

Treating Yourself

Medical Marijuana & Hemp Expo

Show Guide

Souvenir version 3.0



Metro Toronto Convention Centre

255 Front St. West, Hall A, Toronto, Ontario, Canada

JULY 16 - 18, 2010

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Treating Yourself **Medical Marijuana & Hemp Expo**

I WELCOME you to the First Annual Medical Marijuana & Hemp Expo. It's my pleasure to have you as my guest at this ground breaking event where EVERYONE in attendance will get a chance to get all their questions answered about the benefits of medical marijuana and industrial hemp.

I hope that you enjoy all the entertainment and educational seminars that we have put together for attendees and are included in your admission ticket. So please take in the seminars, enjoy the musical entertainers, sit back and enjoy the documentaries that are being shown and last but not least check out what's NEW in the Hemp Fashion industry at the Ha Swesh fashion show all in the John Bassett Theatre Level 100.

Please help me by respecting the NON SMOKING BY LAWS! NO SMOKING is allowed in any PUBLIC BUILDING in Canada.

For those of you who need to medicate while at the expo please visit our WORLDS LARGEST vapor lounge in room 201 Level 200 (Street Level).

Please remember that the SALE OF MARIJUANA is not permitted at the expo!

Treating Yourself looks forward to seeing all of you at the First Annual Medical Marijuana and Hemp Expo, the world's largest hemp event since Prohibition.

Take Care and Peace

Marco Renda

Federal Exemptee

Publisher

Treating Yourself *The Alternative Medicine Journal*



Medical Speakers

Dr. Robert Melamede is an Associate Professor and Chairman of the Biology Department at the University of Colorado at Colorado Springs (UCCS). He is also the coordinator of the Master of Basic Science Program. Dr. Melamede's work with cannabis has keyed on different areas of medical cannabis such as cannabinoid use and its positive affect on the aging process and recently addressed the use of cannabis by veterans to treat PTSD. Dr. Melamede is also president and CEO of Cannabis Science, Inc. which he describes as a "patient orientated company," that is using the latest scientific techniques to develop standardized cannabis extracts used in a variety of ways to help patients. He has recently voiced his opinion

Dr. Juan Sanchez-Ramos is a Neurologist with Tampa General Hospital and works with other medical care centers. He is a Professor of Neurology at the University of South Florida, the university's Director of the Huntington's Disease Center of Excellence, and Director of Neurodegenerative Diseases Research Laboratory. Dr. Sanchez-Ramos also is a Movement Disorder Specialist at the Tampa HALEY VA Medical Center. His work with cannabis is concentrated on the distribution of the CB1 receptor in the brain, the effects of cannabinoids on normal and abnormal movement, the re-discovery of cannabinoids as treatment for movement disorders, and their potential as neuroprotective agents.

Mary Lynn ("ML") Mathre is a Registered Nurse (RN) and a Certified Addictions Registered Nurse (CARN), who co-founded the influential medical cannabis patient education organization, Patients Out of Time, in 1995. Her education background begins with a BSN from the College of St. Teresa in Minnesota, and then moving onto her nursing career at a U.S. Navy Nurse Corps serving at the Portsmouth Naval Hospital and the Naval Hospital at Roosevelt Roads, Puerto Rico. She earned her MSN at Case Western Reserve University, teaching for a short time at the University of Virginia School of Nursing. But in 1987, Mathre moved to a different specialty, addictions nursing and returned to clinical practice. This specialty seemed fruitful for Mathre's future as she served as the charge nurse of an inpatient addictions treatment program and later as the addictions private consultant for the University of Virginia Health System; she then worked as the Executive Director of a private opioid treatment center and currently works independently as an addictions consultant. Mathre's work has brought much notation such as: the first nurse in Virginia to become certified as an addictions RN; the co-founder and first president of the Virginia Nurses Society on Addictions; served on the Board of Directors and as Secretary of the National Nurses Society of Addictions (NNSA), now known as the International NSA; and lastly she is on the editorial board of the Journal of Addictions Nursing.

Mathre's work with medicinal cannabis began in 1985 with her graduate thesis, "Disclosure of Marijuana Use to Health Care Professionals," as many respondents unexpectedly reported "medicinal" use rather than recreational. She served as the Director of NORML's Council on Marijuana & Health from 1986-1992, and on NORML's Board of Directors from 1988-1994. She also received NORML's Pauline Sabine Award for women's achievement and leadership in ending marijuana prohibition. And as mentioned earlier, Mathre is President of Patients of Time, a non-profit organization devoted to educating health care professionals

and the public about the therapeutic uses of cannabis. Mathre served on the editorial board member of the Journal of Cannabis from 2000 to 2003 until the journal was discontinued. Mathre is the editor of the book Cannabis in Medical Practice, co-editor of Women and cannabis and Cannabis and Harm Reduction, along with other writings which have been featured in other medical texts and collections.

Michael Krawitz is a United States Air Force Disabled Veteran. Sgt. Krawitz is a long-time advocate of hemp and the medical use of cannabis, as he himself uses cannabis for injuries received in an accident while serving on the island of Guam which put him in the highest disability rating acknowledged by the Veterans Administration (VA). He is Director of Veterans for Medical Marijuana Access, an organization committed to protecting the rights of veteran patients and health care professionals by advocating for safe and legal access to marijuana and to encourage research on marijuana as a treatment alternative. Krawitz is also known as a hemp and cannabis archivist/collector operating The Cannabis Museum where he conserves, researches, and exhibits hemp and cannabis artifacts for study, education and enjoyment. Sgt. Krawitz was first prescribed cannabis while traveling abroad in the 1990s. He is currently in a struggle with the VA's distribution "voluntary pain contracts" subjecting veterans to urine tests for evidence of illegal drug activity potentially including medical marijuana causing Krawitz to fear of his pain treatment being discontinued. Krawitz has also published multiple articles in the Journal of Industrial Hemp.

Dr. Alexander Sumach is a long-time Canadian advocate and historian of hemp and cannabis. He is the author of the cannabis classic Grow Your Own Stone: The Original, Authentic, Forbidden, Best Seller released in the mid 70s. The controversial book was banned in Canada in 1984, but later returned to shelves. He also authored A Treasury of Hashish in 1976 which chronicled the history of Hashish and details and facts regarding cannabis, the effects, the culture, the cultivation, and preparation broadly noted. He directed the private-citizen hemp-activist group, the Hemp Futures Study Group. He has published multiple articles, such as an excerpt from his unpublished work Hemp in the New World titled "Archaeological Enigmas from Ancient Egypt" which looks at the ingesting of cannabis in Ancient Egypt. He has published several articles in the online trade journal, The Hemp Report, as well as writing the official Report on the Hemp Industries Association's (HIA) 6th Annual Conference and other articles for the HIA. Dr. Sumach will also be found educating on hemp and cannabis at the Hemp Museum featured at the Expo.

Dr. Paul Hornby is a chemist and plant analyst; he has a PhD in Human Pathology, and studied Biochemistry for his Master's Degree. Hornby led the research and development team for Advanced Nutrients for a few years, and now is in charge of scientific research for the Green Cross Society, a Vancouver-based compassion centre and only the 2nd club to open in the city. He has been analyzing herbal medicines for over 30 years, recently creating an herbal treatment for prostate cancer, ProVise. He has given lectures in a wide array of venues, including the University of Victoria's Student's Society (UVSS) Hempology 101 Club where he discussed the chemistry of cannabis. As President of Hedron Analytical Inc.,



Medical Speakers

a company providing chemical analyses of herbal preparations, he has the facilities to test the cannabis of the Green Cross Society for molds, heavy metals and other contaminants. His use of High Pressure Liquid Chromatography (HPLC) gives the compassion club a cannabinoid profile of their medicine showing the amounts of CBD, CBN, THC and THC-acid, which helps the Green Cross Society more accurately match the medicinal strain to treat specific illnesses and symptoms. This pivotal information helps to set the Green Cross Society apart from other compassion clubs in Canada. Hornby has also created multiple natural products such as his plant nutrient Scorpion Juice, Big Bud and Voodoo Juice, his plant root builder Piranha Beneficial Fungi, and most recently his Can-nacaps, which are activated natural cannabis capsule standardized to equal dosage of THC and are quality controlled through contaminant testing.

