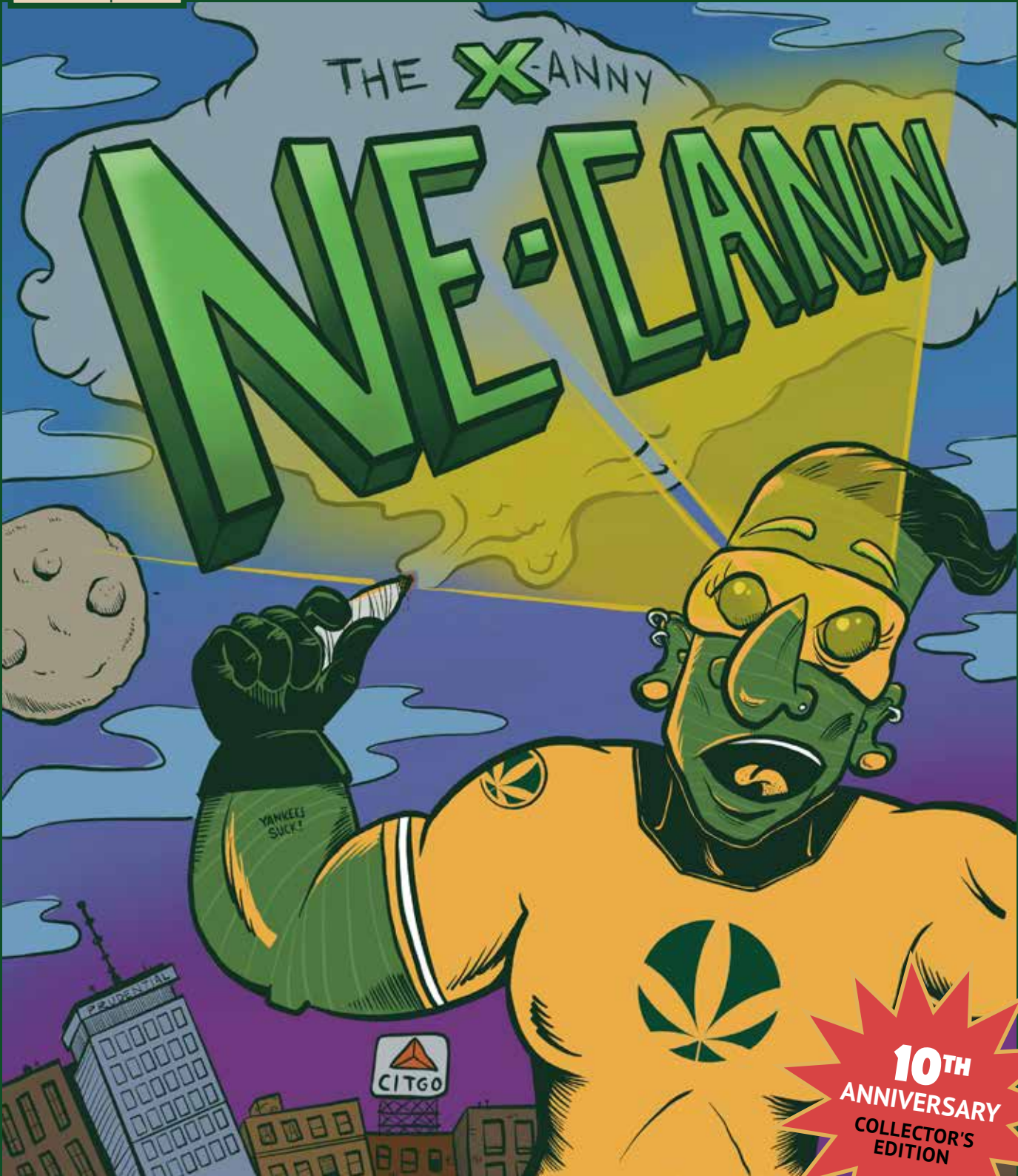




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Illustration + design by Scott Murry | [scottmurry.com](http://scottmurry.com)

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*THIS NECANN 10-YEAR ANNIVERSARY MAGAZINE WAS PRODUCED BY TALKING JOINTS MEMO*



# FOUNDER'S LETTER

## *“The Richest Man In Town ...”*

If you've ever seen *It's a Wonderful Life*, you know the toast George's brother Harry makes to him at the end of the movie, a reminder that true wealth is measured in friends and family, not bank balances. In previous years I've let myself get caught up in every little detail and tiny hiccup until the event itself becomes a blur. I'm not going to let that happen this year, and I hope everyone who attends will join me in taking the time to really appreciate what's around them.

For me that means being grateful for: every member

of the NECANN team taking on every task and solving every problem that arises. My amazing wife, children, nieces, nephews, and their friends, all working everywhere and making fun of me behind my back (and to my face). Dozens of incredibly diverse and talented thought leaders selflessly sharing knowledge in dozens of educational sessions. Hundreds of enthusiastic attendees and their ideas for making the convention better—some great, some terrible, but all genuine and well-intentioned. And of course, enthusias-

tic feedback (and no small amount of ball-busting) from exhibitors and sponsors.

You will see thousands of passionate, brilliant, kind, generous, resilient, and supportive people who make up the cannabis community and industry. Is it perfect? Of course not—but what is? There will always be problems that need to be addressed, but don't let that make you forget that you are part of something special. Enjoy!

**Marc Shepard, Founder**

## ABOUT THE COVER

A publisher once told me that if you have to explain what a cover means, then get a new cover. I don't disagree, but made an exception for the cover of our 10th annual show guide as a tribute to Marvel Comics, which played a very real part in NECANN making it to 2024. I had been buying and selling comic books as a hobby for decades, so when COVID hit I decided that “going pro” was my best option for getting through the shutdown. By the middle of 2020 I was doing it full time, allowing me to keep NECANN alive until we reopened in late 2021. So this cover (by the illustrious Scott Murry) is a tribute to a classic X-Men cover from the 1980s.





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-Jake Ganam, CRN Network

"We're making and we're also making consumers that are asking their questions. You have the ability to make a difference."

-Sean Rance, NAB

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a lot of connections with dispensaries  
making a lot of new connections with  
that come straight up and they're  
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is product? So it's working."

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-Lisa Keyser

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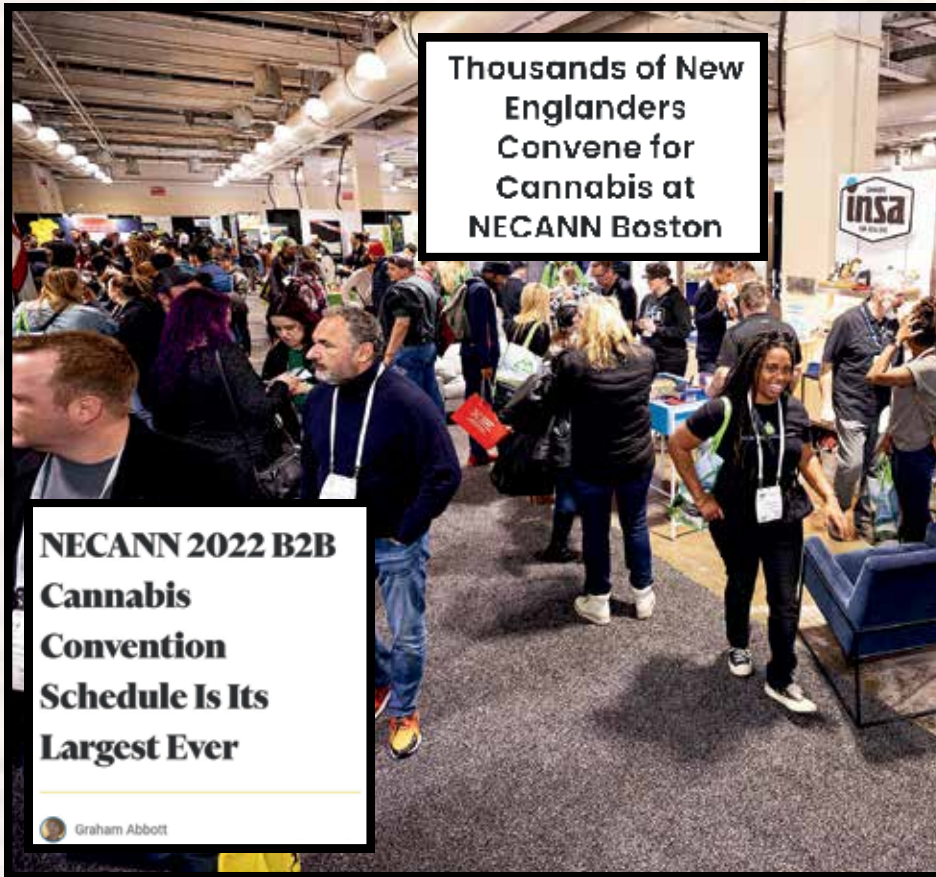


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# NECANN IN THE NEWS



“The scene at NECANN made it clear that while there are still many hurdles ahead, there is a **qualified and passionate cannabis army out to defend the cause**—patients, activists, entrepreneurs, journalists—and we are pretty much on the same page regarding **the freedoms we are demanding**, and that we already pulled for in the booth last November. At the very least, last weekend we proved that we can get together in the same building.”

**-DigBoston (April 2017)**

## BOSTON Herald

**MARIJUANA  
CONVENTION  
HIGHLIGHTS  
PRODUCTS  
IN NEW WORLD  
OF WEED**

## Boston MAGAZINE

**BOSTON POT  
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Their goal is to construct a “skeleton” at NECANN, collect as many as 10 pounds, and then smoke it







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what it says will  
be largest digital  
cannabis industry  
event in the world**

“While most states that legalize cannabis begin to prioritize the adult-use shops and producers, **NECANN knows that this regulatory swing left many patients behind** without their trusted products, support, and familiar dispensaries. Therefore, both the **speaker and advertising content are structured around keeping the patients in mind**, which will hopefully carry over into the legalized state economies.”

**-Ganjapreneur (August 2021)**

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Portland, ME  
Providence, RI  
Boston (September)

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## 2021 NECANN

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Atlantic City, NJ  
Portland, ME  
Chicago, IL

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☐  
☐  
☐

## 2016 NECANN

Boston, MA  
Portland, ME  
Providence, RI

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☐  
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## 2022 NECANN

Boston, MA  
Atlantic City, NJ  
Albany, NY  
Portland, ME  
Chicago, IL  
Burlington, VT

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## 2017 NECANN

Boston, MA  
Portland, ME  
Providence, RI

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## 2023 NECANN

Boston, MA  
Atlantic City, NJ  
Albany, NY  
Portland, ME  
Chicago, IL  
Burlington, VT  
Hartford, CT

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## 2018 NECANN

Boston, MA  
Portland, ME  
Burlington, VT  
Reno, NV  
Salt Lake City, UT

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## 2019 NECANN

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Portland, ME  
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Springfield, MA  
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Salt Lake City, UT

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## 2024 NECANN

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# GREEN MARKET REPORT: EAST COAST EDITION

BY: DEBRA BORCHARDT OF GMR

## NECANN’s Cannabis Finance Summit partner surveys the retail landscape

The West Coast may have been the pioneer in regulated cannabis, but with the Northeast embracing the industry, the Atlantic states are poised to become market leaders. It’s a shift that many, including Green Market Report, have been waiting for.

This new chapter in cannabis has also led to new partnerships, like ours with NECANN Boston. Among the sea of booths showcasing innovative products and services, 2024 also brings the award-winning journalism of GMR together with the successful must-attend New England Cannabis Convention.

Green Market Report has kept tabs on the emerging industry since its founding in 2017 in New York. And now that most of New England has legalized cannabis in some form or another, we’re watching how the markets are performing. In short, while states with smaller

populations are expected to have the lowest total sales, currently the region’s largest state—New York—is lagging.

With more than half-a-decade of adult-use sales under its belt, Mass is the clear leader, having reached the billion-dollar mark in just two years. But New Jersey, in second place, is quickly growing, and Connecticut is also making up for lost time and posting impressive figures.

We reviewed reported sales for 2023 in our attempt to forecast what is next for the East Coast.

**Massachusetts**

The first Bay State adult-use dispensaries opened in November 2018, and the state has reported \$3.9 billion in total gross sales since. In 2023 alone, the Mass cannabis industry produced sales of more than \$1.7 billion, according to state

figures. Adult-use sales were the bulk of the market, comprising \$1.5 billion from January 2023 through New Year’s Eve. Medical sales, meanwhile, hit \$233 million.

**Connecticut**

Adult-use sales in Connecticut began in January 2023, and cannabis purchases collectively moved about \$122 million worth of product in just six months. Green Market Report wrote that Connecticut shops hit more than a quarter-million dollars in sales on the first day of real operations, when seven dispensaries opened to the general public. Total combined sales since that launch have shot to \$274 million—an estimated \$144.7 million for recreational sales, and \$129.2 million in medical sales.

**Maine**

Regulated recreational retailers in Maine sold \$1.4 million worth of cannabis in the first month of legalization in 2020. The following





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year, annual sales rose to \$81 million, and by 2022, to \$158 million. Maine's adult-use sales continue to climb, but competition is also growing. Despite sales hitting \$217 million in 2023, a 36% increase over the previous year, there are fears that market saturation will lead to the closure of some businesses.

### Vermont

Vermont legalized recreational sales in October 2022 with just four shops; now, the state has roughly 70 stores. By the end of May 2023, cannabis had produced \$5.5 million in tax revenue—more than the liquor and wine tax of \$4.7 million. One unique aspect of the state's program is that license holders are limited to one store. Vermont has yet to publish full-year tallies, but by last October, 2023 sales had reached \$67 million, bringing in more than \$9.4 million in taxes. The market is expected to eventually top \$120 million annually.

### New Hampshire

Only medical cannabis is legal in the state of New Hampshire despite being completely surrounded by legal states. Adult use is decriminalized, but there are no recreational products available. However, members of the state's House of Representatives recently advanced legislation to legalize the adult use, production, and sale of cannabis. The bill provides

a framework for the establishment of 15 retail facilities, and must now make it through the House Finance Committee before moving to the New Hampshire State Senate.

### New York

New York kicked off its adult-use sales program with a focus on social-equity applicants, which resulted in a much smaller rollout than had been expected. Sales are expected to continue to grow as more licensees get their businesses up and running, but in 2023, the state recorded only slightly more than \$137 million in retail sales.

### New Jersey

Adult-use retail only launched in the Garden State in April 2022, but demand was brisk out of the gate. Recreational sales for the first three months totaled just under \$80 million, eventually topping \$670 million in 2023, while medical sales almost cleared the \$100 million mark during the first three quarters of last year.

