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Zach Sarkis is the founder and Executive Director of the NY HempLab, a registered 501(c)(3) not for profit. An independent industry organization, HempLab will offer services to help build a thriving cannabis industry in New York, starting with hemp. Sarkis has been an advocate for industrial hemp since 2007. With hands on experience in the medical and recreational cannabis industry in California and Oregon, he brings a unique perspective to the emerging markets in NYS. Sarkis and his team created HempLab to serve the community in three critically important ways: 1. Educating communities about the workings of the cannabis industry ecosystem, from seed to sale, 2. Incubating businesses looking to find their niche, and 3. Accelerating the industry as a whole, with an emphasis on upstate New York, by creating opportunities for businesses to get the support they need to scale.