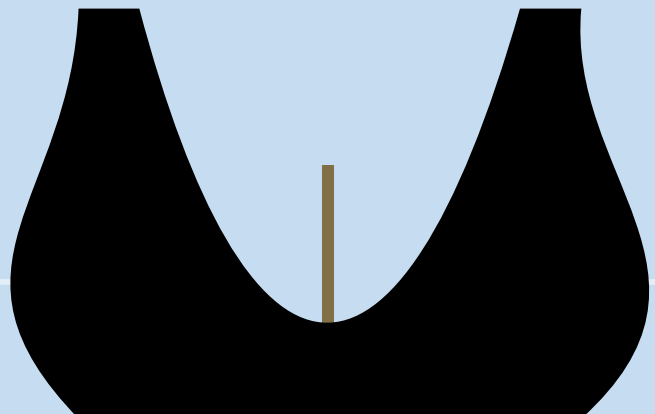
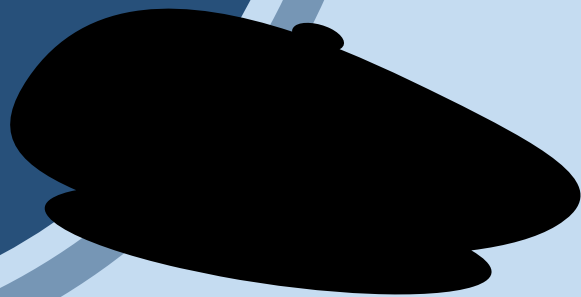


PROFILES OF WOMEN IN CANNABIS



MIKA UNTERMAN, APICAL



**Founder & CEO,
The Apical Ethical
Cannabis Collective**



How will we define success?

Cannabis is both new and old. New in the sense that it has only recently been legalized, and profits can now be recognized and legitimate business income at the state level.

But mostly, cannabis is old. The cannabis community has been working for decades to normalize use and has created a loving community network, just the women in this study. Most recently, tied to progressive cultural ideals and social movement activity. How did this community measure success? How will we determine the value of our businesses?

This community is butting up against the ways of old capital, which the new legal market has relied on. Old capital has historically unjust ways of allocating resources and a pattern of exclusion. We know how this community measures success: in terms of financial capital. Old cannabis, however, would want us to define success differently, in terms of other types of capital social, human, and environmental.

As women in business, we lean towards the old cannabis' version of success: how can we build community, empower employees, and support our customers... How can we create the most positive impact?

I know it can be a struggle to hold tight to these ideals, but it is possible, and change is coming. There are both educational and capital resources to help you understand impact metrics and support your journey to success - however you choose to define it.

[Apical](#), as a social enterprise, is committed to providing a psychologically safe and inclusive space for you to measure what matters, and use that to help grow your business. We are spearheading a new way to do business, and a new way to define success based on impact - not profitability.

Authentically Yours,
[Mika Unterman](#)
unt.mika@gmail.com



KYRA REED, WEIC*



Founder/CEO



Women Employed in Cannabis, an International Association for Women Working in Cannabis, invites you to join us in our pledge to support the careers of Women of Working in Cannabis, Hemp, CBD & Psychedelics.

The transition to a career in cannabis is harder than you think... because of intense stigma and industry instability. Legalization and excitement about working in a cutting-edge industry looks like a once in a lifetime opportunity but lack of support, access to capital and a glass ceiling on promotions makes it a tough road for women, especially those who left traditional corporate industries.

By taking this pledge you are committing to being part of the solution and doing your part to ensure that women have equal access and opportunity in the emerging industry. Together we can change attitudes and actions and make the cannabis industry a truly modern and pioneering role model for all other industries.

PAY Women

Pay women what they are worth. Pay women the same as men for the same job. Pay women when their bills or paychecks are due. Pay women bonuses, and create incentives for them to earn more money when they make you more money.

Seek out women to hire, in your personal and professional lives. From your dentist to your accountant to your mechanic (duh, women are mechanics.)

Buy products, services, art, and more from women. Go out of your way to buy from women.

Use your dollars to help women build their own wealth so they can, in turn, help other women do the same. When we pay women we empower women and level the playing field.

*WOMEN EMPLOYED IN CANNABIS

PROMOTE Women

Advance women in your companies by promoting them. Educate, train and mentor women to become executives and leaders, and then move them up the ladder.

Share women's stories and successes. Promote the great works and achievements of women, and promote the smaller ones, too.

We often underplay our achievements, and we miss out on the inspiration and aspiration it provides to see other women succeed. When we do it for each other, it has even more power.

PARTNER with Women

Women are excellent managers by nature. We are collaborators and community leaders. Women bring uniquely feminine traits to business and enable others to embrace differing perspectives. The embrace of differing perspectives is the path to peace, let us never forget that.

PROTECT Women

Do not publicly shame, trash or degrade other women, regardless of what she has done to you or to others. Defend women, stand up for women, have the backs of women you know and don't know, and even women you don't like. It is imperative that we look out for each other in a way that strengthens the power of women in cannabis and beyond. If we act as an impenetrable force, we will realize the vision for a more just and equitable cannabis industry where women don't just survive, we thrive!!

If we, as a community, can instill these values in our personal and professional worlds we can effect real changes in our industry and provide more opportunities for all women in cannabis.

We invite you to join the crusade and [take our pledge](#) to Pay, Promote, Partner and Protect Women Working in Cannabis in 2022.

Kyra Reed,

Founder,
Women Employed in Cannabis

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OPHELIA CHONG, AACE*



Founder



The U.S. Asian population is diverse. A record 22 million Asian Americans trace their roots to more than 20 countries in East and Southeast Asia and the Indian subcontinent, each with unique histories, cultures, languages and other characteristics.

Pew Report 2021

The term, “Asian American,” used as a social and political identity, was coined by in 1968, a year that shattered America.

It was the fault lines of the Vietnam war, The Cold War, civil and human rights and the youth culture that defined an era.

Derogatory terms were called out, it was a rejection of the all-encompassing label for all Asians as “Oriental”.

The emergence of the phrase “Asian American” and the movements that led to its creation was the direct result of radical cross-racial and ethnic solidarity building in the 1960s.

Before 1968, the creation of a pan-ethnic Asian identity did not exist in the United States, we were stereotypes created by the media, as an example non-Asian actors were cast as Asians, even then we were not “trusted” or even noticed to give a true representation of Asian Americans.

Therefore, the term “Asian American” was to galvanize Asian people to come together, acknowledge our shared histories, and fight for collective liberation.

Flash forward just over half a century and the top viewed series on Netflix are Korean, Boba shops are competing with Starbucks, US car companies were eclipsed by Toyota to Vice President Kamala Harris who shares East Indian heritage with her mother.

In Cannabis we have made huge strides, many APIs* to include are founders, CEOs, influencers, makers + creators, innovators, policy makers, cultivators, manufacturers and consumers. Islands.

*The U.S. Department of Labor Office of Federal Contract Compliance Programs defined Asian-Pacific Islander as
“A person with origins in any of the original peoples of the Far East, Southeast Asia, South Asia, or the Pacific Islands.”

*ASIAN AMERICANS FOR CANNABIS EDUCATION

Our entry into the industry was delayed by our cultures, many of us came from countries that accepted the US's assertion that cannabis was illegal and dangerous, accepted it to benefit from being allied with the US. This permeated our societies, despite the fact that we had been using Ma or má (Mandarin pronunciation: [mǎ]), a Chinese word for cannabis, since the 4th century by Taoists).

When I entered the cannabis community and industry, I always looked for someone that looked like "me" as an ally and also, we would have the same historical touch points to share. I found very few that would even talk to me about their use and employment.

I founded [Asian Americans for Cannabis Education](#) for that reason, to find, to write about and to create a community. We have been successful since that day in 2015 in gathering our "tribe" and the acceptance of cannabis. What appealed to most of us is its economics and a giant playground for innovation.

Today more APIs are entering not only the ancillary but plant touching, we have innovative brands such as Stiiizy, Sundae School, Pure Beauty, Halal Hemp, Vessel Brands, Feeling Frosty (extracts), Tsumo Snacks and more have debuted in a crowded marketplace and thrived.

Cannabis has a long history, from medical use to being stigmatized and a plant branded as illegal as heroin. From this fraught history, we are now writing new pages in our history books – we look with optimism to the horizon by forging a path for many to follow.

Thank you, "Women in Cannabis Study" for giving me space to tell our story.

Ophelia Chong

Founder,

Asian Americans for Cannabis Education



TENGGU CHANELA JAMIDAH IBRAHIM, HALAL HEMP



Founder

HALAL HEMP

In Malaysia, if you are in possession of over 200 grams of Cannabis you could be charged with a trafficking sentence. The punishment is execution. To put that into perspective, 200 grams is equivalent to the weight of an apple.

Hemp is categorised under this act despite it not having a high THC content.

These punitive laws are common in countries across Asia and the East, and despite policy changes and advancements made in the West, we are still punished by choosing to use a plant medicine that has been consumed by our ancestors for thousands of years.

Halal Hemp is here to reclaim Cannabis and shift that narrative.

As an initiative our focus is through a holistic approach and it begins with our signature five pillars - education, policy, economic decolonisation, community collaboration and sustainability.

We seek to provide a solution to a unique problem, as Muslims represent almost a quarter of the world's population, we feel it is time for this community to be addressed.

70% of Muslim consumer decision making is based on whether or not a product is halal certified. What that means is that it is in line with our faith and permissible, just like kosher certification.

Calling on you, our Cannabis community members, to not leave us behind.

Inclusivity is at the root of what this plant teaches us and is a part of our moral obligation.

Join the movement and get your CBD products Halal certified.

Peace and Blessings,

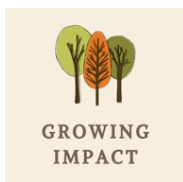
Tengku Chanela Jamidah

jamidah@halalhemp.org

ANNIE DAVIS, GROWING IMPACT



CEO



Growing Impact is a strategy consultancy led by Annie Davis, a marketing leader with 20 years of experience building lasting brands spanning CPG, clean tech and natural products. In 2018, Annie transitioned her career into the cannabis industry, serving as VP Marketing for two of California's largest vertically-integrated operators.