David Malmo-Levine is a well known cannabis/hemp and political activist from Vancouver, British Columbia, Canada. David has been a cannabis activist since 1992. He began his own cannabis magazine Potshot in 1993 in Edmonton as something to provide the Smoke-Ins for enlightenment purposes, which on Issue #19. David founded and runs the Herb Museum in Vancouver, which provides an array of information on hemp and cannabis history along with other plant-based medicine. He also produces the show highly informative web show "High Society". You will be able to find David educating the public on the history of cannabis and hemp.

Tali Clavijo is a food writer, chef, gardener, and a holistic nutritional coach. Clavijo is from Chicago, Illinois and is the author of Raw Naked Food: Eating for Health, Beauty, and Play. He started cooking at an early age watching his mother make classic Ecuadorian cuisine. He naturally progressed to become a chef by cooking for everyone he knows, eventually cooking full time out of his bedroom. His cooking style is constantly evolving, very creative, healthy and modern – he has been a featured chef on NBC 5 news, ABC 7 news, WGN 9 news, the Chicago Tribune, and the Chicago Reader. Tali's training and cooking education includes: Duke University, University of Illinois, French Culinary Institute in New York City, and 105 Degrees Academy in Oklahoma City. His training also includes spending many summers in Mendocino County, California, learning how to cultivate and grow the finest herb on the planet. He has also worked at some of the best restaurants in the world (i.e. Blackbird, Fronterra Grill, and Sable). Tali's cuisine is driven by his unique use of cannabis and his knowledge of growing and making the best medicinal healthy food – his secret weapon is his indoor garden that transforms and manipulates food to create a healthy and tasty treat. His signature dish is called the 'Trio of medicinal desserts,' or the 'Ménage à trois medicinal,' whereby he combines various textures and flavors to produce smoking hot vanilla cannabis ice cream, spherical cannabis mango lavender yolk, and coconut iced cannabis gelatin. Tali is driven by



Medical Speakers

his motivation to bring the medicinal cannabis style of cooking to the masses and become a world-renown masterchef who advocates the healthy and tasty uses of this magical herb. He would love to bring his green and healthy cuisine to the public and open up his own world famous restaurant.

Dr. William L. Courtney has an extensive medical education that began with a Bachelor of Science in Microbiology from the University of Michigan. He also received his Doctor of Medicine from Wayne State University, and Interned for Residency in Psychiatry at California Pacific Medical Center and went on to earned his Post Doctorate in Forensic Examination and Forensic Medicine. Dr. Courtney is currently a member of International Cannabinoid Research Society, the International Association of Cannabis as Medicine, and the Society of Clinical Cannabis. Dr. Courtney has also been teaching Continuing Medical Education (CME) courses in clinical cannabis. He will join the staff of 707 Cannabis College and provide a lecture series on the interface of Phytocannabinoids and the Endogenous Cannabinoid System. His area of special interest is in the dietary uses of cannabis to achieve 250 to 500 mg of cannabinoid acids, which he considers as a conditionally essential nutrient in the diet of individuals from the 4th decade on. He has presented on high dose non-psychoactive dietary uses at Cannabis Therapeutics Rhode Island April 2010. He is also Vice President of the Association Luxembourgeoise des Methodes Preventives, an ambulatory care facility in Luxembourg utilizing dietary unheated cannabis. He is also working with dispensaries interested in providing high dose raw / juiced cannabis to seriously ill medical marijuana patients and is working to establish analytic / medical laboratories in Europe and the US.

Clare S. Wilkins is a former IV heroin user & methadone patient who, in 2005, shed her chemical dependencies with Ibogaine, a natural extract of the African root Tabernanthe Iboga. Ibogaine is classified in the USA as a Schedule 1 drug with "no currently accepted medical use," although numerous pre-clinical & clinical studies have shown that Ibogaine reduces rates of self-administration of opiates, cocaine, amphetamines, alcohol and nicotine, significantly attenuates opioid withdrawal symptoms, improves depression scores and greatly reduces cravings subsequent to detoxification. In 2006, Miss Wilkins purchased the Ibogaine Association, the clinic where she was treated. She then created Pangea Biomedics in Tijuana, Mexico where she has facilitated over 400 Ibogaine treatments & worked together with MAPS, the Multi-Disciplinary Association for Psychedelic Studies, to study the long term effects of Ibogaine on patients undergoing therapy at her clinic. As a member of INPUD & INWUD, international drug user rights organisations, she is devoted to reducing stigma, promoting the health and defending the rights of people who use drugs. She is committed to providing loving, compassionate care for extremely physically challenged patients, and passionately believes in every human's basic right to medicine.



Artists

Joshua Boulet is an artist from Dallas, TX. Joshua performs monthly at the live art event ArtLoveMagic, an interactive art experience that brings artists and performers together. His created and published his own comic about the adventures of Dallas heroes, the Green Reefer and Sidekick Six-pack. The comic is available online or extended hard-copy editions at his web store, the 420 Cafe, along with other apparel. Comic strips of the duo can now be seen monthly in San Diego's Nug Magazine. Joshua often captures on the canvas the venue that he is attending, and we hope to see the excitement of the Expo represented over the weekend.

The Happy Hippie is a cartoon that appears in Treating Yourself Magazine, created by cartoonist **Georgia Peschel**. She pulls inspiration from many different sources: her life, her pets, her faith, to the world around. All awhile trying to follow a mantra of "Draw what you know". Georgia also creates the cartoon Zen Kitty, which is created in collaboration with Californian Physician Sam Chen. She is also looking to syndicate her cartoon, Laughing Buddha. Georgia supports the research and benefits of cannabis and hemp, where it has been a close issue as her son is a medical cannabis patient. She is currently chronicling her and her family's experience living with cannabis as medicine, in print through her drawings and her words, calling the work Have Faith. She will have this book, and other prints of her cartoons available at the TY Medical Marijuana and Hemp Expo.

Lauren Zadikow will be documenting the experience and participants of the Treating Yourself Expo. She photographs with a contemporary photo-journalistic style, observing the space and often capturing candid moments. Her interests in sustainable agriculture and design, along with alternative medicine have brought her to this year's expo. She is also in the process of continuing her research with the commercial use of public space, manufactured places and mass consumption.

IvanArt, Los Angeles born graphic artist, cartoonist and caricaturist based out of Switzerland is the creator of the internationally published cartoon strip "Why? Why not?" and the art director of Treating Yourself Magazine. Ivan Art was the graphic designer for the CannaTrade.ch Hemp Fair in Bern from 2000-2008. He has worked in the industry for many years creating graphic designs for entities like Mr. Nice Seedbank, Jorge Cervantes, Shantibaba, Canna BV and many more.



Musicians

Los Marijuanos is a new breed of Mexican "pro-pot-poets" that have been performing for eight years. They have performed twice in the High Times Cannabis Cup in Amsterdam, and two years they have co-headlined the Seattle Hempfest. The group performs always for the cause, the ending of the drug war and the legalization of marijuana. The group has received the blessings of marijuana icons, Eddie Lepp and Jack Herer. The band, lead by the lyrics of PonyBoy, claims to serve all the Latin people around the world and all marijuana smokers throughout the world, Hispanics, Whites, Asians, Blacks and even space aliens.



Musicians

Rich Hardesty is an international recording artist from Indianapolis, IN, who began his career in 1992 by fusing his passion for rock, hip-hop, and reggae to create his unique trademark sound. Rich has performed in over 2000 live shows, recorded 11 indie records, produced three music DVDs and had songs featured in films such as "Totally Baked" and "69 the Highway". He has received endorsements with Ovation guitars, Jagermeister and others. Rich is a talented and diverse songwriter, having his style described as Jack Johnson meets Sublime with a bit of Bob Marley and Jerry Garcia thrown in for spice.

