ET

Demanding Federal Intervention: Testing, Contamination & Health

Time and time again, state models for testing come up short for patients, and it is time for federal intervention. There is currently no unified standard for the cultivation, manufacturing, or testing of cannabis flowers and derived products and each state has been left to develop their own policies. This is also true of hemp and CBD products, which have considerably less testing and safety requirements than their cannabis counterparts. This panel will explore how these, oftentimes strikingly different regulations, can affect patients from one location to another and will discuss what a federal cannabis standard of production and testing could look like.

Sheri L. Tarr, JD - Chief Advisor and Founder, '68PARTNERS and Director of the New York City Cannabis Industry Association.



A former pharmaceutical industry sales and marketing executive responsible for launching products worldwide, Sheri has amassed over three decades of real-world experience operating in an FDA-regulated environment. After her pharmaceutical career, Sheri flipped the script and became an attorney who spent her career in the courtroom holding pharmaceutical companies accountable for deceptive marketing and defective manufacturing. More inspired by medical innovation than litigation, Sheri founded , a strategic consultancy dedicated to helping cannabis brands and license applicants build sustainable businesses that have a transformative impact on consumers, patients, and the economy. Sheri's specialties include holistic business advisory; commercialization planning and regulatory guidance; cannabis license applications; product safety from lab to label™; review of promotional materials including packaging and labeling; alliance-building and strategic partnering; and advocacy before regulators, investors, and other critical audiences. Over the course of her expansive career, Sheri's work has covered the spectrum of cannabis and life sciences, including CBD- and hemp-derived products from topicals to tinctures to edibles; medical devices; clinical laboratory testing and equipment; pharmaceuticals; cancer diagnostics and therapeutics; personalized medicine; and biomarker technologies. A University of Michigan alum and Illinois Institute of Technology-Chicago-Kent College of Law graduate, Sheri serves on the Boards of life sciences companies, frequently speaks about building sustainable brand equity in an FDA-regulated environment, and is a long-time voting rights advocate.

Élan Sudenburg - CEO, Alkemist Labs



Élan M. Sudberg is CEO of Alkemist Labs, a passionately committed contract testing laboratory specializing in plant authentication and quantitative analytical services to the Food & Beverage, Nutraceutical and Cosmeceutical Industries. He is a staunch advocate of best practices, and a vocal champion of what he calls “next generation transparency,” which includes revealing product testing results to consumers. He is a board member of AHPA, as well as AHPA's Education and Research on Botanicals Foundation, and past chair of the Hemp and Medical Marijuana committee. Elan is also chair of the Southwest College of Naturopathic Medicine Master of Science in Nutrition Business program Leadership Advisory Council, on the National Animal Supplement Council Board of Trustees and an advisor to the American Herbal Pharmacopoeia. Elan holds a degree in chemistry from California State University Long Beach, and has authored numerous articles on phytochemistry and analytical techniques for the natural products and nutraceutical industry. AHPA honored him as an Herbal Hero in 2013 and he received the 2019 NutraIngredients-USA NutraChampion award for advocacy of best testing practices. In 2020, Alkemist Labs received Nutritional Outlook's 2020 Best of the Industry Awards: Service Provider.

Moderator: David Downs - California Bureau Chief, Leafly.com



Leafly Senior editor David Downs is an award-winning journalist and best-selling author who covers cannabis policy and legalization. The former cannabis editor at the San Francisco Chronicle founded GreenState.com and is the co-author of the crop science book Marijuana Harvest (2017) by Ed Rosenthal and David Downs. Downs has guest lectured at Loyola Law School, and UC Berkeley Extension, shared in a 2018 Scripps Howard Award for Breaking News for his “Wine Country Fires” reporting, and is cited by the New England Journal of Medicine, and the Centers for Disease Control for his reporting on vaping illness.

April 29, 2021

3:45 PM ET

Closing Remarks

Members-only Social Space

Join us for a virtual social event! This is a chance for ASA members to meet and chat after the panels conclude for the day. These meeting rooms are oriented to different patient identities along with a more general meeting room. Strike up a conversation! Remember, you must have a member ticket or have donated \$10 or more for your Unity ticket to access this members-only event.

