



Cannabis World Congress & Business Exposition

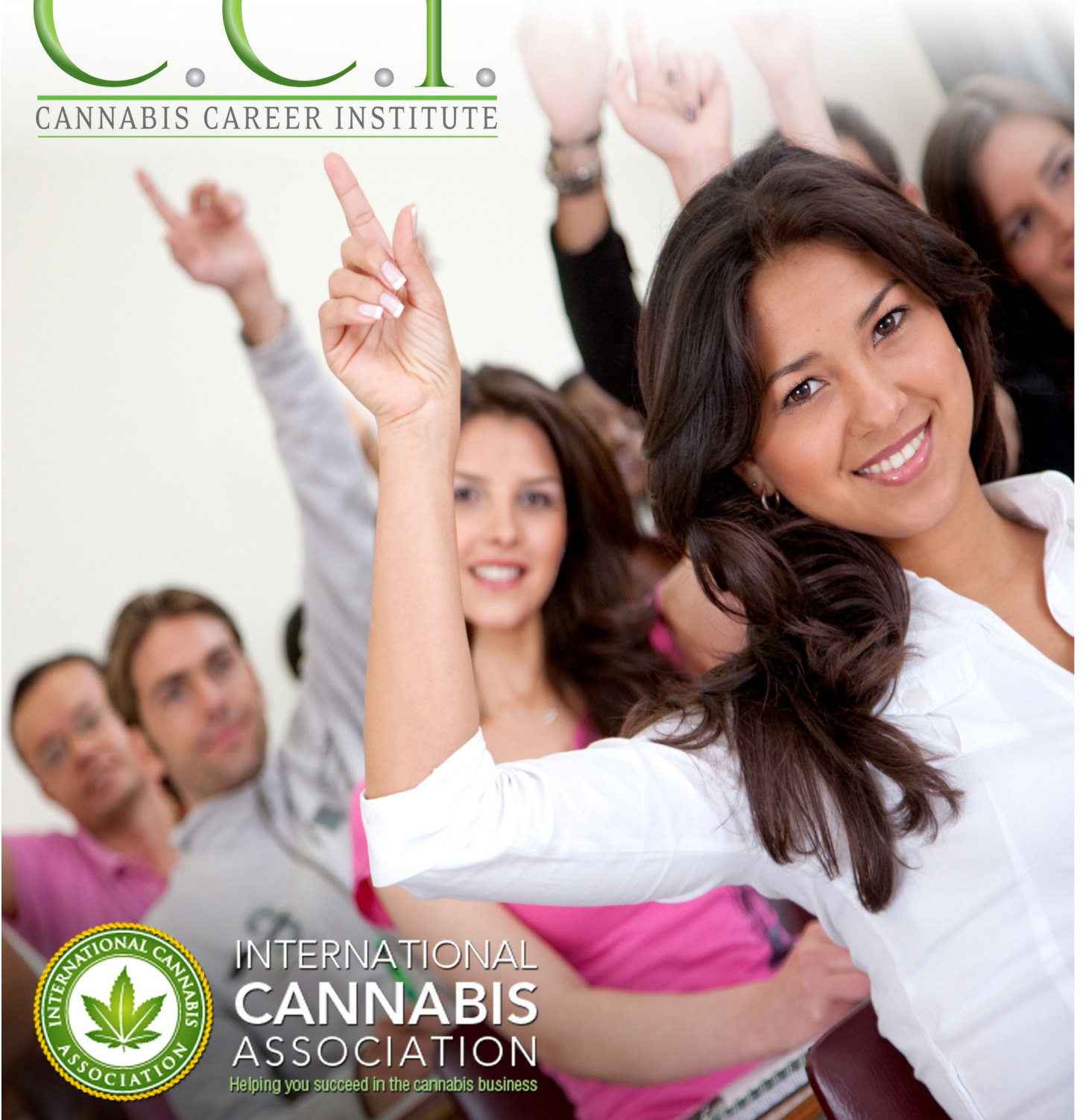
Sponsored by The International Cannabis Association

C.C.I.
CANNABIS CAREER INSTITUTE

September 19, 2015
Los Angeles Convention Center



INTERNATIONAL
CANNABIS
ASSOCIATION
Helping you succeed in the cannabis business



Grow a Bright Future with a Green Collar Career

Become an Expert in the Marijuana Industry

Cannabis Career Institute (CCI) is America's first and premier Marijuana business training seminar. As the leader in the business training for the cannabis industry, CCI prides itself on offering objective seminars to empower you to succeed. Not sell you equipment or services. Attending one CCI seminar entitles you to attend as many as you like, all for the low one-time tuition of \$279. New courses are constantly introduced to address the current industry legislation and existing courses are always updated to reflect changing times.