Sahra Indio is an international reggae artist known for her sultry vocal styling, rhythms and positive vibes to deliver the global message of truth and rights, forgiveness and love through music. She was born in Philadelphia to a musical family and soon gravitated to the magnetic mysticism of reggae. Sahra has been hailed as the reigning Empress of Reggae and dubbed Jah's Jewel. She is currently working on her sophomore album "Change" continuing the uplifting vibes of her debut album, "Good's Gonna Happen." Sahra is known for addressing provocative issues with grace and compassion in her campaign for global change.

E.O.S. is a Canadian hip-hop group made up of emcees Indie, I-Que, and Syncic. The hip-hop group pride themselves on being on of the only South Asian urban groups to be recognized on the commercial forefront. The group gained distinction for their deep, life telling stories in their music. In 2006, the group had two singles recognized internationally: "Keep Clappin'", which was in the top 103 songs of 2006 on Z103.5 in Toronto, and the second "Tonight". The singles led to the independently released "The Rap Superhero LP," their first full-length album. Most recently, E.O.S. released a song in alliance with the Toronto Raptors called "Let's Go Raptors" which has a music video that airs during Raptors television broadcasts. The group is currently preparing to release their brand new single "Bumpin'."

Chief Greenbud is a Nashville, TN folk singer/songwriter who as his name implies is all about marijuana. The Chief writes his comedic lyrics based on his own personal experiences along with shared stories from others who use cannabis. His debut album "Chief Greenbud" was released in March 2008. That same year he received two Global Marijuana Music Awards (GMMA) for Best Acoustic Song "Marijuana, Tennessee," and Best Male Artist for "Another Dry Day. He has since added a 2009 GMMA for Best Acoustic Song, then four American Marijuana Music Awards. He has received several other nominations and awards for his style which has been described as "Cheech and Chong meets Jimmy Buffet." In May 2009, he released his second album "Chief Greenbud Vol. 2" and is looking to release Vol. 3 this year.

Paul Bullock grew up in Lubbock, a town in west Texas. Bullock is a spoken word artist and poet, as well as a contractor for his industrial paint company, My Bucket Truck. Paul's poetry performance speaks to his audience in a personal, storytelling manner. It was his time spent in the Seychelles Islands in the Indian Ocean where he began smoking marijuana and hashish beginning his life in the cannabis scene, and it was this that sparked the beginning of his writing. Bullock is the undefeated winner of both the Global and American Marijuana Music Awards "Best Poetry" since the introduction of the category in 2005, with his most recent award-winning poem "Dark Parking Lot" at the 2009 GMMA.



Musicians

Northern Lights are a Huntington, WV hip hop super group comprised of three rappers from West Virginia and two New York artists. They are releasing their most anticipated and fourth album on March 17th, "The Green Team" which sees the collision of hip hop and rock. The album features singles such as "V.I.P" and the catchy "Randy Moss". This year for Northern Lights brings the group to an international audience as they perform in Toronto, Montreal, and in the UK. The group is also looking to start their own non-profit organization, Focused Futures which will concentrate on helping local high school students further their education.

DJ Slim is a hip-hop artist from Boston, MA. Slim launched his own label, Puff-Pass Records, and two successful mixtapes, "The Redeye Project" and "America's Most Weeded." He then released his first full-length album "Hemp Hits" in the fall of 2008. The album brought DJ Slim the 2009 GMMA "Album of the Year" along with "Video of the Year" with the albums track, "I Wanna Be High." Voices Magazine called the "Hemp Hits" album "uplifting and provides great tunes to smoke to." Slim's cannabis-theme records have garnered him sponsorship from rolling paper and glass companies. His latest album released last fall is titled, "The Gardener."

Wank Punter – This Toronto-based sextet is a solid rock/glam band that gives the listener a mix of amazing rock music with sexual under and overtones. Their brand of sex-rock is frank as they satirize real life moments in humanity's unending quest for sexual intimacy, and the oft-comical obstacles that befall those attempts. Their clever and humorous lyrics are joined with their sexy "back-up vocals", The Fluffettes, hilarious visual props and outrageous costumes. Wank Punter has several live-to-air appearances, such as on Playboy TV, the series "Body Language", several appearances on Showcase's "Web Dreams", and the use of their song on the TV hit "Gene Simmons Family Jewels." But not to worry as the band states, "Wank Punter is all about female empowerment, we just come at a different angle." The band is on the independent label Blue Sapphire, which is under DEP/UNIVERSAL. As far as musical influences, the band have been described as "Frank Zappa meets Cheap Trick over at Van Halen's place while jamming with Boston, with vocal sensibilities that conjure up memories of bands like The Beatles and Queen." It is also said, "No Zappa, no Wank Punter." Wank Punter has put out two albums, their first "Unlubricated" is a collector's item as its cover image is an unlubricated condom, beyond being a solid album. Their second album released in 2009 was "Plain Brown Wrapper." It has such cannabis humor songs such as "The Bionic Chronic," which is a satirical poke at rappers who openly celebrate the consumption of illicit, combustible, amusement aid.

Real One is a solo hip hop artist from Modesto, California brings his marijuana flavored music to the tops of the marijuana music genre. Real One has released two albums, "hustlin habits" and his sophomore album "reefer madness" which includes two singles, "How I Smoke" and "The Purple Haze", each winning awards at the 2007 and 2008 American Marijuana Music Awards respectively. He has been featured in the films, 420 Can't Stop Choke'n and the recently released Melissa Balin and Jack Herer documentary titled after Herer's infamous book, The Emperor Wears No Clothes. Real One has collaborated on songs with artists Mac Dre, Black



Musicians

Rob, Hollow Tip, JT The Bigga Figga, Young Droop and many others. His Hemp Hop is on the label, Lots Entertainment. Real, or Brandon Loyd Benedfield, teamed up with singer Jay Smith, aka Justin Pickering Smith, on the hit single "It's Just a Plant" which will be featured at the opening ceremonies and as the theme song of the Treating Yourself Medical Marijuana and Hemp Expo. Real and Jay will be performing at the Expo, spreading the word that it's just a plant and that cannabis/hemp needs to be fully legalized for the world as Real One holds the belief that "Hemp can save the Planet."

Errol Blackwood is a Jamaican-born musical artist native to Toronto. It was here where he learned to play the bass guitar and play it well. In 1980, Errol formed the band Messenjah along with Ray Ruddock and Rupert Harvey. The band recorded two albums under the WEA record label and toured for six years across Canada and the U.S. The band notably shared the stage with music greats The Clash and Frank Zappa; along with appearing at Reggae Sun-Splash '85. Errol's solo career began in 1987 when he released the EP Chant, Chant which received a JUNO Award Nominee that same year. In 1988 Blackwood formed his current band, Injah, which takes shape with Errol's lead singing and bass playing with Ray Ruddock on the keys, Craig Ruddock on the drums, and Gary Fraser playing guitar and adding vocals. In 1990 Blade Music released Errol's first full-length album titled Warrior, which garnered Top Album Awards at the 1990 Canadian Indie Music Awards, where he also awarded Top Male Reggae Singer. He then followed in 1995 with a second CD release, Waking up the Dream. In 2000, Blackwood released a collection of his work, Roots and Lovers Collection. Since 1990 Errol has been nominated in fifteen music awards and won eleven. 2003 saw Errol create the full-length album Rastaman Say, which won Best CD at the Canadian Reggae Music Awards and was nominated for a Canadian Indie Music Award. Errol has completed his latest album titled Familytree, with the single "Holy Smoke" already released for download.