### In Closing

Against the backdrop of a changing world, a new chapter in the story of cannabis has begun—one marked by collaboration, innovation, and endless potential. With partnerships like the one between Green Market Report and NECANN leading the way, the future's looking brighter than ever before. 🌿



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## BOB LOBEL: THE ACCIDENTAL KEYNOTE

BY: CHRIS FARAONE & DAN MCCARTHY

*“The last place I ever thought I’d be would be giving the keynote speech at a cannabis convention. I just wanted to check it out and find out what’s going on.”*

When he showed up at the first-ever New England Cannabis Convention in 2015, Bob Lobel was a 72-year-old Hub icon who needed no introduction. Though already retired from WBZ for seven years at that point, the seasoned sportscaster was well known from several decades of broadcasting from sidelines in the state best known internationally for dominating all major sports—he called games for the Celtics and Bruins, dished on the Patriots pre-season, and covered everything from Big East hoops to the Boston Marathon.

But when Lobel arrived at the event known back then as NECC at the Castle in Back Bay, he wasn’t looking for attention, let alone an intro. Rather, he was seeking access to the commonwealth’s burgeoning

medical marijuana program. In prior years, he had endured multiple surgeries spanning nearly his whole body; both of his knees and a rotator cuff were replaced, two femurs were repaired, and he had serious thoracic spinal work done, all in relatively short time, and all of which ran him through the proverbial ringer. Like a lot of others that day, Lobel showed up to the region’s first weed convention in desperate search of relief.

“I was taking a lot of OxyContin for one of my first

knee replacements,” he said. It took some convincing, but organizers coaxed Lobel into joining a panel on patients and caregivers. He spoke about going for one refill of opioids after another: “That’s how hooked I was, [and] in such a short period of time. ... it ended up being a lot worse than people thought it was going

to be over the long haul. It’s bad stuff.”

To help him get off Oxy, Lobel’s daughter had him get a consult from a weed-friendly doc in Mass, then she used that information to purchase therapeutic

products which she sent to her father in the mail. To his knowledge, those initial helpers were mostly CBD, and they worked in ways that nothing from the pharmacy had.



**CONTINUED ON PG 22**





Suddenly, he could take the edge off when his back ached, or his feet numbed, without taking a pill.

Following his green debut at NECANN, he became a patient of Dr. Uma Dhanabalan, who provided specialized care as well as knowledge which led to him finding his own voice in the cannabis space. Always eager to expand his command of the subject, from 2018 to 2021, he hosted Bob

Lobel's New England POTcast, reaching countless people who first entertained the possibility of pot after hearing about his experience.

At the time, we suspected that this kind of open advocacy from such a genuine beloved public figure could signal a harbinger for the responsible senior weed movement. People were increasingly retiring in record numbers year after year, and it seemed logical that the explosion of medical and adult-use cannabis would follow that exponential curve.

Whatever progress there has been on that front, bundles of credit are due heroic ambassadors from veteran

groups, related advocacy elements, and, yes, patient-celebrities like Lobel.

"People of my generation, which is two or three years ahead of the Baby Boomers, might as well have blinders on when it comes to marijuana," Lobel said. "Just after us by two or three years was the 'Woodstock' group ... I think, usually people in my generation have not touched it."

He added: "It's a little tough to sell, but I don't think it's impossible ... There's a lot of sick people my age, a lot worse than I am. People that could really use the pain [relief]. ... And the high for that matter.

"I have no problem having this conversation with anybody. Probably, people would enjoy it because they're afraid to talk about it." 🌿

PHOTO FROM NECANN 2022 VIA BOB LOBEL'S NEW ENGLAND POTCAST



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## IT'S TIME FOR SOME TOUGH LOVE FOR THE MARIJUANA MOVEMENT

BY: SHALEEN TITLE

My memory of the first New England Cannabis Convention feels sweet and quaint in hindsight, but it felt like a major step forward at the time. I had recently opened the Massachusetts branch of the first national marijuana law firm, and spent most of the weekend standing behind a table in the relatively small Boston venue. Throughout the convention, there was talk about how the state marijuana industry could be fairer and more equitable than other industries, and how federal legalization was on the horizon.

Ten years later, it looks like our optimism was mostly warranted. NECANN has grown to

be one of the largest cannabis conventions in the world, and my old law firm sits in one of the tallest skyscrapers in Boston. And though there's still room for improvement, we have a thriving, billion-dollar marijuana market that is indeed fairer and more equitable than many other industries.

And yet one thing hasn't changed: we still haven't federally legalized cannabis. Even worse, most people don't seem to be very engaged in the process. When I ask people what model of federal legalization they support, I frequently get a shrug or a "just de-schedule it." Most people seem to be fine ceding the details to whoever's

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CONTINUED ON PG 26



corporate lobbyists happen to be in Washington, DC.

Friends, it's time for some tough love. About 70% of the US population, over 200 million Americans, support legalization, and most don't need to care about the details. But if you are attending NECANN, if you are part of this community, you have to care about the details. And you have to talk to your federal elected officials about what you want marijuana legalization to look like. Because they are definitely hearing from Altria, Philip Morris, Uber, Amazon, and other lobbyists who are looking to replace our current system with a monopoly that would be dominated by one or two corporations that couldn't care less about the plant or the people who use it.

three things. First, free people, expunge records, and restore access to voting, housing, and food stamps to people who have lost their rights due to marijuana convictions. Second, pass a law that allows small and worker-owned businesses to sell marijuana across state lines before anyone else (see Parabola Center's blueprint for this). And finally, establish anti-monopoly rules that will prevent another "Big" industry like Big Tobacco from exploiting all of us.

I believe that if anyone can make these changes, it's those of us in Massachusetts who have been the pioneers of marijuana industry innovation for years. Our state program was built intentionally with a focus on equity and with strict limits to prevent corporate domination, and we have eight

Warren makes weed jokes, she also has a deep understanding of the nuances of cannabis policy. A recent letter to the DEA that she co-wrote with colleagues said that descheduling is a "rare opportunity to shape the new cannabis industry from the ground up, designing a federal regulatory system untainted by the corporate capture that has influenced alcohol and tobacco regulations."

These statements are a promising sign that our elected officials are willing to listen. Now it's time for us to talk. The timing of the Biden administration's rescheduling review and the constant touting of marijuana law changes—even before any changes have been made—demonstrate that this pre-election period is a rare opportunity when the federal government will actually listen. After decriminalization in 2008, medical protection in 2012, and legalization in 2016, I believe our community in Massachusetts is ready to lead the rest of the nation now. 🌿

*"Right now, the only viable marijuana bill in Congress is a banking bill—how shameful is that?"*

Currently, federal lawmakers are mostly hearing from lobbyists who think the most urgent issue is profits. Instead of hearing that they need to work to free people who are locked up for marijuana-related offenses that are now legal, they only hear about banking. And taxes. And occasional lip service to equity, but only in the context that we need to protect banks and lower taxes. Right now, the only viable marijuana bill in Congress is a banking bill—how shameful is that?

These lobbyists' priorities are completely backwards. Instead, we should be asking Congress for

years of data showing that this model works and results in low prices for consumers.

Plus, many of our elected leaders are already at the forefront of the discussion on marijuana law reform which makes our jobs easier. Sen. Ed Markey has spoken out against big businesses that exploit the patchwork of state laws at the expense of communities hardest hit by the war on drugs. Congresswoman Ayanna Pressley was one of the first officials to call for cannabis equity, going back to her time as a Boston city councilor.

And while Sen. Elizabeth

*Shaleen Title is a former Massachusetts cannabis regulator and the founder and director of Parabola Center for Law and Policy, a nonprofit organization focused on legalization that puts justice and public health above corporate profits. To get involved, sign up for the Parabola Center's mailing list. You can make a donation, join allies from across the nation for a pre-420 Day of Unity in Washington, DC, and save the date for our second annual Federal Cannabis Policy Crash Course July 13-14 in Providence, Rhode Island.*

# Booth 114

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# WHEN PANELISTS PREDICT THE FUTURE

COMPILED BY: NECANN

*From politics and business, to media and privacy, to veteran access and social equity, some of the brightest NECANN speakers are soothsayers*

If those who have presented solo at NECANN over the past decade assembled with the hundreds of professionals who participated on panels in the dozen cities the convention has pulled through, the resulting bloc would undoubtedly be the premier coalition of cannabis cognoscenti on earth.

With so much mental muscle talking marijuana year after year, it seemed futile to simply furnish a list of past speakers and topics. Some subjects become stale, while many participants have changed places and positions since their standout panel appearances.

At the same time, there have been countless prescient points made—many that forecast excitement and pitfalls ahead, and others that critically helped attendees prepare for the future. Here's a mix of

select comments picked from hours of past presentations we pored over while preparing for this year's bigger-than-ever-before program.

## ***Will Luzier on the prospects of Ballot Question 4 at NECANN Boston (April 2016)***

"Our message [in one particular ad campaign] was that these political leaders were promoting the expansion of access to alcohol, and they were also at the same time advocating to continue the prohibition of marijuana. And we thought that was a contradiction. ... We feel like we are moving forward in Massachusetts, and it looks like the polling is fairly good. We don't want to make any enemies. You catch more flies with honey than you do vinegar. ... There's no question that the

message is that marijuana is much safer than alcohol."

## ***Nic Easley on realities of the coming adult-use market at NECANN Boston (April 2017)***

"You need a business process and plan—who are we, what are we going to do, and how are we going to do it? What resources do we need? It's not just, I know how to grow dank weed. That's great, it's a weed, it's not that hard to grow, but there are challenges—temperature, air flow, humidity, CO2 concentration, worker flow, biosecurity. There are all these asterisks that go into it. So sometimes you just have to take the time to stop, realize what you are doing, and improve your processes. And do you really know the rules of your marketplace? That's the most common problem I see. ... You have to realize that a lot of your vision, you probably can't actually do, so before you go and get too attached to something, go out and learn the rules."

**CONTINUED ON PG 31**





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## **2024 CONVENTION SCHEDULE**

**BOSTON, MA MAR 22-23**

**MARYLAND MAY 3-4**

**ILLINOIS MAY 31-JUNE 1**

**VERMONT JUNE 8-9**

**NEW JERSEY SEPT 6-7**

**MICHIGAN SEPT 20-21**

**CONNECTICUT OCT 4-5**

**NEW YORK OCT 25-26**

**[necann.com](https://necann.com)**

***Sarah Stenuf on veterans and cannabis at NECANN Boston (April 2017)***

“When we come home, one in five veterans face PTSD and a lot of veterans are facing stigmas in regards to PTSD and substance abuse. These are stigmas ... we weren’t prepared for, and that the communities we’re coming home to weren’t prepared for—and adding cannabis into that mix makes for another whole whirlwind. So finding a community like this provides a lot of knowledge as well as comfort, but for yourself, the important thing is that you first have to go and you have to get educated.”

***Dan Bolton on privacy at NECANN Boston (March 2018)***

“It can be a slippery slope to put yourself out there or establish yourself as a cannabis-related business or health practice. We want to encourage patients to be very conscious about what they decide to share and to be informed about what’s involved with that. *Are you prepared for any sort of the backlash that might come from that?* We’re dealing with a federal government that still wants to get access to patient lists in states that have medical marijuana programs. There are still risks out there, and it’s also still important for us as practitioners to protect the privacy of our patients and to make sure that if they want to be active, it’s conscious and of their making.”

***Pete Tranchemontagne on hemp prospects at NECANN Maine (October 2019)***

“There is a market for you to get into this. You’re not a drug dealer, you’re growing a plant that is industrial cannabis. This is the only reason I came today, so if you’re out there and you are a farmer, there’s a whole reason you should be doing this—this is a viable product. ... There are buyers out there right now who want your hemp if it’s .3% or lower on the THC levels.”

interesting sphere for a lot of people, and it can really have an impact on the way that healthcare changes in the future.”

***Laury Lucien on acknowledging the war on drugs at NECANN Online (May 2020)***

“People still have a stigma about who’s in jail, who I call the ancestors, but ... those are [the individuals behind the] statistics that we use to show the inhumane way that we the American people have treated



***Brit Smith on media and science at NECANN Boston (March 2019)***

“The medical world has the most potential for stories. It’s not just about telling personal and individual stories, it’s about talking to scientists and medical experts who can explain how the endocannabinoid system works. *Why does cannabis work for pain and it also works for insomnia? How does it maybe kill cancer?* I want to talk to the doctors and medical experts who are researching this stuff, and it’s not necessarily in the US. A lot of research is going on abroad. ... This is an

Americans in this country. ... I want people to stop thinking with a logic only rooted in money and start seeing people, and start seeing that this is an industry that belongs to those in jail. This industry belongs to those whose neighborhoods have been destroyed by [the war on drugs]. ... We need people to do better, and by that we mean people need to change their minds and their hearts, and stop seeing people as criminals. ... When you empower yourself to know that this plant is healthy, and that this plant is not demonic, that helps reduce the stigma.” 🌿



# INTRODUCING: MASS CANNABIS IMPACT FUNDERS

BY: CHRIS FARAONE

I couldn't think of a more appropriate forum than NECANN to introduce this initiative. The team behind New England's biggest annual cannabis industry gathering isn't even required to pay it forward, and yet their ongoing positive community impact is immense, from the platform given to people and ideas to free booth space for grassroots groups and nonprofits.

As for Bay State canna businesses which answer to the Cannabis Control Commission—all applicants *must* provide a plan “to positively impact areas of disproportionate impact.” And while we’ve seen some standout companies put those plans into action—the “snow angel” program in which CNA Stores employees shovel out veterans is one inspiring example—many businesses, new and old ones alike, struggle to find solid local footing.

To help bridge this gap, my team at the

Boston Institute for Nonprofit Journalism wants to develop and maintain an online resource that facilitates philanthropy by familiarizing Mass businesses with nonprofit organizations that have missions which align with the industry's community priorities. Companies will be able to browse existing impact plans, find guidance around these issues, and search for potential partners geographically and by type. Categories will include: Prison & Reentry; Healthcare & Wellness; Research & Advocacy; Veteran Causes; Abuse & Recovery; Environment; Education & Community Orgs; Women & Minority Business.