Growing Impact has driven growth for numerous cannabis clients including Garden Society, Care By Design, Flow Kana, Project CBD, and Humble & Fume. A thought leader in ESG & social impact, Annie serves as an Advisor to Cannabis Doing Good, Regennabis, and Royal Technology Agriculture. Annie holds a BA in Political Science from Yale University and MBA from Harvard Business School.

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KAHSHANNA EVANS, KISSING LIONS PR



Founder,
Brand/PR Strategist



Years in fashion, film + television, and the entertainment industries followed by immersive and experiential wellness studies gave me insight into strategic brand telling. Engaging early on in fashion and entertainment ignited my relentless curiosity about the unseen trade secrets driving visibility for the world's top industries.

After a needed pivot, I launched Kissing Lions Public Relations to support niche brands in telling their newsworthy story. Since then, I've worked with the Women in Cannabis Study and Green Lit Marketing for the Leafy Gram pre-launch. I'm a fan of the study and legalization as the anti-anxiety properties in CBD are incredibly life-changing.

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ASHLEY MANNING



The Connector

Ashley Manning is a cannabis industry veteran and multifaceted professional who has touched nearly every side of the vertical.

While working in the healthcare field, Ashley became a successful medical cannabis patient which inspired her to pursue a career in plant medicine. Ashley spent time honing her skills in the California legacy market at a medical dispensary in the Prop 215 era, eventually moving on to cultivation as well as sales and directing events. She learned everything about the industry, wanting to gain a full 360 degree understanding of cannabis and its journey from seed to sale.

Ashley eventually found herself as the host of a popular web series covering the unique careers in cannabis, interviewing over 40 industry executives. The experience left Ashley with a desire to lead by example, working her way to becoming a C-suite member herself at a major trade association.

However, **Ashley maintains that having a seat at the table does not guarantee women are free from patriarchal politics.**

Whether it's a lack of respect and trust from fellow execs or the callous "mean girl" mentality that can sometimes manifest between women in the space, Ashley continues to crusade against the hidden barriers to success being faced by women at the highest levels of their careers.

Ashley is also passionate about hiking, kayaking, meditation, gardening, bird watching, exploring national parks and remote lands in her camper van as well as sharing with the world how cannabis has led her to a life worth living and has given her the quality of life that she and so many others deserve.

"My biggest piece of advice for everyone is to be a Big Sister or Big Brother no matter your title or authority."

Ashleymanning0305@outlook.com

JOY CUTRONE, MOMENT'S PEACE CRAFT CANNABIS



CEO, Co-founder



Joy has gone from medical advocate to cannabis entrepreneur with a few certifications along the way, including Certified Functional Medicine Health Coach through the Functional Medicine Coaching Academy, and a Certificate in Cannabis Studies through the University of Rhode Island College of Pharmacy.

Applying relevant experience from her career in Global Business Development in the tech industry, Joy now welcomes the opportunity to join other women leaders in the field of craft cannabis innovation.

momentspeace.com

#momentspeaceCC

LISA VUZZO, OMMDIRECTORY



CEO



This has been a challenge and a blessing, starting with nothing but an idea from my kitchen table in 2018 the year Oklahoma went legal. Growing to Michigan and Florida. Backed by my 35 year of knowledge and experience in print, radio, real estate, mortgage and construction marketing and events.

[The OMM Directory](#) has been established as the resource guide to the industry and its' patients. Not only does it help connect, growers, dispensaries, processors and suppliers, it also encompasses conventional businesses who are friendly to the industry and will not "Green Gouge" them. Contractors, who don't mind working around patients or business.

lvdesigns@live.com





JOYCE GERBER

Creator & Host, The Canna Mom Show

Joyce Gerber is an attorney, advocate, writer and creator of the award-winning podcast [The Canna Mom Show](#) where she is using her unique voice to enhance the impact women have on the emerging cannabis industry.

Joyce@thecannamomshow.com



JOANNA RUSSELL

Owner, Norumbega Provisions

A registered nurse turned entrepreneur, Joanna is passionate about sharing accurate information regarding the health benefits of cannabis. Her company makes safe, effective, high-quality products for patients, caregivers, and dispensaries throughout Maine.

joanna@norumbegaprovisions.com



ADDISON MORRIS

Founder & CEO, Women's Chamber Of Commerce

Addison founded [Women's Cannabis Chamber of Commerce](#) with the mission of moving entrepreneurs beyond empowerment into result driven career strategies, CEO positions and business ownership.

addison@womenscannabischamberofcommerce.com



KRISTI SHAW

Co-owner & COO, Northeast Growing Company

Kristi (Shaw) is a medical cannabis care provider, co-owner and Chief Operating Officer of [Northeast Growing Company](#), a charter member and Executive Director of the Maine Cannabis Industry Association, and member of Medical Marijuana Caregivers of Maine.

northeastgrowco@gmail.com

CHRIS ATKINSON, REDMOND



**Project Executive:
Cannabis Group**



With more than 7 years of experience in the industry, Chris Atkinson is an expert in all facets of cannabis and has grown into a recognizable leader and mentor across Chicago and the Midwest.

Chris joined [Redmond](#), a Chicago-based construction firm, to lead its Cannabis Group as Project Executive. Redmond's Cannabis Group is a specialized internal team of industry experts dedicated to Redmond's growing portfolio of cannabis projects. The team provides construction management and consulting services to clients doing business in highly regulated markets.

As Former Director of Real Estate, Construction and Facilities for an MSO, Chris's experience includes scaling cannabis companies from licensure to operational status while managing the construction of more than 300,000 SF of cultivation facilities and dispensaries across national markets. This experience has sharpened her expertise in cannabis operations, facility construction, and stakeholder management. Chris possesses a deep understanding of the industry's stringent regulations, which ensures the process for clients to become operational is more efficient in a market that relies heavily on speed.

Chris continues to position herself as a thought leader and advocate while remaining committed to social equity and inclusion. In the last year, she was part of the Illinois Women in Cannabis inaugural mentorship program, served on Olive-Harvey College's Cannabis Advisory Board, and participated in outreach and programming related to policy and fair and equal access. Chris serves as an Independent Board Member for a local private school and is the Secretary on the Board of the Chicago Tap Theater.

catkinson@redmondconstruction.com





MARIANNE CURSETJEE, MBA

CEO & Co-founder

As an experienced entrepreneur, [Marianne](#) has scaled Alibi Cannabis from concept to pipe. Producing quality consistent weed at affordable prices for the Oregon market.

m@alibicannabis.com



KELLY PEREZ / COURTNEY MATHIS

Cannabis Doing Good

Woman-owned, Black-owned, [CDG](#) provides educational tools and consulting for canna-businesses to prioritize racial justice and environmental repair.

We help companies do good, so they can do better.

info@cannabisdoinggood.com



LEAH CERRI

Co-founder, Collective High

Leah is Co-Founder of [Collective High](#), a cannabis events and experiences company; worked for Flow Kana, Pop-Up Potcorn, and is owner of Lush for Life.

leah@collective-high.com



JUNE JOHNSON

Co-founder, Collective High

June Johnson Co-Founded [Collective High](#) to provide cannabis education through highly conceptual events & experiences in an effort to eradicate the stigma around cannabis use.

june@collective-high.com

NIKKI LAWLEY, LPN, NIKKI AND THE PLANT



Founder



[Nikki Lawley](#) is a patient advocate, speaker, and founder of Nikki and the Plant. She personally discovered cannabis as medicine after suffering a life-changing injury while working as a pediatric nurse.

In October of 2016, Nikki was a 46-year-old woman whose life changed in literally a second. Going from being a medical professional to becoming a patient was a major adjustment and almost cost this vibrant mother, wife, and career professional to contemplating taking her own life after becoming a victim of the traditional medical system, seeing over 50 doctors, and was on cocktails of drugs that each had more and more side effects. Four months after her injury, Nikki found plant medicine.

Nikki and the Plant is a pillar of medical cannabis advocacy and a champion for the importance of sharing patient stories. She is planning on creating the first product line focusing on cannabis and the science behind why cannabis helps support her chronic pain, cognitive function, anxiety, and depression.

Nikki is on the Patient Advisory Board for NY State Americans for Safe Access and for Cannabis BPO.

Nikki is considered a leading voice in the community, chronicling her journey from being a healthcare provider to a patient to an advocate. She hopes to bring worldwide awareness to invisible illness and disability. She has been a guest on multiple podcasts and shows including "Let's Be Blunt with Montel Williams."

nikkilawley1@gmail.com





CAITLIN BERNHARD, MSN, FNP

Founder / CEO / Certifying Provider - Ma & Ny

Caitlin is Director of Operations at AzallaEducation.com, Founder of AzallaWellness.com, and Certifying Provider for GreenNetworkProviders.com. Her passions include herbalism and empowered wellness.

caitlin@azallaeducation.com



JULIE BATTEL, CNM, MPH

Chief Nursing Officer / Certifying Health Provider

Julie is the Community Outreach Director for AzallaEducation.com and a Certifying Provider for GreenNetworkProviders.com. Her passions include Women's Health and the Endocannabinoid System.

julie@azallaeducation.com



MARISSA FRATONI, BSN, RN, RYT, INHC

Chief Communications Officer

Marissa is the Director of Communications for AzallaEducation.com.

She is a holistic nurse and mindfulness leader passionate about women's health and yoga.

marissa@azallaeducation.com



SANDY BERNIER

Founder & Director of Spiritual Innovation

Sandy Bernier is the founder of [Irie Bliss](http://IrieBliss.com), the President of Green Network Providers, and founder of the People's Congregation of Shakers & Movers, a tribe of plant loving humans who believe in the power plants and good vibes.

irieblisswellness@gmail.com

COURTNEY FORGUES, PORTAL42



OWNER & CEO



Courtney Forgues is the Owner and CEO of [Portal42](#), the cannabis industry's fastest growing point of sale software. She considers herself a serial entrepreneur and loves the challenge of starting up new companies. In 2015 she took Portal42 to the Detroit cannabis market. At this time of unregulated stores, she often found herself communicating the importance of future proofing their businesses. By having a software that will make sure their facilities would be compliant with the state regulations, their business would remain in good standing.

When her neighbor opened a dispensary in Detroit, they offered to lend a hand if he ever needed. Her husband, who would often go to that store and help him, quickly learned that the software available was difficult to navigate and hard to use. Being the entrepreneurs that they are, they started building a software that would be easy for staff to use and savvy enough for business owners to get all the details on their store.