Errol has also notably toured with Bob Marley's original group The Wailers at multiple venues in 1998 as the lead singer. Errol has also worked with classic reggae superstar "The Cool Ruler" Gregory Issacs on his early track "Got To Rock" from Errol's Warrior album. Blackwood has appeared on many television and radio programs, singing the theme song "Any Way The Wind Blows" for the CBS series titled "Sweating Bullets," and performing on the national children's show, "Romper Room." Other special performances include: performing with reggae stars Marcia Griffith and Ika Mouse at the New England Reggae Festival in 2002; fronting Maxi Priest at The Rhode Island Reggae Festival, performing at a Blue Jays Game, and headlining the Irie Reggae Festival at Ontario Place all in 2005.

Errol also has performed for many charitable events and fundraisers, most recently playing for the charity events at the Hamilton for Haiti Benefit in January of this year and at the Reggae for Life Haiti in Toronto in February. In previous years, Errol and Injah band performed for: Tilley Johnson's Scholarship Fund, The Women's Shelter in Kitchener Waterloo, and a Habitat For Humanity house opening with special guest, former American president Jimmy Carter and his wife, Rosalynn.



Artist

The burlesque of **Maneater MENA VON FLEISCH...**

Mena Von Fleisch is a burlesque performer based in Toronto ON available for hire for corporate and private events.

A decadent vamp inspired by strict sensuality, and dark, mysterious seduction Mena fuses old fashioned bump and grind with her tickle trunk of imagination to help reveal one tastefully tattooed lady! A modern day peep show experience which has been enticing audiences since beginning with Halifax's Pink Velvet Burlesque in 2006 and landing on the Toronto Burlesque scene in 2008. In 2010 Mena was inducted to Skin Tight Outta Sight! Rebel Burlesque Canada's premier burlesque troupe

Mena has performed at the Boston Burlesque Festival (2007) and the Burlesque Hall of Fame Weekend - Las Vegas (2010)



Comedians

Howard Dover is a medical marijuana comic activist and veteran in the fight for medical marijuana in both Canada and the United States. Dover is a native Canadian, who now lives in Los Angeles. His organization Green Therapy's aim is to raise awareness of the benefits of medical marijuana and bring patients some relief through laughter. Dover does this through comedy fundraiser shows, deemed ExtravaGanjas, which have raised money for compassion clubs, Californians for Compassionate Use, Compassion Moms, NORML, and the Wo/Man's Alliance for Medical Marijuana. The ExtravaGanjas have featured such comic stars as Bill Maher, Joe Rogan, Kevin Nealon, Harland Williams, and Doug Benson. Dover's comedic influences include Gary Shandling and Steven Wright. Dover who has experienced the need of medical marijuana through his cousin who suffers from AIDS, is noted as saying "there is nothing funny about denying a suffering person a substance that brings him/her relief."

Glen Foster has been a popular headliner for over twenty five years. A veteran of the Canadian comedy scene, "That Canadian Guy" appeals to people who appreciate a more intelligent and slightly "edgy" brand of humor. Glen's material is topical and timely, reflecting his own experiences as well as current events and popular culture. He's not afraid to inject his own political and often "politically incorrect" commentary. And nobody does a better job of skewering the conflicted Canadian psyche.

Glen has had his own Gemini nominated comedy special, "That Canadian Guy". In addition, he has made seven appearances on CBC's "Just for Laughs" and has also performed on numerous other television shows including "The Winnipeg Comedy Festival", "Halifax Comedy Festival", "The Mike Bullard Show", and "Comedy at Club 54". Glen can also be heard frequently on CBC Radio's "The Debaters". He has released two CDs and a concert DVD entitled "Shot at The Empire". You can watch free "That Canadian Guy" video clips at Glen's website, www.thatcanadianguy.com



Comedians

Paul Haywood is a comedian who can adapt to any situation. He offers lanky, loony, silly perspectives on the urban experience, relationships, politics, and everyday life. Haywood's improve ability allows him to keep in performance constantly fresh, through is many talents is able to reach anyone from 19 to 90. He has numerous Comedy Network appearances to his credit, including: "Open Mike w/ Mike Bullard" and "Elvira Kurt's Adventures in Comedy." Along with that he has headlined Tom Foolery's in Toronto and the prestigious Comedy Zone in Montreal. Haywood has also done performed sketch comedy with award-winning troupes Kevlar 2000, The Riot Act, and The GTOs. He is also an award-winning actor winning a 2002 Bessie Advertising Award for his work in a Budweiser Super Bowl commercial. Haywood has also been featured on XM radio and at the Halifax Comedy Festival.

Jeffery Peterson is a stand-up comedian/host that has been performing since 2003. He is known as The 420 Comic. Peterson is a cannabis activist and since 2007 has been the official comedian of Los Angeles NORML. He has performed across the Los Angeles scene, notably The Comedy Store, The Laugh Factory, The Improv, The Ha Ha Cafe, the Jon Lovitz Comedy Club and The Ice House. Peterson's work with cannabis goes beyond comedy as he is the co-editor, publisher, and marketing directory for his magazine, Cali Chronic X producing the magazine with his brother, Dan. He also is publisher and sales directory for a new publication for the Colorado cannabis culture, Rocky Mountain Chronic. Jeffrey and his brother also teamed with fellow 420 comedian Ngaio Bealum to create the magazine West Coast Cannabis. Recent performances include HempCon, The Weed Show: Love Letters from Mary Jane, and this spring Peterson will be performing at the THC Expose.



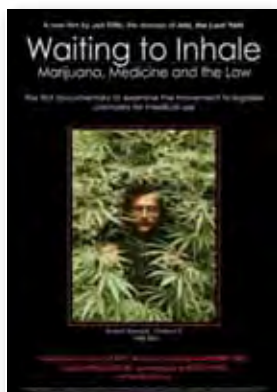


Documentaries



Prescribed Grass is a documentary film by Zack Klein. The film was shot between Nov 2008 – April 2009, and released to the public later that year. Research for the film began in 2000, as Klein's mother looked to use medical cannabis for breast cancer. And from the lectures of Dr. Raphael Mechoulam, the founder of THC, cannabinoid chemistry, and the brain's first endocannabinoid labeled "anandamide". The film chronicles the medical cannabis movement in Israel, which is legal with a special license. The film has helped to shine a positive light on medical cannabis users, and Klein notes patients have tripled over the last four months. The film looks at the research done by Israel scientists, along with stories of medical cannabis pa-

tients suffering from PTSD to Parkinson's disease. Klein was helped by accredited Tv host Avri who helped get past the hurdles of broadcasting moved the copy through network leaders gaining it a scheduling for prime-time Tv. Klein would like to remember Ben, Dudu, and world-renown Prof. Ester Fride, who have passed away after participating in this documentary. He would also like to thank physicians and researchers who participated in the film: Prof. Moshe Inbar, M.D, Dr. Itay Goor-Aryeh, Prof. Raphael Mechoulam, Prof. Zvi Bentwich, and Dr. Baraket Schiff Keren, In describing the film, Klein noted a remark by Dr. Mechoulam on the unwanted effects of cannabis, "Forgetting is no less important than remembering."



Waiting to Inhale is a documentary film produced and directed by Jed Riffe. The film explores the battle between patients, doctors, activists and the United States government over the legalization of medical cannabis, featuring leading experts and researchers from all over the world on both sides of the controversy over the therapeutic potential of cannabis. Waiting to Inhale provides exclusive access with individuals whose lives have been changed by the relief that cannabis provides them. We follow these stories from their beginnings to the present, learn about the rise of the parent anti-drug movement, examine current efforts to legalize medical cannabis under state and federal law, and explore the diverse motivations behind attempts to criminalize the sick and dying for seeking medicine. Along with this Jed Riffe looks into the first major scientific study on cannabis being preformed by Dr. Donald Abrams at the University of California, San Francisco. The film features many

big names on both sides of the cannabis as medicine discussion, such as physicians, Dr. Don Abrams, Dr. Lester Greenspoon, Dr. Raphael Mechoulam, the late Ester Fride, Dr. Joel Hochman, Dr. Thomas Ungerleider, Dr. Mark Ware, and Dr. Marcus Conant. In addition, there are leaders of political action groups, such as Mike and Valerie Corral of WAMM to Ginger Katz of the Courage to Speak Foundation. The film has garnered quite a few recognitions and awards: the Golden Eagle Award from the 2007 CINE awards and Best Documentary at the 2006 Eureka International Film Festival, just to name a few. Jed Riffe has directed three other award-winning documentaries, Ishi, The Last Yahi (1992), Who Owns the Past? (2001), and the 2006 film Ripe for Change.

