

**Friday, November 1st - REGISTERED ATTENDEES & MEMBER'S ONLY**

MEETINGS	Time	Room
Registration	12:00 - 5:00 PM	Grand Promenade
HIA Committee Meeting (Member's Only)	1:00 - 3:00 PM	Queens Room
Hemp Feed Coalition Reception	5:00 - 7:00 PM	Grand Promenade

**Saturday, November 2nd - REGISTERED ATTENDEES & MEMBER'S ONLY**

MEETINGS	Time	Room
Registration	7:00 AM - 6:00 PM	Grand Promenade
State Chapter Meeting	9:00 AM - 11:00 AM	Queens Room
Annual General Meeting	12:00 PM - 4:00 PM	Providence Ballroom
B2B Networking Reception (HIACON Registrants Only)	4:00 PM - 6:00 PM	Grand Ballroom

**Sunday, November 3rd - OPEN EXHIBIT HALL & HEMP TALKS PRESENTATION DAY**

SESSION	Time	Room
Registration	8:00 AM - 6:30 PM	Grand Promenade
Exhibit Hall Open (Open to Public)	9:00 AM - 6:30 PM	Grand Ballroom

SESSION	Time	Room	Session Title	Speakers	
Welcome (Open to Public)	10:00 - 10:30 AM	Providence Ballroom	Welcome	Colleen K. Lanier, HIA Executive Director	
	10:35 - 11:05 AM		American Hemp 2020 and Beyond	Steve Bevan, GenCanna	
	11:10 - 11:40 AM		We came, we disrupted, what now?	Josh Hendrix, CV Sciences	
11:45 - 12:15 PM	Robison Law Group		Frank Robison, Robison Law Group		
Lunch (HIACON Registrants Only)	12:30 AM - 2:30 PM		Lunch (HIACON Registrants Only)		
Hemp Talks (Open to Public)	2:25 - 2:55 PM		New Hemp Strategies	Alex Green, GenCanna	
	3:00 - 3:30 PM	Autoflower 101: The Basics for Putting your Investment on Autopilot	Scott Knipplemeir, HiLo Seed Co.		

**Monday, November 4th - REGISTERED ATTENDEES ONLY**

SESSION	Time	Room
Registration	8:00 AM - 3:30 PM	Grand Promenade
Exhibit Hall Open (HIACON Registrants Only)	9:00 AM - 11:30 AM	Grand Ballroom

SESSION	Time	Room	Keynote Title	Keynote Speaker
Keynote Sessions	8:15 AM - 8:30 AM	Providence Ballroom	Emcee/Host	Joy Beckerman, HIA Board President
	8:30 AM - 9:15 AM		The Successes and Challenges of the North Carolina Hemp Industry	Blake Butler, North Carolina Industrial Hemp Association, Executive Director
	9:15 AM - 10:00 AM		Diversity in Hemp	Jillian Hishaw, Esq. Founding Director F.A.R.M.S. & "Don't Bet the Farm on Hemp"
	10:00 AM - 10:45 AM		Beyond the 2018 Farm Bill: The Future for Hemp Advocacy	Jonathan Miller, U.S. Hemp Roundtable, General Counsel
	10:45 AM - 11:30 AM		Marketing Hemp and CBD as Dietary Supplements – Challenges and Opportunities	Michael McGuffin, American Herbal Products Association, President
	11:30 AM - 12:15 PM		The Potential for a National Hemp Research and Promotion Program	Heather Pichelman, USDA, AMS Director of Promotion & Economics Division
Awards Luncheon & Board Meeting	12:30 AM - 2:00 PM	Awards Luncheon & Board Election Announcements		
SESSION	Time	Room	Session Title	Speakers
Track 1: Hemp Regulatory and Legislation Featuring Andrea Hermann from TRICC as Emcee	2:20 PM - 3:00 PM	Harris	Canadian Update, Global Outlook and International Cannabis Standards Developments	Ted Haney, Canadian Hemp Trade Alliance Hana Gabrielová, ICCI / Hempoint
	3:05 PM - 3:45 PM		Panel: Staying in Front of FDA Regulatory Curve	Marielle Weintraub (m), U.S. Hemp Authority™ and Zilis Patrick McCarthy, ValidCare Michael McGuffin, American Herbal Products Association Garrett Graff, Hoban Law Group
	3:50 PM - 4:30 PM		Customs and Border Protection: Groundhog Day, Feds Make Simple Issues Complex	Frank Robison, Robison Law Group
	4:35 PM - 5:10 PM		Panel: Smokeable Hemp, Policy & Law	Rod Kight (m), Kight Law Franny Tacy, Franny's Farmacy Joe Kirkpatrick, Tennessee Grower's Coalition Bob Crumley, Founder's Hemp
Track 2: Hemp Agricultural Production Featuring Mike Lewis from Third Wave Farms as Emcee	2:20 PM - 3:00 PM	Tryon	Panel: Genetics Development, Supply, and the Future	Clint Palmer (m), Blüten Botanicals Thomas Dermody, Bija Hemp Jeff Kostuik, Hemp Production Services Wendy Mosher, New West Genetics
	3:05 PM - 3:45 PM		Insect Pest Management in Hemp	Kadie Britt, PhD Student Virginia Tech
	3:50 PM - 4:30 PM		Regenerative Agriculture	Mike Lewis, Third Wave Farms
	4:35 PM - 5:10 PM		Hemp Harvesting	Corbett Hefner, Formation Ag
Track 3: Business Development & Marketing Featuring Rick Trojan from Hemp Road Trip as Emcee	2:20 PM - 3:00 PM	Sharon	The Laws of Business Apply to Hemp	Bob Crumley, Founder's Hemp
	3:05 PM - 3:45 PM		Panel: Creating a Brand for a Competitive Market	Franny Tacy (m), Franny's Farmacy Jessica Mulligan, Winged CBD Amanda Witters, Relive Everyday Jessica Lesesky, eHemp Marketplace
	3:50 PM - 4:30 PM		National Retail & Marketing Opportunity	Ryann Hinch, Hemp History Week
	4:35 PM - 5:10 PM		The Global Hemp Economy & Supply Chain	Bob Hoban, Hoban Law Group
Track 4: Cannabinoid Science Featuring Pamela Orth from Whole Made as Emcee	2:20 PM - 3:00 PM	Independence	A Raw Look at the Nutritional Properties of Hemp	Dr. Rob Streisfeld, Beyond Brands
	3:05 PM - 3:45 PM		Full Spectrum Oil v. Non-detectible THC	Michael Bernstein, LaurelCrest
	3:50 PM - 4:30 PM		Cannabis Skin Science	Joan Sutton, 707 Flora CBD Skincare
	4:35 PM - 5:10 PM		To Be Announced	To Be Announced
Closing Keynote	5:15 PM - 5:30 PM	Providence Ballroom	HIA and the Year Ahead	Colleen K. Lanier, HIA
Board Meeting	7:00 PM - 9:00 PM	Queens Room	Previous & Newly Elected Board Members	

**US Hemp Authority™ Certification Audit Orientation on Nov. 5th. HIA Members get discounted rate. Separate Registration Required Visit [www.HIATraining.com](http://www.HIATraining.com)**

SESSION	Time	Room	Training Event	Trainer
US Hemp Authority™ Audit Orientation (Lunch Included)	9:45 AM - 3:00 PM	Tyron	US Hemp Authority™ Audit Orientation (Lunch Included)	Joy Beckerman, Hemp Ace International