

# Mid - Atlantic Legislative Conference May 28 & 29, 2025

The  
*Greenbrier*  
AMERICA'S RESORT



## Featuring

### **The Next Legal Frontier: Hemp, Kratom, 7OH & the Shadow of Cannabis**

- From Gray to Regulated: Where Are Hemp, Kratom & 7OH Headed Legally?
- Collateral Impact: How Cannabis Legalization is Reshaping Demand for Hemp, Kratom & 7OH
- Sales Trends & Retail Risk: What the Numbers Are Saying About Consumer Demand
- Future-Proofing the Shelf: How to Prepare for the Next Wave of Alternative Functional Products

### **Beyond the Smoke: Regulation, Risk & Retail Reality**

- The Evolving Regulatory Landscape: Navigating Federal, State & Local Tobacco Policy
- Taxation, Licensing & Compliance: What Retailers and Distributors Must Know
- Category Classification & Risk: The Legal Distinctions Shaping Product Strategy
- Future of Nicotine Policy: Anticipating the Next Wave of Regulation

● Contact Now



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www.wholesalers.org

## May 28th

### Registration

11:00 AM - 2:00 PM

Upper Lobby Alcove

### WVWA Board Meeting

12:00 - 2:00 PM

Fillmore/Van Buren Rooms

### Panel Discussion

2:00 - 4:00 PM

Crystal Room

### Reception

6:00 - 7:00 PM

Spring Room

***DINNER WILL BE ON  
YOUR OWN THIS  
EVENING***

## ***The Next Legal Frontier: Hemp, Kratom, 7OH & the Shadow of Cannabis***

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- Future-Proofing the Shelf: How to Prepare for the Next Wave of Alternative Functional Products

*Our panelists will include West Virginia Agricultural Commissioner Kent Leonhardt, Austin Fisher of PharmaCBD, and Philip Snow, General Counsel for MC Nutraceuticals*

## May 29th

**Panel Discussion**  
8:30 - 10:30 AM  
Crystal Room

### **Keynote and Luncheon**

10:45 AM - 12:30 PM  
Fillmore/Van Buren Rooms

***The New Consumer Buzz:  
Decoding the Data on  
Nicotine, Vape & Hemp  
Trends  
presented by  
Paul Grubbs, Vice  
President Client  
Relationship  
MSA***

**Golf**  
1:37 PM

**Reception**  
7:00 - 8:00 PM  
Congressional Suite

**DINNER WILL BE ON YOUR  
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### ***BEYOND THE SMOKE: REGULATION, RISK & RETAIL REALITY***

- The Evolving Regulatory Landscape: Navigating Federal, State & Local Tobacco Policy
- Taxation, Licensing & Compliance: What Retailers and Distributors Must Know
- Category Classification & Risk: The Legal Distinctions Shaping Product Strategy
- Future of Nicotine Policy: Anticipating the Next Wave of Regulation

*Our panelists will include Chris Howard of Swisher, Kyle May of R.J. Reynolds Tobacco Co., David Sylvia of Altria, Ashlie Kuehn of ITG Brands & Brittani Cushman of Turning Point Brands, Dan Mulvaney of Philip Morris, as well as a representative from JTI.*