

## FEDERAL CANNABIS REGULATION – WITH YOUR BUSINESS ON THE LINE, EXPERIENCE MATTERS

The push to end federal cannabis prohibition continues to gain momentum. Today's cannabis businesses need to prepare for oncoming federal regulation and there's no better partner than a team who has experience working with alcohol, tobacco, and other highly regulated industries. Why? Because each of these industries are regulated by the Alcohol and Tobacco Tax and Trade Bureau (TTB), and multiple bills in Congress call for the cannabis industry to be regulated in similar fashion.

You won't find anyone who understands the TTB like Verde Compliance Partners.

Why is that experience important? There are some differences in the bills, but all call for cannabis to be regulated by the TTB. Verde's leadership team knows inside and out how this federal bureau operates. Decades of experience working at, and with, TTB helps them make accurate predictions regarding federal cannabis regulation. When the switch is flipped, and the federal government gives cannabis businesses just months to comply, state licensees will be scrambling to check boxes, **and that time will pass quickly**. There will be no room for mistakes or time to learn along the way, just one shot to get it right. With so much on the line, working without experts is a huge gamble.

Advising clients in highly regulated industries is Verde's specialty – their team has more than 80 years of expertise working at and within governmental agencies, alcohol beverage suppliers, the U.S. military, counseling state legal cannabis businesses, and small businesses. They are the only organization with the depth of knowledge and experience to help cannabis entrepreneurs get prepared today.

Verde's Director of Program Operations, Jim McCoy, served in various positions with the Bureau of Alcohol, Tobacco, and Firearms and the Alcohol (ATF) and TTB in his 40-year career. His knowledge of TTB regulations and operations gives him a unique perspective of the federal regulations that the cannabis business will encounter.

Tony Haynes, Verde's Director of Client and Government Relations, has extensive experience in federal permitting and taxation of alcohol, tobacco, and firearms/explosive industries. Tony held several leadership positions at ATF and TTB, including Chief of the National Revenue Center, **the organization responsible for issuing all federal tobacco and alcohol permits and licenses, as well as collecting tax revenue and ensuring compliance with federal regulations**.

Rounding out the Verde leadership team are Executive Director Harry Bernstein and Director of Permit Services, Dave Patton, both experienced attorneys, who have assisted businesses in the highly

regulated alcohol, tobacco and cannabis industries. Harry spent 23 years working as in-house counsel at an alcohol beverage wholesaler, handling all state and federal regulatory matters, as well as other legal issues, such as franchise contracts and labor negotiations. Dave is a former assistant Ohio Attorney General, handling compliance matters for the state of Ohio. Prior to joining Verde, Dave's private practice focused solely on the hemp and cannabis industries. He has also taught medical marijuana law and regulations at the graduate level, and is a member of the International Cannabis Bar Association.

When federal prohibition is inevitably brought to an end, the cannabis industry will have a short window to prepare for federal regulation. Failing to comply is not an option. With your business on the line, you need to be doing all that you can today to get ready for this new dynamic. Without a doubt, Verde has the most experienced and knowledgeable team to ensure your success.

***For your initial consultation contact, [info@verdecompliance.com](mailto:info@verdecompliance.com)***

#### **About Verde Compliance Partners**

Verde Compliance Partners is a national consulting firm focused on guiding clients through federal cannabis permitting, taxation, and regulatory compliance. Our firm prepares and navigates cannabis businesses through the regulatory, legal, and administrative requirements necessary to comply with current and future federal regulations. With decades of experience in high level positions at the U.S. Treasury Department Alcohol & Tobacco Tax and Trade Bureau (TTB), and its predecessor, the Bureau of Alcohol, Tobacco, and Firearms (ATF), the Verde team is uniquely qualified to prepare cannabis industry stakeholders for the implementation of federal regulation.

#### **Jim McCoy - Director of Operations**

Jim spent 32 years with the Bureau of Alcohol, Tobacco, and Firearms (ATF) and Alcohol and Tobacco Tax & Trade Bureau (TTB) where he served in various positions. For the past ten years he has assisted numerous alcohol and tobacco industry members with federal permit, product, tax, and operational compliance issues. His input has been sought after by cannabis processors, CBD processors, and alcohol and tobacco producers for guidance with regulatory matters.

#### **LOY A. HAYNES (Tony), Federal Compliance Manager**

Tony chaired the ATF Task Force to centralize the licensing and taxation functions of the ATF/TTB, U.S. Treasury, in Cincinnati, OH, overseeing this function as the Director of the National Revenue Center. At the operational level, he held many high level regional and field positions including Chief of Field Operations, in New York City, responsible for compliance, audit, and trade practices for the Northeast Region and the Caribbean.

#### **Harry Bernstein - Executive Director**

As general counsel of a beer and wine wholesale distributor for nearly two decades, Harry handled all legal matters including, contracts, franchise agreements, labor negotiations, as well as state and federal licensing and compliance. For the past 21 years, as an attorney, he has assisted individuals with health care matters and special needs planning, including representing clients at federal administrative hearings at the Social Security Administration.

For more information, visit [www.verdecompliance.com](http://www.verdecompliance.com)