

**FOR IMMEDIATE RELEASE:**

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# NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

**MARCH 27 -29, 2017**  
LAS VEGAS CONVENTION CENTER

## **2017 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW TO HOST 'MONETIZING CANNABIS' PANEL DISCUSSION**

**LAS VEGAS** – With marijuana legalization growing in the United States, including the recent legalization in several new states, this year's Nightclub & Bar Convention and Trade Show in Las Vegas will host a special **Monetizing Cannabis** panel discussion open to all attendees, providing insight into how nightclubs and bars can capitalize on opportunities while mitigating the risks. The hour-long session will take place on Tuesday, March 28 at 10 a.m., with a Q&A session following the 45-minute presentation.

"We're seeing the popularity of cannabis grow immensely across the United States, with recreational and medical use being legalized in new states each election," said Freddie Wyatt, President of Munch & Company. "Expanding state-by-state legalization creates new commercial potential for bar & nightclub owners, operators and investors ranging from cannabis mixology to new concept venues."

Moderated by **Ricardo Baca**, contributing editor of the Denver Post, attendees will gain insight from a variety of experts from around the country on emerging marijuana trends, how to recognize money-making opportunities, cannabis mixology, new concept venues and the current regulatory and operational landscape. Panelists include **Freddie Wyatt**, Colorado's first marijuana promoter, President of Munch & Company; **Tripp Keber**, CEO of Dixie Brands; and **Sheriff Joe DiSalvo**, Sheriff of Pitkin County, Colorado.

The Nightclub & Bar Show, March 27-29, 2017, is the world's largest gathering of bar, nightlife and beverage professionals. The show offers industry professionals the opportunity to connect with suppliers, network with new businesses, discover new products and gain critical skills to ensure their success in the dynamic bar and nightclub industry. For those interested in attending the show or for more information, please visit [www.ncbshow.com](http://www.ncbshow.com).

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### **About the Speakers:**

*Ricardo Baca, Contributing Editor, The Cannabist*

Ricardo Baca is a contributing editor for The Cannabist. He was appointed The Denver Post's first marijuana editor in November 2013 and spearheaded the formation of The Cannabist, a division of the Post. Fortune magazine ranked Baca as one of the seven most powerful people in American cannabis while the Brookings Institution said he's one of 12 key people to watch in marijuana policy.

*Sheriff Joe DiSalvo, Sheriff of Pitkin County*

Ski bum to Sheriff, Sheriff Joe has done it all in Aspen. Disalvo joined the Aspen Police in 1985, three years later the Pitkin County Sheriff's office, a 29 year veteran of the force he oversees. In 2013 Sheriff DiSalvo founded the Valley Marijuana Council . The VMC consisted of community stakeholders from law enforcement, health care professionals, schools, dispensary owners, hotel operators and others. The VMC offered programs and educational programs surrounding retail marijuana. The VMC also offered programs for parents to better understand the effects of marijuana on a child's developing brain. Recently the VMC model has been adopted by neighboring communities in Colorado as well as other states.

*Tripp Keber, CEO, Dixie Brands*

As one of two original founders of the Dixie Elixirs and Edibles company, Colorado's premiere licensed marijuana infused products manufacturer (MIPS), Tripp Keber now serves as the Chief Executive Officer of Dixie Brands, Inc. Widely hailed as one of this nascent industry's indispensable leaders, when Tripp isn't thinking about the future vision of Dixie and the industry, he is supporting the efforts of the National Cannabis Industry Association, where he is a founding member and current Board Director.

*Freddie Wyatt, President, Munch & Company*

Wyatt is an event marketing, promotions, and business development expert with more than 30 years' experience in event management, event production, branding, marketing, entertainment and nightlife. He has been instrumental in spearheading the cannabis business development thru event programming nationally and now moving it into hospitality sector.

Learn more about this session and view full bios [here](#).

**About Nightclub & Bar Media Group:**

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), [Nightclub & Bar Top Rated Lists](#), Nightclub & Bar Awards, and produces daily content on [www.nightclub.com](http://www.nightclub.com).

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