

YOUR FACULTY CONFIRMED SPEAKERS INCLUDE:

Eric Foster, Partner, **DENTONS**

The Honourable Darrell Dexter, Chair, cannabisCONNECT, **GLOBAL PUBLIC AFFAIRS**; Former Premier of Nova Scotia

Allan Rewak, Executive Director, **CANNABIS CANADA COUNCIL**

David Skinner, Senior Associate, **GLOBAL PUBLIC AFFAIRS**

Dan Rowland, Principal Consultant, **420 ADVISORY MANAGEMENT**

Laura Weinrib, Partner, **BLAKES**

Dr. Sergio Rueda, Independent Scientist and CIHR New Investigator, Institute for Mental Health Policy Research, **CENTRE FOR ADDICTION AND MENTAL HEALTH (CAMH)**

John Coleman, Co-Founder, COO and QPIC, **ANANDIA LABORATORIES INC.**

Alex Revich, Director, Partner Development, **FLOWR**

Amy Wasserman, Director, Marketing, Recreational Cannabis, **CANOPY GROWTH CORPORATION**

Ray Gracewood, Chief Commercial Officer, **ORGANIGRAM**

Cameron Bishop, Director, Government Affairs, **PRIVATEER HOLDINGS INC.**

Jody Hall, Founder, **THE GOODSHIP**

Adine Fabiani-Carter, Chief Marketing Officer, **HIGH PARK COMPANY**

Michael Bousfield, Owner, **EDIBLE IMPRESSIONS**

Lara Malashenko, Legal Counsel, **OTTAWA POLICE SERVICE**

Wayne Turner, Director, By-Law Enforcement, **CITY OF WATERLOO**

Aaron North, President and CEO, **VECTOR MEDICAL CORPORATION**

Early-bird deadline June 15.

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Preparing for Cannabis EDIBLES

October 2 – 3, 2018 • Toronto, ON

Get Comprehensive Information for Managing and Regulating Cannabis Edibles in Canada

- ✓ Understand why we need special regulations for cannabis edibles
- ✓ Explain key lessons learned (the hard way) in other jurisdictions
- ✓ Understand the impact edibles will have on the size of the cannabis market
- ✓ Anticipate local impact, impact on police services, impact on drugged driving, community health and safety
- ✓ Understand how edibles will impact the black market, children, vulnerable persons
- ✓ Learn the critical do's and don'ts for marketing cannabis and cannabis edibles
- ✓ Explore the regulatory options for edibles so you're prepared for anything
- ✓ Understand the physiological impact of edibles and the risks of overconsumption

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Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 2, 2018

8:00 – 9:00 **Registration and Continental Breakfast**

9:00 – 9:15

Welcome Opening Remarks from the Chair

9:15 – 9:45

Canada's Public Health Approach to the Legalization and Regulation of Cannabis

- Federal overview
- Statistics and data points
- Adding edibles to the mix

9:45 – 11:00

Regulating Edibles: Federal, Provincial and Municipal Roles and Responsibilities

Eric Foster, Partner, Dentons

The Honourable Darrell Dexter, Chair, cannabisCONNECT, Global Public Affairs; Former Premier of Nova Scotia

Allan Rewak, Executive Director, Cannabis Canada Council

David Skinner, Senior Associate, Global Public Affairs

- Key concerns with edibles that must be dealt with through regulations
- As it pertains to safety, determining the best regulatory pathway for edibles: food, drug, or natural health product
- Exploring the regulatory options for edibles: Will edibles fit into the existing regulatory frameworks?
- Potential impact on the black market considering edibles not be regulated until 2019
- Primary impacts that come along with the regulation of edibles: Are there certain communities or groups that will require different regulatory provisions?

