



New Living Expo presents

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Conscious Cannabis Summit

The Cannabis Revolution & Its Impact on Health

May 7th at the San Mateo Event Center

Room 7 Cannabis Conference Room & Pavilion (back of the exhibit hall)

SATURDAY 12 pm-1:30 pm

Cannabis: An Industrialized Commodity or Vehicle for Positive Change - A Guide for Conscious Consumers

Moderator & Keynote Address: Sysamone Phaphon



Sysamone Phaphon

Sysamone Phaphon, CEO and Founder of the AAPI-inspired CBD Nanoemulsion brand, Khuenphu

The cannabis marketplace in the US is currently being defined by an outdated perception of quality previously defined by the illicit market and perpetuated by the newly capitalized weed industry and our American affinity for mass and often mindless consumption. The result is products that favor potency over therapeutic effect, products mass-produced in plastic packaging, and devoid of the plant's greatest therapeutic value.

Join Sysamone for a groundbreaking presentation offering guidance on how to be an informed, conscious consumer in support of health, harmony, and higher consciousness for people and planet.

Sysamone Phaphon is a leader and advocate for diversity and inclusion in the technology, healthcare and cannabis industries. She has spearheaded Growth & Partnerships for health tech startup Get Better Inc., and managed major projects for Kaiser and Stanford Health Care.



Sysamone Phaphon

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Ms. Phaphon is the current CEO and founder of the AAPI-inspired CBD Nanoemulsion brand, Khuenphu - built to modernize Asian healing traditions. Sysamone also provides growth strategy & marketing consultancy for the cannabis industry through a digital marketing agency called A.V.O. where they help build brands with heart.



Brooke Carpenter

Brooke Carpenter

Brooke has 10+ years of experience building and leading teams, with 8+ years as a sales leader in the largest cannabis market in the world, pushing for ethical business practices and standards creation in a nascent industry. Most recently, she comes from *Flow Cannabis Co.*, where she led their wholesale division. During her years there, Flow Kana rose to be the #1 selling CA flower brand. She is a strategic thinker with a passion for leadership, focused on building winning teams and being a force for good within the cannabis industry.



Dr. Molly McCann

Dr. Molly McCann

Dr. Molly manages survey & consumer research initiatives at *New Frontier Data*, including planning, designing & implementing data collection efforts & instruments: analyzing data, interpreting findings, and making recommendations for stakeholders; & communicating implications through writing & visualizations.



Samantha Sage

Samantha Sage

Samantha Sage is the founder of Kind Philanthropy, and a second-generation social entrepreneur in Cannabis. Based in Oakland, CA, Samantha obtained a Master's degree in Nonprofit Leadership and has over 15 years of service leadership in the Bay Area and beyond. When she is not hyping up Community Impact, Samantha guides sound healings, creates visual arts, and fills up passports with international travel.



Ellen Komp

Ellen Komp

Ellen has been a hemp/marijuana activist and author since 1991. She is currently the Deputy Director of California NORML. Ellen edited the 9th edition of *The Emperor Wears No Clothes* by Jack Herer, and was a volunteer petitioner for California Hemp Initiative (1993, 1994) and Proposition 215 (1995). She worked as an editor at *Hemp World* magazine.

Saturday 1:45 pm-4 pm

The Health Benefits of Cannabis: A Deep Dive into Products Changing the Way We Approach Healing and Wellness

Keynote Address: Dr. Swathi Varanasi



Dr. Swathi

Mental health issues, pain relief, treating insomnia, epilepsy and even cancer, the cannabis plant offers everything we need to live healthy, productive lives. According to the most recent Market Forecast, the legal market in the U.S. is projected to pull in \$48 billion by 2026.