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**Preroll Type:** paper cones, straight rolled tubes, blunt wraps, & any form factor



**Fill Material:** any liquifiable concentrates



**Infusion Type:** performs standard & donut infusions





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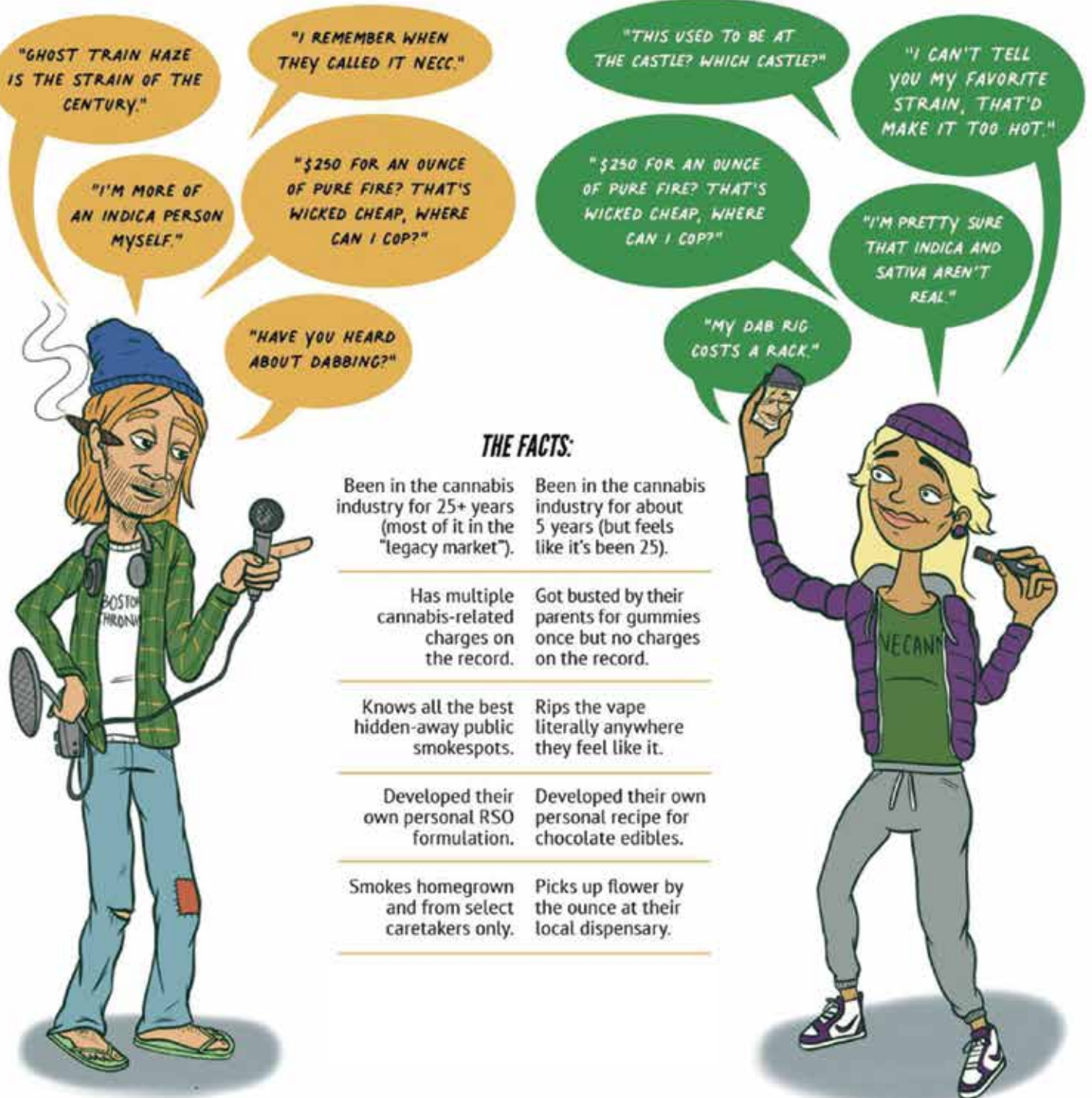


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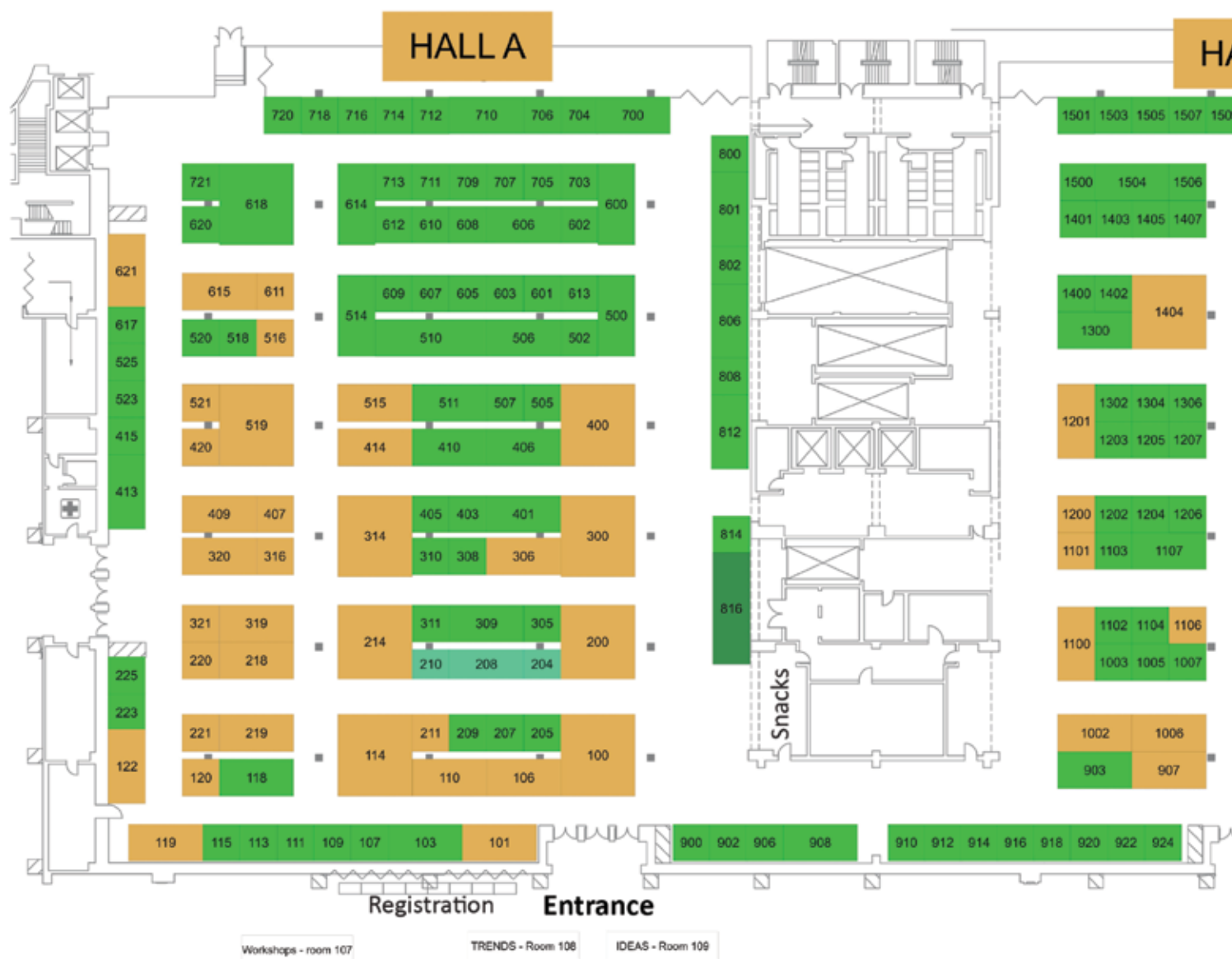


# 2024 New England Cannabis Convention

Hynes Convention Center

Boston, Massachusetts

March 22-23, 2024



# EXHIBIT HALLS AS OF 3.9.24.

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# EXHIBITOR LIST

[BY BOOTH NUMBER]

Futurola	100	Flowhub	420	ArchSolar	801
FOHSE, Inc.	101	Fernway	500	Kapnos Cannabis Co	802
PRO-MIX Premier Tech	103	Astria Technologies, Inc.	502	Northern Bank	806
Garden Remedies	106	Verkada	505	American Alarm and Comm	808
Pink Elephant	107	Greentank Technologies	506	Mass Alternative Care	812
Atlantic Medicinal Partners	109	HUB International	507	Solink	814
O2VAPE	110	Green Truck	510	Green Gold Group	816
Herb's Supply	111	Simply Herb	511	Coastal Vape Co (CVC)	900
Cannakan	113	TSRgrow	514	Nova Aeroponics	902
PreRoll ER	114	Apehex Automated Pre Roll	515	Trichome Industries	903
BuildASoil	115	SafeTiva Labs	516	TEEHC Open	906
The Healing Rose Company	118	Blue River Terps	518	North Easton Savings Bank	907
Perpetual	119	Berkshire Bank	519	Horticulture Lighting Group	908
Gridwealth	120	Curstom420.com	520	Beaker & Wrench	910
Tree Street Packaging	122	Maine Oxy	521	Chill Medicated	911
Hara Supply	200	Cilicon	523	ATG Cannabis	912
All Pack Supply	204	Royal Gold	525	Linde Gas & Equipment	914
Canna Klean & Remediation	205	bio365	600	Ethos Cannabis	915
BIC USA, Inc.	207	HANS Premium Water	601	Black Mamba Gloves	916
Local Roots	208	Niagara Label	602	XRpure	917
PowerQwest Financial	209	Everon	603	Rescom Exteriors Inc.	918
Erva	210	Cannakins	605	Good Times International	920
Hashatron	211	C3 Industries	606	AmeriVacS	921
J Brothers Investments	214	Haygrove	607	Vicente LLP	922
Custom Cones USA	218	Secure Energy Solutions, LLC	608	BayCoast Bank	924
The United Green	219	Creative Services, Inc	609	FreshPower Solutions	926
Elite Fire and Security	220	Dycem Corporation	610	Sample Automation	928
Assurpack	221	BASK	611	Humboldt Seed Company	930
LeafLink, Inc.	223	ONGROK LTD.	612	Vermont Compost Company	932
Pioneer Valley Cannabis	225	Howls Tincture	613	Sapphire Risk Advisory Group	934
Xylem Technologies	300	Coast Cannabis Co.	614	Squier's Specialty Elixirs	1002
GrowSpan	305	Jupiter Research	615	LNI	1003
Berkshire Roots	306	Ilios Solutions	617	Grove Bags	1005
Optic Foliar	308	MariMed Inc.	618	Xtractor Depot	1006
Canna Supply House	309	Fine Fettle	620	Precision X-Ray, Inc.	1007
Proverde Labs	310	Outlaw Technology, LLC.	621	Orange Photonics	1009
HortGrow Solutions LLC	311	Elevated Roots	700	CannaSpyglass	1011
Harbor House Collective	314	Deep Green Seeds	703	Green Analytics LLC	1012
Airo Brands	316	Apotho Therapeutics	704	WECO	1014
Cannatrol	319	Paybotic	705	Contempo Specialty	1015
Happy Valley	320	Nimbus Cannabis Co.	706	Calyx Containers	1016
Finished Goods International	321	4SCORE	707	Talaria	1017
Nova Farms	400	Weedmaps	709	Mayflower Medicinals Inc.	1018
Dedham Savings	401	Rev	710	Dutchie	1020
Mill26	403	Path Vacations	711	Good Feels	1021
Click Heaters	405	Cutting Edge Solutions	712	Inner Traditions	1022
Smithers Cannabis Testing	406	Treeworks	713	DCM	1023
Royal Supply	407	GoldLeaf Print & Packaging	714	Triple M Dispensary	1027
Bostica	409	Dynasty Genetics	716	Griffin Greenhouse Supplies	1100
RollPros	410	Grassroots Fabric Pots	718	Setronics Corp.	1101
Rove	413	e2b technologies	720	World Insurance Associates	1102
CannaCarton	414	Reefer Gigs	721	Lighthouse Biz Solutions	1103
Swipe It Gift Cards	415	PayNet Systems	800	Green Valley Analytics	1104

# EXHIBITOR LIST

[BY BOOTH NUMBER]

MEDISCA	1106	Athena Ag	1300	Mitsubishi Electric	1506
PromoCentric	1107	Eagle Protect	1302	Rank Really High	1507
Shenzhen Qst Technology	1108	BioTrack	1304	Technical Packaging Systems	1509
Needham Bank	1109	High Times Accounting Inc.	1306	Anderson Porter Design	1511
IndicaOnline	1110	Integra Speciality Products	1310	Thomas Scientific	1512
The Packaging Company	1112	DriFlower	1311	CannaPlanners	1513
WylD	1113	Grow Pros Solutions	1312	Coast of Maine	1515
Hemp Hollow Processing	1114	Phylos	1313	Order.co and Trade Roots	1516
Cambium Analytica	1115	QushAnalytica	1314	Twister Technologies	1517
Hygrozyme - Sipco Inno	1116	Compliant Packaging	1315	Springfield Label	1518
Display Dispensary	1117	The Gramercy Company	1316	O. Berk Co of New England	1519
PAX	1119	Cannafuge	1317	Black Bear Coatings	1521
First Citizens Bank	1121	Sorting Robotics	1319	Indica Puzzles	1523
Media Bros	1122	Willow Industries	1321	Ascended CBD	1600
Package My Bud	1123	Qingdao Giant Packaging	1323	S10 Labs	1601
EstTech Inc	1126	LabWare, Inc	1327	Your Green Thumb Caregivers	1602
Hardware Factory Store	1127	Atlas Greenhouse	1328	Kushley	1603
inTEST Thermal Solutions	1200	Omni Technology Services	1329	Kiefa	1605
Mello Cannabis	1201	Quest Dehumidifiers	1400	Cannabis Control Com	1608
Fog Co	1202	Boveda Inc.	1401	SMART	1609
Calyx Labs	1203	BFG Supply	1402	The Agrarian Society	1610
Accounting for Green	1204	PotAdvisor	1403	Toking with the Dead	1611
Cannaspire	1205	STM Canna	1404	CannaCribbs	1612
AstroNova	1206	Iron Heart Canning	1405	DiasporaExp Corp	1615
Pearson Wallace Insurance	1207	PAK-TEC, INC.	1407	Forseti Protection Group	1700
Dashmile Technology	1209	Primitiv Boston	1409	Eliet USA Inc	1701
Assured Testing Labs	1210	K. Sidrane, Inc.	1411	VJ Scientific	1702
Integrated Security Group	1212	Shenzhen Caleaftech	1412	Credence Engineering	1703
Rocket Seeds	1213	RGF Environmental Group	1413	Crown Well Asia Investment	1704
iKrusher	1214	Dablicator	1414	DIZPOT	1707
Vape-Jet	1215	Powehi	1415	MerchantX	1709
Organic Mechanics Soil Co.	1216	KS Brushes,	1416	O3 Outdoors	1709
C.A. Reed Epoxy Floors	1217	PharmaCann House of Brands	1417	The Hemp Hut 508	1710
Smart Pot	1218	Vertical Supply Company	1419	SnapPress	1713
Tessie International	1219	StashStock, LLC	1420	NECANN Cup Prize Sponsors	1714
Lead Funding	1220	Riococo	1422	Network of Applied Pharm	1715
Seedsman	1221	Current Culture H2O	1423	Detex Corporation	1800
Kapha Cannabis Dispensary	1222	Boston Clone Co.	1425	Mad Man Plant	1801
Jeeter	1223	Northeast Alternatives	1500	Minorities For Med Marijuana	1802
Bold Maker	1226	Rad Source Technologies	1501	Kush Media Group	1804
Clearsolv Solvents	1227	Cedar Roots LLC	1503	Hawaiian Budline	1805
Grassroots California	1228	TREEZ	1504		
Mainely Productions LLC	1229	DopeApps	1505		
Hippy chick natural solutions	1806				
ITNH	1810	Cannabiz Media	1900	Education Village	Hall D
HAVN Extracts	1811	ProKure	1902	Terp tasting Bar	Hall D
Quality Extractions Group	1812	MASSCANN	1910		
Regenerative LLC	1815	NuCO2	1914		