Vets

Seniors

LGBTQ+

POC

ASA Chapters

Networking Room

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12:04 PM ET

The Patient's Guide to Contaminants

Join Heather Despres, M.Sc, American's for Safe Access' Director Patient Focused Certification for an overview of ASA's newest report, the Patient's Guide to Contaminants. Heather will explore the different types of contaminants to watch out for in cannabis and hemp, as well as review the potential health outcomes and types of laboratory testing available to detect them. Patients, cultivators, and doctors will leave this presentation with the information they need to identify and advocate for products that put patients' health first.



Heather Despres, M.Sc., Program Director, PFC

Heather Despres, M.Sc. is serving as the Director of the Patient Focused Certification (PFC) program. Her prior experience in cannabis testing laboratories, as well as environmental and pharmaceutical labs, brings with it years of working to ensure that the products made for medical marijuana patients is safe. Heather has degrees in chemistry and bio-molecular science from Clarkson University as well as a Master's in Chemistry from the University of Colorado at Denver. She has recently relocated to California with her family and is looking forward to continuing to grow the Patient Focused Certification Program.



Holly E. Johnson, Ph.D, Chief Science officer, American Herbal Products Association

Holly E. Johnson Ph.D., is the Chief Science Officer at the American Herbal Products Association (AHPA) where she is the primary scientific resource for the organization, providing individualized technical guidance to member organizations and helping the herbal industry use the latest science, technology and research to ensure consumers continue to have informed access to innovative, safe and effective herbal products.

April 30, 2021- [Watch Video](#)

12:45 PM ET

Ending the Federal Conflict: Changing the Paradigm on Medical Cannabis

For the last 27 years, patient advocates have worked state by state to pass medical cannabis legislation, bringing legal access to over 4 million patients in 36 states and U.S. territories. However, the inconsistencies between state and federal laws has left millions of patients still without access. This panel will explore how to end this conflict through groundbreaking draft legislation that creates federal oversight of medical cannabis and requires the federal government to work for.



Lenita SimsSpears, Esq., Sr. Regulatory Compliance Consultant, LYS Compliance Consulting

Lenita is an accomplished Attorney and Regulatory Compliance professional with domestic and international experience. During her 30+ years in the medical device and pharmaceutical industry, she has been front-line in helping companies in navigating the complex requirements to maintain compliance with the U.S. Food and Drug Administration's (FDA) and other regulatory rules. Much of her time has been spent developing and implementing strategies to manage FDA-initiated enforcement actions, consent decrees of permanent injunction. Today, she uses that background to solve the challenges that confront her clients in the cannabis space, leveraging decades of experience to help prepare them for full federal legalization which will bring scale-back of DEA oversight and the inevitable Food Drug and Cosmetic Act regulatory ramp-up by FDA.



Trelaine Ito, MS, Legislative Assistant, Office of U.S. Senator Brian Schatz (D-HI)

Trelaine Ito is a legislative assistant for U.S. Senator Brian Schatz (D-HI). He is the policy lead on judiciary issues, focusing on criminal justice and prison reform, drug reform, civil rights and gun control. Trelaine is a graduate of Pacific University in Oregon, with a Bachelor of Arts in Ethics, Society and Law, and Politics and Government, and American University in D.C., with a Master's of Science in Justice, Law, and Society with a concentration in Social Thought and Jurisprudence.



Gus R. Rosania, PhD, Professor of Pharmaceutical Sciences, University of Michigan College of Pharmacy

Gus R. Rosania, PhD is Principal Investigator of an NIH-funded research group that studies the mechanisms underlying Adverse Drug Reactions resulting from chronic drug use. He collaborates with clinical investigators in the Department of Anesthesiology, looking at the relationships between the concentrations of different cannabinoids in the blood and their effects on pain signaling and signal processing mechanisms in the central nervous system. Three years ago, he began teaching Pharmaceutical Sciences 420: "Medicinal Cannabis" —one of the first courses that is entirely devoted to educating undergraduate, graduate and professional students on the medical aspects associated with Cannabis use.



