



CANNABIS
LEGAL GROUP



VICENTE
SEDERBERG
LLC

DECEMBER 8, 2017 | DETROIT, MI

STRATEGIES FOR A SUCCESSFUL CANNABUSINESS & WINNING FACILITIES LICENSE APPLICATION

ABOUT THE EVENT



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+

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Two powerhouse cannabis law firms are joining forces for a seminar to educate entrepreneurs about the regulated cannabis industry, the application process, and how to win municipal and state cannabis business licenses. Attendees will also learn about a variety of issues that are integral to running a successful commercial cannabis operation.

Now that Michigan is implementing a regulatory framework for the medical marijuana industry, it is imperative that you receive counsel and assistance from those who have successfully navigated this process in other established markets. That is what Vicente Sederberg LLC brings to the table like no other law firm can.

Headed by Brian Vicente, Christian Sederberg and Josh Kappel, Vicente Sederberg is the most experienced full-service cannabis law firm in the country. They have won licenses through competitive application processes in 18 states and counting, and the leaders of the firm played leading roles in drafting, passing, and implementing Colorado's Amendment 64, which established the nation's first adult-use marijuana market.

Seminar attendees will learn everything they need to know about writing successful municipal and state license applications from experienced lawyers from Colorado and Michigan. They will be guided through the process step by step, and they will receive checklists and draft business and operational plans. They will also learn how to obtain and calculate the reliable and realistic financial projections that are necessary to develop a legitimate plan.

Building and protecting your brand is very important, so seminar attendees will also find out what they need to know in order to protect their intellectual property.

Thanks to Section 280E of the Internal Revenue Code, commercial cannabis companies should be prepared for the possibility of an IRS audit within three years of operation. Our expert CPA who specializes in the cannabis industry will provide you with all of the details about 280E, specific to each license type, along with strategies to minimize its impact on your business.

SEMINAR SCHEDULE

8:30 - Opening Remarks

9:00 - Municipal Licensing Issues and LARA's new Emergency Administrative Rules - Licensing a Property and the Significance of the Administrative Rules

Craig Aronoff, *Cannabis Legal Group*

10:00 - The Economics of Marijuana Markets: Michigan and Beyond

Andrew Livingston, *Vicente Sederberg*

11:00 - Business Planning - Step by Step: Create a Great Plan Through Reliable Financial Projections

Barton Morris, *Cannabis Legal Group*

12:00 - Lunch and Networking

1:00 - CPA Attestations for Pre-Qualifications, Accounting & 280E - Principles & Mitigation Strategies

Simon Gumma, CPA, CGMA, *Cannabis Legal Group*

1:30 - Regulate Marijuana Like Alcohol Campaign Update

Robin Schneider, *Marijuana Policy Project – MI Coalition to Regulate Marijuana like Alcohol*

1:50 - Understanding Political Systems to Write Successful Applications

Dwight Clark, *Vicente Sederberg*

2:30 - How to Build, Register, License and Protect Your Brand and Intellectual Property

Travis Copenhaver, *Cannabis Legal Group*

3:30 - Writing Winning Applications: Secrets and Tips

Brian Vicente, *Vicente Sederberg*

4:30 - Questions and Answers

EVENT

PRESENTERS

**BRIAN VICENTE** | VICENTE SEDERBERG

Brian Vicente, Esq., is a partner and founding member of Vicente Sederberg LLC. He served as the co-director of the Amendment 64 campaign and was one of the primary authors of this historic measure, which resulted in Colorado becoming the first state in the nation – and the first geographic area in the world – to make the possession, use, and regulated distribution of marijuana legal for adults. Vicente also serves as executive director of Sensible Colorado, the state’s leading non-profit working for medical marijuana patients and providers. He was given the Gideon award for his free speech advocacy during the 2008 Democratic National Convention. In 2010, Vicente was elected the first-ever chair of the National Cannabis Industry Association, the only trade association in the U.S. that works to advance the interests of marijuana-related businesses on the national level.