When the software was ready to hit the market Courtney saw the opportunity to change the Michigan market and built relationships with dispensary owners across the state. Because of Courtney's dedication to customer service these relationships are still going strong with clients that have been with Portal42 for over 5 years and they hold the largest share of customers in the state.

Courtney has been named in the Marquis Who's Who in America for Entrepreneurship. Her Company Portal42 has been named Best Cannabis Tech 2020 by Enterprise review magazine named in Silicone Review Magazine 50 Leading Companies to Watch 2021. She has dedicated her time to making sure that Portal42 has the best reputation for service and bringing their clients the best in technology to help their businesses flourish.

courtney@portal42.us



DAVINA KAONOHI, ELĒMENT APOTHĒC



CEO & Co-founder



As a strategic leader and brand creator, Davina is passionate about challenging the norm and making an impact with every company she has worked with. Davina brings vast experience in team building, business strategy, operational management and a mission to create good in the world. Guided by Aloha, Davina is driven by a desire to truly make a difference both professionally and personally.

[Element Apothec](#) is a socially motivated and purpose-driven wellness and body care brand whose mission is to positively impact the quality of people's lives through doctor-formulated, functional, plant-based cannabinoid wellness and skincare products, education, and a supportive community that results in vibrant health and flourishing well-being.

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SWATHI VARANASI, ELĒMENT APOTHĒC



Chief Scientific Officer
& Co-founder



Dr. Swathi is an award-winning bilingual integrative health pharmacist. She is a plant-based wellness specialist; a medical expert and advisory board member for CBD, adaptogen, and food brands; an author; an advocacy non-profit board of director; a peer-reviewed published clinical researcher; and a multimedia content contributor. Dr. Swathi co-founded and is CSO of [Element Apothec](#), an innovative CBD botanical wellness brand dedicated to evidence-based education and formulations for everyone.

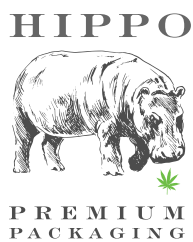
Through the many modalities of integrative medicine and patient-centered shared decision-making, she believes that health and wellness is achievable for everyone. Emphasizing an evidence-based approach, Dr. Swathi is passionate about educating practitioners, students, patients, and consumers, and strives to empower everyone to be the best, most authentic version of themselves.

drswathi@elementapothec.com

KARY RADESTOCK, HIPPO PREMIUM PACKAGING



CEO & President



Kary Radestock is the Founder and CEO of [Hippo Premium Packaging](https://www.hippopackaging.com). She has over 25-years experience in the printing and packaging industry, and has had the good fortune to have worked with some of the top brands in the world.

She launched Hippo Premium Packaging to bring a higher level of expertise and craftsmanship to the emerging cannabis industry, along with top-notch brand building solutions.

Kary quickly became a leader in the industry. She was named “Cannabis Industry Woman of the Year” and has been a featured speaker at numerous industry events. She also has a regular column in mg magazine, and is a noted thought-leader on topics relating to cannabis packaging and business building.

She was recently awarded the prestigious PAC Global Award for packaging excellence, which marked the first time this was awarded to a cannabis product.

Kary is the Chair of the NCIA Marketing & Advertising Committee, and was selected as a judge for both the PAC Global Awards and Clio Cannabis Awards.

Most importantly, Kary is focused on delivering solutions that work. Many of her customers report significant revenue gains after working with Hippo. One customer said that sales doubled after her new packaging hit the store shelves.

As an entrepreneur and business owner who started with just one employee, Kary knows what it takes to grow a company and overcome obstacles. She loves sharing her roadmap to success, and helping others navigate the complex and evolving cannabis industry she now happily calls home.

Kary@hippopackaging.com



JAINE, MISSOURI'S WOMEN IN CANNABIS ORGANIZATION



**United Women in
MO Cannabis**

Jaine is a non-profit organization focused on supporting, honoring, and educating women in an emerging industry by building alliances to foster a united voice through mentorship, empowerment, and networking.

We want to bring together women who are currently in Missouri's cannabis industry and lift each other up, while also bringing together women who want to enter the Missouri cannabis industry through education, career guidance, leadership and mentoring.

Our board consists of several women who are employed and in leadership roles in the cannabis industry, as well as strong women in cannabis-adjacent services such as law, accounting, packaging, etc. We've provided a forum in which we can easily find women-owned businesses who are members and support their businesses and their teams.

A long-term goal we'd love to see come to fruition is for multiple women in cannabis groups like ours to unite after our nation reaches federal legalization, giving us the volume of voices that can successfully take on the bigger issues that exist in our industry.

We welcome new members and are always looking to expand our footprint in this amazing industry which is why we make it so easy to join our organization. We offer individual, small business, and corporate memberships types.

Visit us at wearejaine.com to learn more about our organization and member benefits.

wearejaine@gmail.com

REBECKA RODRIGUEZ, 420 SOCIAL



Owner + Head of
Digital Marketing

420SOCIAL

For 25 years, I helped build one of the largest private advertising agencies in Los Angeles. Today, I've focused my business around the two areas I'm most passionate about: Social Media Marketing and Cannabis. I've adapted proven techniques used to grow the largest household brands to the cannabis industry.

[420 Social](#) stays on top of the latest news & trends in the industry, writes engaging content, designs modern eye-catching visuals, and manages your social accounts – plus strategy and results reporting! Our sole focus is to grow cannabis social accounts through education and engaging brands' loyal customers and fans alike.

rebecka@420social.biz

DIANA MCELROY, HIGHER HIGH



Founder & CEO



DiAnA McElroy: Founder and CEO of Higher High, LLC; a Consulting / Brand Building firm focused on the needs of entrepreneurs in the cannabis space.

DiAnA's focus is the tri-state area with Jersey being top of the list. Her experience having worked at a vertically integrated MSO both at the grow and dispensaries alongside the marketing team has given her varied experience across the sector.

Through education, we remove the stigma and misinformation around cannabis in order to change legislation and access. She uses her voice and platform as a means to educate, challenge the industry, and set higher standards.

info.higherhigh@gmail.com



AH WARNER, CANNABIS BASICS, WOMEN OF WEED



Founder, CEO



**Cannabis
BASICS**

**WOMEN
of
WEED**

Beating all odds, Warner has fought through prohibition, stigma and painful regulations, while forging a pathway to mainstream access and acceptance.

For decades, Ah has worked for the full emancipation of the cannabis plant in both her rolls as activist and entrepreneur. Her company [Cannabis Basics](#), a queer, veteran and woman-owned topical brand, is now celebrating 28 years.

Grieving the death of Washington's Medical Marijuana marketplace with no pathway forward to adult use, Warner co-authored legislation introducing Cannabis Health and Beauty Aids or CHABA.

The law was enacted July 1st, 2015, RCW 69.50.575 defines non-intoxicating topical applications, <85mg or <.3% THC per 1oz., as "not usable marijuana".

CHABA was the first cannabis removed from any state's controlled substances act, as a result, CHABA cannot be regulated or penalized like marijuana. This law opened Washington's mainstream retail marketplace and allows for all health care providers to use and sell CHABA in their practices. Almost seven years later, Washington state remains the only state in the entire country with THC topicals sold in non-marijuana outlets. CHABA are not to be confused with CBD-only products, CHABA specifically have low levels of THC in them.

Other accomplishments:

2016: Struck the first mainstream distribution deal, opening the supply chain to Washington grocers for CHABA.

2015: Granted historic Federal TM registration for a brand logo composed of both the cannabis leaf and the word "cannabis".

2013: Founded Women of Weed, a private social club of activists and entrepreneurs from around the world.

Ah@CannabisBasics.com



MERIDETH ALBERT

Owner, Vetted Cannabis

A Registered Nurse, Merideth worked in the Veteran's Administration Healthcare System in Boston for 10 years before relocating to Maine.

Merideth leads the operation of Vetted Medical Dispensary and state-of-the-art cultivation facility, while continuing her tradition of caring for and empowering patients.



ANNMARIE FREDERICKS

Nurse Practitioner, Vetted Cannabis

AnnMarie worked for 36 years in the Boston Veteran's Administration Healthcare System.

A member of the National Association of Cannabinoid Specialists, Annmarie studies cannabinoids and terpenes so she can provide patients with personalized, safe cannabis medicine targeted for their individual symptom relief.

Caring and Empowering

Women owned and led, Vetted's tradition of caring was born of our mother/daughter team working in the VA Healthcare System for a combined total of over 40 years. Family grown, our business provides safe and effective medicinal cannabis, rooted in science and research. And our emphasis on education empowers our clients to become the driver of their own care.



Sanford, Maine

www.vettedcannabis.com hello@vettedmaine.com



BROOKE WILSON

Horticulturist-director Of Cultivation, Vetted Cannabis

Brooke Wilson holds a degree in Horticultural Technology from the University of New Hampshire, with a specialization in plant production.

A member of both the American and International Societies of Horticultural Science, Brooke's expertise assures that Vetted yields the healthiest plants for our patients.



MEG SANDERS, CANNA PROVISIONS



CEO and Co-owner



Meg Sanders is CEO and co-owner of [Canna Provisions in Western Massachusetts](#), home to Smash Hits cannabis.

An industry pioneer with extensive cultivation, regulation and consumer sales experience, Sanders has led Canna Provisions since its launch in 2019 to become a \$100mil vertically-integrated cannabis company after having worked with, consulted for, started or raised capital for well over 30 dispensaries and in five different states (and counting).

As one of the most celebrated and experienced successful female cannabis CEOs in the industry with over 10 years of US cannabis industry experience, featured everywhere from [the WSJ](#) to [the New York Times](#), [60 Minutes](#), as well as Le Monde, NPR, NBC, Der Spiegel, BBC, High Times, CBC and [many more](#).

In addition to launching and partnering with hundreds of different cannabis brands, Meg has used her expertise to assist local and state regulators seeking input, feedback and beta testing for various systems related to tracking, growing and selling medical cannabis. Previously, Meg has been honored to participate with the White House, FBI, NSA and other national organizations in a workshop hosted by the National Science Academy.

As former CEO of Colorado-based Mindful, Meg Sanders headed the largest woman-led cannabis company in America, and built one of the most respected and most recognized cannabis producers and infused products manufacturers with medical and recreational dispensaries operating across the state of Colorado, and in the state of Illinois.

