

**Items 60 to 64**

**ADDITIONAL MATERIAL**

**10:00 a.m. Regular Meeting**

**DECEMBER 5, 2017**

**SUBMITTED AT THE REQUEST OF**

**COUNTY ADMINISTRATION**

# Seth Allan Hyman

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## Overview

Seth Hyman is the Business Development/Special Projects Director for the law firm Kelley Kronenberg and is an integral member of the Regulated Substances practice group. Seth's understanding and support of the campaign to legalize medical marijuana is rooted in his personal experiences. Seth has been researching alternative treatment options for many years due to the intractable nature of his daughter's illness. Rebecca has multiple seizures on a daily basis that contribute to developmental delay, physical impairment and other severe medical conditions. Laboratory research and countless anecdotal reports indicate that of her suffering could possibly be relieved by administering a high cannabidiol (CBD), low  $\Delta$ -9-tetrahydrocannabinol (THC) oil extract from specific strains of medical marijuana. Because of this finding, Seth became dedicated to learn more about the benefits of cannabis not only his daughter, but also for those patients who may benefit from the medicine.

Seth has gained an in depth of understanding of the many extraction processes to produce the medicinal oil and developed relationships with cultivators who currently grow these specific strains. He has also met with parents all over the country who are already administering this medicine to their children and understands the complicated nature of dosing oil to children as well as adults. The overall chemistry of the final product directly relates to the success of this type of therapy. Each patient is different and may require medicinal extracts with varied CBD to THC cannabinoid profiles.

Over the past 4 years, Seth has become one of the most visible faces in Florida's burgeoning medical cannabis industry. He has been instrumental in lobbying for the Florida legislation to help his daughter and others thwart seizures and comfort those with epilepsy. Seth was a key figure throughout the lawmaking process for both House Bill 843 and Senate Bill 1030 in the 2014 Florida legislative session. He worked closely with legislators by providing input on the drafting of language for both bills and delivered powerful testimonies to the governmental committees. Seth has advocated for the state's Compassionate Medical Cannabis Act in legislative and other public forums, and retains deep relationships with key decisions makers in federal and state government.

Seth has worked closely with many Florida non-profit organizations lending his voice and expertise in helping families with children who have special needs. He also worked closely with the Broward County Sheriff's Office in developing an emergency response program called "BECCA" named after his daughter Rebecca. The BECCA program was created to save the lives of children with medical needs by providing EMT's with accurate information and details when responding to a medical crisis.

Helping others understand the complexities of public policy decision-making, has become a hallmark of Seth's expertise. Seth has significant experience navigating complex legislation and regulatory demands unique to legal cannabis operations. Seth draws on his firsthand experience with the medical marijuana laws in Florida, assisting in developing strategy, researching medical marijuana issues, and building and maintaining relationships with key players in the growing medical marijuana industry. Seth and his family have been featured on numerous television programs, in national print media, and has appeared on the covers of the Miami Herald and the Sun Sentinel.

His efforts for the development of effective marijuana policy, regulation, and industry overall are enhanced by his multifaceted business knowledge. Prior to joining the firm, Seth served as President and CEO of a sales and marketing company focused on healthcare benefits. Seth's extensive experience in the medical marijuana industry, including practical use, personal passion, petitioning and lobbying regulatory agencies, business building and powerful communication skills enable him to better assist clients in any project related to the medical marijuana business.

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## PROFESSIONAL EXPERIENCE

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**Director, Business Development & Special Projects:  
Regulated Substances Practice Group**

- Hired to establish and lead the development efforts to position Kelley Kronenberg as the go to law firm in Florida for Cannabis Clients
- Work daily side by side with Kelley Kronenberg's COO developing new business opportunities within the Cannabis and Insurance space
- Past three years, appeared at over 20 speaking engagements to fortune 500 companies, government, local municipalities, major insurance carriers, and at conferences on the topic of Cannabis and how it can affect the workplace.
- Designed and implemented processes to enhance sales productivity, through Social Media, B2B Marketing, CRM tools and industry conferences. Increased online lead generation by 50% in first year.
- Initiated and developed new Fortune 100 client relationships, providing strategic alliances and cross business opportunities
- Review and provide input on new client contracts and negotiate mutually agreeable terms
- Utilizing grassroots media strategy, positioned as one of the most visible faces in Florida's burgeoning medical cannabis industry.