**ANDREW LIVINGSTON** | VICENTE SEDERBERG

Andrew Livingston serves as Director of Economics and Research for Vicente Sederberg LLC. He first worked alongside the Vicente Sederberg team in 2012 during Colorado’s Amendment 64 campaign, which legalized marijuana for adults. Before starting a career in cannabis market and policy analysis, he focused his studies at Colgate University on the economics of illegal drugs and the harms they create for societies around the world. Andrew is often asked to speak at business and legal seminars around the country and internationally on the intersection of market dynamics and cannabis policy. At Vicente Sederberg, Andrew provides analysis on legal and regulatory matters as well as economic market projections for adult-use and medical marijuana laws in Colorado and around the world. Andrew also sits on the Denver Cannabis Sustainability Working Group and helps coordinate government and industry efforts to increase environmental stewardship within cannabis business.

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PRESENTERS

**DWIGHT CLARK** | *VICENTE SEDERBERG*

Dwight Clark is the Technical Writer for Vicente Sederberg, where he specializes in national licensing. He has worked on medical and adult use applications for clients in Florida, California, Ohio, and Arkansas. Mr. Clark spent four years as the Legislative and Communications Director for Texas State Senator, José Menéndez. As Legislative Director, he drafted and advocated for Texas' first comprehensive medical cannabis legislation. As Communications Director, he was the Senator's principal speech writer, online content producer, and regularly interfaced with the media. Mr. Clark also served as Committee Clerk for the Defense and Veterans Affairs Committee in the Texas House of Representatives. Prior to working in the legislature, he spent a decade successfully managing political campaigns, ranging from city council to president. Mr. Clark is also a featured speaker on cannabis policy and regulation, having spoken at SXSW and numerous other civic engagements, panels, and conferences.

**BARTON MORRIS** | *CANNABIS LEGAL GROUP*

Barton Morris is the founder and principal attorney of the Cannabis Legal Group, specializing in all marijuana related legal issues including criminal defense, business law, licensing, consulting, land use and real estate property. Barton is well known as one of the top cannabis law lawyers in Michigan having developed this expertise since 2008 with the enactment of the Michigan Medical Marijuana Act. He is a council member of the Marijuana Law Section of the Michigan Bar Association and chair of its science committee and is a national speaker and writer on marijuana law issues. He has been selected a Super Lawyer for 4 consecutive years (2014-2017) and is a NORML Lifetime Legal Committee Member.

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PRESENTERS

**CRAIG ARONOFF** | *CANNABIS LEGAL GROUP*

Craig Aronoff is a senior attorney with the Cannabis Legal Group. His practice areas include cannabusiness, real estate and civil litigation. Craig works with cannabusiness entrepreneurs, municipalities, caregivers and patients on licensing strategy, business planning, industry segmentation, entity formation, real estate acquisitions or tenancy, municipal ordinances, licensing preparation, application packages and industry advocacy. Since the enactment of the Michigan Medical Marijuana Act in 2008, Craig has also advised and counseled dozens of Caregivers, Patients, real estate professionals, investors and business owners on licensing, compliance, entity formation, municipal compliance and landlord/tenant related matters.

**TRAVIS COPENHAVER** | *CANNABIS LEGAL GROUP*

Travis joined the Cannabis Legal Group in the fall of 2017 as an associate cannabis attorney. Copenhaver brings a wealth of knowledge to the firm with experience working for the Cannabis Attorneys of Michigan and Ignite Legal. His experience has given him a leg up when it comes to servicing and representing cannabis clients, as he will in his capacity with the Cannabis Legal Group. Copenhaver received his law degree from Case Western Reserve University in May of 2013. Prior to receiving his Juris Doctor, he held numerous intern positions exposing him to various aspects of the legal world. Copenhaver received his B.A. in Philosophy from the University of Michigan in 2009.

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TEAM**

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SEMINAR RESOURCES

Seminar presentations and materials will be available at the link below following the seminar. Please check back December 13th for all the materials to be up. Audio recordings of each session will be provided at the link below within a week of the event.

[BIT.LY.COM/CLGSEMINAR12817](https://bit.ly.com/CLGSEMINAR12817)



REGULATE MARIJUANA
• LIKE ALCOHOL •

The Coalition to Regulate Marijuana Like Alcohol is a committee formed to support a 2018 ballot initiative to end marijuana prohibition in Michigan and establish a system in which marijuana is regulated and taxed similarly to alcohol. It represents a coalition of citizens, community leaders, businesses, and organizations that recognize marijuana prohibition has failed and believe it is time for Michigan to adopt a more sensible marijuana policy.

Learn More By Visiting - regulatemi.org