Moderator: Dustin McDonald - Interim Policy Director, Americans for Safe Access

Leading ASA's policy work is Dustin McDonald, a freelance policy, government relations and public affairs expert with over 20 years of experience in advocacy. Prior to this work, Dustin spent nearly three and a half years at Weedmaps where he built and managed a 20-person international policy and government relations team, and guided associated federal, state, local and international government engagements on cannabis policy issues. Dustin joined Weedmaps in 2016 after serving for three and a half years as the Director of the Government Finance Officers Association's (GFOA) Federal Liaison Center, where he led advocacy on municipal finance issues for a coalition of state, county and city government associations. Prior to his work with GFOA Dustin spent 10 years providing direct federal advocacy services to local governments and local government agencies from across the U.S., working as a member of Holland & Knight's Public Policy and Regulation Group, as well as the government relations practice of MARC Associates.

April 30, 2021- [Watch Video](#)

1:20PM ET

Global Update: International Rescheduling and Standards

In December of 2020, a historic decision by the United Nations Commission on Narcotic Drugs (CND) was made when it adopted the World Health Organization's (WHO) recommendations to remove cannabis and its resin from Schedule IV under the UN Single Convention on Narcotic Drugs of 1961. What does this mean for the United States and the other over 40+ countries that have legalized medical cannabis? What successes and pitfalls are we seeing in other countries who have legalized medical cannabis?



Pavel Pachta - Director for International Regulatory Affairs, ICCI

Drug Regulatory Control Consultant, former Deputy Secretary of the International Narcotics Control Board (INCB), former Chief of the Narcotics Control and Estimates Section of the Secretariat of INCB at the United Nations Office on Drugs and Crime (UNODC), contributor to several UN and WHO publications.



Max Monahan-Ellison, Co-Founder & Partner, eCB Consulting Inc. and Board Chair, Medical Cannabis Canada

Max is a seasoned healthcare strategist at the intersection of emerging therapeutics and traditional healthcare & pharma with expertise in policy, communications, marketing and public affairs. He has spent his career taking complex problems and making them digestible and actionable for clients, patients, policy makers, and healthcare professionals, and has a strong understanding of health systems. Max has also led survey research on broad patient populations and advised provincial and federal governments and regulators on medical cannabis issues. He co-founded boutique cannabis and emerging therapeutics consulting firm, eCB Consulting Inc. and in addition to his role as Board Chair of Medical Cannabis Canada, Max is a member of the Best Medicines Coalition, and a medical cannabis columnist for The GrowthOp.



Moderator: Steph Sherer, Founder and President, Americans for Safe Access

Steph's direct experience with the medical benefits of cannabis and her political organizing background led Steph to form ASA in 2002 with the purpose of building a strong grassroots movement to protect patients and their rights. As a powerful advocate, a skilled spokesperson, and an energetic initiator of campaigns, Steph has trained over 100,000 individuals across the country on civic engagement. Steph has become the foremost international leader and expert on medical cannabis patient advocacy and, alongside American Herbal Products Association (AHPA), has created the first industry standards in the areas of distribution, cultivation, analytics, and manufacturing, packaging and labeling.

April 30, 2021- [Watch Video](#)

2:10 PM ET

COVID Protections & Expanding Access State by State

The ongoing coronavirus pandemic has disrupted the lives of millions of Americans in countless ways. ASA has been especially concerned about how to protect medical cannabis access during the crisis. To address these challenges ASA worked with state governments in 2020 to ensure that state COVID plans designated cannabis businesses as essential, and implemented other key features to improve access, reduce costs and keep patients safe. What is the status of these protections today? How can you hold your elected officials accountable to maintaining these important protections? How can we build on these protections to expand access and protect patients post-pandemic?



Yousef Rabhi, Michigan State Representative

State Rep. Yousef Rabhi is serving in his third term representing the 53rd House District, which includes parts of the city of Ann Arbor and portions of Ann Arbor, Pittsfield and Scio townships. Rabhi serves as Floor Leader for the House Democratic Caucus. In his first term in the House, Rabhi coordinated a bipartisan renewable energy legislation package, introduced legislation to protect our water, and introduced a plan for universal health coverage. He also served on the House Appropriations Committee and the Appropriations subcommittees on Higher Education, Community Colleges, and the Department of Environmental Quality.



