

INSIGHTS + NEWS

Joshua Lee Smith Moderated “The Business of Cannabis: Highs and Lows of a Growing Industry” at the Worcester Regional Chamber of Commerce’s Game Changers Business Conference & Expo

The Worcester Regional Chamber of Commerce’s Game Changers Business Conference & Expo, which was held on October 21, focused on economic development and the transformation of Worcester. This year’s theme was the future of retail and included sessions about the type of community being built in Worcester, the region’s new cannabis industry, how to blend the present and the past in the city’s future plans, ways to leverage Worcester’s diverse population to create successful downtown neighborhood business districts, ideas brick and mortar businesses can implement to create a unique shopping experience that will attract consumers, and how businesses can incorporate technology into retail strategies.

Joshua Lee Smith moderated the panel “The Business of Cannabis: Highs and Lows of a Growing Industry,” which included the Commissioner of the Cannabis Control Commission, as well as the CEO of Resinate and the President and Co-Founder of Major Bloom. The speakers discussed how to keep the industry growing as it has had a positive impact on neighborhood districts and made Worcester a destination for consumers from all over New England.