Join us at the Conscious Cannabis Summit to learn about how THC, CBD, and other not-so-well-known cannabinoids, are being utilized in a wide variety of products to treat a wide variety of health issues. From sleep gummies and tinctures to skin care and sexual wellness, it's a dazzling array of options. To help us gain a better understanding of the Health Benefits of Cannabis, we've brought together an exciting panel of professionals and educators who will answer your questions and share their truths.



Dr. Swathi

Dr. Swathi Varanasi

Dr. Swathi is an award-winning bilingual pharmacist specializing in integrative health. Dr. Swathi paved the way for other pharmacists to pursue non-traditional career paths through creating postdoctoral training programs, corporate internships, and online courses. She co-founded and serves as Chief Scientific Officer of the CBD botanical wellness brand, *Element Apothec.*

Dr. Swathi is a plant-based wellness expert, medical consultant for CBD, adaptogen, and health food brands, clinical researcher, and published author. Emphasizing an innovative and evidence-based approach, Dr. Swathi is passionate about educating practitioners, students, and patients, and empowering everyone to be the best, more authentic version of themselves.



Bridget May

Bridget May

A lifelong botanist and analytical chemist in the biotech field for 15 years, Bridget May founded *Green Bee Botanicals* after her scientific studies led her to the amazing human endocannabinoid system. She is also an avid environmentalist, cyclist, and social justice advocate, and as she expands *Green Bee* nationwide and internationally, sustainability is paramount.



Jocelyn Sheltraw

Jocelyn Sheltraw

Jocelyn Sheltraw is the Director of Industry Relations at *Headset*, a leading data and market research company. Jocelyn serves on the Board of Directors of the California Cannabis Industry Association. Jocelyn is a recognized industry thought leader on LinkedIn and is the host of the podcast *The High Ground*. Jocelyn spent 10 years working with companies like Flipboard, Spotify, SoundCloud, Pandora, and Uber, to name a few.



Sara Payan

Sara Payan

Sara Payan, *Apothecarium's* Public Education Officer, is a ten-year industry veteran with over 18K hours of experience educating consumers, healthcare institutions, and policy makers on cannabis, through lectures, curriculum and media. She hosts the *Planted with Sara Payan* podcast and is a contributing writer for *Cannabis Now* and *Rolling Stone Culture Council*.



Nancy Birnbaum

Moderator: Nancy Birnbaum, Industry Connector/Mentor

Nancy is the Founding Publisher of *Sensi Magazine NorCal*, and a marketing and PR professional with over 25 years of experience helping grow businesses. She is a Mentor with the Founder Institutes' San Francisco chapter working with the first Cannabis Cohort. Known as the "Connector" in the California Cannabis Industry, Nancy dedicates her time to helping launch new and innovative plant medicine products and services and to helping educate consumers and industry professionals alike.



Felicity Chen

Felicity Chen

Felicity is a third-generation sauces and spice-maker and launched her company *Potli* as a way to promote healthy living through superpowered, functional foods. Felicity was born and raised in the Bay Area and is committed to sourcing delicious plant-based ingredients. Prior to *Potli*, Felicity worked in the food tech space at companies like UberEats and Gilt.com where she constantly thought about new ways to bring food to consumers.



Luz de la Riva

Luz de la Riva

Luz de la Riva is the founder and CEO of the *House of LDLR*. She is a pioneer in the Adult and Intimate product industry with over 25 years of experience in manufacturing and distribution. Luz started her career creating her namesake brand of award-winning intimacy products, which have been sold worldwide. Now she and her daughter have just launched the first products for Sexual Wellness on the Eaze delivery platform here in California.



Luna de la Riva

Luna de la Riva

Luna is the co-founder and head of marketing of *House of LDLR*. She holds a Bachelor of Arts in Non-fiction and French from The New School, which infuses her work with authenticity and a unique international flair. Luna shares her mother's profoundly humanitarian spirit and is passionate about redefining sexuality through cannabis to create a better and safer tomorrow for future generations.

SATURDAY 4:15-6pm

Post Summit Mixer, Get Samples and Enjoy Networking