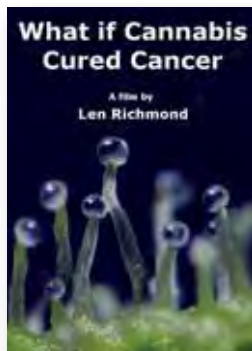


Jack Herer's **The Emperor Wears No Clothes** is a short documentary film co-directed by author Jack Herer and filmmaker Melissa Balin. The film features celebrities and activists reading excerpts from the same-titled book using archival footage, periodicals, U.S. Government propaganda encouraging American farmers to grow Hemp, including some never-before-seen footage. The film first premiered in August 2009 at the Laemmle Theatres in Los Angeles for Academy Award nomination. And has since had special screenings and premiers at The Cannabis Cup in Amsterdam, Cultiva Fair in Vienna, the Hanf Museum in Berlin, Spannabis, and will make its Canadian Premiere at

the TY Medical Marijuana and Hemp Expo in Toronto. The film's executive producers and co-authors of the California legislative proposal the California Hemp Initiative, Eddy Lepp and Jack Herer deserve mention for their own setbacks in fall of 2009, as Lepp surrendered to a unnecessary 10-year sentence for growing medical marijuana and Herer falling ill after his unfortunate heart-attack. The film features Pauley Perrette, Ralphie May, Money Mark, Arjan Roskam, Henry Hemp, Eddy Lepp, Los Marijuanos, and Scott Levy gathering together as part of the campaign to help raise awareness and voter support for the upcoming feature length documentary, demystifying the many used of Hemp. Melissa Balin not only co-directed but produced the film as CEO of the Brookturn Co. Balin has a long history in Hollywood, being a member of SAG since age five. She has produced four feature films, and has used her creative mind for ideas such as her being the first to use Ebay to sell distribution rights to a film. Balin has spoken on panels at Sundance, Cannes, Cinequest, in Berlin and Washington D.C. discussing her inventive use of technology to create art informing social action, as she has created, produced and directed notable New Media Campaigns such as Vote For Change Video Postcard Campaign, co-directed with artist Shepard Fairey supporting the election of Barack Obama. Balin in her youth notably worked on the urban culture classic I Got The Hook-Up featuring Master P, Ice Cube, and Snoop Dogg as she was dubbed, "White Chocolate" by urban mogul Master P for her writing as a Creative Consultant.



Documentaries



What If Cannabis Cured Cancer is a documentary created by writer/director Len Richmond released just earlier this year. The film addresses the medical potential of cannabis to treat, cure, and prevent several deadly cancers. Using original and archival footage, *What if Cannabis Cured Cancer* presents convincing evidence that this forbidden herb has healing properties beyond any other plant on earth. The film achieves this through explaining the body's endocannabinoid system that is in our bodies naturally from birth, and how it interacts with the use of cannabis, and in turn fight cancerous cells. *What if Cannabis Cured Cancer* is an eye-opening documentary about the future of cannabis, and perhaps even the future of medicine. The film is narrated by Emmy-winning actor Peter Coyote and features interviews with notable cannabis researchers such as: Dr. Robert Melamede, Dr. Manuel Guzman, Dr. Donald Abrams, Dr. Raphael Mechoulam, Sean D. McAllister, Dr. Jeffrey Hergenrather, and Dr. David Bearman. The Director/Writer/Creator of the film is Len Richmond, an award-winning BBC filmmaker. His other film work includes writing and directing the independent comedy and award-winning film about the sex industry, *Merchant of Venus*, aka *A Dirty Little Business* (1998), and directing the award-winning 2009 documentary, *Everything Bad is Good*, which looks at how sufferers of cancer, AIDS, and other life-threatening illnesses cured themselves solely through natural means (e.g. herbal medicine and healthy diet). Richmond also created and wrote the British hit TV series from 1979-1981, *Agony*, and the series American version and later British sequel. His other work includes the writing of several books, *The Gay Liberation Book* (1973), *The New Gay Liberation Book* (1979), and his first novel *Naked In Paradise: The True Story of Three Men in Love* (2009). Richmond is also a playwright penning *Party Kisses* in 1998 and cannabis-notable 2007 play *The Marijuana Wars* which presents all the arguments for and against medical marijuana in a lively dramedy telling the story of how medical cannabis patients fight back against a medical compassion clinic raid by the Drug Enforcement Agency (DEA).



Following this documentary, Len Richmond will bring us a comedy short he wrote and produced titled **"Kurt Cannabis Meets Connie."** The comedy uses puppet theatre to represent the meeting somewhere in the liver between the mean, bitchy "Connie Cancer," voiced by famous comedian/actress Roseanne Barr, and the cool, hip, and rather wise "Kurt Cannabis," voiced by actor Malcolm McDowell of the classic film *A Clock-*

work *Orange*. The comedy features a battles of wills as Connie tries to destroy all the healthy cells in her way, while mellow Kurt is equally determined to stop her in her tracks. The puppets were created by great Russian puppet master, Eugene Seregin. While the comedy short was directed by famous puppet master Steven Ritz-Barr, who has puppeteered on *Batman Returns*, *Men in Black*, *Alien Resurrection*, *Team America*, and *Muppets Tonight*, to name a few.



Strain Hunters India Expedition is a documentary film produced and directed by Arjan & Franco of the Green House Seed Company.

After finding the Malawi Gold during the Strain Hunters Africa Expedition in 2008, Arjan, Franco and Simon prepared themselves for a new Expedition to Himalayas region of India. This time the Strain Hunters crew were joined by Italian book writer/ connoisseur Franco Casalone. Mr. Casalone lived in the Indian Himalayas for about 10 years, living the life of a true charsi (master of charras-making), making him the perfect person to guide the Strain Hunters up the

right path to the highest fields, the tastiest creams, and the holiest of mountains.

The film not only follows the Strain Hunters discovering amazing fields of cannabis, smoking great charras and unbelievable creams, it also takes a look at the amazing people they meet along the way, people that are struggling to preserve their lifestyle, their environment, their values and their entire framework of living. Globalization is claiming their land, and forcing them to adopt the values of a consumer-driven society, where being self-sufficient in harmony with nature goes against the principles of the economy.

The film follows the Strain Hunters on their 14-day adventure and also documents the harsh reality of the damage brought to the communities by the building of dams, roads and other massive infrastructural projects. Watch how the Strain Hunters collect many seeds from different phenotypes of the same landrace, as well as some variations crossed with other genetics imported from Pakistan, Afghanistan and even from Swaziland.

The Strain Hunters India Expedition HD Documentary will be screened for the first time at the Medical Marijuana & Hemp Expo in Toronto.

Thanks to the cooperation between Green House Seed Company, the Green House Foundation and Gagarinpost Productions, a dream has come true once again.

In Remembrance of Jack Herer

By Hempalachian



Jack with
Marco in
Amsterdam

We at the Treating Yourself family would like to send our deepest condolences and remember the infamous hemp and cannabis activist Jack Herer. He left the world on April 15th in his Eugene, Oregon home with his wife Jeannie at his side. Herer had been battling with his health after a debilitating heart attack in September of last year after giving a speech at the Hempstalk Festival in Portland. He never recovered and passed away fittingly on tax day as his son Mark noted, "Dad has not filed taxes in over 30 years, so it was wonderful he died on tax day, it really was."