# EXHIBITOR LIST

[BY ALPHABETICAL ORDER]

4SCORE	707	Cilicon	523	Green Truck	510
Accounting for Green	1204	Clearsolv Solvents	1227	Green Valley Analytics	1104
Airo Brands	316	Click Heaters	405	Greentank Technologies	506
All Pack Supply	204	Coast Cannabis Co.	614	Gridwealth	120
American Alarm and Comm	808	Coast of Maine	1515	Griffin Greenhouse Supplies	1100
AmeriVacS	921	Coastal Vape Co (CVC)	900	Grove Bags	1005
Atlantic Medicinal Partners)	109	Compliant Packaging	1315	Grow Pros Solutions	1312
Anderson Porter Design	1511	Contempo Specialty	1015	GrowSpan	305
Apehex Automated Pre Roll	515	Creative Services, Inc	609	HANS Premium Water	601
Apotho Therapeutics	704	Credence Engineering	1703	Happy Valley	320
ArchSolar	801	Crown Well Asia Investment	1704	Hara Supply	200
Ascended CBD	1600	Current Culture H2O	1423	Harbor House Collective	314
Assured Testing Labs	1210	Custom Cones USA	218	Hardware Factory Store	1127
Assurpack	221	Curstom420.com	520	Hashatron	211
Astria Technologies, Inc.	502	Cutting Edge Solutions	712	HAVN Extracts	1811
AstroNova	1206	Dablicator	1414	Hawaiian Budline	1805
ATG Cannabis	912	Dashmile Technology	1209	Haygrove	607
Athena Ag	1300	DCM	1023	Hemp Hollow Processing	1114
Atlas Greenhouse	1328	Dedham Savings	401	Herb's Supply	111
BASK	611	Deep Green Seeds	703	High Times Accounting Inc.	1306
BayCoast Bank	924	Detex Corporation	1800	Hippy chick natural solutions	1806
Beaker & Wrench	910	DiasporaExp Corp	1615	HortGrow Solutions LLC	311
Berkshire Bank	519	Display Dispensary	1117	Horticulture Lighting Group	908
Berkshire Roots	306	DIZPOT	1707	Howls Tincture	613
BFG Supply	1402	DopeApps	1505	HUB International	507
BIC USA, Inc.	207	DriFlower	1311	Humboldt Seed Company	930
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Cannakan	113	Garden Remedies	106	Lead Funding	1220
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CannaPlanners	1513	Good Feels	1021	Lighthouse Biz Solutions	1103
Cannaspire	1205	Good Times International	920	Linde Gas & Equipment	914
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Cannatrol	319	Grassroots Fabric Pots	718	Local Roots	208
Cedar Roots LLC	1503	Green Analytics LLC	1012	Mad Man Plant	1801
Chill Medicated	911	Green Gold Group	816	Maine Oxy	521

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Mass Alternative Care	812	QushAnalytica	1314	Vape-Jet	1215
MASSCAN	1910	Rad Source Technologies	1501	Verkada	505
Education Village	Hall D	Rank Really High	1507	Vermont Compost Company	932
Mayflower Medicinals Inc.	1018	Reefer Gigs	721	Vertical Supply Company	1419
Media Bros	1122	Regenerative LLC	1815	Vicente LLP	922
MEDISCA	1106	Rescom Exteriors Inc.	918	VJ Scientific	1702
Mello Cannabis	1201	Rev	710	WECO	1014
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Northern Bank	806	Sapphire Risk Advisory Group	934		
Nova Aeroponics	902	Secure Energy Solutions, LLC	608		
Nova Farms	400	Seedsman	1221		
NuCO2	1914	Setronics Corp.	1101		
O. Berk Co of New England	1519	Shenzhen Caleaftech	1412		
O2VAPE	110	Shenzhen Qst Technology	1108		
O3 Outdoors	1709	Simply Herb	511		
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ONGROK LTD.	612	Smart Pot	1218		
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Orange Photonics	1009	SnapPress	1713		
Order.co and Trade Roots	1516	Solink	814		
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Outlaw Technology, LLC.	621	Springfield Label	1518		
Package My Bud	1123	Squier's Specialty Elixirs	1002		
PAK-TEC, INC.	1407	StashStock, LLC	1420		
Path Vacations	711	Toking with the Dead	1611		
PAX	1119	STM Canna	1404		
Paybotic	705	Swipe It Gift Cards	415		
PayNet Systems	800	Talaria	1017		
Pearson Wallace Insurance	1207	Technical Packaging Systems	1509		
Perpetual	119	TEEHC Open	906		
PharmaCann House of Brands	1417	Tessie International	1219		
Phylos	1313	The Agrarian Society	1610		
Pink Elephant	107	The Gramercy Company	1316		
Pioneer Valley Cannabis	225	The Healing Rose Company	118		
PotAdvisor	1403	The Hemp Hut 508	1710		
Powehi	1415	Network of Applied Pharm	1715		
PowerQwest Financial	209	Terp tasting Bar	Hall D		
Precision X-Ray, Inc.	1007	The Packaging Company	1112		
PreRoll ER	114	The United Green	219		
Primitiv Boston	1409	Thomas Scientific	1512		
ProKure	1902	Tree Street Packaging	122		
PRO-MIX Premier Tech	103	Treeworks	713		
PromoCentric	1107	TREEZ	1504		
Proverde Labs	310	Trichome Industries	903		
Qingdao Giant Packaging Co	1323	Triple M Dispensary	1027		



# FRIDAY SCHEDULE

FRIDAY MARCH 22ND, 2024

## Planning for 280e Changes

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

10:00AM - 10:45AM

**Moderator:** Jeff Finkle - The Arcview Group

**Panelists:** Michael Harlow - CohnReznick | Mike Regan - Excelsior Equities

## 2024 Key Cannabis Topics: Rescheduling, SAFER Banking, and M&A Transactions

ROOM 107

WORKSHOP

10:30AM - 12:00PM

**Presenters:** Dave McManus - AAFCPAs | Ronald Lipof - Prince Lobel Strategies | Michael Ross - Prince Lobel Tye LLC | Melissa Maranda, J.D. - Lighthouse Biz Solutions, LLC

## Authentic Branding, Revenue Increasing Genetics & Cultivation Success Funded by Solvent-less Extraction!

UPSTAIRS HALL, ROOM D-1

CULTIVATION

10:30AM - 11:20AM

**Presenter:** Justin Esquivel - Green Luster Phenos

## Cannabis Consumer Insights: Lessons from Invisible Shopper™ Consumers

ROOM 108

TRENDS

10:30AM - 11:20AM

**Presenters:** Lara Fordis - Fordis Consulting | Tymofey Wowk - Clean Technique

## Navigating Social Equity and Brand Trust in Cannabis

UPSTAIRS HALL, ROOM D-3

GROWTH

10:30AM - 11:20AM

**Presenter:** Nike John - The Heritage Cub

## Staying Compliant After Operations Begin

UPSTAIRS HALL, ROOM D-2

TRENDS

10:30AM - 11:20AM

**Presenter:** Pete D'Agostino - Tenax Strategies

## The Future of Auto-Curing; Cannabis Flower Storage: Actionable Insights on Material Science and Terpene Preservation

ROOM 109

IDEAS

10:30AM - 11:20AM

**Presenter:** Jack Grover - Grove Bags

# FRIDAY SCHEDULE

FRIDAY MARCH 22ND, 2024

## Here's The Exit

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

10:45AM - 11:30AM

**Moderator:** David Feldman - Skip Intro Partners

**Panelists:** John Schroyer - Green Market Report | Sheri Tarr - 68 Partners

## Cultivating Community: The Power of Engagement in the Cannabis Industry

UPSTAIRS HALL, ROOM D-3

GROWTH

11:30AM - 12:20PM

**Presenter:** Chris Vining - The Goods

## Lending a Hand

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

11:30AM - 12:15PM

**Moderator:** Kristin Jordan - Jordan Parks

**Panelists:** Jordan Tritt - The Panther Group | Adam Stettner - FundCanna

## Leveraging tech tools for a better customer experience

ROOM 109

IDEAS

11:30AM - 12:20PM

**Presenters:** Wyatt Hahn, Livi McKay, Payton Shubrick & Otha Smith, III

## Microbial Species in Massachusetts Grows: What, Where, and How

UPSTAIRS HALL, ROOM D-1

CULTIVATION

11:30AM - 12:20PM

**Presenter:** Mike Esposito - MCR Labs

## Social Consumption in MA: What's Next and How to Get Involved Now

ROOM 108

TRENDS

11:30AM - 12:20PM

**Presenters:** Beth Waterfall, Will Luzier, Tito Jackson & Bruce Stebbins

## Follow The Money

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

12:15PM - 12:40PM

**Presenter:** Frank Colombo - Viridian Capital





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# FRIDAY SCHEDULE

**FRIDAY MARCH 22ND, 2024**

## **Keynote: The state of the New England Cannabis Industry**

**ROOMS 108 & 109**

**KEYNOTE**

**1:00PM - 1:45PM**

**Presenter:** Omar Sacirbey - MJBiz Magazine

## **Achieving Profitability in the Cannabis Industry**

**UPSTAIRS HALL, ROOM D-1**

**CULTIVATION**

**2:00PM - 2:50PM**

**Presenters:** Todd Friedmann - DAG Facilities | Jeff Lair - DAG | Mikhail Sagal - TSRgrow | Zachary Taylor

## **Hemp and Minor Cannabinoids 2024 - Infusing Products and News Headlines**

**ROOM 109**

**IDEAS**

**2:00PM - 2:50PM**

**Presenters:** Laura Beohner - The Healing Rose Company | John Nathan - Bay State Extracts

## **How to Survive a Future with Interstate Commerce: Designing your Cannabis Business for Success**

**UPSTAIRS HALL, ROOM D-2**

**BUSINESS**

**2:00PM - 2:50PM**

**Presenters:** Brian Anderson - Anderson Porter Design | Joshua Holleb - Ceres Greenhouse Solutions

## **Marketing & Sales Techniques to Drive Revenue to your CannaBusiness (Both B2B and B2C)**

**UPSTAIRS HALL, ROOM D-3**

**GROWTH**

**2:00PM - 2:50PM**

**Presenter:** Dan Serard - Cnnabis Creative Group

## **Shop Local/Buy Local: Leveraging a Massachusetts-focused brand as a competitive advantage**

**ROOM 108**

**TRENDS**

**2:00PM - 2:50PM**

**Presenters:** Jeffrey Herold - Garden Remedies | Angela Brown - Coast Cannabis | Drudys "Dru" Ledbetter, BSN RN & Leslie Pascual-Esposito - Zeb Boutique | Payton Shubrick - 6 Bricks

## **Social Equity Finding a Structure that Works for Investors and Operators**

**ROOM 107**

**WORKSHOP**

**2:00PM - 3:30PM**

**Presenters:** Trey Williams, Albie Montgomery, Desiree Franjul, Blake Mensing & Michael Ortoll | Firebrand Cannabis



# FRIDAY SCHEDULE

FRIDAY MARCH 22ND, 2024

## The Math Behind Hemp Delta-9 Products

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

2:00PM - 2:45PM

**Presenters:** Adam Jackson - Green Market Report | Jonathan Rubin - Hemp Benchmarks | Peter Barsoom - 1906 New Highs

## Meet The Investors

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

2:45PM - 3:30PM

**Presenters:** Sydni Joseph - Big Plan Holdings | Micah Tapman - 7thirty Income Fund | Matt Hawkins - Entourage Effect Capital | Brett Finkelstein - Skyvest Partners

## Blink and Youll Miss It! The Evolution of Hemp Cannabinoids

UPSTAIRS HALL, ROOM D-3

GROWTH

3:00PM - 3:50PM

**Presenter:** Michelle Bodian | John Lebeaux

## Data Aggregation Revolution: Supercharge Growth and Profitability with Robotic Process Automation (RPA)

UPSTAIRS HALL, ROOM D-2

BUSINESS

3:00PM - 3:50PM

**Presenters:** Dave McManus, Janice O'Reilly & Vassilis Kontoglis - AAFCPAS

## Helping Cultivators Stay Smart: How Changing Market Dynamics Impact Grower Success

UPSTAIRS HALL, ROOM D-1

CULTIVATION

3:00PM - 3:50PM

**Presenters:** Amanda Rositano - Soulstar Holdings | Jennifer Bassuk - Jenuine Advisors | Sarah Stretchberry - Apptitude Plus | Samantha Seagaard - The Fresh Connection

## Post Harvest Environment - Taking Control & Increasing Profitability

ROOM 109

IDEAS

3:00PM - 3:50PM

**Presenter:** Davis Sandelman - Cannatrol

## Weird Brains: Embracing the Stoner Neurotype, Nonconformity, and Shaping a Modern Renaissance

ROOM 108

TRENDS

3:00PM - 3:50PM

**Presenters:** Catherine, Sidman, Kate Avruch, Dr. Riley Kirk, Dr. Miyabe Shields & Dustin Powers

# FRIDAY SCHEDULE

FRIDAY MARCH 22ND, 2024

## Pensions and Investments

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

3:30PM - 4:10PM

**Presenter:** Crain Communications publication *Pensions and Investments*

## Finance Awards

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

4:10PM - 4:30PM

Stop by for the finance awards and stay for the cocktails!