Our Philosophy at CCI is to provide you with the tools to succeed:

- Our seminar instructors are industry professionals with first hand knowledge.
- Leading lawyers in the category are available after each seminar for questions.
- Instruction in delivery services, dispensary management, edibles operations, grow-room administration and education services.
- Our students have become successful business owners and entrepreneurs in the medical marijuana field.

About Cannabis Career Institute:

Cannabis Career Institute was founded in March 2009 by Robert F. Calkin, a pillar of the cannabis industry. Calkin has been a cannabis professional for over 30 years and has helped create literally thousands of well known and established cannabis businesses including Cannajobs, Speed Weed, Greenly, Cannafavors, Cannabis State University, Cannatrends and many, many more. He is the author of the best-selling book "Start Your Own Medical Marijuana Delivery Service-The Mobile Caregiver's Handbook" which is the curriculum at Oaksterdam University.



What we will be covering:

MARKETING

- Marketing and Business Strategies: Print, Online, Guerrilla, Organic and Social Media
- Branding Yourself: What it means and how to do it
- Price Points and Merchant Accounts
- Banking and Advertising
- Patient Retention and Referral Programs, Vending Machines and Stored Value Cards
- Monitoring From Seed To Sale: Testing and Laboratories

LAW

A top Criminal Attorney will go over the fundamentals of state law and federal law. He will answer all your questions about case law, marijuana law, zoning requirements, current developments in relevant cases, upcoming cases with political implications and will help to interpret rulings and recent decisions made by state and federal courts.

GROWING

One of the top industry master growers will be on hand to give you a demonstration on growing and an overview of the industry. How to grow, how to create a compliant grow, legal limitations and requirements, and standard business practices regarding growing will be covered. Every aspect of starting a commercial grow will be explored.

COOKING WITH CANNABIS

We will have a top cannabis industry chef on hand to show you how to make medical marijuana edibles. We will discuss, tinctures, concentrates, oils, candies, and alternative methods of delivery. We will discuss cooking for the terminally ill and how to create custom recipes. How to work for collectives and create a memorable brand for your food line is also discussed.

Seminar Instructors



Robert Calkin, President & CEO, CCI

As one of the original members of the American Hemp Council in 1988 with Chris Conrad (world famous cannabis expert witness) and Jack Herer (the godfather of Hemp, creator of many strains of marijuana popular today), Calkin's activism and entrepreneurial spirit led him to begin creating jobs in the medical marijuana industry.

In 1988 Calkin opened his own private patient group that is still operating today: Green Dot — America's FIRST branded marijuana delivery service. This collective has taken care of thousands of AIDS patients, cancer patients and terminally ill or home bound people over the years.

Since then, he has become the face of medical marijuana jobs. He founded the Cannabis Career Institute in 2009 and Cannabis State University in 2010. He wrote the curriculum for Oakland's Oaksterdam University, which was the basis for his 2008 cannabis entrepreneurship bible. As the author of *"Starting Your Own Medical Marijuana Delivery Service: The Mobile Caregiver's Handbook,"* Calkin is currently the Delivery 102 Professor at Oaksterdam University.

"I have helped create and grow literally hundreds of medical marijuana businesses legally," said Calkin. "I have the knowledge and skills required to do this and my goal is to spread the word to make as many businesses legitimate as possible."

He is also the host of "Careers In Cannabis" a talk show that features the top names in the cannabis business. Robert Calkin has appeared on the NBC Nightly News, CBS News, Varney and Company and featured in articles on Yahoo, Associated Press, The Washington Post, The San Francisco Examiner, The Digital Journal, and others.



