



# NJCBA PRESENTS

## Getting Your License, Now What?

The New Jersey CannaBusiness Association promotes jobs and growth in a sustainable, responsible, and diverse cannabis industry in the Garden State.

Starting with the pioneers in the medical cannabis market to the emerging players in the adult-use space, our focus is to make certain that decision makers and regulators understand and respect the needs of the cannabusiness community and that our community remains responsible corporate citizens.





2:00 PM

*Registration*

3:00 PM

*Introductions*

3:15 PM

*Industry Trends*

4:00 PM

*Construction & Design Punch List*

4:45 PM

*Building a Dream Team*

5:30 PM

*Keeping Compliant*

6:15 PM

*Branding & Marketing*

7:00 PM

*Closing*

7:15 PM

*Networking  
Session*



PAGES 1-2      *Industry Trends*

PAGES 3-5      *Construction Punch List*

PAGES 6-9      *Building a Dream Team*

PAGES 10-13      *Keeping Compliant*

PAGES 14-16      *Branding & Marketing*





Owner of Michigan's premier cannabis company. offering over 200 products from the state's best licensed brands. each having met the standards set by the Michigan Cannabis Regulatory Agency. With Michigan dispensaries strategically located to also serve major Ohio metropolitan areas. Quality Roots is positioned to participate in emerging markets in the midwest. the northeast. and New Jersey. A can't miss presentation for retailers in the making.



**QUALITY ROOTS**





## Bridgette Fonseca - Cannabis Consultant

Bridgette has been working in the cannabis industry for eight years and has seen the unique challenges that the industry has faced from COVID to Adult Use. Bridgette transitioned from the pharmaceutical industry into the cannabis market in 2015. She worked for the largest MSO where she held multiple titles and ran the highest volume retail locations in the world.

"I love the industry and the amazing people that show up to work everyday to make the industry what it is."



Rich Acciavatti serves as the Energy Procurement Advisor and Account Manager of Natural Gas & Electricity for Sprague Energy. Rich has been in the industry for 33 years and has spent over 23 of those years with Sprague Energy in both New Jersey & New York. Rich is also a graduate of the Stockton University Cannabis Studies Program and his most recent focus has been helping cannabis related businesses control their energy budgets. .





Bill Betts is a Owners Representative Developer with 30+ years of experience in the commercial real estate industry. He is the owner and founder of Canna Real Estate Group, helping dozens of emerging and established cannabis businesses structure their commercial real estate projects for over ten years and in over thirteen states.







For over two decades, David wore two hats: he ran a commercial construction company and was also a zoning attorney. In 2017 he combined those unique skill sets along with his passion for cannabis to co-found, Grow America Builders, one of the only national Consulting+Design+Build firms working exclusively in cannabis. David's vision was to create a company that would be a true one stop for any cannabis client: consulting, zoning, land development, architecture, engineering, interior design, and turnkey construction. That vision came to life via Grow America, and since its inception, David and his team have worked on virtually every type of cannabis facility literally from coast to coast across fourteen states in almost every scope and capacity.







Afia Dash is owner and Chief Strategy Officer of Cannabis Equity Employment. Formally head of internal communications at the International AIDS Initiative. Dash has a wealth of experience in activism and the not for profit sector. Originally from the Bronx, NY. Dash has experienced first hand the effects of the so called "War on Drugs" and how families of color were devastated.

Cannabis Equity Employment is a job search engine focused upon social equity and the leveling of the playing field in the cannabis industry. Cannabis Equity Employment is bridging the gap from Legacy to Legal.





Graydon Welbourn is Co-Founder and Managing Partner of White Ash Group, a premiere recruitment, staffing, and executive search firm that focuses solely on supporting the Cannabis industry across North America. Graydon has been recruiting in Cannabis since federal legalization in Canada and his company has been instrumental in scaling producers, manufacturers, and retailers, from seed to sale, roots to suits. Prior to starting White Ash Group, Graydon recruited in the tech, banking, and music industry.







Bill serves as Chair of Archer's Government Affairs and Cannabis Groups. Bill is one of the leading advocates and influencers for the cannabis industry, and served as an influential voice in New Jersey's long battle to end cannabis prohibition. He is also a co-founder of New Jersey United for Marijuana Reform, a group that laid the groundwork for the legalization movement. And he was a leader with the advocacy group, NJ CAN 2020, that spearheaded the November 2020 ballot initiative to legalize cannabis for personal use. es, including issues pertaining to strategic planning and transactions, banking and finance, taxation, labor and employment, land use and zoning, real estate, municipal law, and healthcare law.

**ARCHER**  
ATTORNEYS AT LAW



Suzan C. Nickelson is a graduate of Rutgers College, Rutgers University New Brunswick. Suzan is the founder and CEO of Holistic Solutions LLC a cannabis company who was an awardee of a medicinal dispensary license in the NJ RFP 2019 round. Suzan is also the founder of Ital Daughters LLC a cannabis and hemp consulting company, which specializes in assisting minorities, women, veterans along with local municipalities and stakeholders in understanding the compliance and regulatory aspects of the industry. Ital Daughters LLC supports entrepreneurs in scaling and growing their companies and accessing resources. Suzan is the co-founder of Mosaic Gardens LLC and Dr. Quest Laboratories which are applicants submitting both cultivation and manufacturing /processing licensing approval in NJ. Holistic Solutions LLC is set to establish itself in the newly legalized adult use market in NJ and is led by a BIPOC woman of Jamaican, African and Taino descent.