## Networking Cocktail Party

UPSTAIRS HALL D, ROOM 210

FINANCE SUMMIT

4:30PM - 5:30PM

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# SATURDAY SCHEDULE

**SATURDAY MARCH 23RD, 2024**

## Building Iconic Brands In Cannabis

UPSTAIRS HALL, ROOM D-3

GROWTH

10:30AM - 11:20AM

**Presenter:** Blandine Jean-Paul - Ethos Cannabis

## Canna & Reiki Infused Sound Bath Meditation

ROOM 107

WORKSHOP

10:30AM - 12:00PM

**Presenter:** Brandy Lefsyk - Home & Heart Studio

## How to Launch a Branded Cannabis Product Without Obtaining a Marijuana License

UPSTAIRS HALL, ROOM D-2

BUSINESS

10:30AM - 11:20AM

**Presenter:** Laury Lucien - Cami Flower

## Intersection of Healthcare and Cannabis

ROOM 109

IDEAS

10:30AM - 11:20AM

**Presenters:** Roz McCarthy - Minorities for Medical Marijuana | Nichelle Santos - CannaCoverage | Drydys "Dru" Ledbetter, BSN RN - Zeb Boutique | Jessica Naissant - Wake & Bake Cafe | Omari Anderson - Best Dirty Lemonade

## The Most Regenerative Way to Cultivate Cannabis

UPSTAIRS HALL, ROOM D-1

CULTIVATION

10:30AM - 11:20AM

**Presenter:** Shawn Magill - TheCBGGurus

## The State of the State Regulator: Cannabis in Massachusetts Today and Tomorrow

ROOM 108

TRENDS

10:30AM - 11:20AM

**Presenters:**9 Ava Callender Concepcion - Cannabis Control Commission | Chris Faraone - TJM/BINJ

## Cannabis' Testing Conundrum: Turn the Model On Its Head

ROOM 109

IDEAS

11:30PM - 12:20PM

**Presenter:** Jill Carrerio - Orange Photonics



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Rev. 3/24

# SATURDAY SCHEDULE

**SATURDAY MARCH 23RD, 2024**

## Culinary Cannabis and Conscious Consumption

**ROOM 107**

**TRENDS**

**11:30PM - 12:20PM**

**Presenter:** Takisha Carter - Native Nubian Wellness

## Navigating the Regulatory Landscape in New England

**UPSTAIRS HALL, ROOM D-2**

**BUSINESS**

**11:30PM - 12:20PM**

**Presenter:** Lynsi Sheckler - Acreage Holdings

## Protecting Margins: How Proper Safety and Security Training Can Make or Break Your Cannabis Business

**UPSTAIRS HALL, ROOM D-3**

**GROWTH**

**11:30PM - 12:20PM**

**Presenter:** Jeff Bartley - Sapphire Risk Advisory Group, LLC

## The Harvest Heartbeat - Using Strict Production Scheduling to Make Cannabis Operations More Efficient

**UPSTAIRS HALL, ROOM D-1**

**CULTIVATION**

**11:30PM - 12:20PM**

**Presenter:** Jarrett Hines-Key

## NECANN CUP AWARDS

**UPSTAIRS HALL D MAIN STAGE**

**AWARDS**

**12:00PM - 1:00PM**

Join us at the main stage in Hall D upstairs for the 5th annual NECANN Cup Awards!

## KEYNOTE: Reframing Stoner Science

**ROOM 108**

**KEYNOTE**

**1:00PM - 2:00PM**

**Presenter:** Dr. Miyabe Shields - The Network of Applied Pharmacology

## Gentle Grounding Yoga

**ROOM 107**

**WORKSHOP**

**2:00PM - 3:00PM**

Join 500hr yoga and meditation teacher Gabriela Sousa on the path to inner peace.

## Pathogen and Genetic Testing: Quality Assurance in Cannabis Cultivation and Production

**UPSTAIRS HALL, ROOM D-1**

**GROWTH**

**2:00PM - 2:50PM**

**Presenter:** Nathan Johnson - Verne Bio





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# SATURDAY SCHEDULE

**SATURDAY MARCH 23RD, 2024**

## Terpenes, how they enhance your Cannabis Experience

ROOM 108

WORKSHOP

2:00PM - 2:50PM

**Presenter:** Kurt Kalker RN - Cape Ann Cannabis/Cape Ann Botanicals

## The Future of Psychedelic Legalization, Access, and Education

ROOM 109

BUSINESS

2:00PM - 2:50PM

**Presenter:** James Davis - Bay Staters for Natural Medicine

Treating Employees Fairly and Staying Out of Trouble: Wage and Hour Law Compliance for Massachusetts Cannabis Employers

UPSTAIRS HALL, ROOM D-2

IDEAS

2:00PM - 2:50PM

**Presenter:** Alex Sugarman-Brozan - Massachusetts Attorney General Fair Labor Division

## Cannabis 2.0: Pioneering Profitable Cultivation in Today's Competitive Climate

UPSTAIRS HALL, ROOM D-1

CULTIVATION

3:00PM - 3:50PM

**Presenter:** Matt Mayberry - Trym

## Cannabis Medicine, Stigma versus Science

ROOM 108

TRENDS

3:00PM - 3:50PM

**Presenter:** Janice Bissex - Jannabis Wellness

## Future Trends in Cannabis Security

UPSTAIRS HALL, ROOM D-2

BUSINESS

3:00PM - 3:50PM

**Presenter:** Mario Rodriguez - Forseti Protection Group

## Hempcrete: Building a Renewable Future With Cannabis.

ROOM 109

IDEAS

3:00PM - 3:50PM

**Presenter:** Navid Hatfield - Pioneer Valley Organics/Hempstone

## Using Data-Driven Decision Making to Optimize Inventory Ordering and Maximize Profits

UPSTAIRS HALL, ROOM D-3

GROWTH

3:00PM - 3:50PM

**Presenter:** Matt Hutchinson - Leaflink





## YES, NECANN!

RESEARCH & INTERVIEWS BY: JAKE MULLIGAN

### *A recorded history of the first decade of a cannabis convention dynamo*

#### 2015 | The Castle And The Patriots

*The first NECC, as it's known in the beginning, takes place amid much chaos.*

**Marc Shepard (NECANN Co-Founder):** I was working

for Dig Publishing, and one common way to drive revenue in that sort of space is to do events. Dig had already done the usual suspects like beer festivals and comedy shows, so we came up with the idea of doing something cannabis related next.

**Dan McCarthy (Then: DigBoston Editor in Chief | Now: Canna Provisions Media Specialist):** *DigBoston* was the only paper in Massachusetts where you could get tapped into cannabis culture. We all knew [legal recreational] cannabis was coming, and wanted to create an event to get ahead of that.



**Shepard:** At that point only medical was legal, but we realized that we've got to do this now, whether it's the "right time" or not. So we rolled the dice and scheduled one for January of 2015 in the Castle at Park Plaza.

I was calling potential speakers and exhibitors, and it was surprising how receptive people were to having a booth at the event. We sold out the floor, and everything was great. Then the Patriots made one of their "classic playoff runs" and ended up in the Super Bowl the same weekend as the show. It was kind of a disaster. People started calling us as soon as they won the AFC Championship saying things like, *I don't want to be there Sunday*. And, *I won't be able to get staff either*. So right before the first show, we actually had to reschedule it for two weeks later.

It [2015] was also the year when a foot of snow came

down every week for a month straight. And of course on the weekend of the event, after we'd already rescheduled it once, it snowed all weekend. So we had to literally shovel out both entrances of the Castle before each day of the conference. It was kind of a nightmare.

But then, about 40 minutes before the show, people showed up. And by the time we were ready to open the doors, there were more than 1,000 people in line. It was a mob scene.

The first guy through the door in year one was actually Bob Lobel, the former Channel 4 sports anchor. He was starting to look into cannabis as a treatment option, and he actually agreed to be a speaker on the spot. He told us his story and spoke about his journey towards using medical cannabis. *[Ed. Note: Read about how Lobel stepped up as the "accidental keynote" on pg 21.]*

**Beth Waterfall (NECANN Director Of Programming, Beth Waterfall Creative Founder):**

The first NECC changed my life. I entered the Castle uninformed and left completely humbled, inspired to learn more and get involved with the advocacy efforts to legalize recreational cannabis use in Massachusetts.

**McCarthy:** NECC 2015 was like the apotheosis of the underground right before legalization. It had the caregiver community, the activist community, all the heads—everyone from the culture all coalescing at once. There were panels, booths, sponsors, and exhibitors, but everybody was just sort of trying to figure it out.

**Waterfall:** Ellen Brown, Catherine Lewis, Chris Faraone, Shanel Lindsay, and other New England cannabis industry pioneers spoke on panels about

**CONTINUED ON PG 68**



patients and righting the wrongs of prohibition, while small businesses like Kushley and Pot Pockets were proudly selling their products. It felt like opportunity was everywhere.

**Chris Faraone (Then: DigBoston Reporter | Now: Talking Joints Memo Editor):** You obviously have to give props to MassCann, and to certain canna-friendly concert venues going all the way back to the seventies, and to everyone else who put up with the ignorant prohibitionist resistance that harassed promoters and advocacy organizations—not to mention cannabis-friendly media—if they caught a peep of an event where someone might be lighting up a joint. But while NECC weren't the original martyrs, and were explicitly throwing an event where you were *not* allowed

*actually talking about mushrooms and weed out loud without cops crashing in through the doors like the last scene of The Blues Brothers?*

**Shaleen Title (Advocate, Former Massachusetts Cannabis Regulator, Parabola Center Founder):** It felt like a major step forward at the time. I had recently opened the Massachusetts branch of the first national marijuana law firm, and spent most of the weekend standing behind a table in the relatively small Boston venue. Throughout the convention, there was talk about how the state marijuana industry could be fairer and more equitable than other industries, and how federal legalization was on the horizon.

**Shepard:** That first show was a revelation. We saw that

that the tragic New England Compounding Center (aka NECC) scandal was going public, which resulted in our name change to NECANN.

## 2016-2019 | Legalization Begets Imitation

*After much negotiation and some big assists on the business side from Paragon Expo Group, the renamed NECANN makes the move to Hynes Convention Center for its third Boston-based conference in 2016.*

**Shepard:** That 2016 conference at Hynes was one of the biggest risk points for the entire endeavor, because it was our third Boston show in 12 months. But the word spread on the street, and people were aware of it, and excited for it. That really helped. And the programming really took a leap as well. NECANN went from being a sort of cannabis flea market, which is what it was like at the Castle, into a true business conference.

**Waterfall:** NECANN became the educational and networking authority for businesses and professionals operating in the regulated cannabis space across the northeast. There is no other event that comes close to matching NECANN's caliber of education, networking, commerce, and general business development and advocacy accessible to the public.

*“NECANN went from being a sort of cannabis flea market, which is what it was like at the Castle, into a true business conference.”*

to smoke weed indoors, it was still pretty mind-blowing that this was actually happening in-fucking-doors. In a ridiculously cool castle no less. As high as I was the whole time, I'll never forget the whole pinch-yourself feeling of seeing old stoner pals and being like, *Is this really happening? Are we*

something was happening, and there was a need for this kind of event. So that first year, right out of the gate, we did Boston in February, then Portland, then Rhode Island, and then in the fall we circled back and did another Boston show in September. This was unfortunately the same time

**CONTINUED ON PG 70**



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**Shepard:** The other thing that obviously happened in 2016 was that recreational cannabis use was legalized in Massachusetts and Maine, which had a huge impact on both our industry and our ability to connect with the community.

**Faraone:** In the early years, depending on what you had your eye out for, you'd see the way the industry was growing and expanding reflected in real time right on the convention floor, from the areas roped off for panel discussions—which back then were sometimes barely partitioned off from the actual showroom—to the vendors. In year two, the medical

like they belonged at a medical conference, or at least on the set of a soap opera where actors were playing docs at a trade show. There'd be a stoner in a lab coat with a stethoscope around his neck attached to a colorful chillum he bought from a dude selling hand-blown glass pipes outside on Boylston.

**Kris Hultgren (NECANN Director Of Operations):** I started up with NECANN in September 2017 after returning to Maine, and the Boston event in 2018 was when I first realized Marc was on to something good. It was a big great event with what seemed like the entire Massachusetts cannabis

didn't invent the idea yourself, and there's no barrier to anyone else doing it too. So after that 2016 show we looked up and three major convention companies were also booking cannabis shows at the Hynes for 2017.

Meaning the next big step was, *How do we compete?* Obviously we had the advantage of being the local boys. And then we also had the advantage of doing smaller shows in Maine and Rhode Island that connected with the communities there.

But that being said, we also had an empty bank account, and no one behind us. And suddenly we saw huge convention companies doing shows near us. So the few years before COVID were like a dogfight. We asked ourselves, *How do we expand our footprint, gain more recognition, and figure out what our right markets are?*

So we launched the show in Vermont in 2018, and we reached out to find partners for other markets, while at the same time trying to keep our hold on Boston and other parts of New England. That was the focus from 2017 through 2019, right up to COVID.

*"The few years before COVID were like a dogfight."*

companies and those edging into the recreational space were still having to tiptoe around the fact that they were selling weed, despite being licensed to do it by the state. So some of the signage and people walking around looked

industry. For the next two years we continued to grow even further, with new conventions in places like Vermont and New Jersey.

**Shepard:** But in the bubble of early success, you can forget that you

## 2020-2021 | From Apocalypse To Days Of Future Past

*NECANN is scheduled for its usual timeframe (specifically: March 20-22, 2020), right around when the COVID-19 pandemic is starting to cause mass shutdowns.*

**Shepard:** The show was only two weeks away, and people were calling me to cancel. I felt like George Bailey in *It's a Wonderful Life... I don't have your money, Sam, it's in the advertising! It's in the Hynes!*

So we just sat there, watched in slow motion, and waited for Hynes to announce they were closed, which happened about one week before the show. It sucked, for a lot of people. That was probably the longest two weeks of my life.

**Hultgren:** When COVID hit right before the Boston show in March 2020 (and Chicago in April), it was pretty grim for NECANN. ... Live events seemed gross, and many thought virtual conventions were the answer. We even tried one in September 2020 called NECANN Online—but we hated it.

**Shepard:** Being in the live events business during COVID was almost like a sitcom.

**Hultgren:** The coming out of COVID turning point for NECANN was the four conventions we squeezed in at the end of 2021, when live events were okay again. We did Boston in September, New Jersey and Maine in October, and our first Chicago

convention in early December.

**Waterfall:** When I tell you I was nervous about our 2021 event in Boston, I mean I was *really* nervous. The pandemic had pushed our event to September instead of March, so not only were we out of our early springtime groove, but we were also facing serious illness and cancellations by speakers, fears, and general confusion about masking and safety in public spaces—and some negative feedback about even having the event.

But it was a triumph. I saw that in the lively audiences, the engagement with speakers, and the hustle on the expo hall floor, then also in how my colleagues showed up for each other, and for me—in a few cases even stepping in to handle sessions for speakers who'd canceled due to illness.