Herer is best-known for writing the world renown hemp manifesto/encyclopedia of hemp's history in the U.S., *The Emperor Wears No Clothes*. Herer spent years scouring the archives of the Library of Congress searching evidence of repressed information that came with the beginning of

marijuana prohibition in 1937, which proved true. The information Herer methodically collected came together to spark a hemp resurgence, as the book quickly became the bible of the movement to legalize hemp, after its first publication in 1985. In an example of self-publishing success, the book has went on to sell over 700,000 copies in eleven editions, and has been translated into twelve languages. The Emperor famously offered \$100,000 for anyone to prove him or his research wrong, to which no one has taken up to this day.

The book made Jack Herer one of the most recognizable figures in the marijuana movement. Although many marijuana aficionados know him from the "Jack Herer" strain of marijuana named in honor of Herer. The book also garnered him the title the Emperor of Hemp, or Hemperor. All the while he used this status to crisscross the country, telling all who cared to listen about the benefits of hemp plant with its versatility as a paper, fiber, fuel, food, and medicine.

Herer's activism begins long before the release of *The Emperor Wears No Clothes*. As an advocate for voters rights, spending dozens of stints in jail, one of which gave him the time and fervor to come up with the outline for *The Emperor*, as Herer explained, "I went to federal pri-

son in 1983 after refusing to pay a \$5.00 fine for registering voters in a parking lot with only one building, which was a no-no and still is. The 14 days I was in prison I wrote the outline for *The Emperor*, so fuck them."



Herer published his first book in 1973, G.R.A.S.S, short for "Great Revolutionary American Standard System." The book promoted a 1-to-10 scale for grading marijuana, as the pot-themed coloring book scowled the underground becoming an instant cult classic. Also at this time, Jack began to invent drug paraphernalia. And in the continued strain of intelligent activism of 1973 Herer launched a relentless effort to legalize marijuana in California, working year after year on initiatives, many times with fellow activist Ed Adair.

Moving into the 1980s, Herer often could be found on the Venice Boardwalk at an information booth attempting to change the heads of the public, welcoming cannabis hemp skeptics. As well-known political activist Jerry Rubin recalls petitioning with Herer on the Boardwalk, "I think the thing that motivated him the most was his love and respect for planet Earth and that he was a king and good-hearted person just naturally."

Herer's continued activism followed on to the 1990s, as he notably addressed 60 rallies in 48 places in one six-week stretch. But in 2000, Herer suffered from a minor heart attack and a major stroke that caused paralysis and left Jack unable to speak for the next three years. Through his treatment of western medicine mixed with hemp oil, and psychedelic mushroom therapy, Jack was able to regain his speech and get back on the road by 2003.

His work continued up until the incident at Hempstalk, as Herer following his history of writing legislative initiatives, wrote the California Cannabis Hemp & Health Initiative as an amendment to the Health and Safety Code of California. And although his initiative completed in 2009 for the 2010 legislative sessions, will not become one that California will be voting on this year, it is certain that he would be in full support of the Tax Cannabis Act that California will be voting on in November.

Jack Herer is survived by his wife Jeannie, six children, a brother and sister, as well as the millions across the globe who consider him a hero and have been moved by his work. We at Treating Yourself send our deepest condolences to all those close to Jack or affected by his passing, and we urge the continued respect for Jack Herer's work, as his spirit and work walks beside us as we go forth in the future of cannabis and hemp legalization.

In Remembrance of Dr. Ester Fride

By Hempalachian



We here at the Treating Yourself family would like to send our deepest condolences and remember the well-known Israeli physician and scientist Dr. Ester Fride. She passed away on New Year's Day of this year at the age of 56. Fride who was born in Amsterdam in 1953, moving to Israel at age 19, with her family following. Her cause of death was lung cancer, which she was diagnosed with in July 2008. She can be remembered for her enormous contributions to the medical cannabis field.

Fride received her PhD in psychoneurobiology from the medical school at Hebrew University of Jerusalem. Afterwards she did research in the U.S. at Johns Hopkins University and the National Institutes of Health, concentrating on prenatal stress affects the infant's brain. She then returned to Israel and began cannabinoid research with renown scientist Raphael Mechoulam in 1990. Here in this lab, they focused on cannabinoids and their mechanism of action, since cannabinoid receptors (CB1 in the brain and CB2 in digestive organs) had been identified, Fride and the Mechoulam lab was on the search for the body's endogenous ("endo") cannabinoids to which these receptors normally respond.

And in 1992, with the help of Dr. Ester Fride, the Mechoulam lab became the first to discover an endocannabinoid, which was dubbed "anandamide" taken from a sanskrit term for ananda meaning "bliss, delight." It's scientific name was Arachidonyl Ethanolamide. And In 1995 another endocannabinoid was discovered, 2-Arachydonyl Glycerol (2-AG). Fride also helped discover a third endocannabinoid, 2-AG ether, though its role in the body has been minor. And in 1998, Fride was the co-author of a paper by Simon Ben-Shabat and Mechoulam that described the "entourage effect" that results from the endocannabinoid 2-AG binding to the CB1 receptor more readily when certain other inactive molecules are nearby.

The studies for which Fride is best known were undertaken at the College of Judea and Samaria in Ariel, where the Departments of Behavioral Sciences and Molecular Biology gave her a lab of her own to direct in 2000. Knowing that cannabinoid receptors are present



from the time of gestation and abound in the fetal brain, and that endocannabinoids are present in milk, Fride hypothesized that the endocannabinoid system plays a key role in the nursing process. She also studied the role of the aforementioned "entourage effect" in the brain and the endocannabinoid system's regulation of neonatal growth, feeding and presence in Mother's milk.

Fride is noted commenting on her work in the European Journal of Pharmacology, "The medical implications of these

novel developments are far-reaching, and suggest a promising future for cannabinoids in pediatric medicine for conditions including 'non-organic failure-to-thrive' and cystic fibrosis."

The future of Fride's lab is uncertain, but her colleagues are dedicated to completing the studies she was supervising: How the endocannabinoid system (EC) affects maternal behavior and attachment - Michal Schechter; The role of the EC in schizophrenia - Shimon Rabichev; The mechanisms by which the EC mediates suckling behavior and how it may be used to induce appetite in cases of failure to thrive in infants - Hodaya Dayan. Also in honor of continuing Dr. Ester Fride's work, there has been a patent filed with the U.S. Patent Office that covers this ability to enhance growth in infants using cannabinoids in milk formulas.

Ester Fride's work goes much further than the above-mentioned summary of Dr. Fride's scientific endeavors. Though it is clear that her contributions to the medical cannabis field; helping to discover the cannabinoid system endogenous to the human body, endocannabinoids, and their role in the body specifically evidence of a direct effect of the endocannabinoid system before birth.

We at Treating Yourself send our greatest respect to Dr. Ester Fride and we hope that the memory of this great woman and the groundbreaking work that she gave to the world will be remembered, positively and eternally. She will be forever cherished in the hearts and minds of the medical cannabis fields.