Meg played a key role in the establishment of regulations for the legal marijuana industry in Colorado, and continues to be a sought-after resource to assist countries, states, counties, and municipalities in forming their Medical and Adult-Use Marijuana Programs.

meg@cannaprovisionsgroup.com

KATE HOWE, SEAWEED CO.



Director of Retail Operations



As a longtime advocate for safe, legal and affordable access to cannabis, joining the emerging industry here in Maine is a dream come true.

Having worked in professional environments as a social worker, non-profit executive and independent consultant, I often had to hide my cannabis use and the passion I have for this amazing plant that has so many wellness benefits.

I am now able to use the skills I developed throughout my career to bring cannabis into the mainstream culture and remove the negative stigmas attached to it.

kate@seaweedmaine.com

<https://seaweedmaine.com/>

EMILY ADINOLFI, GREENBROZ



Director of Sales



Emily has spent a majority of her career leading sales teams to success and truly enjoys serving others and seeing them prosper.

She is customer service obsessed and lives by the philosophy without loyal, happy customers; there is no win.

Emily leads all sales efforts for [GreenBroz](#) and is focused on seeing her team's collective results roll up to a greater market presence. She loves working with our customers and seeing how we are able to help so many achieve a more streamlined post-harvest process, all without sacrificing quality.

emily.a@greenbroz.com



HEIDI HALLER GROSHELLE, GROSHELLE COMMUNICATIONS



Founder & CEO



[Heidi Haller Groshelle](#) founded [Groshelle Communications](#) in 1984 with an Apple Macintosh, a telephone and a desk to provide strategic Public Relations counsel and services to entrepreneurs and remarkable businesses. Over the past four decades, Heidi has consulted with over 250 start-ups and growth stage companies and helped them stay top of mind.

In 2015, Heidi added cannabis clients to her practice. Heidi's passion for the plant has allowed her business to thrive. Her stellar client roster includes Abaca, Dark Heart Nursery, Lucky Box Club, PHILTER Labs, PLUS Products, Presto Doctor, Sensi Connects, Solful Dispensary, TraceTrust, and Trym.io, to name a few. She is a founding member of Women Employed in Cannabis.

Groshelle Communications' clients appear in top-tier, mainstream-media outlets including CBS-TV, Forbes, Engadget, USAToday and TechCrunch as well as in target-right cannabis news outlets like Benzinga, Emerald Magazine, High-Times, Leafly, MJBizDaily, and more.

Heidi's unique approach to PR has built her reputation as a leader in the cannabis market and importantly as a champion of all women in the industry.

Heidi has a Bachelor of Arts degree from the University of California at Santa Barbara. Her passions also include creating raku (a Japanese technique of ceramic firing) and high-fired pieces of ceramic art. She lives and works in the middle of San Francisco, where she grew up.

Awards:

- 2020 Top 10 Most Influential Communication Professionals to Watch in Cannabis, Green Market Report
- Gold Hermes Award, Strategic Media Relations, Plus Products
- Platinum Hermes Creative Award, Publicity Campaign, Nytec Inc.
- Bronze PRSA Commendation, Best Consumer Product Launch

heidi@groshelle.com

BREE HOOD, SUPERNOVA TEK LLC



Co-owner & Inventor



[Bree](#) is the inventor of the Torus Extractor & the high flow process her technology uses.

Bree grew up in Alaska and became involved in cannabis activism in Washington state in 2009. She worked with the Cannabis Defense Coalition, Hempfest, Cannabis Freedom March, and as a judge for the MMJ Concentrates Cup in 2013. During her activism, [Bree's](#) passion was ignited for the art of making water hash, leading her to invent and patent solvent-less extraction technology in 2018.

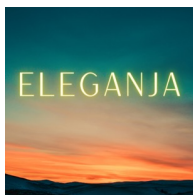
Bree's company has forgone traditional fundraising and intends on launching a groundbreaking [NFT fundraising project](#) in April 2022.

bree.hood@supernova-tek.com

MICHELLE MATSUBA, ELEGANJA



Founder & CEO



Michelle Matsuba is the Founder and CEO of [Eleganja](#), an online platform to help customers find and shop Black-owned cannabis.

As a Black Female founder, Michelle is passionate about Black-ownership in cannabis and uplifting the communities most harmed by the War on Drugs. A former elementary school teacher with degrees from Harvard (BA), Boston University (MEd), and the University of Southern California (MBA), she puts social justice first in all that she creates.

Michelle is proud to be among the female entrepreneurs in cannabis and is motivated to help increase female leadership in the industry.

michelle@eleganja.com



LORIEL ALEGRETE, 40 TONS



Chief Executive Officer



Loriel Alegrete is Chief Executive Officer at [40 Tons](#), a Black, woman-owned premium cannabis, clothing, & accessories brand from Los Angeles, California. Loriel oversees macro strategy and strategic partnerships between other brands and advocacy groups and organizations.

Representing those impacted by the system — cannabis prisoners, victims of the war on drugs, their families and loved ones — while a booming billion-dollar industry flourishes across the globe, 40 Tons was founded by the very legacy operators who've helped build the cannabis industry during the course of battle.

Loriel stands for the strong women of the world powering through the challenges of loved ones behind bars due to cannabis.

In her teens, Loriel's brother was arrested for being an accessory to murder, leaving her to help care for the family and support her brother in prison through his sentence. Later, drawing from a background in organizational leadership and marketing, Loriel helped champion the formation of 40 Tons after enduring her husband's multiple incarcerations, including a sentence along with lifelong friend Corvain Cooper. With fewer strikes against him, his sentence was less harsh than Corvain's, who received life without parole.

Upon her husband's release, as cannabis laws began to relax across the U.S., Loriel and her husband began their advocacy efforts to free Corvain. Eventually, this led to Corvain's release through a grant of executive clemency from Donald Trump in his final days as President of The United States of America in 2021. It took the hard work of many individuals and organizations, including the entire 40 Tons team, to help break Corvain free.

In addition to running 40 Tons, Loriel is an advisor to Marijuana Matters & Cannabis Hiring Fairs.

Just because someone carries it well, doesn't mean it isn't heavy.

loriel@40tons.co

LILLI KEINAENEN, CHANGEMAKER CREATIVE



**Sustainable Packaging &
Branding Designer For Cannabis**

**CHANGE
·MAKER
creative**

Changemaker Creative designs sustainable packaging and brands for cannabis companies with a soul. You have the products and a vision – you need a brand that matches the quality of the product and reflects your ethos. I have designed award-winning brands that stand out on crowded dispensary shelves and connect with consumers. Imagine me doing the same for your company.

As a classically trained designer with a Bachelor of Arts and decades of experience, you can often find me presenting about packaging sustainability and cannabis brand marketing.

My advocacy work includes cannabis legalization locally and globally, and ecology efforts.

lilli@changemakercreative.com

KENDRA LOSEE, MOTA MARKETING



**Award-winning Marketing
Strategist, Professor, And Author**



MOTAMARKETING

Your company deserves marketing that connects with consumers and changes their lives – while accelerating your sales.

Kendra Losee, an award-winning marketing strategist and founder of Mota Marketing is here to help make sure your company makes an impact. With more than 20 years of digital marketing experience (and an MBA from Purdue), she removes the guesswork from growth so your brand can become recognized, remembered, and recommended.

Kendra also hosts an interview show, Cannabis Marketing Live, teaches social media at several universities, and is a co-author of the upcoming book, Digital Etiquette for Dummies.

kendra@motamarketing.com



HALEY KNAUB, EARTH AIR



Owner



Haley Knaub is a cannabis entrepreneur born and raised in Portland, Maine. Knaub has made a name for her business management and marketing skills within the industry.

Knaub has been an entrepreneur since she was a kid, which she carried through her time at Monmouth University, where she was also a Division 1 athlete. Naturally, she holds multiple positions within the cannabis industry today and is always innovating for more.

She is the Head of Marketing and Operations for [Zero Gravity Cannabis](#), one of Maine's best-known cultivators of medical marijuana and craft cannabis, which has been named New England Cannabis Convention's Best Flower for two years running.

She helps run marketing and operations for [Bobblehead Bar](#), THC-packed chocolate treats. She owns Knaub Properties, as well as [Earth Air Organics](#), craft cannabis products and merchandise that she designs herself. She is also the Co-Founder of the nonprofit organization [Maine Women's Cannabis Connection](#), which was formed to bring women in the industry together through a variety of networking and fundraising events.

Knaub got her start in the industry as a trimmer and laborer, working directly with the plants, and gradually became involved in most aspects of the businesses as she helped them grow from, quite literally, the ground-up. Knaub believes in giving back with the proceeds you earn and influence you gain and is passionate about paving the way for women in the cannabis industry and destigmatizing the use of cannabis.

She has been featured in Leaf Nation and other industry outlets.

haley@zerogravityextracts.com

LEIGH CARR, HARI OM HEMP



CEO & Co-founder



Leigh Carr BSN, RN is passionate about educating on the benefits of Cannabis and its natural healing properties. She believes relief from any kind of pain shouldn't be addictive or rob your quality of life. After years stuck on a merry-go-round of pharmaceuticals meant to address sleep issues, anxiety, depression and chronic pain, the prescriptions gave her little relief and created new issues.

It was CBD that gave Leigh her life back and even helped her special needs son. This is what gave her the drive to launch her own CBD company, [Hari Om Hemp](https://www.hariomhemp.com). Besides being a businesswoman, she is a straightforward compassionate educator, registered nurse, energy healer and tireless advocate for the legalization of medical cannabis in Kansas.

Leigh@HariOmHemp.com

FELICITY CHEN, POTLI



CEO



Felicity is a third-generation sauces and spice maker and launched [Potli](https://www.getpotli.com) as a way to promote healthy living through superpowered functional foods.

Felicity is born and raised in the Bay Area and is committed to sourcing delicious plant-based ingredients from her home state.

As the CEO, Felicity oversees Potli's revenue and operations, ensuring the quality of ingredients- the primary reason customers choose Potli- is at the highest levels.

Prior to Potli, Felicity worked in the food tech space at companies like UberEats and [Gilt.com](https://www.gilt.com) where she constantly thought about new ways to bring food to consumers.

fel@getpotli.com



BETH MATHIEU, NORTH ATLANTIC SEED CO.



Founder



As someone with a deep love and respect for cannabis and for the people whom this industry touches, I have worked hands-on in the cannabis industry since 2012, traversing it's many landscapes, from caregiving to breeding to owning and operating the two niche businesses that I do now: [North Atlantic Seed Co](#) and Maine Clone Company.