**HealthCare Plan of America/MelBec Media**, Lauderhill, FL

2003 – 2012

*Sales & Marketing firm focused on HealthCare Benefits in the B2B/B2C space*

**President & CEO**

Founded HealthCare Plan of America as a technology based Sales & Marketing Company that specialized in the marketing of innovative and unique Health Benefits offered to consumers and businesses via traditional, telephone and online channels. Responsible for all strategic and day-to-day aspects of the business. Led the Management team in business development, creating sales and marketing plans. Pioneered the creation of a proprietary "Lead Generation" platform that utilized the infrastructure of the company's call center telephony system along with online business intelligence.

- Took the company from the ground up to \$6 Million in 5 years
- Exploded the onboarding rate to 100 new clients per day
- Delivered strategies that increased market share year over year by 40-50%
- Established a proprietary Lead Generation platform that utilized the infrastructure of web based telephony and online marketing initiatives that in turn improved the sales close rate by 75%

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**VOLUNTEER EXPERIENCE**

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**Member: Broward County Public Schools Medical Marijuana Task Force Committee – November, 2017**

**Chair: Broward County's Broward Days Special Needs Team 2010 - 2014**

**Member: Children Services Council of Broward County Special Needs Advisory Coalition 2010 – 2014**

**Broward Sheriff's Office BECCA Program 2011 (Broward Emergency Critical Care Assistance)**

**BSO Launches New "BECCA" Program That Delivers Critical Info for EMS - August 15, 2011**

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**PUBLICATIONS**

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***"How Will Florida's Medical Marijuana Amendment Affect the Workplace?" Daily Business Review - January 20, 2017***

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**SEMINARS**

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***RIMS – Naples, FL - Dazed & Confused: Florida's Medical Marijuana Law & Its Impact on the Workplace July 2017***

***Florida's Medical Marijuana Law and its Impact on the Workplace - June 2017***

***Florida's Medical Marijuana Law and its Impact on the Workplace - April 2017***

***Medical Marijuana in the Workplace, Greater Miami Chamber of Commerce HR Insights -March 2017***

**CONFERENCES**

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***CUHRE/APAC Annual Summer Conference***

***Medical Marijuana and the Workplace - Presentation and Panel Discussion***

***Hosted by University of Central Florida Human Resources, Rosen School of Hospitality Management July 2017 - Orlando, Florida***

***Medical Marijuana in the Workplace, Medical Marijuana Educational Symposium for Florida Physicians March 2017***

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**EDUCATION**

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**Manhattan Community College – 1982-1984, New York, NY**

**City University of New York – Lehman College, B.A. Program 1984-1986**

**ED REBHOLZ, SR.****PROFESSIONAL EXPERIENCE****TEMESCAL WELLNESS Ft. Lauderdale, FL CHARIMAN 2013- Present**

- Temescal Wellness is a multistate, vertically integrated operator of cannabis business in markets across the U.S. We are cultivators of CBD- and THC-rich cannabis strains, including proprietary hybrids; manufacturers of refined end-products, such as capsules, tinctures, transdermal patches and highquality cannabis concentrates; and retailers, dispensing to patients and adult-use customers.

**WHIPTAIL TECHNOLOGIES, enterprise storage hardware Whippany, NJ Co-founder & Chief Executive Officer 2008-2013**

- Developed a uniquely fast, reliable and energy-efficient, solid-state-based enterprise hardware solution. Built the company from the ground up, raised over \$70 million in venture funding, expanded sales globally, made key hires, and sold to Cisco in October 2013 for \$415 million all-cash.

**THE ADMINS, Value-Added Reseller and IT Support to Small- & Medium-Sized Businesses Madison, NJ Chief Executive Officer 2001-2014**

- Provided IT advisory and ongoing management services to businesses, in various industry sectors, throughout the MidAtlantic region. \$5 million annual revenue. Sold to employees.