Program

Friday

July 16
2010

- 9:30 **Opening Ceremonies**, press invited
Music provided by Real One with the Expo's theme song
"It's Just a Plant"
- 11:30 – 11:45 **Musicians**
Paul Bullock
11:55 – 12:10 Sahra Indio
12:15 – 12:30 Real One
12:40 – 12:55 Rich Hardesty
1:05 – 1:20pm Chief Greenbud
- 1:55 – 2:35 **Speakers** (40 minutes w/ q & a included)
Dr. Robert Melamede
2:45 – 3:25 Dr. Juan Sanchez-Ramos
3:35 – 4:15 Mary-Lynn Mathre
- 4:20 – 5:50 **Documentary**
What if Cannabis Cured Cancer?
Q&A with Director Len Richmond
- 6:00 – 6:30 **Fashion Show**
Ha-Swesh Hemp Fashion Show
- 6:40 – 8:00 **Documentary**
Strain Hunters India –
with Q&A Arjan and Franco from Greenhouse Seeds
- 8:30 – 11:00 **Comedy Show**
Howard Dover ExtravaGanja
Glen Foster
Paul Haywood
Jeffery Peterson aka The 420 Comic
The burlesque of Maneater Mena Von Fleisch

Saturday

July 17
2010

- 10:00 – 10:50 **Speakers** (40 minutes w/ q & a included)
Clare S. Wilkins
11:00 – 11:40 Michael Krawitz
11:50 – 12:30 Dr. Paul Hornby
12:40 – 1:20 Dr. William Courtney
1:30 – 2:05 Tali Clavijo
- 2:15 – 2:45 **Fashion Show**
Ha-Swesh Hemp Fashion Show
- 2:55 – 4:30 **Documentary**
Waiting to Inhale with Q & A w/ Jed Riffe.
- 4:45 – 5:00 **Musicians**
DJ Slim
5:10 – 5:25 Errol Blackwood
5:35 – 5:50 Northern Lights
6:00 – 6:15 Los Marijuanos

Saturday

July 17
2010

8:15pm – 1:00am

TY Canna Cruise - "Hemping on the High Seas"

TY VIP Evening Canna Cruise includes extravagant dinner and unlimited non-alcoholic drinks. Cash Bar is also available for those who wish to drink alcoholic beverages

Sunday

July 18
2010

- 2:55 – 4:30 **Documentary**
Prescribed Grass w/ Q & A with Zach Klein
- 11:40 – 12:20 **Speakers**
Clare S. Wilkins
12:30 – 1:10 Dr. Paul Hornby
1:20 – 2:00 Dr. Alexander Sumach
- 2:20 – 2:35 **Musicians**
Wank Punter
2:45 – 3:00 E.O.S
- 3:00 – 4:30 **Documentary**
Emperor Wears No Clothes, with q & a w/ Melissa Balin
- 5:00 – 5:30 **Fashion show**
Ha-Swesh Hemp Clothing Fashion Show
- 6:30 – 9:00 **MMJ Cup and MM Awards Gala and Concert**
- Medical Marijuana Cup**
Private Grower, Compassion Club, Seed Company - Indica, Seed Company - Sativa
- Marijuana Music Awards**
Song of Year, Album of Year, Best Artist, Rap/ Hip Hop, Reggae/ Dancehall, Rock/ Pop, Best Video, Poetry and DJ Mix
- Performances by :
Los Marijuanos, Rich Hardesty, Sahra Indio, Chief Greenbud, Paul Bullock, Northern Lights, DJ Slim, Wank Punter, Real One, and Errol Blackwood, E.O.S.



Tickets

	Admission price
1 Day	\$25.00
3 Day Pass	\$50.00
Howard Dover ExtravaGANJA *	\$25.00
Marijuana Music Awards & Medical Marijuana Cup Ceremony *	\$25.00
VIP Pass *	\$500.00