Nicole Redler, Community Affairs Manager, Eaze

Nicole Redler is Senior Community Affairs Manager at Eaze, California's largest legal cannabis marketplace and the state's largest cannabis employer. Nicole leads Eaze's patient and veteran advocacy programs, building meaningful relationships to amplify community voices on important policy issues across California. To date, Eaze has completed over seven million deliveries, breaking down barriers to access and building community through industry-leading social impact and equity programs. With a focus on supporting marginalized communities, Nicole works closely with the Social Impact team to bolster Momentum, Eaze's business accelerator for BIPOC, veteran, LGBTQ and female founders. Nicole was instrumental in building public and industry support for Senator Scott Wiener's SB 34, which restored compassionate care programs in California; today, she leads Eaze Compassion, which provides free medical cannabis to low-income Californians fighting cancer, glaucoma, chronic pain, PTSD, and other debilitating health conditions.



Moderator: Debbie Churgai, Executive Director, Americans for Safe Access

As the Executive Director, Debbie manages all day-to-day aspects of the organization, including ASA's Patient Focused Certification (PFC) and Cannabis Care Certification (CCC) programs. She has served as a writer, editor, and reviewer on many ASA publications including the Cannabis and Cannabis Resin Critical Review Document that was sent to the United Nations. Debbie first entered into the medical cannabis field by helping a company write their State license applications for cultivating and manufacturing medical cannabis. She worked in conjunction with horticulturists, physicians, and patient advocates and learned a great deal about the industry. She joined ASA in February of 2016 as the Executive Assistant to the Executive Director, Steph Sherer and quickly worked her way up to managing programs. Her previous work experience was in the Behavioral and Public Health fields working on projects in tobacco regulation and substance abuse prevention and treatment. She holds a Master's degree in Psychology.

April 30, 2021- [Watch Video](#)

2:40 PM ET

Operation Veterans Heal: Knocking Down Barriers to Research, Access & Affordability

Despite the fact that 36 states have reformed their laws to provide for safe and legal access to cannabis for qualifying patients, veterans living across these states still face a confusing system of federal and state laws regarding physician engagement and affordable access. For example, veterans who rely on the U.S. Department of Veterans Affairs as their primary healthcare provider are unable to receive medical cannabis recommendations from their doctors even if they live in a state with a medical cannabis program. And, veterans who use medical cannabis to treat their condition must also pay for this medication out-of-pocket with no financial support or subsidy from the VA. 100 days into the Biden Presidency veteran patients and researchers are still awaiting any signal from the new administration that it will organize an expedited path for federally-sanctioned cannabis medicine for veterans. During this session Politico's Paul Demko will speak with Congressman Lou Correa about the Congressman's plans to reintroduce the VA Medicinal Cannabis Research Act from the 116th Congress, and expectations on 2021 House cannabis policy reform.

Congressman Lou Correa (D-CA-46), U.S. Representative, California's 46th District



Congressman Lou Correa is a longtime Orange County resident, with deep local roots. In Washington, Congressman Correa continues his fight to give everyone access to the same the opportunity he had. Congressman Correa is committed to working across party lines to strengthen the middle class and give everyone a shot at the American Dream by investing in education, healthcare, and our fading infrastructure.

Congressman Correa has worked to support public health and safety services, mental health care, and health and safety programs for children. He has championed affordable higher education and taxpayer equity while protecting taxpayers by fighting “waste, fraud, and abuse.” Since entering office, Congressman Correa has introduced legislation to protect the legal rights of immigrants, care for veterans, and fight against the wasteful spending of taxpayer money.

Moderator: Paul Demko, Cannabis Editor, Politico



Paul Demko is the cannabis editor at POLITICO Pro. Previously, he spent four years on the health care team, primarily covering the insurance industry. Prior to joining POLITICO, he was the Washington bureau chief at Modern Healthcare. Demko also spent a decade reporting in Minnesota, including stints with Politics in Minnesota and City Pages. He started his career at The Chronicle of Philanthropy.