**Faraone:** I can best summarize and capture that first convention returning back from COVID with a vignette, or maybe it's more of a parable. While there's no smoking inside the actual NECANN space, it goes without saying that a highlight of the annual festivities had become getting high with other heads on various side streets and spinoff events, some held at



loft and industrial spots just blocks away that have since been leveled or gutted and transformed into pricey apartments. But I digress ...

Coming out of so much sickness, the New England cannabis community could have collectively reasoned that it's less than prudent to attend an event that, while not quite to the point of the AVN Awards or a literal flute jamboree, is a place where one of the most anticipated extracurricular activities involves spitting and blowing with strangers, and stayed home. I'm not qualified to say if that would have been the right or the wrong thing to do, but what matters is that's not what people did. Instead, we showed up, some in masks, and smartly brought enough weed for everyone to smoke their own individual joints. Problem solved.

**Hultgren:** We had momentum going into 2022.

**CONTINUED ON PG 72**



## 2022-2023 | The Industry And Culture's Must-Attend Event

*Following the first live event back from COVID in Boston in September 2021, NECANN returns to the Hynes for a March 2022 convention.*

**Shepard:** So just like 2015 into 2016, we're in the position of doing a show in March about six months after the previous one. That made it an uphill battle to fully re-establish our brand after doing the shows in the fall of 2021, which everybody knew were tempered because of COVID.

But we put all our chips on the table betting on a full schedule for 2022. We did Boston, we did Illinois, we did Vermont, we did Maine, we did New Jersey, we did our first New York show ... and they *all* hit.

At the same time, after 2020, none of our competitors came back to Boston.

**Faraone:** I'm not sure if it's something that the NECANN crew really sees in the same way those of us who aren't part of the day-to-day operations and work for the company can sense it, or maybe their magnanimity comes from not having to gloat in it, but without always pounding their chests about the convention becoming the premier East Coast cannabis



expo, that's exactly what has happened over the past couple of years. Vendors come from all over the world, countless industry bonds form, and every barstool and restaurant booth in Back Bay fills with old friends catching up and new friends making deals.

I'm not sure what kind of circus it will be 10 years from now, when there are flying party buses stocked with plutonium-powered Puffcos parked from Mass Ave to the Prudential, but when I tell the great-grandkids about the glory days of adult-use ganja one day, there will definitely be some stories about NECANN Boston 2022 and 2023.

**Hultgren:** Maybe the funniest thing I can remember is that first Chicago event in December 2021, at the Chicago Hilton downtown.

[It's] the hotel where they shot some of the final scenes of *The Fugitive* with Harrison Ford. *That ballroom scene in the end where Ford tells the doctor he switched the samples*—Marc and I went into the ballroom at the hotel and acted that out for a short movie, which came out horribly, and should be destroyed.

**Shepard:** We had two brutal years before 2020 in Boston, where at one time there were five cannabis shows at Hynes in 12 months. And people can't buy a booth to all those shows, can't attend all those shows. But we were drawing the highest number of exhibitors, the highest number of attendees, and in the end providing the most ROI. ... Now we're the only game in town, and we're able to build on that.

**CONTINUED ON PG 74**



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## 2024 & Beyond | Morph Speed Ahead

*Entering its 10th year, NECANN looks forward to a future with more innovative conferences, expansion into new cities, and even better products.*

**Shepard:** In the event space, exhibitors and attendees of course want to know what type of show you are, and your competitors will always try to label your show. For example,

when the legal industry was just starting out, it was a veiled putdown to say a competing

the term supply-side show can take on a negative meaning out there since basically everybody

*“The development of the show is always ongoing. It’s going under another transformation right now.”*

event was a consumer show, because businesses want to exhibit at B2B events. Now that some markets are fully developed on the West Coast,

has their license and there isn’t as much use for supply-side exhibitors as there is in the east and midwest. Since day one, we’ve resisted labels or

definitions for our conventions, and when asked to describe one of our conventions, my honest answer is always the same: “It’s a reflection of the current local market.” The truth is that the development of each of our events is always ongoing. In fact, Boston is going under another transformation right now. In part due to much slower rollouts of legalization than what we saw out west.

So in Massachusetts, there are still hundreds of new licenses coming through, and hundreds more across New England, plus thousands more in the neighboring markets of New York and New Jersey, meaning supply-side exhibitors will be in demand for years to come; but at the same time, there is already a critical mass of open dispensaries across the region. So like out west, there are more and more opportunities (and competition) for products and brands. And since NECANN Boston is by far the biggest B2B cannabis event in the east, we’re now seeing tons of retailers and brands exhibiting here to promote themselves and compete for

retail shelf space with their products. That’s something that you don’t traditionally see at regional trade shows like ours.

And we didn’t try for that, or force it to happen. It happened organically—the same way we transitioned out of that early flea-market model, and developed into a conference for legit businesses.

This year, dispensaries and individual brands could make up a third of the exhibitors. Because if you’re a big dispensary with licenses in Massachusetts, there are 10,000 people that are going to be in that room over two days. Yeah, most are here as businesspeople. But aren’t they all consumers? So it’s a great way for a dispensary to showcase their brand to 10,000 potential customers. But then everyone’s also there walking the floor [and networking]. Like I said, a reflection of the current local market.

**Waterfall:** In the future, I’m excited to see how the conventions expand into new spaces, and new cities, to accommodate the growing

industry, and to discover opportunities for innovation and new experiences that will benefit our guests and vendors alike.

**Hultgren:** As far as I know, we’re just going to keep producing these events and see if we can make more of them like Boston.

**Waterfall:** And someday I want to smoke at a NECANN event—not just outside on the sidewalk—so it’s exciting to think about how social consumption will play into large-scale cannabis events and facilities in the future.

**Shepard:** So NECANN Boston has morphed into a part supply-side, part consumer packaged goods show—which is how I think all our shows in other states will progress too. And some people will say, *Does that make NECANN a consumer show again?* Maybe it does, or maybe it doesn’t. I didn’t care about that label then, and I don’t now. But I think that’s how all NECANN shows are going to evolve. 🌿





# CANNABIS MASSACHUSETTS

& Around New  
England

2015 - 2024

The community and industry have changed dramatically since the first New England Cannabis Convention in Boston in 2015.

Below is our roundup of select milestones that set the course for cannabis in the commonwealth over the past decade ...

2015 

**JUNE 24:** The commonwealth's first medical marijuana dispensary, Alternative Therapies Group, opens in Salem.



**SEPTEMBER:** Following then-Attorney General Maura Healey's approval of two separate ballot questions to legalize recreational marijuana, competing groups—Bay State Repeal, and the Campaign to Regulate Marijuana Like Alcohol—start gathering voter signatures.



**NOVEMBER 8:** Bay State voters approve Question 4, the **Massachusetts** Marijuana Legalization Initiative, while **Maine** voters approve Question 1 to legalize the recreational use, retail sale, and taxation of cannabis.

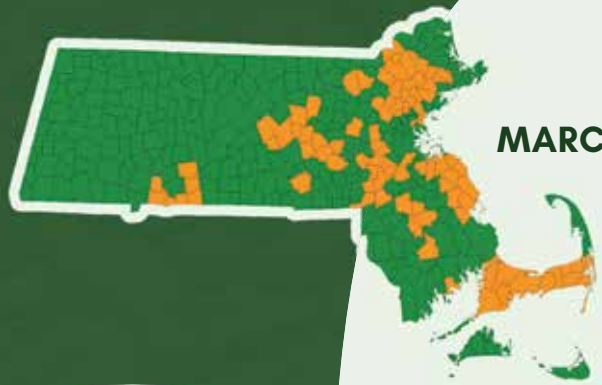
 2016

**DECEMBER 15:** Provisions for **Massachusetts** home use and cultivation go into effect. Individuals are allowed to possess and purchase up to one ounce at a time, while each household can grow up to six plants, or twelve for those with more than one adult.

# 2017

**JULY 28:** The law legalizing recreational cannabis in Massachusetts is finally signed into effect. Among other things, the legislation shifts control of the state's medical cannabis program from the Massachusetts Department of Public Health to the newly established Cannabis Control Commission.

**SEPTEMBER 12:** The Cannabis Control Commission meets for the first time.



**MARCH 1:** By this date, 189 of 351 Massachusetts municipalities have either indefinitely or temporarily banned retail dispensaries. (MAP shows Question 4 results by town: municipalities with a majority of "yes" votes are in green; towns with a majority of "no" votes are in light orange.)

**JULY 2:** Cannabis Control Commission members vote unanimously to approve the first recreational marijuana retail license—to Cultivate, in Leicester, which was already operating as a medical dispensary.

**NOVEMBER 20:** The first two adult-use stores open—NETA in Northampton, and Cultivate in Leicester. In the latter, Iraq War Veteran Stephen Mandile makes the first purchase of recreational marijuana; and in Northampton, then-Mayor David Narkewicz buys a 100mg infused chocolate bar as the first purchase and encases it in plexiglass (it is currently on display at the Historic Northampton museum).



# 2018





 **2019**

**NOVEMBER 19:** Per the Cannabis Control Commission, "Over the first year of adult-use sales, from November 2018 to November 2019, 33 Marijuana Retailers generated \$393.7 million in gross sales, before licensees ultimately tallied \$444.9 million for the full calendar year of 2019."

**2020**



**MAY 18:** After temporary forced closures due to COVID-19, the Cannabis Control Commission issues an order permitting the reopening of adult-use marijuana operations.

It reads: "Most operations are allowed to begin operations immediately, except for retail operations, which are permitted to start back up with curbside pick-up on May 25."



**DECEMBER 1:** Despite two months of pandemic closures, the CCC reports "89 Marijuana Retailers generated \$714.1 million over the second year of adult-use sales, from November 2019 to November 2020."

**JUNE 7:** The Taunton-based veteran-owned Freshly Baked makes the first-ever legal marijuana delivery in **Massachusetts**.



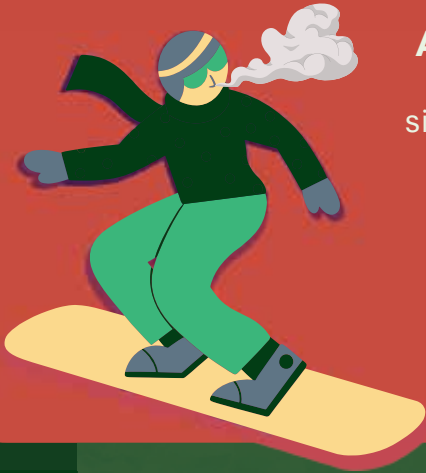
**JULY 1:** The use and possession of small amounts of recreational marijuana becomes legal for adults in **Connecticut**. The measure also limits the discriminatory actions that employers, hospitals, and others can take against those who test positive for cannabis.



**2021**

## 2022

**MAY 25:** The **Rhode Island** Cannabis Act is signed into law, legalizing possession, homegrow, and the sale of small amounts of marijuana for recreational purposes.



**AUGUST 11: Massachusetts** Governor Charlie Baker signs a comprehensive law which marks the most significant legal change to cannabis regulations since legalization. Rewrites will impact the relationship between cannabis companies and their host municipalities, among other things.

**OCTOBER 1:** Legal cannabis sales for adults 21 and over begin in **Vermont**.

## 2023

**JANUARY 10:** The sale of recreational cannabis becomes legal in **Connecticut**.

**MAY 2: Massachusetts** regulators announce, "Cannabis plant seeds and clones are available for sale" in the regulated market for the first time.



## 2024

**JANUARY:** State regulators begin the year with social consumption as one of their priority issues. After a number of false starts, there is progress on the road to cannabis lounges and other venues where people can consume on site.

And after major delays, Massachusetts deposits \$2.33 million into its Cannabis Social Equity Trust Fund.



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# BEST OF THE



2020 - 2023





## FLOWER (OVERALL)

**2020**

1st - **Zero Gravity Cannabis (Cherry Ghostenade)**

2nd - **Breathe Free (Terple)**

3rd - **Northeast Alternatives (Ice Cream Man)**

**2021**

1st - **Zero Gravity Cannabis (Vanilla Frosting)**

2nd - **City Slickers Genetic (SG8)**

3rd - **Tiny Medical Delights (Truffle Cake)**

**2022**

1st - **Mammoth Inc (Mac 1)**

2nd - **Zero Gravity Cannabis (Sunset Runtz)**

3rd - **Breathe Free (Mac)**



## FLOWER (SATIVA)

**2023 (Homegrowers / Caregivers)**

1st - **Shamanic Roots (Peach Milano)**

2nd - **Growspace Killa (818 Headband)**

3rd - **Ziplock Seeds (Sinful)**

**2023 (Licensed Facilities)**

1st - **AMP (Turbo Diesel)**

2nd - **Lazy River (Sangria)**

3rd - **The Botanist (Dutch Treat x Cherry Pie)**

## FLOWER (INDICA)

**2023 (Homegrowers / Caregivers)**

1st - **Sean Oaughlin (Scarletts Fever)**

2nd - **Teaming With Terps (Butterwolf)**

3rd - **Bay Grown (Sticky Bunz)**

**2023 (Licensed Facilities)**

1st - **Ideal Craft Cannabis (Joker)**

2nd - **Northeast Alternatives (Runtz OG)**

3rd - **Cannabis Culture (Gelato Cookies)**

## FLOWER (HYBRID)

**2023 (Homegrowers / Caregivers)**

1st - **Good Life Gardens (Sugar Babiez)**

2nd - **Growspace Killa (Purple Headband)**

3rd - **Pacha's Select (Lilac Diesel BX1)**

**2023 (Licensed Facilities)**

1st - **Northeast Alternatives (Kine  
Garlic Cookies)**

2nd - **Berkshire Roots (Banana Daddy)**

3rd - **AYR Wellness (Lemon Cherry Gelato)**





## THC EDIBLES (OVERALL)

**2020**

- 1st - **Comm Alternative Care (Chocolate Coffee Beans)**  
2nd - **Mary Palmer (Strawberry Lemonade Iced Tea)**  
3rd - **Between The Rows (Carrot Cake Jam)**

**2021**

- 1st - **Cultivate (Coconut Lime Macaroons)**  
2nd - **Northeast Alternatives (Hot Cocoa Mix)**  
3rd - **Golden Remedy Edibles (Take 5 Bites)**

**2022**

- 1st - **Greenlove Organics (Praline Stroop Wafel)**  
2nd - **Comm Alternative Care (Vegan Peanut Butter Cup)**  
3rd - **By Ky (Hazelnut Espresso Bon Bons)**

## BAKED GOODS

**2023 (Homegrowers / Caregivers)**

- 1st - **Medible Xtracts (Torch a Smore)**  
2nd - **Rogues Island Genetics (Macaroons)**  
3rd - **Kindly Baked Confections (Chocolate Drizzle Coconut Macaroons)**