**DWL, enterprise software company Toronto, ON Vice President 1999-2001**

- Sold internet-based Customer Relationship Management (CRM) software solutions to large companies. Company generated \$40 million annual revenue and was acquired by IBM.

**SPEARHEAD, Value-Added Reseller of SAP software New York, NY Vice President 1994-1999**

- Grew sales from \$2 million to \$25 million in four years with full Profit & Loss responsibility for Sales, Marketing, Project Management and Administration.

**ANHEUSER-BUSCH, beer manufacturing and marketing Los Angeles, CA**

- Director of Plant Operations Baldwinsville, NY
- Managed major expansions, turnarounds, and new project start-ups, including Newark, NJ implementation of complex, global enterprise software solutions. 1975-1995

**EDUCATION****UNIVERSITY OF SOUTH FLORIDA Tampa, FL BA, Accounting 1975****PERSONAL**

- **Community Service:** Football Coach St. Thomas Aquinas (2013-Present) Red Cross Board Member (2007-14); Rotary member (1990-present); Madison (NJ) Library Board Member (1996-2007); St. Vincent's Church (Madison, NJ) Pastoral Advisory Board (President, 1994-2009)
- **Higher Education Service** Lectured at: University of South Florida, Johnson and Wales university, Montclair State, Columbia University
- **Public Service:** City of Fort Lauderdale Aviation Board, (2014- Present Madison), (NJ) Borough Councilman (2001, 2013); Madison (NJ) Board of Adjustment (1999-2005)

- **Professional:** Breakwater Towers LLC Board member (2013-present), Venture Association of NJ (2002-14); NJ Technology Council (2001-13); The CEO Board (2007-13)
- **Family:** married 44 years to Jill Rebholz, with five married children and seven grandchildren
- **Hobbies:** flying, diving, boating, fishing, reading and coaching and inspiring my expanding number of grandchildren

## Farrell Tiller

### Education

Florida Atlantic University

Masters in Business Administration: August 2017

Bachelor in Business Administration (Emphasis in Finance): August 2014

### Experience

Redevelopment Management Associates (Pompano Beach, Florida)

*Economic Development Associate and Project Manager*

- Financial planning and budget analysis
- Market research and analysis.
- Retail, marketing, and communications strategies.
- Economic development plans for business attraction and retention
- Department operations and efficiency analysis

Aplin Peer and Associates- Insurance Adjusters (Fort Lauderdale, Florida)

*Intern, June 2013-August 2014*

- Finance and budgeting using Microsoft Excel.
- Consensus building.

Visit Palm Beach (Palm Beach Shores, Florida)

*Water Sports Supervisor, March 2012-2014*

- Responsible for safety of customers renting jet skis, kayaks, and paddleboards.
- Experience guiding jet skis, kayaks, and snorkel tours.
- CPR/First Aid certified Vessel livery operator licensed.
- Experience answering phones, making reservations and completing paperwork.

### Achievements

3.43 GPA- Florida Atlantic University 2012-2017

Member- Omicron Delta Kappa National Honor Society- 2012-2014

President and Founder- Florida Atlantic University Spearfishing Club

### References

References, letter of recommendation, college transcripts available upon request.

**Gerald Greenspoon**

Gerald (Gerry) Greenspoon co-founded Greenspoon Marder in 1981. Today, the firm has over 200 attorneys practicing in more than 60 areas of law, over 450 staff, in 24 offices throughout the United States. Mr. Greenspoon's vision of growth has propelled the firm to become a leader in emerging, highly-regulated industries such as alcohol, firearms, tobacco, and cannabis. Greenspoon Marder is one of the first firms of its size with a cannabis law practice including a dedicated team of attorneys servicing the \$6.7 billion legalized, medicinal cannabis market, with a team central to the advancements, legalization and regulation of cannabis including medical marijuana, hemp, and Cannabidiol (CBD) across the U.S. The firm has opened offices in regions that are central to the advancements, legalization and regulation of cannabis. Mr. Greenspoon also launched the Organization for Safe Cannabis Regulation (OSCR), a nonprofit Florida corporation formed to ensure that the mandate of the voters under Amendment 2 is carried out by the Florida Legislature and Department of Health.