Here at North Atlantic Seed Co, I have the unique pleasure of working with an amazing group of family and friends who all left their careers in various industries to help build this business to what it is today.

We all have a passion for genetics, and operating a clone business parallel to the seed business has been immensely eye opening and helpful in truly getting to know the breeders and the genetics that we work with on a daily basis.

Running our businesses with integrity has been of utmost importance since day one, and that includes who we choose to work with, the quality of what we sell, and the way we treat and respect the customers that graciously support us.

Customer service means everything to me, and that is what I preach above anything else. We strive to make sure that every single customer is happy and well taken care of, and in response, we have experienced overwhelming support and love.

I look forward to the journey ahead as we continue to grow and evolve with the ever-changing landscape of the cannabis industry here in the US.

info@northatlanticseed.com

JULIE MERCER-INGRAM, PROOF



**Founder, General Counsel
& Creative Director**



Attorney. Artist. Entrepreneur. Mother.

Julie Mercer-Ingram is truly a powerhouse female founder and cannabis advocate. As a cannabis attorney, Julie has advised operators throughout California and advocated for sensible local and state cannabis policy. Julie is also the foundation and inspiration behind [Proof](#), one of California's top cannabis wellness companies. In leading Proof, Julie is dedicated to providing high quality, affordable cannabis products.

As a designer, Julie is passionate about creating inclusive and impactful products. Working in the cannabis industry has been a dream come true – combining Julie's creative side and legal mind to help people feel better through cannabis.

julie@proofextracts.com

SARAH HINES, PROOF



Chief Operating Officer



Sarah entered the cannabis industry in 2017 as an extraction & distillation technician with backgrounds in chemistry and medicine. Since then, she's risen to Chief Operating Officer of [Proof Operations, Inc.](#), where she onboarded both manufacturing and distribution licenses and continues to manage operations of their two brands, Proof & Super Wow.

Alongside co-founders Julie Mercer-Ingram and Matthew Ingram, Sarah's goal for Proof has been to utilize their values of compassion and equity to drive growth. This has resulted in a small but mighty team and brand that has prevailed throughout California's tumultuous initiation into regulated cannabis.

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LUNA STOWER, ISPIRE



Vice President
Business Development

Ispire

As a Bay Area native raised at the epicenter of Prop-215, Luna hails from the heart of the legacy cannabis market, embodying its bold culture of social justice freedom-fighters.

After a decade of social work in public schools and prisons, she pivoted into the regulated industry in 2014 to address the need to protect medical access from 'legalization,' which threatened her beloved traditional market.

Sharp instincts and a deeply-held sense of purpose led her to successfully launch and scale first-to-market California THC brands like Jetty Extracts, Jetty CBD, and Blue River. Melding corporate business acumen learned at eBay with a Master's in Education, she makes big industry moves while remaining grounded and down-to-earth.

As the VP of Business Development at [Ispire](#), she's a well-known evangelist for [reliable vape hardware](#) for oil brands, delighting consumers with unique, induction-heated dabbing devices like [the daab](#) and [the wand](#).

As a renowned thought-leader, Luna makes history. She helped decriminalize entheogens in the City of Oakland and produced the world's first mainstream concerts to legally sell cannabis, at Outside Lands and Northern Nights music festivals.

Luna is worldwide, acting as a panelist at international cannabis expos, and on podcasts as an industry expert. The Cannabis Chamber of Commerce recognized her work by awarding her the "2021 Cannabis Cultural Advocate of the Year" award.

"By helping brands **survive the chaos *and* thrive**, I can not only expand access to healing more generally but **prove that *love itself can be lucrative.***"

[@Luna Stower](#) | [@getispire](#)

luna@getispire.com

LAUREN (LO) PUNCH, WEEDOLOGY TOURS



Owner



[Weedology Tours](#) is a passion project for its founder & owner, Lauren. After moving to Los Angeles in 2013, Lauren fell in love with the unique experiences, beautiful terrain and amazing green. She would often find herself having mind blowing experiences accompanied by Lemon Haze, or OG Kush. With the passing of prop 64, she has decided to share some of her favorite adventures with tourists and locals.

Weedology offers an array of experiences focusing on quality bud and great company. We pride ourselves on excellence in transport, staffing and experience.

Check out or mobile lounge for your next event - private consumption, anywhere.

lauren@weedologytours.com

ALI PARK, 7CITIES GROUP



Partner



Ali Park, the first female Board Chair of Students for Sensible Drug Policy, is one of the longest-serving national experts in regulatory analysis and licensing in the cannabis industry, specializing in assisting operators and policymakers to pursue policy reform and expand access across the country.

Her work in cannabis business licensing has resulted in over 60 new businesses entering the legal cannabis industry. Ali has been a key player in cannabis social justice reform for over a decade, working to achieve drug policy changes on a local and federal level through legislative action, sensible drug education, and harm reduction.

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RAINA JACKSON, PURPLE RAINA



Founder & CEO



I am an Oakland-based hemp CBD & cannabis brand strategist/product developer working in the cannabis industry in manufacturing, sales/distribution, and field marketing since 2015. A Black “urban hippie” born and raised in San Francisco’s Haight Ashbury, I earned a BA in anthropology and linguistics with honors from Stanford University as a first-generation graduate and a marketing MBA from the NYU Stern Business School.

I became a verified SF Cannabis Equity applicant in 2018 and more recently a cannabis industry advocate and a member of the NCIA DEI Committee. Prior to entering the cannabis industry, I worked for top NYC beauty companies Maybelline, L’Oréal Professional, and Aveda Institute. PURPLE RAINA Self Care is the culmination of my passion for self-care products, the color Purple, and the artist Prince.

PURPLE RAINA is an infused self-care brand offering products that soothe sore muscles, moisturize skin, and pamper the senses with aromatherapy. They are created to be used from head to toe, invoking the 7 Chakras inherent to Yoga, Meditation, and Massage.

PURPLE RAINA promotes “mindful self-care” and is essentially a topical multivitamin for the skin, the body’s largest organ. All PURPLE RAINA products are dermatologist-tested, vegan, and Leaping Bunny cruelty-free.

In June 2021 I launched the hemp CBD-infused Balm Wand on PurpleRaina.com. The Balm Wand 1:1 will be launched in CA dispensaries by mid-2022. Packaged in a recyclable twist-up tube for direct hygienic application, the Balm Wand can also be used as hair/beard pomade and the Mini as a lip balm/hand salve.

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RACHAEL Z. ARDANUY, ESQ., RZA LEGAL



Cannabis Business Attorney



Since founding cannabis business law firm [RZA Legal](#) in 2015, I have dedicated my career to providing proactive legal guidance and strategy to cannabis entrepreneurs, investors, brands, landlords, and others. I take the stress of navigating confusing laws and regulations out of the picture so clients can focus on successfully and profitably establishing, growing, and exiting their cannabis businesses. I understand the struggles and unique challenges my clients face and have over 7 years of perspective, experience and dedication to representing and protecting cannabis businesses.

Every business I counsel moves this industry another step forward.

Together, we are changing the course of history.

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LAURA HAND, LAURA LOO EXPERIENCE DESIGN



CEO & Founder



Laura Hand is the Founder of [Laura Loo Experience Design](#) (LLXD).

LLXD helps women leaders execute their vision by crafting a delightful brand strategy for every touchpoint of the customer journey to provide the experience their customers want and deserve.

With 20+ years of leading a digital advertising agency to corporate healthcare marketing teams, Laura offers executive-level fractional marketing expertise to women ready to reach their desired audiences, be seen as the authority in their space and practice the “Less but Better” mindset of doing what is most impactful to move their business forward with joy.

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ALEXANDRA SWALLOW, SCARLET FIRE



Freelance Designer



[Scarlet Fire](#), better known as freelance designer Alex Swallow, is a one-woman creative agency with a cannabis focus offering graphic design, packaging design, web development, and more. Alex has worked with over 100 Maine caregivers as well as several national CBD and cannabis companies.

Alex's goal is to use her design platform to support local growers, whether that be through creating aesthetic packaging with professional branding or donating graphics to groups in support of medical caregivers. In her eyes, there's absolutely nothing better than helping small cannabis businesses succeed in a market dominated by corporate companies. Locally grown is greener!

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COURTNEY FREEMAN, PLAETONIC⁴



Director of Consultancy



Courtney Freeman is a cannabis industry business consultant, author, speaker and entrepreneur. With over 15 years in marketing technology, she advises businesses in eCommerce solutions.

The [Plaetonic⁴](#) team has garnered valuable business knowledge from working across sectors including media, finance, technology and licensing. We've worked with some of the industry's most successful companies and well-respected trade organizations.

Contact us to create award-winning products, establish your online commerce, explore payment processing solutions, or for advisory services.

We're a diverse team and woman-owned business servicing the cannabis and hemp industry since 2015

Info@Plaetonic4.com

KHADIJAH ADAMS, GIRL, GET THAT MONEY



**President &
Chief Grown Ass Woman**

GIRL, GET THAT MONEY
AUTHENTIC BUSINESS EMPOWERMENT COACHING

Khadijah Adams is the founder of Khadijah Adams, LLC dba “Girl, Get That Money” business empowerment and coaching firm. She is the Vice President of C E Hutton, LLC, a minority-owned business development firm located in Denver, Colorado. Ms. Adams is a business empowerment coach, motivational speaker, and published author of “Rewriting Your Mental Script – 8 Mindsets That Defeat Self Sabotage” and contributing author of the #1 International Best-Seller, *Courage in Cannabis*.

Ms. Adams sits on the Advisory Board of The Color of Cannabis (TCC) 2020-2022, Chair Emeritus of the Diversity, Equity, and Inclusion Committee (DEIC) of the National Cannabis Industry Association (NCIA), Advisory Board Member of Calyxium (MI), Advisory Board of the publicly traded company, Ultra Cannabis Inc., Board Member of Cannabis Can (Ohio), and she is a Board Member of the Nagel Impact Fund.

Ms. Adams hosts The Cannabis Minority Report podcast powered by the NCIA and she also hosts “Cannabis and Coffee with Khadijah Adams” on Clubhouse every Monday, Wednesday, and Friday at 7 AM CST.