* Limited number of tickets available

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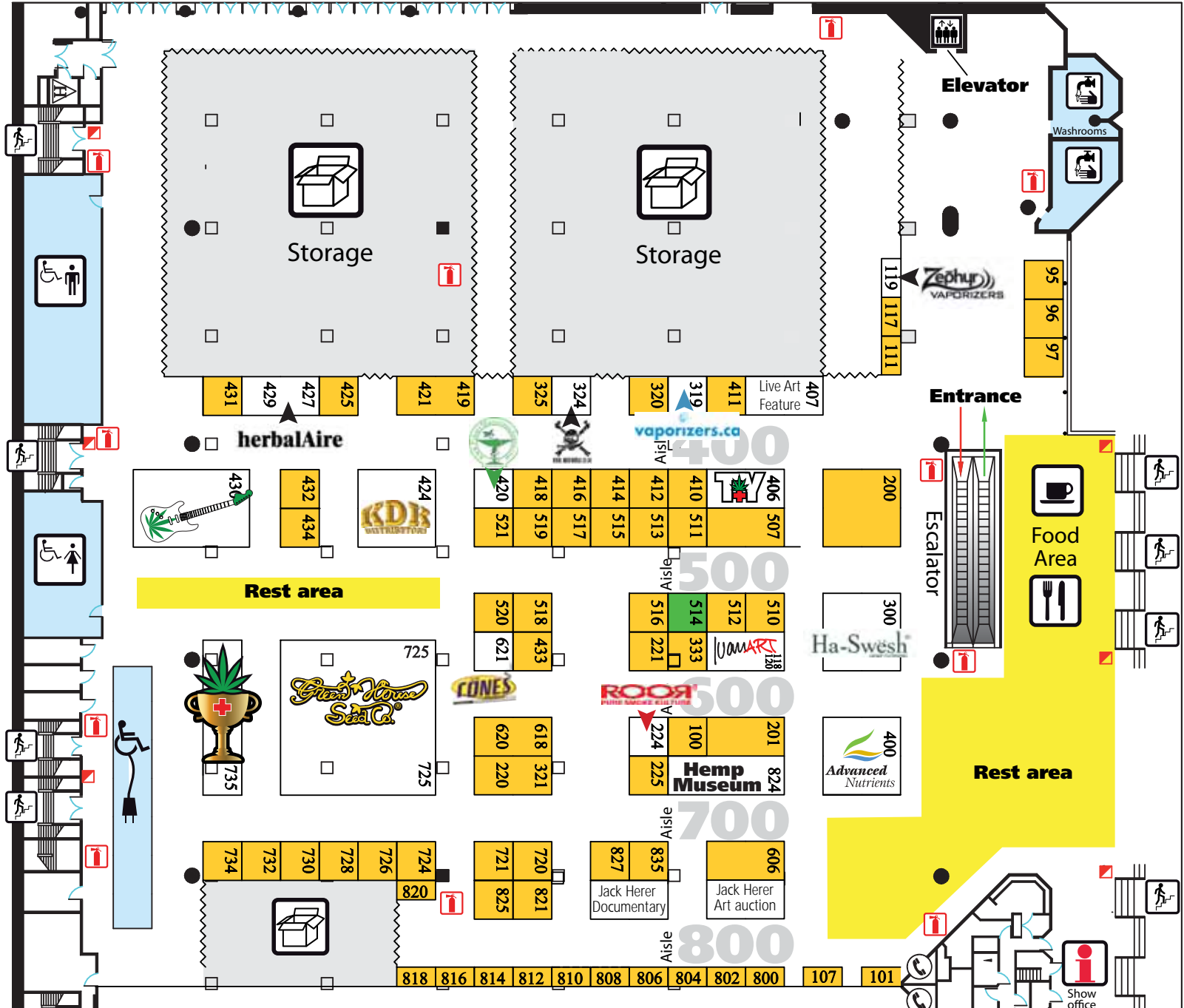
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Vancouver Seed Bank 802
 Vaporite Vaporizers 220 & 321
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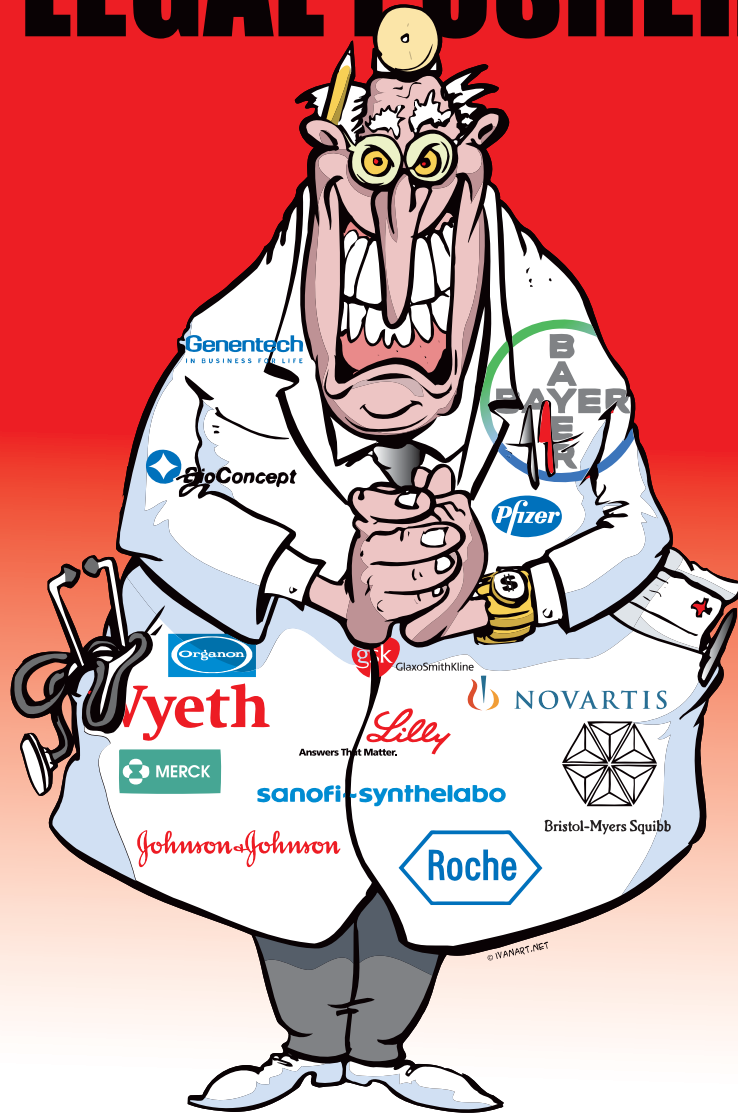
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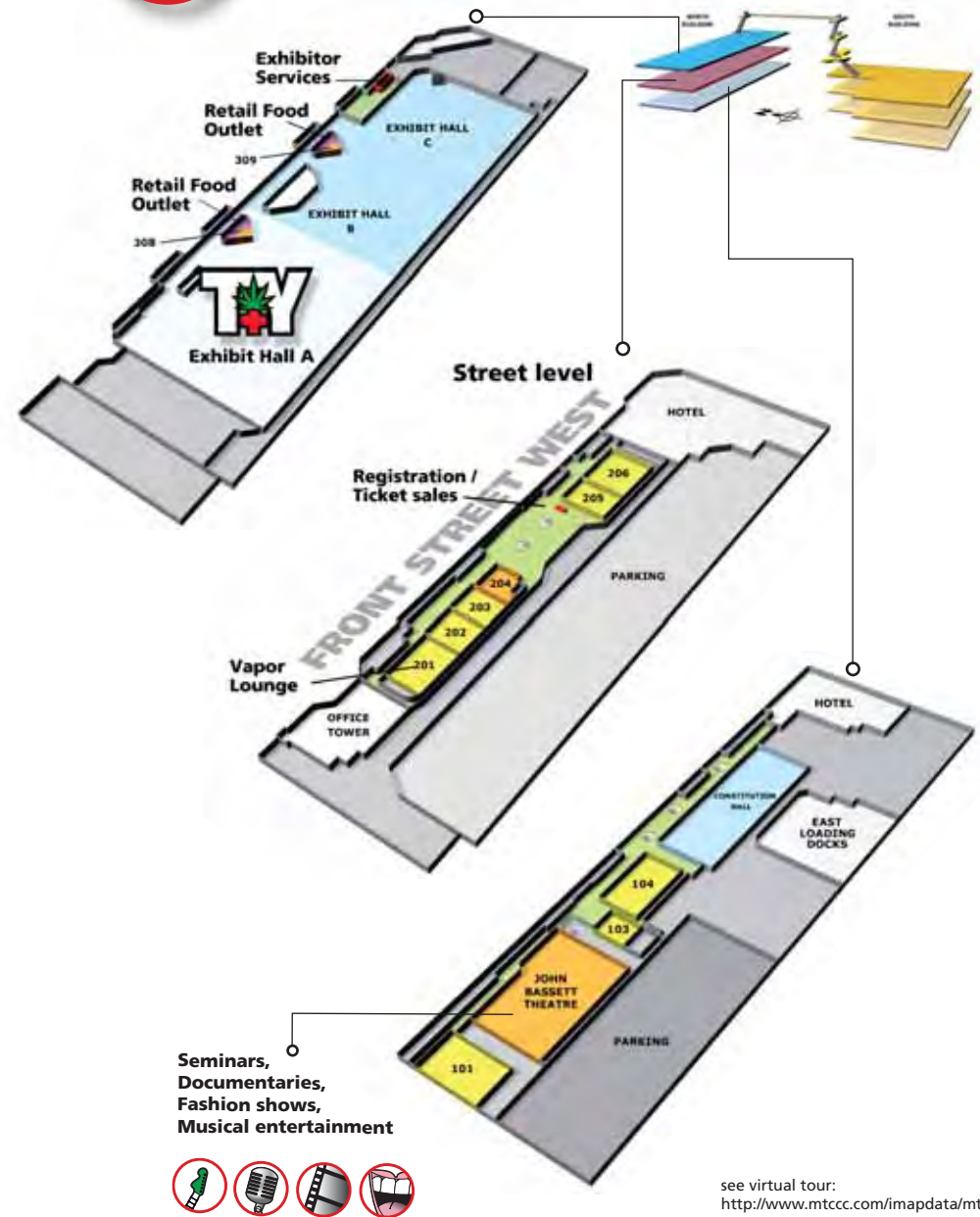


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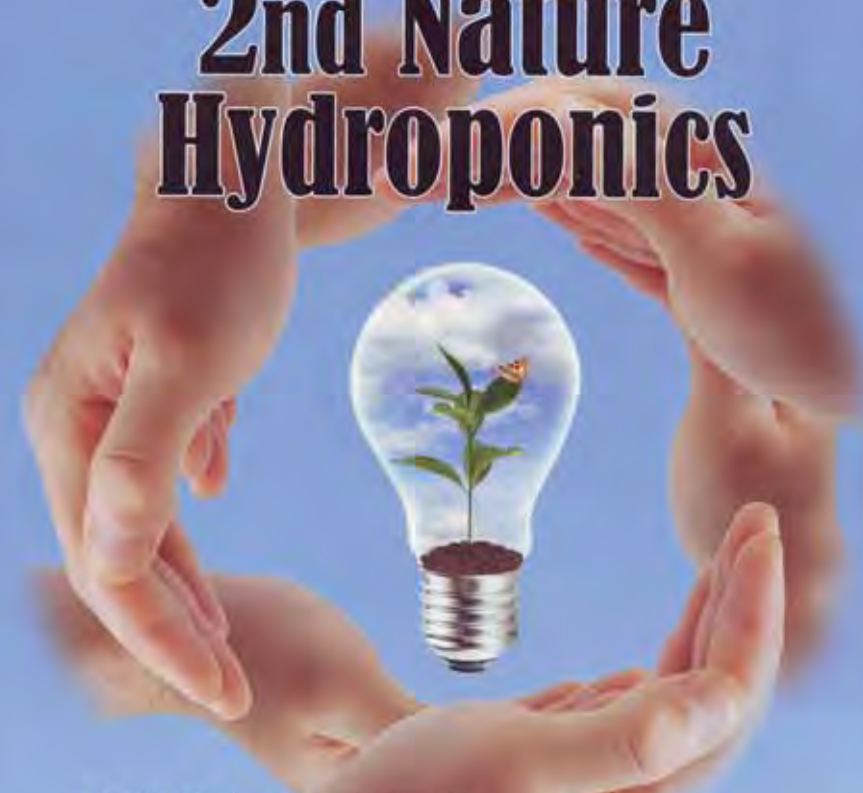
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