Harry Carpenter is a partner and cannabis advisory services practice co-leader with over 20 years of experience. Harry is a CPA, providing a wide variety of accounting, audit, and consulting services to private clients in a number of specialized industries, including the rapidly growing cannabis industry. Harry serves as the New Jersey Practice Leader and Co-Chairman for the firm's Cannabis Advisory Services Practice.



CITRINCOOPERMAN®



Jake Robbins specializes in advising early-stage cannabis businesses in regulated license applications and emerging markets. As Manager of Client Services for Longview Strategic, he provides consulting, project management, technical writing, and resource acquisition services to a wide variety of clients with a focus on the emerging Mid-Atlantic region. He has helped client teams build, get licensed, articulate their vision, and grow their business through a dynamic mix of creative problem solving and technical writing services. His ability to navigate an agile industry comes from a career accentuating critical experience in academic, luxury retail, fine dining, and professional services industries.





Angelo Amato. Vice President. Retail Banking - Angelo Joined the Credit Union in 2022. He is responsible for the overall direction, leadership and management of the retail branch network and call center. Angelo is a seasoned banking professional with 13 years of retail banking experience including both branch and contact center management.

Angelo has worked for Wells Fargo, TD Bank, PNC Bank and most recently M&T Bank where he served as VP, Contact Center Supervisor for the Business Banking Team. Angelo is focused out in the field working with the Branch teams and Member Service Center to drive new business and grow existing relationships. He is also responsible for leading and streamlining branch operations to create efficiencies and increase effectiveness. While in the Admin Building, Angelo will be located within the MSC.



**Financial Resources**

Federal Credit Union

*Putting People First*



Erica Loftin joined Dutchie and the cannabis industry just over two years ago, and what a wild ride it has been! As part of Dutchie's Emerging Markets team she specializes in assisting new operators navigate the seas of states ending cannabis prohibition. When not showcasing Dutchie's rad POS, ecomm, payments and insurance products you can find her snowboarding or on her yoga mat.







Stu Zakim is a Strategic Communications professional with senior level experience in the entertainment, media and cannabis sectors. He has worked for some of the best known brands in film, magazines and television. Zakim has provided counsel to a variety of iconic media leaders including Jann Wenner, Bonnie Fuller, Christie Hefner, David Pecker and their publications - Rolling Stone, Playboy, Us Weekly, Shape and Star magazine among others.

Zakim has also worked as an executive at Columbia Pictures, Universal Pictures and Showtime Networks. He is also a frequent contributor to CNN and MSNBC on media issues. He launched Bridge Strategic Communications in 2009. Zakim has been in the Cannabis space since 2013 as both a PR professional and advocate representing clients like The Happy Munkey, CryoCure, Berkshire Roots, Union Square Travel Agency, A Cannabis Store.

The Marijuana Business Association (MJBA) and LIM College and writes regularly on Cannabis issues for Rolling Stone and other outlets. His firm has won 2 Clio Awards for his work with client Happy Munkey. Zakim, a graduate of Boston University's College of Communication, is a member of the Academy of Motion Pictures Arts & Sciences and the Academy of Television Arts & Sciences. He was recognized by his peers as one of Top 100 people in the cable industry and also serves on the Board of Directors of the Publicity Club of New York.



As Wana Brands' Chief Revenue Officer, Eric Block is responsible for achieving Wana Brands' revenue goals by managing the Company's Colorado sales team and developing and executing sales strategies for out-of-state partners. Eric is an experienced business strategist, most recently serving as Director of Software as a Service (SaaS) Innovation for EBSCO Information Services, where he managed a sales force of over 70, spanning 35 countries. He accomplished a 60% increase in sales for the SaaS line and an 80% market share increase. Eric is fluent in English, Spanish and Portuguese. He earned a Master of Arts in International Relations (MAIA) from Tufts University, a Master of Science in Finance (MSF) from American University, and a Bachelor of Arts in History (BA) from Brown University.





Josef Ornegri is a versatile and intuitive digital marketing professional with a track record of successfully creating digital strategies that benefit his clients and achieve outstanding results. As Senior Account Executive with Advance Local, affiliated with Cannabis360 – cultivating full-circle marketing solutions, Josef brings three decades of marketing experience working with national, regional and local businesses. Josef currently specializes in Cannabis and Healthcare marketing in New Jersey. Josef has exceptional ability to focus on client goals, analyze, adapt, and plan digital campaigns while developing long-term partnerships. By focusing on client goals, target audiences and understanding the marketplace, Josef and the team at Advance Local, consistently deliver successful marketing campaigns with measurable results. Having worked with 100's of clients over his career and shared the challenges of family and friends that have run local businesses, Josef has become a strong advocate of investing time, consideration, and strategy into determining how clients present their businesses to their potential consumers.