Mr. Greenspoon has been consistently recognized for more than 30 years by leading publications and various organizations including: *Martindale-Hubbell*, *Super Lawyers*, *Best Lawyers in America*, *U.S. News and World Report*, *South Florida Legal Guide*, and "Power Leaders in Law" by the *South Florida Business Journal*. He is a Founding Trustee of the Greater Fort Lauderdale Chamber of Commerce; a Trustee Member of the American Resort Development Association; and a member of the Florida Land Title Association.

In addition, he has been recognized by some of South Florida's top business leaders as an inductee into the 2012 Business Hall of Fame sponsored by Junior Achievement of South Florida. The *South Florida Business Journal* has honored Mr. Greenspoon with a Lifetime Achievement Award, Key Partner Award and Diamond Award. Additionally, *Business Leader* magazine named him one of the "Top 50 Entrepreneurs" in 2010. In 2017, Mr. Greenspoon received the Royal Poinciana Community Leadership Award, Leadership Broward's "Profiles in Leadership" Award and was honored at Young At Art Museum's Tastemakers as a Visionary. Mr. Greenspoon is a Major Gifts donor and Corporate Partner to the Jewish Federation of Broward County and the Broward Center. He was honored with the prestigious Jacob's Ladder Award. He is a Major Gifts donor and Investor's Circle member with the Junior Achievement of South Florida. He is also a Major Gifts donor and Founders' Circle member with Jewish Adoption and Foster Care Options (JAFCO), among many others throughout the South Florida community.



# Nicole H. Fried, Esq.

## PROFESSIONAL EXPERIENCE

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### **Igniting Florida LLC, Fort Lauderdale, Florida**

*\*A certified Woman Owned Florida Business Enterprise*

*Owner and Founder, May 2016- to present*

- Full service state-wide government relations firm.
- Represents client's needs to the legislative and executive branches of state government and local governments.
- Lead Consultant for a medical marijuana license holder in the State of Florida.
  - Handle all media and press relations. ○ Spokesperson for the Florida affiliate of a national marijuana company.
  - Represent the company at State and National industry conferences.

### **Colodny Fass, P.A., Sunrise, Florida**

*Partner, March 2011-May 2016*

- Manager of South Florida Government Relations Practice Group.
- Played an integral role in the planning and execution of the annual State of the Florida Insurance Market Summit.

### **Michael H. Merino, P.A., Davie, Florida**

*Senior Litigation Associate, February 2009- March 2011*

- Lead defense attorney in foreclosure matters with full oversight of motions practice, discovery, legal research and courtroom appearances.

### **Public Defender's Office, Gainesville, Florida**

*Assistant Public Defender, July 2005- January 2009*

- *Felony Division Chief* oversaw 3 attorneys and served as a liaison between the division, Circuit Court Judges, and State Attorney's Office.

### **Holland & Knight LLP, Jacksonville, Florida**

*Associate Attorney, March 2004 - July 2005*

- Assisted in developing and implementing lobbying efforts for key clients in Tallahassee,
- Involved in significant commercial litigation on products liability, maritime, media, First Amendment, and personal injury law issues.

### **Wicker, Smith, O'Hara, McCoy, Graham & Ford, P.A., Jacksonville, Florida**

*Associate Attorney, November 2003-March 2004*

- Litigated insurance defense and medical malpractice cases for clients.

**Podhurst, Orseck, Josefsberg, Eaton, Meadow, Olin, & Perwin, P.A., Miami, Florida Law Clerk, September 2003-November 2003**

## **EDUCATION**

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**University of Florida Levin College of Law, Gainesville, Florida**  
*Juris Doctor, 2002*

**University of Florida, Gainesville, Florida**  
*Master of Arts in Political Science, 2002*

- Specialization in Political Campaigning

**University of Florida, Gainesville, Florida**  
*Bachelor of Arts in Political Science, 1998*

- Minor in Education

**Student Body President, University of Florida; 2002-2003**  
**University of Florida Board of Trustees, 2002-2003**  
**University of Florida Hall of Fame**  
**Florida Blue Key**

