



The Business Case for Hemp Products

CANNABIS LAW

Seth Freeman
Christopher Lackner
Chris Lindsey
Jason Tarasek



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Meet the Faculty

Panelists

Seth Freeman-GlassRatner Advisory & Capital Group, LLC

Christopher Lackner-Hemp Beverage Alliance

Chris Lindsey-American Trade Association for Cannabis and Hemp

Moderator

Jason Tarasek-Vicente LLP

About This Webinar

The Business Case for Hemp Products

Lawyers attending this webinar will gain essential legal insights to effectively counsel clients in the rapidly evolving hemp industry. This session will provide a deep dive into the regulatory landscape, industry conflicts, and legal challenges shaping market access for hemp products.

Attendees will learn how to navigate strategic litigation, regulatory compliance, and policy shifts that impact hemp businesses. By the end of the webinar, legal professionals will be equipped with the knowledge and strategies needed to help clients overcome legal barriers, mitigate risks, and capitalize on opportunities in this growing sector.

About This Series

CANNABIS LAW 2026

This webinar is part of a series titled “Cannabis Law 2026.”

The U.S. regulated cannabis industry has exploded over the past decade. With every emerging industry comes legislation, rules, investors, and questions. The legalized cannabis industry is no different. As more states in the U.S. adopt adult use and medical cannabis laws and regulations, hearing directly from stakeholders will serve businesspeople and professionals to better understand the challenges and opportunities facing the industry, as well as how to navigate the legal landscape governing cannabis businesses, whether those businesses “touch the plant,” or not. This series delivers real-time insight and expertise from industry stakeholders.

In this series, we provide an essential foundation for any businessperson or professional looking to get smart about the cannabis industry. The series is designed to provide a broad legal and practical landscape of the industry. We provide interesting content for the versed individual and for the newer stakeholders alike.

Episodes In This Series

1. Basic Cannabis Concepts
Premiere date: 01/13/26
2. Risks in the Cannabis Marketplace
Premiere date: 02/17/26
3. Supply Chain
Premiere date: 03/17/26
4. The Business Case for Hemp
Premiere date: 04/21/26

Episode #4

The Business Case for Hemp Products

Each Financial Poise Webinar is delivered in Plain English, understandable to investors, business owners, & executives without much background in these areas, yet is of primary value to attorneys, accountants, & other seasoned professionals. Each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

Banking and Business Evaluation

Business Worth Evaluation

Business Worth Evaluation

What is Business Continuity?

Business Worth Evaluation

Business Interruption: How do I calculate my financial losses?

Business Worth Evaluation

What is the standard for calculating damages?

Business Worth Evaluation

What is loss mitigation and how does it typically occur in a business interruption loss?

Business Worth Evaluation

What is an Extra Expense?

How do you Assess Values of the Different Seed to Sale Streams?

- a. Growing/Harvesting
- a. Extraction
- a. Producer/Processors
- a. Dispensaries

Business Worth Evaluation

How have valuations changed over time and why?

Business Worth Evaluation

How do markets across the country compare?

BANKING

BANKING

What is the status of availability of
banks/credit unions/other

What access do minority owners have?

What are the current challenges of marijuana businesses obtaining funding/banking/lending?

Will rescheduling assist business obtaining in marijuana?

The news discusses issues related to payment processors, what is their current legal status?

How are banks handling depository accounts or funds that come in from marijuana entities?

What types of mechanisms being utilized for funding start up marijuana licensee applicants?

Questions or Comments?

If you have any questions about this webinar that you did not get to ask during the live premiere, or if you are watching this webinar [On Demand](#), please do not hesitate to email us at info@financialpoise.com with any questions or comments you may have. Please include the name of the webinar in your email & we will do our best to provide a timely response.

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Meet The Faculty

Seth R. Freeman - sfreeman@glassratner.com



Seth R. Freeman, CIRA, CTP is a Bankruptcy, Insolvency and Restructuring Consultant, Crisis and Turnaround Manager and Asset Manager with over 30 years of diverse consulting experience including financial advisory, operational and financial restructuring, controlled wind-downs, transaction management, arranging new financing, fiduciary, litigation support; and cross-border due diligence, insolvency and debt resolution, market-entry strategies, compliance, fraud investigation and recovery and complex dispute negotiation.

His practice also includes serving as independent advisor to significant investors and directors of companies undergoing change. [Read More](#)

Christopher Lackner-chris@hempbeveragealliance.org



The mission of the Hemp Beverage Alliance is to create a safe and thriving industry through education, advocacy, best practices and partnership. We achieve this by providing consumers, retailers, and distributors with the information they need to better understand the industry; developing best practices to create consistency in labeling and manufacturing; working with elected officials and regulators to encourage common-sense regulation; and collaborating with cannabis and alcohol industries to create a marketplace that benefits everyone. More at hempbeveragealliance.org.

Chris Lindsey - chris@atach.org



Chris Lindsey is Vice President of Policy and State Advocacy at the American Trade Association for Cannabis and Hemp, where he leads federal and state strategy on cannabis and hemp regulation.

His work focuses on closing regulatory gaps around intoxicating hemp-derived products, aligning state systems with public health and enforcement realities, and advancing durable federal frameworks.

Lindsey regularly engages lawmakers, regulators, and industry stakeholders on legislative design, implementation, and market integrity issues. [Read More](#)

Jason Tarasek – j.tarasek@vicentellp.com



Jason Tarasek is a partner at Vicente LLP and manages the firm's Minnesota office. He assists clients throughout the Upper Midwest. With more than 20 years of legal experience as a transactional attorney and litigator, he has handled hundreds of civil litigation matters and first-chaired several trials in state and federal courts. Recently, Jason recovered nearly \$2 million for cannabis entrepreneurs who had been defrauded by potential investors.

As a cannabis policy advocate, Jason has spent many hours at the Minnesota State Capitol. In 2022, Jason successfully lobbied in favor of Minnesota's "edible cannabinoid product" law, which sparked an explosion in the popularity of hemp-derived THC beverages throughout Minnesota and the United States. In 2023, he advocated for Minnesota's passage of an adult-use cannabis bill. Today, Jason continues to strive for sensible policy as Minnesota implements its adult-use cannabis program while expanding its trailblazing hemp-derived THC beverage industry.

Previously, Jason served as Minnesota Political Director for the Marijuana Policy Project, where he helped orchestrate the state's first-ever legislative hearing on a cannabis legalization bill in 2019. [Read more.](#)

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