SPEAKING ENGAGEMENT

Lessons Learned from the Illinois Licensing Debacle | Bryna Dahlin

Midwest Cannabis Business Conference

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Illinois' promising adult-use cannabis law, which had a first-of-its-kind social equity focus, has turned into the poster child for what not to do in a license application process. We are now delayed by years, with social equity candidates stuck in the wings while the current license-holders further establish their dominance in the state. The presenters were intimately involved in the process and will share first-hand what went wrong and how to avoid the state's debacle.

For current license holders who want to expand their business in recently opened states - after this session, leave with a better understanding of:

1. How to successfully write an application with the evaluator in mind, whether they are experts or know nothing about cannabis.
2. Problem spotting in draft legislation and what you can do about it.
3. How social equity can be defined in cannabis laws to address social equity goals and avoid litigation delays fairly.
4. How to effectively balance the need for funds and the need for social equity representation.

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