FEATURING PRESENTATIONS

(these pre-recorded presentations can be found in the expo booths)



Biden-Harris Can Do It! Campaign Update - [Watch Video](#)

By Dustin McDonald, Interim Policy Director, Americans for Safe Access

100 days into a Biden administration that so far has yet to offer any hope to patients, physicians and researchers for any expedited pathway for cannabis medicine, and Congress has already reintroduced reform measures addressing rescheduling or descheduling cannabis, medical cannabis research and cannabis banking challenges. Tune in here for an update on the latest legislative developments in Congress, current news on Biden administration activity and the progress of [ASA's No Patient Left Behind Campaign](#).



Kids and Cannabis: How to Have the Conversation - [Watch Video](#)

By Mskindness B. Ramirez, MA.Ed, CEO, Club Kindness

With broad sweeping regulation of Cannabis happening in over 45 states, more and more parents are turning to plant medicine for health and healing. But talking with their kids about it, continues to present a challenge for most consumers. Learn best methods for approaching the conversation with children of all ages, explore avenues for resources in your community, and discuss ways of advocating for your children with health service professionals.



USP Perspectives on Cannabis Quality - [Watch Video](#)

By Dr. Nandakumara D. Sarma, RPh, Phd, Director, Dietary Supplements and Herbal Medicines, U. S. Pharmacopeia (USP)

This presentation will provide a high level briefing on the following topics:

- Introduction to USP as an organization
- Explanation of the public health rationale for the USP standards
- Description of USP publications on cannabis quality
- Information on USP public comments to regulatory agencies
- And a summary of USP approaches to cannabis quality

April 30, 2021

8:00 PM ET

FRIDAY PARTY!

Join this member-only medication hang out to socialize with other conference attendees and ASA members. There will be opportunities to have one on one and small group conversations, and most importantly medicate together... virtually!

Remember, you must **have a member ticket** or have **donated \$10 or more for your Unity ticket** to access this members-only event.

freedom, unity, love unites All-One above! For we're All-One! As teach for 6,000 years astronomers Abraham & Isaac: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions Eternally, Absolute None!! So, when your yelow man you measure, take him at his best: with that lever, lift him higher, overlook the rest



In all we do, let us be generous
fair & loving to Spaceship Earth
and all its inhabitants. For we're
ALL-ONE OR NONE! ALL-ONE!

In all we do, let us be generous
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ALL-ONE OR NONE! ALL-ONE!



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Eaze is on a mission to increase safe cannabis access and end the War on Drugs.

The Eaze ecosystem of retailers and brands have delivered cannabis to over six million doorsteps since 2014, raising the status quo for safe, legal delivery with our commitment to high standards, best value, and social impact.

Every day, we work to empower and uplift brands led by underrepresented founders. That's why we created Momentum, a business accelerator that provides mentorship, resources, and \$50,000 grants. Through Momentum and our social equity initiative, we're partnering with Cloud9, KGB Reserve, Oakland Extracts, James Henry SF, Dreamt, and other equity businesses to bring their products to the people.

Because cannabis isn't the only thing we want to see grow.

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PATIENT FOCUSED CERTIFICATION



a project of Americans for Safe Access Foundation

NOW ISO ACCREDITED!!

In our continued commitment to ensuring safe medication for patients, Americans for Safe Access has achieved accreditation to the ISO/IEC 17065:2012 standard for certifying bodies, **making our PFC program the first and only compliance program to obtain international accreditation specifically for cannabis!**

PFC certification means that a cannabis product or service has been verified to the highest international standard possible. Patients deserve nothing less.

To learn more about ASA's PFC program, visit www.PatientFocusedCertification.org



Learn more about ASA's Programs!



CANNABIS CARE CERTIFICATION

- a project of Americans for Safe Access Foundation and TheAnswerPage

Americans for Safe Access Foundation (ASA) and The Answer Page, Inc. created the **Cannabis Care Certification (CCC)** program to help medical professionals, patients, and their caregivers better understand the endocannabinoid system and cannabis therapeutics.

CCC helps companies meet state requirements for patient medical cannabis education and physicians meet CME requirements.



For more information, visit www.CannabisCareCertification.org

Thank you for joining us!



Please consider becoming a member at
www.safeaccessnow.org/membership

Tax-deductible donations always appreciated at
www.safeaccessnow.org/donate

Sponsor our other events this year at
Reenal@safeaccessnow.org

www.AmericansForSafeAccess.org