**2023 (Licensed Facilities)**

- 1st - **Bubby's Baked (Snicker Doodles)**  
2nd - **Bubby's Baked (Brownie Bites)**  
3rd - **Comm Alternative Care (Shortbread)**

## TOPPINGS/CONDIMENTS

**2023**

- 1st - **420 Holistic Nurse (Hot Sauce)**  
2nd - **Mary Palmer (Honey Mustard)**  
3rd - **Berkshire Roots (Shake n Bake)**

## BEVERAGES

**2023**

- 1st - **Novel Beverage (Buzzy Orange)**  
2nd - **Canna Drinks (Cannajito)**  
3rd - **Nova Farms (Hashables Strawberry Lemonade)**

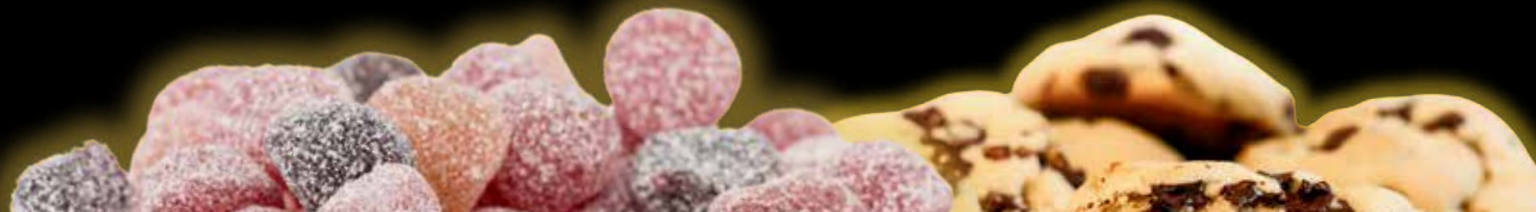
## SNACKS

**2023 (Homegrowers / Caregivers)**

- 1st - **Greenlove Organics (Mango Fruit Leather)**  
2nd - **Medible Xtracts (Smore Bacon)**  
3rd - **Jodi's Secret (Spun Sugar Cotton Candy)**

**2023 (Licensed Facilities)**

- 1st - **Comm Alternative Care (Coda Coffee Chocolate Bar)**  
2nd - **Northeast Alternatives (Strawberry Cereal Bar)**  
3rd - **Berkshire Roots (BBQ Seasoning)**







## VAPE CARTRIDGES

**2021**

1st - **Northeast Alternatives (Green Tangerine Crack Cookies)**

2nd - **Sanctuary Medicinals Extraterrestrial (Bananas Liquid Shatter Vape)**

3rd - **Cultivate (Skywalker)**

**2023**

1st - **Rove (Skywalker)**

2nd - **Super Flux (Orange Mojito Live Resin Vape)**

3rd - **Harbor House Collective (Albarino Live Rosin Vape Cart)**

## SOLVENT CONCENTRATES

**2020**

1st - **Pamolab (Purple Punch)**

2nd - **Shamanic Roots (Lemondawg Sauce)**

3rd - **High Standard (Lemonade Gelato)**

**2022**

1st - **Comm Alternative Care (Jelly Bean Live Resin)**

2nd - **Cresco (Bio Jesus Live Budder)**

3rd - **Resinate (Jigglers Live Sauce)**

**2023 (Homegrowers / Caregivers)**

1st - **Ripple Wellness (The Shire 2.0 Live Resin)**

2nd - **Rogues Island Genetics x SBCC (Slymer Live Diamonds)**

3rd - **Birds Eye Botanicals (Apple Blossom Live Diamond Sauce)**

**2021**

1st - **House of Cultivar (Designer Runtz)**

2nd - **The Botanist (Strawberry Larry Live Wax)**

3rd - **Sanctuary Medicinals (Lemon Meringue Crumble)**

**2023 (Licensed Facilities)**

1st - **AYR Wellness (Haze Motor Breath Live Badder)**

2nd - **Regenerative LLC (Dominion Diesel x Mayflower Madness Live Budder)**

3rd - **AYR Wellness (Haze Tsi Pouro Live Badder)**

## NON-SOLVENT CONCENTRATES

**2020**

1st - **Pinecone Cultivation (GMO)**

2nd - **High Standard x Mr. Bond (Platinum Garlic)**

3rd - **Mega Raw Melts (Pie Dough)**

**2022**

1st - **Piranha Farms (Garlic Breath Live Hash Rosin)**

2nd - **Devine Gardens x Melting Trees (Moonboots)**

3rd - **Dirigo Dank (Wedding Pie Live Rosin)**

**2021**

1st - **Dirigo Dank (Wedding Pie Live Rosin)**

2nd - **Missing Link Farms (Strawberry Lemonade)**

3rd - **Rogues Island Genetics x SBCC (Double Lemon Doja)**

**2023 (Homegrowers / Caregivers)**

1st - **Dirigo Dank (Wedding Pie Live Rosin)**

2nd - **Michelin Terps (Black Maple)**

3rd - **Ripple Wellness (GMO Live Rosin)**

**2023 (Licensed Facilities)**

1st - **Suncrafted (Mountaintop Mint Rosin)**

2nd - **Monkey Jones (Twice Cream Cake + PBB)**

3rd - **Suncrafted (Mountaintop Mint Rosin (Garlic Breath Fresh Press Rosin))**



# 2021

1st - House of Cultivar  
(Wet Betty Golden Finger)  
2nd - Sanctuary Medicinals (Holy  
Grail Rose Petal)

# 2023(Overall)

1st - Harbor House Collective  
(Purple Marmalade)  
2nd - Green Meadow  
(Gummy Buns)  
3rd - Lazy River (Pie Cake)



# 2022

1st - Nova Farms (Chunky  
Orange Zkittlez Southie Sundaze)  
2nd - Herrink Chokers (Herring Bones)  
3rd - Northeast Alternatives (Mandarin  
Cookies Relief)

# 2023(Infused)

1st - Southie Adams  
(Southie Sundaze)  
2nd - Pioneer Valley Cannabis Co.  
(Guava OG M-80)  
3rd - Herring Chokers  
(Lokis Castle Hash Hole)

## TOPICALS

# 2020

1st - The Healing Rose Co.  
(Lemon Ginger Herbal Salve)  
2nd - Cloverleaf Topicals  
(Sore Muscle Relief)  
3rd - Budsuds (Budsuds Relief Cream)

# 2021

1st - The Healing Rose Co.  
(Orange Lavender w/ Chamomile Herbal Salve)  
2nd - Cloverleaf Topicals (Achy Joint Releaf Salve)  
3rd - Sanctuary Medicinals  
(Transdermal Gel)

# 2022

1st - Rogues Island Genetics x SBCC (Nice Joints)  
2nd - Mary Palmer (Rose Lotion)  
3rd - Mary Palmer (911 Salve)

# 2023(Homegrowers / Caregivers)

1st - Cloverleaf Topicals (Loose 'n' Up)  
2nd - Jak the Ripper (The Salve)  
3rd - Baygrown (Recovery Plus)

# 2023(Licensed Facilities)

1st - The Pass (Muscle Gel)  
2nd - Nova Farms (Dr. Healey's Pain Balm)  
3rd - The Healing Rose Co. (Rose Face Oil)

## CBD

# 2020 (Flower)

1st - Rogues Island Genetics x SBCC (Apple Pharm)  
2nd - Bask (Ringo's Gift)  
3rd - Cultivate (Gamechanger)

# 2020 (Edibles)

1st - Mary Palmer (CBD Gum)  
2nd - Heritage Hemp (Lemon-Cherry Gummies)  
3rd - Local Stonah (CBD Salami)

# 2020 (Concentrates)

1st - Rogues Island Genetics  
x SBCC (Apple Pharm)  
2nd - Northeast Alternatives  
(Sour Tsunami)  
3rd - Cavu Hemp (Berry Blossom)

# 2021 (Flower)

1st - Northeast Alternatives  
(Sour Tsunami)  
2nd - Cultivate (Gamechanger)

SCAN THE QR CODE



FOR 2024 CUP RESULTS



Slightly Stoopid holds a unique spot in modern canna culture. They're rarely mentioned among the main marquee musicians who are married to marijuana, while at the same time, for those who follow the beloved San Diego troupe, it would be unseemly to imagine their movement without it.

As Miles Doughty, who founded the group with lifelong friend Kyle McDonald in their native Ocean Beach in 1995, described their affiliation with the plant during this interview,

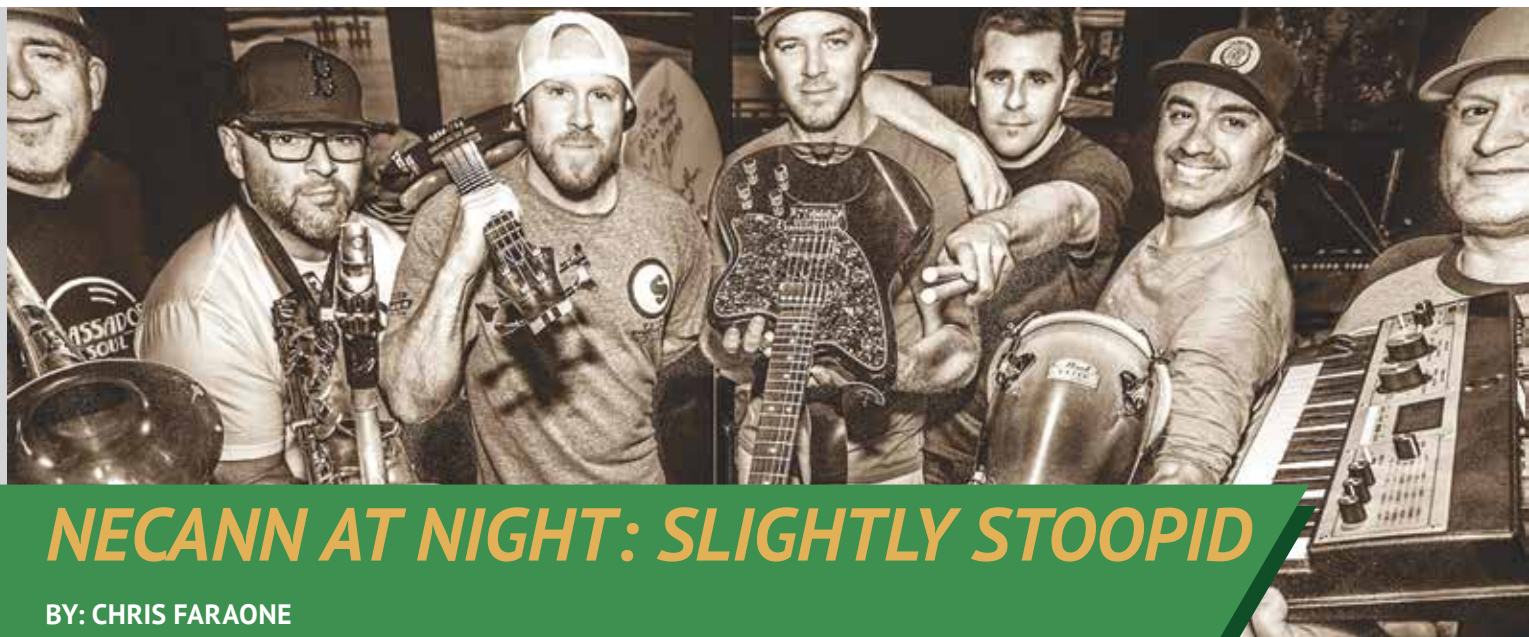
they've always been enthusiastic advocates, but "not the face of the franchise." It's an admirable space to occupy and similar to that of Sublime, whose iconic frontman Brad Nowell signed Doughty and McDonald, then scrappy young punks playing backyard shows, to Skunk Records.

Their longitudinal and latitudinal likeability is partly by design, or perhaps lack thereof. Though certainly adored by reggae crowds for their Jamaican inspiration, the famously

independent Slightly Stoopid is impossible to pigeonhole—not just musically, with their collaborations spanning Snoop Dogg to Dave Matthews, but also cosmically, as they have connected with countless niche cultural communities and fans across the planet.

With their latest tour dates just announced and a new album in the works, we spoke with Doughty ahead of Slightly Stoopid's blowout NECANN afterparty show with Lil Jon at Royale.

PHOTO BY KEITH ZACHARSKI



## NECANN AT NIGHT: SLIGHTLY STOOPID

BY: CHRIS FARAONE

**Since the band is coming up on its 30th anniversary, and we're chatting ahead of a weed convention, I wanted to start off by asking what you guys were smoking back in the mid-'90s.**

Back in the mid-'90s, that's when you were using a Graffix b[ong]. That was just kind of the vibe. And honestly, we were

in high school and didn't have much money, so you'd be getting the Mexican brick for a hundred bucks. You'd get a crazy amount of herb, you'd have herb for months. You couldn't imagine spending \$20 on just one gram of the super chonic. It was kind of a funny time.

We actually played a killer

Graffix party with Sen Dog's band SX-10. They were like a harder hip-hop rock band. It was dope. ... We've known the Cypress Hill guys forever too. We just got finished doing Cali Vibes and B-Real came up and crushed a Cypress Hill song that was nuts with the full band behind him. It was epic.

**It's always seemed like cannabis is absolutely woven into the band's fabric, but not necessarily center stage. How have you managed to embrace the weed community without being only about that?**

I feel like Slightly Stoopid has something for everybody, so it doesn't really matter that weed is part of our culture. That's kind of been something since the inception of the band. We've never really thought anything of it except for it being a positive and part of the whole creative process and the whole surrounding of the band. We've always been outspoken about it, but we're not the face of the franchise. There's Cheech and Chong, there's B-Real—Dr. Greenthumb style—where those guys are the faces of it. It's pretty cool, but it's not what we do.

embraced now and in society in general, but there's nothing like the local grower, your homey who has nothing but love for the plant that he's growing. It's the fire, it's not mass produced, it's the kind of shit that brings a tear to your eye.

**What's the current Stoopid Strains operation look like? What are the goals with that endeavor?**

We've been slow to roll out our own brand and it's cool because we've been kind of picky when it comes to that kind of shit. We have a grower here named Shauncron who anything he touches is just incredible. Then we work with Humboldt Seed Company.

We've been ... trying to just figure it all out still; even though we've been engaged in a bunch of it, we've never just full-fledged Dr. Greenthumb'd it yet. It's been great

**Certainly it wouldn't change very much at most Slightly Stoopid shows, or could it?**

It would be rad if you could just go to the merch booth and get [some weed]. We're making strides; even though it's mass produced and it seems like everyone's involved, it's still about the local growers who keep that underground movement alive, which I like, because we came from the underground as a band. Like I said, music and the herbs kind of bring everybody together.