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<https://students.thegreenstreetacademy.com/p/major-money-moves1>



JOANNE MILANO, SEVEN POINT TREATS



Owner



Joanne's success can be credited to over thirty years of experience in business and entrepreneurship. Highly creative and driven, Joanne believes in the importance of cannabis and all its healing power. Her greatest passion is helping people find natural solutions to enhance their lives.

In 2018, Joanne founded Seven Point Treats in Maine. She sources only the highest quality ingredients for her handcrafted creations, infused with third-party lab tested, clean, full-spectrum THC and CBD. The products offer a safe, consistent experience with dependable dosing and effect-driven options, helping customers find balance and thrive. Every product is handcrafted locally with care and offers a commitment to an artfully elevated experience—every time.

joanne@sevenpointtreats.com

ASHLEY FREELAND, ASHLEY FREELAND DESIGN & ILLUSTRATION



**Graphic Designer
& Illustrator**



[Ashley Freeland](#) is a Graphic Designer & Illustrator with experience in branding & identity creation, package design, and print & digital media.

She has a passion for creating engaging and playful materials that help businesses connect with their audience. She often draws inspiration from nature and the oddities of everyday life.

Whether a new business needs help creating an identity that embodies their vision, or an established brand is looking for some help as their company grows, her clients' happiness is her top priority.

Say hello at:

hiya@ashleyfreeland.com

DURÉE ROSS, DURÉE & COMPANY



President & CEO



Durée Ross, a public relations visionary who launched her agency [Durée & Company](#) in 1999, reimagines marketing and public relations success for clients through creative and tactical strategic plans and deep-rooted relationships.

She is an award-winning entrepreneur who serves the corporate, agency and nonprofit practice areas for local, national and international clients.

Durée has been nationally recognized for her ability to manage crises, develop winning strategies and protect and build brand reputations.

Durée is a pioneer in her adaption of emerging industries, including hemp, cannabis and psychedelics. Her work in the space has resulted in a growing list of clients, from growers and multi-state operators to labs and payment solutions providers.

Through a watchful eye on local and federal legislation, a strong pulse on key expos and leadership conferences, and proven relationships with influencers and thought leaders, Durée understands how to navigate these rapidly growing industries to achieve client goals.

She was named one of 12 extraordinary women chosen for the Florida Women In Cannabis award by HIGHLIFE Magazine for her exemplary work in the cannabis space and was named an Influential Business Woman by the South Florida Business Journal.

She is an active member in cannabis trade associations, serves as a corporate partner to Cannabis LAB, and is a board member of The Florida Hemp Council. Durée is always willing to share her journey, perspective and lessons and inspire others to shift with the new demands of PR, marketing, social media and crisis communications.

duree@dureeandcompany.com



CHRISTINA WONG, FRUIT + FLOWER CO.



Founder & CEO



Christina is the Founder & CEO of [Fruit + Flower Co.](#), a creative media company that brings together cannabis and food in intriguing and sometimes unexpected ways.

She's a [CLIO Cannabis](#) award-winning storyteller, baked baker, culinary cannabis recipe developer, writer, content creator, and baking show host who's won numerous accolades for her imaginative and delectable creations, including a [pie](#) that KCRW's Evan Kleiman called "f*&%ing delicious."

Catch her on Episode 5 of [Hulu's "Baker's Dozen,"](#) a baking competition show that premiered October 2021.

christinaw@fruitandflower.co

SARAH AHRENS, TRUE LABS FOR CANNABIS, LLC



CEO



Sarah Ahrens is CEO of [True Labs for Cannabis](#), among the first laboratories in New Jersey fully dedicated to cannabis testing. True Labs is the first certified woman-owned cannabis analytical laboratory on the East Coast.

Sarah entered the cannabis space out of a passion for eating healthy, buying organic, and knowing what's in the products she buys for her family.

Uniting a successful business background and a lifelong love of science, Sarah leads a scientific team with more than 18 years of cannabis testing experience. She also serves as chair of the laboratory testing committee for the New Jersey CannaBusiness Association (NJCBA), advocating for best practices in the Garden State's emerging cannabis industry.

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NICHOLE WEST, LB ATLANTIS



Director of Operations



Nichole is a Business, Agriculture & Efficiency Specialist. With over 12 years experience in the cannabis industry dating back to her first certificate of occupancy issued for her California based dispensary in 2009 for Medical Marijuana, she has since worked for large marketing companies like Weedmaps.com and Rosebud Magazine as well as some of the largest plant touching cannabis businesses in the nation.

Nichole has had success in 45+ cannabis business applications, has opened 20 retail locations in four states, and has overseen as many as 400 employees at a time. In the way of cultivation, she has helped scale over 150,000 square feet of cultivation at a time and a total of over 500,000 square feet for different small businesses around the US. Her main focus at any business is efficiency and training, as she finds this is the secret to any successful business. Having hired over 300 people over her career in cannabis, Nichole is very focused on what a “good employee” looks like in all facets of the industry.

She is the Director of Operations for LB Atlantis, a full-scale distribution, manufacturing & retail delivery business that services the entire state of California. Nichole West’s career also doubles as a senior advisor for a private equity investment firm where she performs due diligence on businesses seeking funding.

Outside of work Nichole is working toward expanding her already existing love for educating people by being a Co-Producer and Board Member of the Non-Profit news show “The State of Cannabis News Hour” which broadcasts on Clubhouse, I Heart Radio, Apple Podcasts & YouTube. The State of Cannabis News Hour airs daily Monday- Friday at 9am PST.

Nichole’s Recognitions

2019 – OC Weekly : People Issue

2018 – High Times Magazine : 100 Women in High Places

2017 – Leaf-Buyer : Power List

2016 – Marijuana Venture : 40 under 40

2015 – High Times Magazine : Miss March 2015

info@nicholewest.com



JENNIFER AXCELL, THIS IS JANE PROJECT



**Board Member and
Program Chair**

#thisisjaneproject

Like many cannabis industry professionals, [Jennifer](#) started out as a patient. She credits cannabis for helping end her dependence on pharmaceutical pain medications after a debilitating car accident.

Due to her success in using cannabis to treat her chronic pain and PTSD, Jennifer dedicated her professional career to empowering patients and destigmatizing plant medicines.

In her desire to pay that success forward, Jennifer used her passion and experience to set about creating the service she wished had existed when she needed it most.

This led her to co-found Leaf411 in 2018, a Denver-based nonprofit organization that boasts the world's first free cannabis-trained nurse hotline. This one-of-a-kind offering addresses healthcare inequities, empowers patients with science- and medical-backed knowledge about cannabis, and answers health-related cannabis questions from around the world.

As an experienced executive, with a background in business development and nonprofit management, Jennifer continues to be an agent of change.

A social innovator, she is currently serving as Board Member and Program Chair for This is Jane Project (TIJP), a Los Angeles-based nonprofit that sheds light, builds community, and uplifts the lives of women and non-binary people who are trauma survivors like herself ('Janes'). Her passion to serve the underserved emerged again as she helped to develop TIJP's SB-34 Compassionate Care program which connects donated cannabis medicine to 'Janes' across California.

An outspoken mental health advocate, Jennifer continues to empower cannabis patients, while taking her cannabis industry experience and applying it to the next frontier in legalized plant medicines, psychedelics.

jennifer.axcell@gmail.com

DR. TIFFANY BOWDEN, MA, PH.D.



Founder & CEO

Dr. Tiffany Bowden
DIVERSITY CONSULTING

Entrepreneur, Business Consultant, Coach, and Corporate Diversity Expert, [Dr. Tiffany Bowden](#) has a Ph.D. in Communications with a specialization in Diversity and Inclusion and has been featured in Ebony, Time, Vice, TED, Washington Post, Black Enterprise, Reuter's, Bloomberg, High Times, CNN, and more.

As the founder of Minority Cannabis Business Association, the first cannabis nonprofit dedicated to minority interest, and ComfyTree Enterprises, the first Black owned traveling cannabis school, and Board Member for National Diversity & Inclusion Cannabis Alliance and This Is Jane Project, Dr. Bowden also specializes in creating DEI action plans, leading inclusive conversations, and coaching and designing social equity and community impact plans inside and outside the cannabis industry.

tiffany@tiffanybowden.com

JAMIE CROYLE, HOUSE OF OILWORX



Founder & CEO



Founded in 2018, Jamie's [wellness boutique](#) resides in downtown Anoka, Minnesota. She brings 20+ years in medical and alternative health. Jamie is passionate about every client who walks in her door. She integrates her knowledge of massage therapy, energy modalities, cannabis and mushrooms to bring a sense of balance to those who walk through the door.

Utilization of cannabis and mushrooms has allowed her to enjoy life without using pharmaceuticals. Wellness, with an emphasis in cannabis and mushrooms, is her main area of focus by helping clients establish a symbiotic relationship with plants and fungi to create balance daily.

Jamie@houseofoilworx.com





IKA WASHINGTON

CEO / Founder, Diversity Talk

Ika Washington is the founder and CEO of [DiversityTalk](#). She is an I.D.E.A. (inclusion, diversity, equity, and anti-racism) specialist, leading initiatives and programs development within the legal cannabis and public health sector to create more inclusive, diverse and equitable industries.

ika@diversitytalk.world



DANI GEEN-WALTON

Co-owner NXTLVL & High Kitty

Dani Walton has over 20 years of cannabis experience and is the Co-owner and CMO for [NXTLVL Delivery](#), a women's owned delivery in the Bay Area. As well as Co-owner and CMO for High Kitty, a women's premium cannabis brand.

[dani@nxtlvl.delivery.com](mailto:dani@nxtlvl.delivery)



AMY CHIN

Founder, Calm Better Days

[Calm Better Days](#) helps people new to plant medicine discover the best delivery method, dosage guidance, and products that work best for your needs.

E-commerce shop of a highly curated selection of small farmed, women and BIPOC owned brands.

info@calmbetterdays.co



SARAH JANE BERGMAN

Hash Sommelier

[Sarah Jane Bergman](#) is a Certified Ganjier and Hash Sommelier. She specializes in Hash and Food Terpene Pairings with the best concentrates available. Working with clients' existing menus and newly released products, Sarah Jain creates food and dab pairings that will excite the senses!

sarahjainmodeling@gmail.com

LONE HENRIKSEN, CANNORDIC A/S



CEO



CanNordic A/S was founded in 2016 by two Danish sisters, Lone and Gitte, a Scientist and an Economist. After years of investigations, they decided to bring the CBD-based treatment to European patients.