11:00 – 11:15

Networking Break



11:15 – 12:00

Municipal Regulatory Issues and the Potential Impact of Edibles on Zoning and Licencing

- Scope of municipal authority and jurisdiction
- Parameters of public consumption for cannabis and cannabis edibles
- Role of municipalities regarding home cultivation
- Determining where dispensaries can operate
- Options for land-use by-law amendments
- Considerations of private retailers versus provincially operated stores
- Enforcement against illegal storefronts: authorities and approach
- Considerations around places of use and managing complaints

12:00 – 1:00

Luncheon Break

1:00 – 1:45

Experience and Lesson Learned in Denver

Dan Rowland, Principal Consultant, 420 Advisory Management; Former Director, Public Affairs, Office of Marijuana Policy and Department of Excise of Licenses, Denver Colorado

In some jurisdictions edibles were legalized at the same time and under the same regulations that applied to flowers, seeds and oils. Amid data showing

an increase in emergency room visits and accidental ingestion of marijuana-infused treats by children and others, these jurisdictions took steps to amend regulations that applied to edibles.

- What went wrong?
- Resulting statistics
- Health and safety concerns
- What these jurisdictions learned
- What the police learned
- Steps taken to deal specifically with edibles

1:45 – 2:00

Networking Break



2:00 – 3:15

Public Health Concerns, Food Safety Regulations and Inspections

Part 1 – Impact of Legalizing and Regulating Cannabis Edibles on Public Health

- Protecting public health and safety and mitigating risk
- Potential impacts of legalization on population health
- What does a strong public health approach look like
- Protecting the most vulnerable citizens
- Harm relative to alcohol and other drugs

Part 2 – Compliance with Food Safety Regulations

Laura Weinrib, Partner, Blakes

- Regulations that apply to edibles and beverages
- Practical implications for licensed producers and retailers
-

Part 3 – What to Expect from Food Safety Inspections

- Frequency of inspections
- Who are the Inspectors?
- What are they looking for
- How do you prepare for an inspection?
- Powers of the Inspector

3:15 – 4:15

Smoking a Joint Versus Eating an Edible: Impact on the Human Body

Dr. Sergio Rueda, Independent Scientist, Institute for Mental Health Policy Research, Centre for Addiction and Mental Health (CAMH)

Although edibles are often considered a safe, discreet, and effective means of attaining the therapeutic and/or intoxicating effects of cannabis without exposure to the potentially harmful risks of cannabis smoking, little research has evaluated how ingestion differs from other methods of cannabis administration in terms of therapeutic efficacy, subjective effects, and safety.

This session will provide those in the field with the relevant facts professionals require on how we metabolize cannabis infused food, the risk of overconsumption, effects of edibles in contrast to smoking or alcohol, variability of impact and impact on children and vulnerable persons.

Register Now!

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Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

DAY TWO PROGRAM AGENDA: WEDNESDAY OCTOBER 3, 2018

8:00 – 9:00 **Continental Breakfast**

9:00 – 9:15
Opening Remarks from the Chair

9:15 – 10:00
Determining Potency and Purity: The Testing Process
John Coleman, Co-Founder, COO and QPIC, Anandia Laboratories Inc.

- What is involved in determining potency and purity of edibles
- Can you classify products by chemical composition?
- Importance of ensuring accurate dosage
- How do you determine how much one serving should be?
- Will testing be the bottleneck in getting your product on the market?

10:00 – 10:15 **Networking Break**



10:15 – 11:15
Packaging, Labelling and Advertising Restrictions: Branding and Marketing Edibles in Canada
Alex Revich, Director, Partner Development, Flowr; Former Director, Partner Development, MedReleaf Corp.
Amy Wasserman, Director, Marketing, Recreational Cannabis, Canopy Growth Corporation
Ray Gracewood, Chief Commercial Officer, Organigram
Cameron Bishop, Director, Government Affairs, Privateer Holdings Inc.; Coalition for Responsible Cannabis Branding and Marketing

- Why industry players want to establish brand and presence before the green light signalling legalization goes off
- Packaging, labelling, warnings
- What can you say about your product?
- Branding and promotion industry guidelines and government proposals
- Focussing on why your product is better and safer
- Can you prevent overconsumption, and ensure consistency and quality?
- When, where, how and to whom can you advertise directly?

