

Speakers

Ashlie Kuehn is ITG's Director of State Government Affairs where she heads up the company's state government affairs strategy and development. Ashlie came to ITG from JUUL and has built a career on representing highly regulated consumer product companies such as nicotine and alcohol products. A lifelong Midwesterner, she and her family make their home in Belleville, Illinois.



Joe Erb has been a grassroots consultant on behalf of Reynolds American since 2006. He has advocated on behalf of Reynolds in 49 of the 50 states on issues at the local, state and federal level. Starting with smoking bans in the mid 2000's to tax issues and flavor/menthol bans of today, Erb has worked with industry partners to help shape public policy across the nation.



Rich Rizzo is Director of Shopper Insights at PMI US. In his five years with the company, he has supported Marketing, R&D, Innovation and most recently the Sales Function in helping the company better understand the Legal Age Nicotine Consumer. Prior to his current role, he worked at Walgreens Boots, where he worked to help the company and its Pharma suppliers to increase the effectiveness of Global Smoking Cessation.



Jim Higdon, Co-founder of Cornbread Hemp, is a native of Lebanon, KY. He holds degrees from Centre College, Brown University, and Columbia University. Jim's relationship with members of the Cornbread Mafia gave him particular insights into the storylines emanating from Marion County. His book, *The Cornbread Mafia: A Homegrown Syndicate's Code Of Silence And The Biggest Marijuana Bust In American History*, led to a journalism career covering Kentucky for the Washington Post and cannabis policy for POLITICO. He used his expertise in the hemp industry to make Cornbread Hemp a tangible CBD business with the best farmers in Kentucky.