The company is set to improve the life of patients worldwide, by providing the medical device brand CANNASEN® CBD, containing CBD (cannabinoids) as a pioneer within this field.

With their high quality and efficient CBD products, supported by their strategic and innovative research, CanNordic A/S delivers an effective solution for patients, while educating society about the healing properties of CBD.

In addition, their product portfolio is centered around medical devices with approval under the Medical Device Directive in Europe, being authorized by The Danish Authorities, CE marked and granted Free Sales Certificate. These products are either patented or pending patents, and the company aims to release their own pharmaceutical product range, currently under development.

Lone on the latest development; “We are ready to comply with both MDR in Europe in 2024 and FDA requirements, scaling up and preparing for new market entries. In this first quarter of 2021/2022, we have been in an all-encompassing process moving from being a R&D-centric company to becoming sales-focused. We are ready for a global rollout and already in collaboration with international companies, while still searching partners in the US. Opportunities lie within different areas such as a brand, white label, cobranding or through potential holdings.”

For further interest please visit our [website](#) or contact Lone at +4571203047.

lh@cannordic.com



KATY IBSEN, SWEET JANE MAGAZINE



Founder + Publisher

SWEET JANE

Katy has worked in magazine publishing, both on the editorial and business sides, for over 15 years. In 2018 she decided to fuse her skill with passion to create [SWEET JANE magazine](#), the briefing for women and mothers on all things cannabis.

The magazine's mission is to empower readers through cannabis education, sharing the many benefits of plant medicine from health, well-being, and cannabis in society. Katy believes that it has always been acceptable for mothers to consume cannabis.

Previously Katy worked with Ogden Publication overseeing the city/regional and tourism publishing division. She lives in Boulder, Colorado with her family.

katy@sweetjanemag.com

BARBARA PLATTS, SWEET JANE MAGAZINE



Editor-in-Chief

SWEET JANE

Barbara has more than a decade of experience in journalism, working in different forms of media from public radio and podcasts to newspapers and magazines. She's won awards for her work as a columnist for the *Aspen Times* and is currently the blog and content director for [Lunch Ticket](#), a literary and art journal dedicated to issues of social, economic, and environmental justice.

She's currently pursuing her MFA for creative nonfiction writing at Antioch University. Barbara and her husband live in Boulder, Colorado, and have watched the medicinal and recreational cannabis scene blossom over the past decade.

editor@sweetjanemag.com

LOSIA NYANKALE, CANNARATION



Creative Director

As a DC home-grower Losia enjoyed the privilege of cultivating her own medicine legally. When traveling she loves to spread the good word about how home grow has changed her life!

After constantly being hushed she decided to create something sociably acceptable to bring to the next networking event to help spark the conversation. So she partnered with local home growers to come up with [Cannaration](#), "A home-grown creation!" to spark more conversation around home grow legalization. We use real cannabis leaves from home growers to create functional home decor pieces. Each piece is hand designed and uniquely yours.

Supporting Cannaration allows us to support home grow advocacy efforts around the nation.

info@cannaration.com

TONI & COCO, BLACQUEENZ, LLC



Owners



Hi, we are the [BlacQueenz](#), Toni and Coco!! We are a women-owned cannabis delivery company based out of Bangor/Holden Maine. We have been in business for about 9 months, and we specialize in catering, edibles, wholesale, and personal sales.

The Queenz are stoner moms who love cooking! Our menu items include a range of treats such as cookies, nerds ropes, sweet tea, chicken wings, gummies, giant cupcakes, pastas, and vegan meals.

Our brand began with us moving from Atlanta, Georgia to Maine right before the pandemic started and the journey has connected us to several caregivers/awesome friends!

www.instagram.com/blacqueenzllc



JACQUELINE FERRARO, CANNABILITY



Founder and CEO

CANNABIS
ADVISORY GROUP

[Jacqueline Ferraro](#) is an advocate, founder, and connector in the cannabis industry.

She entered into the New Jersey cannabis space in 2017, as an advocate in policy and communications at the New Jersey Cannabis Industry Association. Jacqueline’s cannabis work expands throughout the nation, advocating for best practices in several states. She has spent time on Capitol Hill advocating for cannabis policy and previously served as a strategic advisor for 4Front Ventures.

In 2018, Jacqueline founded Cannability, a woman-led cannabis consulting firm. She works with clients to define, develop and execute a strategic plan for applying and operating as a cannabis license holder.

In 2019, Jacqueline was named by Insider NJ on its *Insider 100 Power Player* list. In 2021, she made the *Top 21 people To Watch in 2021* list by Cannabis Insider and also Insider NJ’s *2021 Top 100 Policymakers*.

In 2020, Jacqueline co-founded a women-led policy group, [Cannabis Advisory Group](#) (C.A.G), a diverse association of professionals that are united in the desire to maximize the context for legal access to cannabis. C.A.G. educates and advocates for the “why” of cannabis and provides actionable perspectives on the “how” of the development of legal access at the state and local levels.

Jacqueline is a member of the National Cannabis Industry Association and New York City Cannabis Industry Association. She has served as a moderator for several industry panels in addition to connecting knowledgeable and experienced thought leaders to panelists for organizations.

Jacquelinemf@icloud.com

MILA MARIA JANSEN, POLLINATOR COMPANY



Hash Queen



[Mila Jansen](#), born 5 Dec. 1944 in Liverpool UK. Living in Amsterdam since 1964. Started smoking hash at this time. Owned boutique kink22 and later a teahouse.. Hitchhiked to India in '68 and lived there till '88.

Back in Amsterdam I invented the Pollinator, the first mechanical way to separate trichomes from plant material. Later the Ice-O-Lator and Bubbleator followed. All of that gave me the name Hash Queen. Now the making of hash has reached new levels with products like diamonds and rosin. Wonderful! We organize worldwide Dab-A-Doo events to celebrate hash.

www.pollinator.nl to get "Mila, How I Became the Hash Queen" and I'll sign it for you.

Love, Mila

milacan2@gmail.com

MONIQUE JACKSON-FITZGERALD, INNDICA.COM



Founder



Monique Jackson-Fitzgerald is an Attorney and the co-founder and CEO of InnDica.com, a cannabis travel platform.

With a vision to modernize and destigmatize the public perception of plant medicines and entheogens, and their use as part of a healthy lifestyle, InnDica is an online resource catering to plant medicine and cannabis enthusiasts. The website features a curated list of cannabis friendly hotels, retreats, consumption lounges, event venues and activities.

monique@inndica.com



MASHA TURBOVSKY BELINSON, ACS LABORATORY



Corporate Growth



For over 20 years, Masha Turbovsky Belinson has resolved major challenges for Fortune 500 companies in the areas of omnichannel marketing, eCommerce, application development, compliance, talent acquisition, resource planning and brand activations. She brings that passion and experience to cannabis and psychedelics.

For the last three years at [ACS Laboratory](#), working across the business for both cannabis and hemp compliance, Masha stays on top of legal, scientific and product development, helping to drive corporate growth through client acquisition and retention. It is her job to understand the science of cannabinoids as well as compliance regulations across the industry and how they impact businesses overall. ACS Laboratory tests cannabis in Florida and hemp from 48 states and 16 countries worldwide.

Masha co-founded [Extract Collective](#) and [CannaFamilia™](#); both focus on patient navigation and cannabis wellness education through experiential events, and in a post-COVID world, through pre-recorded TV quality variety shows in Spanish language only (CannaFamilia™).

Recently, Masha was part of the founding team for a psychedelic telemedicine platform and continues to mentor, guide and explore new avenues in psychedelic research, integration and set/settings.

She holds a Bachelor of Science in Business Administration (BSBA) from American University and a Master of Business Administration (MBA) from George Washington University.

Masha is inspired by her favorite quote,

“You are an entity passing through a life in which the entire drama is an offering for your awakening.”

– Ram Dass

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KATE HOLSTE, BOVEDA



International Key Accounts



Kate Holste's unexpected industry journey began by managing Boveda's first cannabis events in 2015. As the team grew, she followed her passion for relationship building and the international landscape to focus on managing Boveda's business outside of North America.

Kate works to make Boveda easily accessible through distributors and plant-touching companies to help protect the quality of dried flower around the world. In her 4+ years managing Boveda's international business, Boveda has achieved a presence in 99 countries — and she's just getting started.

Kate recently co-hosted the first annual Elevate 8, a small-format breakfast with women in cannabis from various countries to authentically connect, encourage, and elevate each other.

kate.holste@bovedainc.com

JANE PLANK, BOVEDA



Senior Sales Executive



Jane Plank's career in cannabis came as a surprise. A former human resources recruiter, musician, and children's book author, the Arizona transplant had a passion for the plant after finding success with cannabis for pain management after an ankle replacement surgery. A fan of cigars, Jane adored Boveda's two-way humidity control packets and wondered one day if she could ever sell their products.

Jane's wife half-jokingly encouraged her to check the company's careers page, and it just so happened they were looking for a sales executive in her region. The rest is history.

Jane says her love of helping people drives what she does with Boveda, saying the cannabis community has welcomed her with loving arms.

"I've been able to find the industry at the perfect time in my journey. I'm a connector and it's nice to find an industry that values sharing."

jane.plank@bovedainc.com



SHAWNA SELDON MCGREGOR, MAVERICK PR



Founder & CEO



Shawna Seldon McGregor's cannabis and hemp experience is unparalleled, working from the inception of adult-use in Colorado to bring brand messaging to the national stage and working closely with national and trade reporters, as well as infiltrating specific emerging markets.

With two decades of experience in New York City and Denver, McGregor has deep experience representing a multitude of sectors including health & wellness, biotech, agribusiness, associations and media. Her mission is to provide big agency expertise with outstanding client service by a team of seasoned and knowledgeable communications experts based across the country.

[Maverick Public Relations](#) has already been listed among the most effective cannabis PR firms according to Green Market Report in [Feb. 2020](#) and [March 2019](#).

McGregor was named a top PR pro by [Green Market Report \(Jan. 2020\)](#), [Civilized](#) (January 2018), [Cannabis Industry Journal](#) (December 2017) and [MG magazine](#) (June 2017).

McGregor is a member of the Crisis Ready Institute and PRSA, where she serves on the Colorado chapter's DEI committee and has earned a certificate in Reputation Management.