11:15 – 12:15
Understanding the New Cannabis Culture
Jody Hall, Founder, The Goodship, (Seattle, WA)
Adine Fabiani-Carter, Chief Marketing Officer, High Park Company

Starbucks didn't sell just coffee. They sold an experience that changed the public's view of the product forever. Find out how a Washington Seattle company, The Goodship, has done this and created a distinctive culture around edibles that has been so successful they are looking forward to expanding into Canada.

- Elevating the commodity and developing truths about cannabis that will put myths about cannabis to bed once and for all
- The approach the company took to break through and stand out from the competition without traditional marketing and advertising
- Establishing a culture that will be inviting to the market
- Building brands people love and setting the standard for cannabis

12:15 – 1:15 **Luncheon Break**

1:15 – 2:00

Best Practices for Quality Control of Cannabis Edibles
Michael Bousfield, Owner, Edible Impressions

- Quality standards and quality control
- Hazard assessment and control processes
- Latest techniques to ensure consistency and quality
- Best practices in the production process
- How much cannabis is in each edible?
- Compliance with federal, provincial and municipal regulations

2:00 – 3:00

Police and Emergency Services Issues: What Worries Us About Edibles Is...

Lara Malashenko, Legal Counsel, Ottawa Police Service
Wayne Turner, Director, By-Law Enforcement, City of Waterloo

- Bill C-46 and strengthened regulations around impaired driving
- Bill C-45 amendments to the Criminal Code and other legislation
- Identifying enforcement strategies
- Enforcement involving drug impaired driving, possession, public consumption, illegal storefronts, the illicit market
- Recent research into impaired driving
- Issues with roadside drug testing
- Police training for detection of drug impaired driving
- Powers of investigation, search and seizure
- Need for dedicated enforcement resources
- Are there different tell-tale signs for edibles' intoxication?
- Consuming edibles at work, in public places
- Concerns for fire services

3:00 – 3:15

Networking Break



3:15 – 4:00

From Seed to Edible: Tracking to the Point of Consumption

- Understanding the supply chain
- Existing production and distribution of medical marijuana
- The need for a system to collect information about pot products from licensed producers, distributors and retailers
- Will this ensure cannabis is not being diverted to illegal markets

4:00 – 4:45

Edibles, Smokeables, Drugs and Alcohol: Policies for Municipal Workplace Safety

Aaron North, President and CEO, Vector Medical Corporation

- How do edibles add to the complexity of this issue
- Potential for workers to believe they can smoke/eat edibles on municipal property
- What to do if you suspect the brownies are cannabis infused
- Impaired driving of municipal vehicles
- Recent cases
- Need for specific workplace policies
- Drug testing and edibles

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Preparing for Cannabis Edibles

OCTOBER 2 – 3, 2018 • TORONTO, ONTARIO

WHO SHOULD ATTEND THIS EVENT

From Municipalities, Provincial Governments and Health Authorities

- Elected Officials
- City Managers, City Clerk General Managers
- Planning and Development General Managers
- Engineering General Manager, Finance, Technology
- HR General Managers, Parks, Recreation and Culture Managers
- Area Planning and Development
- Land Development Engineers
- Law Enforcement
- Policy Analysts and Advisors
- Directors and Managers of Intergovernmental Relations and Strategic Partnerships
- Strategist, Intergovernmental and Corporate Strategy
- Municipal Lawyers
- Public Health and Safety Officials
- Provincial officials dealing with legalization issues

From Cannabis Producers and Distributors

- Licensed Producers
- Analytical Chemists
- Quality Control Chemists and Technologists
- Quality Assurance Associates and Managers
- Quality Managers and Associates
- Method Development Analysts

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Mr./Ms./Mrs. _____ Title _____

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LOCATION:

Preparing for Cannabis Edibles will be held at a convenient downtown location in Toronto which could include the Novotel Toronto Centre or the Hilton Garden Inn Toronto Downtown. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

If you would like to increase your visibility with policy development officials, regulators, and licenced producers at *Preparing for Cannabis Edibles* A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than September 18, 2018**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **September 18, 2018**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by September 18, 2018**, and fail to attend will be liable for the entire registration fee.

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