**The band was on Skunk Records for the first five or so years, then you started your own label and seemingly never looked back. Did you ever imagine that you could grow your following this big without a major? Did you even care?**

I don't think you could ever imagine it getting to the way it is. It's crazy because with every tour, you kind of pinch yourself going, *This is incredible*. We have such a grassroots, organic fan base. It's rad to see, because you see people who have kind of grown up with the band, and now they are there with their kids and their kids are fans of the band. It's something special and we've been really blessed. I think just the way we rolled out originally, nonstop touring—we were touring before the internet, so we're going into 30 years. I appreciate it everyday. I get to make music with my best friends and you're getting to travel around the world and see all the crazy people and all vibe out together. It's pretty incredible.

*"There could be a funky moment and somebody pulls out a super spliff and all of a sudden the vibes just get to where they need to be."*

**What kind of crowds and opportunities have come from your embrace of the culture though?**

I think it's just part of our culture in general and it mixes with so many. You can be doing festivals with every style of music and it's funny how the herbs kind of bring people together. There could be a funky moment and somebody pulls out a super spliff and all of a sudden the vibes just get to where they need to be.

I'm glad it's being more

though because we've gotten to work with some amazing people. My man Shauncron is actually on his way over here as we speak, bringing some old school Gorilla Glue and this stuff called Cherry Fritter which is just such a good flavor it takes you to a different land. It's a perfect way to start the day.

**Do you have any thoughts on licensed social consumption of cannabis at concert venues?**

**CONTINUED ON PG 89**





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**You've said, "We love to play music, we love to be onstage, but we don't want cameras in our faces. I'm not going to style my hair differently because that's what's hip." And yet, the band has exploded in the social media era. Is that a case of you just being yourselves and the fans taking the rest into their own hands?**

We've never really been those [kinds of people who are] always in the camera. That's not who we are. We came from Ocean Beach, we grew up just beach kids surfing and skating and having a great time. We started the band together; me and Kyle have been friends since we were in diapers, so for us it's just been the energy we get from the people, the energy we get from being on stage, that's what we love. All the other stuff, that wasn't really our thought process. We came from more of a punk rock kind of background. Yes, we have social media, it's amazing ... we'll post important things about the band, and if you see us [in person], we're going to kick it and have a drink with you, but we're not going to sit there each day and go on camera and talk about the day. For us that would be kind of faking it.

**You're collaboration kings, with an endless list of groups and artists you have toured and recorded with. But who is still somewhat elusive, maybe on your bucket list? And will this be your first show with Lil Jon?**

I think it is the first time we've crossed paths with Lil Jon.

I'm not sure who to do next, we've been having so much fun with the artists we've been working with. A lot of it comes spontaneously; we'll be listening to music and be like, *Oh, dude, we need to start recording with this cat.*

Someone who's been incredible in the studio and on the road has been Chali 2na. The guy just has such a stage presence and he's one of the most chill cats you'll ever meet. We have a new song coming out on the new record that we're super pumped on, it's talking about the chaos of the world today and how some shit is kind of flipped upside down.

*"My man Shauncron is actually on his way over here as we speak."*

**You just announced a tour, so what's that going to be like? And you're working on new music. Will there be a new album soon? It's been nearly five years for a full project.**

We're always recording, but now we're in the process of doing an album and locking stuff in as far as the stuff that's going to go on the record. We're hoping to get it out this year, that's kind of the plan, but the year just kind of got busy and everyone's got families and sometimes the schedules don't line up. Once you get home from a tour you kind of fall into whatever your family wants to do, whatever your kids want to do.

**Finally, I know you have said you have basically forgotten that the word stupid has a "u," and certainly your fans annoy the hell out of English teachers everywhere. But have you ever considered having your legions lobby the dictionary people to get it changed once and for all?**

That's honestly a genius idea, we should go about that right after this call. I only write it with "u" when I'm pissed at someone, because I don't want to associate my name with someone being stupid, so I'll use the "u" if someone's actually being stupid. But it's funny because even my kids, they'll want to spell it like that because it's how they see it

all the time. And for me, it's been 30 years in the band, so at this point I've spelled it with two "o"'s since I was a kid. 🍷

*The Official Nova Farms + NECANN After Party with Dudemanbro, Slightly Stoopid, and Lil Jon. Friday, March 22, 6pm. Royale, 279 Tremont St., Boston. Entry is free and based on a first-come, first-served basis, and you'll need your 2024 NECANN pass and a valid ID (21+) to get in.*

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# A BAD DECADE, EXCEPT FOR THE WEED

BY: ALEX GIAMPAPA

I'm writing a 10-year retrospective on marijuana, and I'm thrilled to not be writing it on anything else—because we've had progress with marijuana, and I'm not sure if we've really moved forward with literally anything else in America in the past decade.

If my calculations are correct, 2015 was 10 years ago. I don't have to tell you this, but the US back then was a whole lot different than the US in 2024. And sure, things are always going to change over a 10-year period—but it's not usually *this* much. I mean, from '95 to '04, we also watched terrorism unfold at home and abroad while the US leaned into its love for war; it's nothing new, but now that's something we keep on the schedule every few years.

To my point—we're *still* doing it, and *there's so much going on at the same time*. Gone are the days when the entire media and American populace gathered 'round the same subject to obsess. After Trump's win in 2016, the MeToo Movement, the pandemic (along with the largest transfer of wealth in human history), it's now Biden's broken brain, a fear of Trump's return, abortion rights, our role in multiple wars, the rise of AI, rampant inflation, scattered labor movements, the endless Epstein scandal, a new censorship regime, Kanye West, and, oh, right, UFOs. I need a blunt.

Seriously, I don't think I have a single positive thing to say about the last 10 years except that smoking weed has gotten better. Maybe it's part of our fearless government's plan:

to allow us to consume more cannabis based on how fucked up and crazy shit gets. They're like, *Okay ... today we're announcing that aliens are real, that all humans were crossbred between extraterrestrials and apes, and your whole existence is a random space experiment. Wanna legalize edibles in Kansas?*

It still feels surreal to walk into a store, look at a menu, and pick out a preferred strain. After buying weed the old way, I feel *spoiled*, like a boomer trying to explain the old days to their kids. *We didn't have a dispensary! We'd go to the Chili's parking lot and wait for a guy named Fat Kyle; he'd text us he was 20 minutes away, and then 20 minutes later he'd text us again and say he was 30 minutes away. And we didn't complain!*

No matter how crazy the rest of the world gets, the cannabis community can find solace in all the wins in recent years, as well as the ones to come. No matter what happens next November, you're legally allowed to put weed in a bong and smoke it. Even if the aliens enslave the human race, we can still pass them a joint. I bet they'd say, *These monkeys aren't good for anything but war and greed. Total failed experiment. Their weed, though? Real good shit.* 🌿

*Alex Giampapa is a 32-year old stand-up comedian from Boston. He's also the creator of Comedy Party's cannabis-themed show High Performance Comedy—you can watch his comedy special on YouTube and his clips on Instagram at @giamdaddy.*

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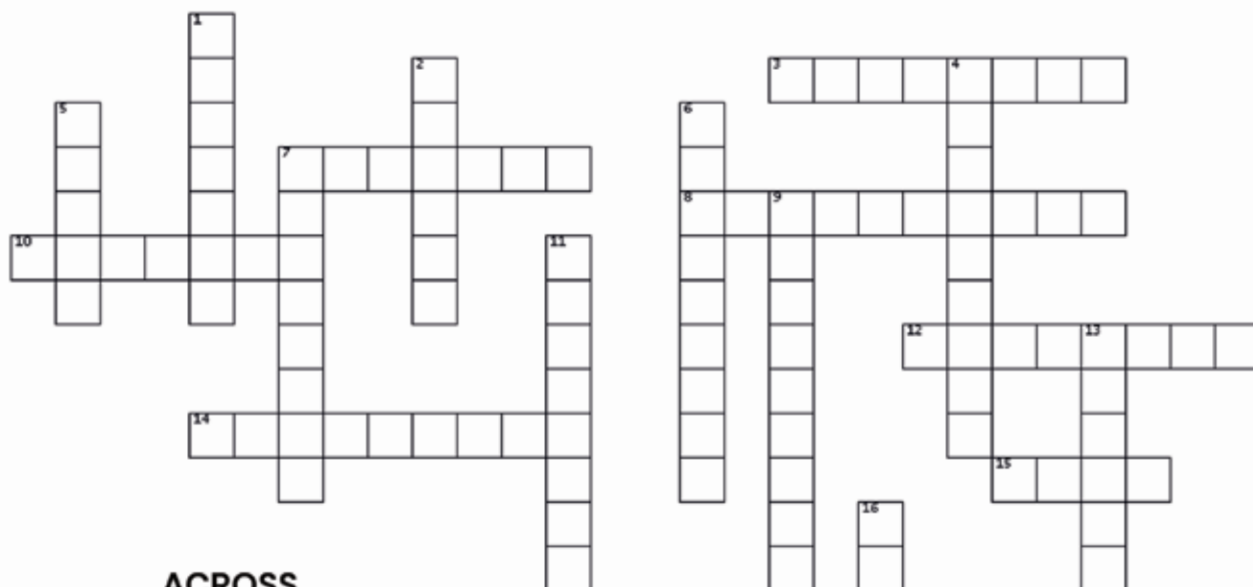
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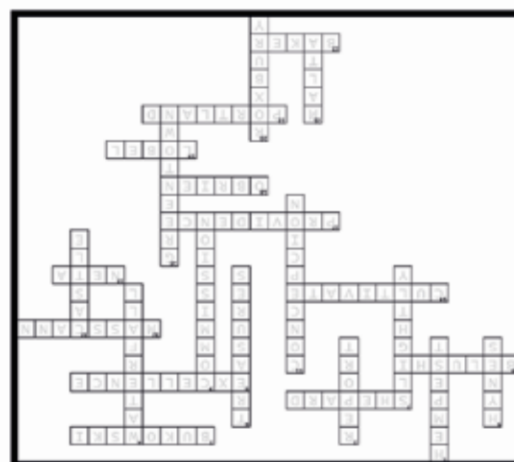


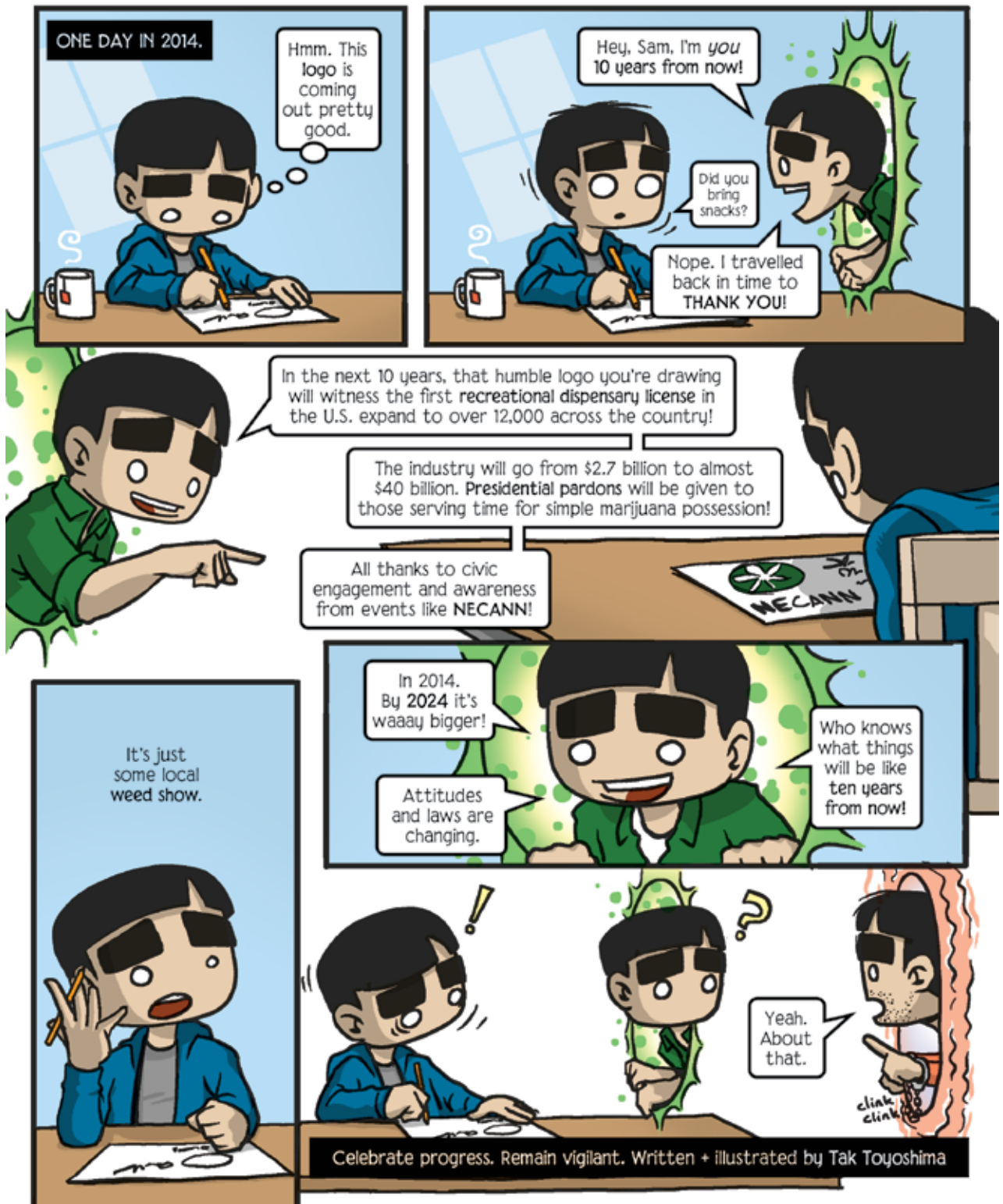
## ACROSS

- 3. Charles bar next door
- 7. Founder's name
- 8. Cannabis Center of
- 10. 2023 keynote
- 12. Freedom Rally organizers
- 14. Leicester first
- 15. Northampton first
- 17. NECANN'S second expansion
- 18. CCC Suspended Chair
- 19. First NECANN surprise speaker
- 22. NECANN's first expansion
- 23. Signed Chapter 180

## DOWN

- 1. Newbury CBD
- 2. New Green Market business partner
- 4. NECANN Beth
- 5. Current home
- 6. Buried Haviland Street head shop
- 7. Stoopid Headliner with Lil Jon
- 9. Cannabis Control Regulators
- 11. CCC Acting Chair
- 13. Original venue
- 16. Beantown Smoked Jeff Sessions
- 20. Rooted In
- 21. Mount Michael








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