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Media Contact: Gretchen Gailey  
(202) 489-3821 | [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com)

## New Frontier Leading the Banking Debate At 2<sup>nd</sup> Annual Cannabis Business Expo

*Washington* – New Frontier, the leading Big Data provider in the cannabis industry, will moderate a panel discussion, *The New Frontier of Banking in the Cannabis Industry*, at the 2<sup>nd</sup> Annual Cannabis Business Expo in San Francisco on March 5<sup>th</sup>. The panel will consist of a diverse array of thought leaders, including representatives from a top five U.S. bank, one of the only banks currently working with cannabis businesses and a founder of a cannabis infrastructure private equity fund. They will examine the coalitions that need to be built within the regulatory and banking sector to move the cannabis industry forward.

“For over two years the cannabis industry has been forced to operate in the shadows as a cash only business, even though states welcome the tax dollars generated by its high profits. The inability to access financial services forces companies to compromise their security and operational efficiency. Furthermore, section 280E of the IRS tax code prohibits cannabis businesses from deducting their expenses, creating a significantly higher tax burden for operators in the industry,” said Giadha DeCarcer, Founder and CEO of New Frontier.

The panel will talk about the necessary new frontier of banking and what is being done to appropriately manage the risks associated with these new regulations. The panel members are:

**Matt Gediman**, Senior Vice President for Business Banking at U.S. Bank, a role he has held since 2010. Matt has been in the banking and financial services industry for 15 years, having spent the last 10 years in management positions.

**Mark Goldfogel**, Executive Vice President Industry Relations for The Fourth Corner Credit Union, the first state chartered institution whose field of membership includes people and businesses with a common interest in cannabis and hemp.

**Mitchell Baruchowitz**, Senior Managing Director and Head of Investment Banking of Cavu Securities. He is also Founder and Partner of Greenfield Capital, a cannabis-focused infrastructure private equity fund.

The panel will be moderated by **Lynn Brewer**, the Executive Vice President of Derivatives for Frontier Financials Group. She is an internationally recognized expert and the author of four books on the subject of GRC (governance, risk and compliance).

“Establishing standards designed to advance the regulatory provisions and opening banking to the legitimate and legal cannabis trade is an essential step to the sustainability of the marketplace,” said DeCarcer.



The panel discussion will be held at 10am in the Yosemite B room of the Union Square Hilton Hotel.

The 2nd Annual Cannabis Business Expo, produced by MJIC Media, is the leading forum in one of the fastest growing industries in the United States. This year the expo moves from Colorado, the first state to legalize adult use marijuana to California – the largest legal cannabis market in North America.

If you are interested in attending the Expo and speaking with New Frontier further about the work we are doing with banking regulations, please contact, Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

**About New Frontier:**

New Frontier is the first company to provide objective, sophisticated and comprehensive analytics and reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.frontierfinancials.com](http://www.frontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

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