## **SELECTED HONORS and CIVIL INVOLVEMENT**

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**Broward Days Board of Directors; 2014-present**  
*Board Chair, 2016-2017*  
*Sponsorship Chair, 2014-2016*

**LeRoy Collins Institute - Board of Directors; 2016-present**

**Greater Fort Lauderdale Chamber of Commerce – Vice-Chair of Transportation Committee and Legislative Affairs Committee; 2014-present**

**The Florida Bar Governmental and Public Policy Advocacy Standing Committee, ViceChair and Co-Founder; 2016-present**

**The Florida Bar Young Lawyers Division Board of Governors; 2013 and reappointed in 2014, 2015, 2016 and 2017**

*Chair of the Board's Legislative Affairs Committee*

**The Florida Bar Student Education and Admissions Committee; 2011-2014**

**Broward County Bar Association Legislative Affairs Committee; 2012-present**

**Greater Fort Lauderdale Chamber of Commerce - Government Affairs Committee**

**Daily Business Review Rising Stars; 2014**

**The Florida Bar's Standing Committee on the Legal Needs of Children; 2014 -present**  
*Recognition of leadership in lobbying for legislation ensuring disabled dependent children have lawyers*

**South Florida Legal Guide "Top Up & Comer," 2014, 2015**

**Florida Super Lawyers "Rising Star," 2009-2010; 2010-2011, 2014-2015**  
**University of Florida Governmental Relations Advisory Committee; 2005-present**  
**Alachua County Bar Grievance Committee; March 2008-February 2009**  
**Member-at-large, Jacksonville Bar Association Young Lawyer's Section; 2004-2005**  
**Legal Poll Watching Team – 2004 Presidential election**

## **PUBLISHED ARTICLES AND SPEAKING ENGAGEMENTS**

**Florida League of Cities 6th Annual Summer Research Symposium: Medical Marijuana and Your City: Facts, Fiction and Moving Forward; Municipal Impact Panelist, August 16, 2017**  
**Florida Medical Marijuana Law Update & Community Forum, Panelist, August 14, 2017**  
**Guest speaker on *Fried on Business* on 880TheBiz, "Medical Cannabis in Florida."**  
**Guest speaker on *Policies and Pocketbooks* on FM105.5, "The Implementation of Medical Marijuana in Florida", July 29, 2017**  
**Florida Association of Counties Annual Conference Medical Marijuana Panel: Panelist, June 29, 2017**  
**The Florida Bar Young Lawyer Division Government Symposium: Panelist and Moderator, June 19, 2017**  
**Broward Days 2017 Medical Marijuana Workshop: Panelist, March 15, 2017**  
**Let's Talk Amendment 2: Medical Marijuana Town Hall: Panelist, March 2, 2017**  
**Broward Bar Association Medical Marijuana Legalization Summit: *Current Legal Atmosphere of Marijuana: History & Horizons*, February 10, 2017**  
**Florida Association of Counties Medical Marijuana Summit: *Keeping the Peace*, Panelist, February 4, 2017**  
**The Florida Bar Young Lawyers Division Webinar: *The Good, The Bad, and the Totally Insane*, Moderator, May 25, 2016**  
**Broward County Bar Association Legislative Affairs Annual Legislative Panel: Moderator, March 2016**  
**The Florida Bar Young Lawyers Division Webinar: *How Men Can Sponsor Women*; Moderator, April 20, 2015 -part of Commission on Women's "Balancing in Heels" webinar series.**  
**The Florida Bar Young Lawyers Division Webinar: *In a Galaxy Far, Far Away AKA Tallahassee*; Moderator, June 2015**  
**The Florida Bar Young Lawyers Division Webinar: *The Road Less Traveled...Practicing in the Legislative Process*; Moderator; June 13, 2014**  
**Florida State University College of Law - Guest Lecturer, Spring 2012: "*Insurance Law: A Law and Political Economics Perspective*"**  
**AICP Journal for Insurance Compliance Professionals; December 16, 2011; "*Social Media: The Times, They Are A-Changin'*" by Fred Karlinsky, Esq., Rich Fidei, Esq. and Nicole Fried, Esq.**