



# CSP Announces 2025 C-Store Cannabis Board Members

*This initiative unites leading convenience retailers and cannabis industry experts to strategically prepare the industry for the evolving cannabis marketplace.*

CHICAGO, IL, UNITED STATES, July 11, 2025 /EINPresswire.com/ -- CSP (Convenience Store Petroleum), a leading authority in the convenience-store industry and a division of Informa Connect, is excited to announce the launch of the CSP C-Store Cannabis Board. This initiative unites leading convenience retailers and cannabis industry experts to strategically prepare the convenience-store industry for the evolving cannabis marketplace.

## Mission and Vision

The CSP C-Store Cannabis Board is dedicated to educating, collaborating and establishing the framework necessary to responsibly and profitably integrate cannabis-related products into convenience retail. CSP acknowledges that while cannabis legalization efforts continue to evolve across the country, proactive industry preparation is essential. The C-Store Cannabis Board is positioned to lead this important effort.

## Board Leadership

Melissa Vonder Haar, managing director of TradeWorks at iSEE Store Innovations, will serve as the inaugural chair of the CSP C-Store Cannabis Board. Vonder Haar brings extensive expertise and a clear vision for expanding growth categories within convenience retail. Under her leadership, the Board will drive meaningful dialogue surrounding regulations, consumer behaviors, merchandising strategies, and operational best practices specific to cannabis retail.

"I'm honored to chair this groundbreaking initiative," said Vonder Haar. "The convenience-store industry has a tremendous opportunity in the cannabis space, and this board will help retailers navigate this complex but promising category with confidence and responsibility."

## Board Members

The CSP C-Store Cannabis Board brings together respected leaders from across the convenience-retail industry:

Amy Costello, Casey's

Phil Wilhelm, Casey's

Keelan Gallagher, Smoker Friendly

Jigar Patel, SAASOA and Fastime

Shane Mabry, GPM  
Chris Bambury, Bonneau Markets  
Josie Johnson, 36 Lyn Refuel Station

#### Industry Advisors

To ensure comprehensive expertise, the Board is supported by industry advisors representing cannabis brands and regulatory specialists:

Koby Licciardo, NOWADAYS/Disruptive Beverage  
Angus Rittenburg, Wherehouse Beverage Co./Wynk  
Blake Patterson, Keef Brands  
David Daily, GRAV  
Daniella Segal, Charlotte's Web  
Leonard Gega, Curaleaf  
Jake Bullock, Cann  
Genya Akselrod, Looner Cannabis

#### Special Advisors

The Board will also benefit from the guidance of specialized advisors:

Diana Eberlein, Coalition for Adult Beverage Alternatives  
Chris Fontes, US Hemp Authority  
Jonathan Havens, Saul Ewing LLP  
Jason Zelinski, NielsenIQ

#### Upcoming Board Meetings

The inaugural CSP C-Store Cannabis Board meeting will take place in July 2025, with a follow-up meeting scheduled for September 2025 in Chicago. These meetings will establish the Board's strategic priorities and begin developing educational resources and best practices for the convenience retail industry.

For more information about the CSP C-Store Cannabis Board, please contact Abbey Lewis, VP of content strategy at CSP at [Abigail.Lewis@informa.com](mailto:Abigail.Lewis@informa.com).

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