Gerry Bedore, Ph.D.

Dr. Bedore has 18 years of Management and Executive experience in developing technology-enhanced and technology-based learning programs. Dr. Bedore is widely recognized for his work in building and supporting many of the most successful online education organizations in the world today.

Dr. Bedore has advanced degrees in biological sciences, forest management, business, and education. In addition, he is a certified master gardener with a highly successful background in growing and horticulture. Dr. Bedore feels the sum total of his life's work and experiences has positioned him to advance cannabis sciences on many levels.

Some of Dr. Bedore's key accomplishments include leading a team to build the Art Institute Online and scaled it to support Education Management Corporation (EDMC) in acquiring South University, Argosy University, and Brown Mackie Colleges that provided the foundation for creating Education Management Corporation Online Higher Education (OHE). EDMC went from a \$200 million dollar a year company to 41% of the company being acquired by Goldman Sachs for \$3.2 billion dollars in a seven year period. Dr. Bedore's team built and positioned EDMC to be a "player" in the online higher education market. EDMC OHE is a demonstration of his ability to lead and build a quality organization.

Seminar Instructors - *continued*



Michael Chernis, Esq.

Mr. Chernis received his juris doctorate from Fordham University School of Law in 1994, where he was a member of the Fordham Law Review. He graduated from Brandeis University with a B.A. in Political Science in 1989. Mr. Chernis has been a criminal defense attorney and commercial litigator for nearly 20 years and is licensed to practice law in both California and New York, as well as a number of federal courts in those jurisdictions.

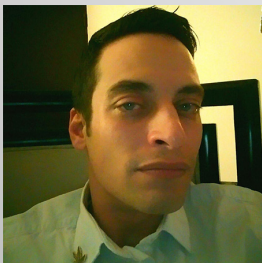
The California MMJ laws are a key area of focus for Mr. Chernis. He has represented clients seeking to form legal MMJ collectives; storefront and mobile dispensaries; cultivators; MMJ patients and doctors; landlords and others seeking to do business with such collectives; as well as individuals and businesses in civil litigation with municipalities arising from such activities. Mr. Chernis also represents individuals and businesses in federal criminal matters and those charged with violating state MMJ laws.

He writes and lectures frequently on the subject of MMJ regulation. In 2013, for instance, Mr. Chernis coauthored the chapter entitled "Criminal Activities" in *Neighbor Disputes: Law and Litigation* (CEB), published by the California State Bar's continuing education division. In it he analyzes the criminal consequences of MMJ and other drug activities, and the remedies available to landlords and neighbors seeking to challenge such activities.



Dave Hargett, Innovative Extractions

Hargett is the owner of Innovative Extractions, one of America's highest quality companies. Innovation Extractions' products regularly test higher, better and cleaner than most competitors. Dave is a regular speaker for CCI and ICA and will be speaking about standards and requirements for the extraction industry.



Cheech Rodriguez

Rodriguez is an edibles operation expert with fifteen years of cultivation experience as well. He is the owner of a prominent edibles company in the Los Angeles area.



Ken Hoffman

Hoffman has been a Master Grower for more than ten years. He has been involved in many types of grow operations and can answer your questions about indoor personal or commercial growing. He is also available as a mentor and consultant outside of class.



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CERTIFICATION TO BE RECEIVED AT THE END OF THE SEMINAR

10:00 AM

ROBERT CALKIN

The Big Idea! Basic compliance for the
Cannabis Business: How to start a Dispensary,
Delivery Business, Grow Operation or Edibles Operation

11:00 AM

GERRY BEDORE, Ph.D.

Medical usage of Cannabis and Patients interaction

12:00 NOON

CHEECH RODRIGUEZ

Cooking With Cannabis: How to Start An Edibles Operation

1:00 PM

Lunch Break!

2:00 PM

MICHAEL CHERNIS Esq.

Medical Marijuana and the Law

3:30 PM

DAVE HARGETT

Extraction Industry: Standards and Requirements

4:30 PM

KEN HOFFMAN

How to Grow Medical Marijuana