McGregor is on the Board of [Saving Dobermankind Animal Rescue](#) and provides pro-bono communications services for the Denver-based non-profit.

shawna@themaverickpr.com



ELISE MCROBERTS

Founder & CEO, Hashinista

[Elise McRoberts](#) is the Founder and CEO of Hashinista, a creative consultancy specializing in Strategy, Growth, and Events for cannabis brands. An Emerald Cup Judge and trusted tastemaker for a decade, the Hashinista's curated cannabis gifting is an invitation-only service offered to select artists and VIPs.

elise@elisemcroberts.com



TORI GATES

Director of Operations, Nisonco PR and SEO

Tori began her career in cannabis at Ithaca College studying Psychology and Marketing focusing on cannabis start-ups. She was the president of the Students for Sensible Drug Policy chapter leading programs like Just Say Know and Know Your Rights. She went on to lead field operations for money in politics, voting reform, and legalization ballot initiatives.

tori@nisonco.com



TESSA ADAMS

Chief Marketing Officer, Moxie

Tessa Adams is the Chief Marketing Officer of [Moxie](#), an award-winning cannabis brand with a heavy presence in California. She has more than 10 years of experience in the CPG industry developing and implementing innovative marketing and branding strategies at companies like Diageo and Red Bull.

tessaadams@enjoymoxie.com



NANCY GUDEKUNST

Owner/Founder, Higher Promos

[Higher Promos](#) was established as a new division of our family promotional products business, founded in 1959. Our Swag Specialists recommend custom-branded cannabis merchandise that recipients will *thank you* for! Based in Portland, Oregon, Nancy has more than 30 years of experience.

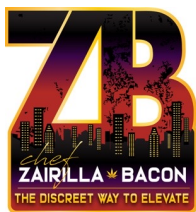
Nancy@HigherPromos.com



Z BACON, CELEBRITY CHEF



President & CEO



[Zairilla Bacon](#), otherwise known as the “Bacon Bitch”, is quickly becoming one of the biggest celebrity chefs with her food receiving widespread recognition throughout the cannabis community as some of the most delicious and potent cooking in the country.

She comes from Chicago, Illinois, with a family that disapproved of marijuana usage throughout her early adulthood. After successfully running her own catering business, Zaire Lee and Company, she took a leap of faith and moved to Las Vegas, Nevada. It was here that she began her life in the cannabis industry working for a dispensary as a delivery woman.

She began her experimentation with edibles, starting as treats and eventually working with southern style comfort food which would eventually lead her to create a unique brand of exotic cooking ingredients such as cannabutter, cannabis olive oil, cannabis coconut oil, and more.

She began Z Bacon in 2015 as a business that serves high-quality medicated food with dishes that range from bbq to seafood and everything in between. Her food is known for how much it disguises the taste of THC while promoting flavor and gourmet presentation.

Although her food is meant to take her clients to the next level, she also strives to create a better world for people who need cannabis for medical purposes.

Zairilla lost her grandmother in 1999 and it’s her belief that CBD could have given her more time to live. This has motivated her to promote the medical benefits of edibles to people that need it the most and has prompted her to develop her own CBD line of products.

With a passionate goal and a star-studded clientele list, Chef Zairilla Bacon is on her way to spread deliciously medicated food across the country.

She is the 2018 Jack Herer Cup Cannabis Chef of The Year.

z@zbacon.com

ERICA HALVERSON, TINY E PAPER



Founder & CEO



If you would have told me I was going to be a hemp paper expert as part of my career 10 years ago, I would have told you you were smokin' something and should share. But, here I am.

I started my career path in retail and moved into a corporate structure marking my way as a Marketing, Sales, Branding and CPG expert until I decided to get some smaller table experience under my belt and moved to Silicon Valley to join the Startup community. What changed my life was finding my way into the cannabis industry working for a large premium vaporizer company where I was able to marry my professional career with a plant I am personally passionate about. It felt like coming home.

I started [TINY e PAPER](https://www.tinyepaper.com) after a serendipitous conversation over happy hour with a friend about hemp paper in Nov 2017. The proverbial lightbulb went off, and TINY e PAPER was born. Here too is where I started my own hemp education and realized just how important and special this plant is.

I can't do this alone! So, I found some of the best and brightest in hemp and other skill sets such as marketing and branding expertise and have added them to the TINY e TEAM as advisors and product developers. I am creating a hemp movement, and that requires participation from a larger group. So join us on our mission to save the planet one plant at a time!

info@tinyepaper.com



KERA DUGUAY, SANCTUARY MEDICINALS



Regional Manager



Sanctuary

Starting on opening day as a budtender at the Gardner, Massachusetts, location in 2018, Kera rose through the ranks to become [Sanctuary's](#) first Regional Manager.

She knew early on that cannabis was medicine for the mind, body and soul. As Regional Manager, she loves having an opportunity to positively impact the experience of everyone who walks through our doors.

Kera creates her sanctuary with cannabis for reflection, returning with clearer perspective and a cleansed mind. She is proud to be blazing a trail at Sanctuary for women in leadership roles but believes the industry can and should do better.

kduguay@sanctuarymed.com

MICHELLE MARTINEZ, SANCTUARY MEDICINALS



**General Manager Danvers,
Massachusetts**



Sanctuary

Michelle joined [Sanctuary](#) in early 2019 as a patient care advisor, helping launch the Danvers, Massachusetts, location before advancing into management.

She is currently the dispensary's General Manager, playing critical roles in staff and patient education as well as patient experience. Drawn to the industry by her passion for the health benefits of cannabis, Michelle draws satisfaction from hearing how cannabis changes lives for the better.

Michelle's sanctuary is sharing a joint with her fiancé at a scenic location during an outdoor adventure. She is excited to be a part of the growing number of women in the industry and hopes to see it continue climbing.

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LOREN HYNES, SANCTUARY MEDICINALS



**Director of Marketing
& Communications**



Sanctuary

A career changer, Loren joined Sanctuary in 2020 after working many years in communications, marketing and public affairs across the public and private sectors.

Loren wanted to leave the comforts of corporate America, instead applying her skills to a complex industry rife with misconceptions. She loves having opportunities to promote cannabis' benefits and illuminate stories about its positive impact on people's lives.

Loren's sanctuary is spending quality time with friends and loved ones, often with an infused beverage. As a parent, Loren doesn't see many moms in her circles talking about cannabis and wants to destigmatize the conversation, confident that storytelling will foster positive change.

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JAMILA ELNAGGER, SANCTUARY MEDICINALS



Laboratory Manager



Sanctuary

Jamila joined [Sanctuary](#) in 2018 as a laboratory technician. As she developed her expertise and took on additional responsibilities, Jamila was promoted to a managerial role and now oversees daily lab operations.

A chemistry major in college, she preferred botanical extracts, essential oils and herbalism over the traditional path.

Jamila creates her sanctuary by relaxing and enjoying the simple pleasures in life, usually enhanced with concentrates or edibles.

While being a woman in the male-dominated science and cannabis industries is challenging, Jamila wants to see other women succeed and finds it fulfilling to support women in this space.

jelnagger@sanctuarymed.com



STELLA MORRISON, CANNACONTENT



**Founder &
Content Strategist**



Stella is an award-winning former journalist who brings an education-centric approach to cannabis marketing strategy.

She is sought after for her ability to translate complex subjects into easy-to-understand marketing language.

Stella's professional interests include the intersection of content and search engine optimization, growing with the emerging East Coast cannabis industry, and supporting women entrepreneurs, particularly those who enter the cannabis space.

She has previously written content on behalf of household names like Uber, Polaroid, and Fabletics. Stella is currently based in NYC.
stella@cannacontent.co

BRIE BREWER, CANNACONTENT



**Co-founder &
Chief Creative Officer**



Brie Brewer is an NYC-based multi-hyphenate marketing expert with a keen eye for brand identity development, graphic design, social media marketing, and web design.

She's celebrated for her ability to see the full picture of any marketing strategy, seamlessly weaving all elements of a campaign into a cohesive, effective unit.

She is also the founder of Proud Mary Network, a national organization aiming to honor the queer community's role in the modern history of cannabis in the U.S. and create space, visibility, and meaningful opportunities for LGBTQ+ individuals in the cannabis industry.

brie@cannacontent.co

MOEIMA DUKULY, CANNACONTENT



**Director of
Search Strategy**



Moeima Dukuly is a marketing professional who has worked in the creative industries since 2004, and entered the cannabis space in 2018.

Recognizing the need for a unique way to bring products to customers, Moeima encourages search strategy and competitive keyword analysis for cannabis products.

She applies digital strategies to a range of cannabis brands all over the United States, increasing their digital visibility and brand recognition, typically by means of driving organic traffic and producing high search rankings.

moeima@cannacontent.co

SAMANTHA NARDELLI, CANNACONTENT



**Director of Web
Development**



Sam has dedicated her life to creating award-winning, problem-solving work for clients. Her commitment to understanding people's needs and goals on a personal level allow her to be able to effectively convey important messages through visuals, technology, and organization.

She uses design as a tool to elevate branding and build websites that encourage visitors to become customers.

Sam has a BFA in Graphic Design and enjoys gardening, traveling, and spending time with her small herd of corgis and collie.

samantha@cannacontent.co



A.C. MOON, CROPTOPS GREENHOUSES & INDICAINNOVATIONS.COM



**Patented Inventor Cannabis
Consultant Educator**



Raised through the rough years of Cannabis prohibition in the off-grid Mtns of California, I joined the Medical Marijuana movement in 1999, a struggling young mother, "hell bent" on helping patients gain access & defeating gains of "Big Pharma".

My 1st non chlorophyll edibles co. launched 2001-- Harvest Moon Munchie Co.-went on to hustle hard, created dispensaries, brands & assisting. Cultivation collectives were a focus to build, worked diligently within Medical Proposition 215 act -attending college for Horticulture, caring for patients & raising my son Khaos.

Many years of sleepless nights providing and enduring countless raids as well as Federal actions (changed the course of my life forever), I embarked upon Patenting my 1st invention - CROPTOPS Greenhouses! Myself & community had been robbed of all our hard work, making the transfer for us into "Rec", a challenge, forcing diversification. I obtained the 1st Cannaleaf Federal TM, learned many aspects of Intellectual Property & International Manufacturing.

After the 2nd federal raid(home), began to take to international waters, consulting as Indicainnovations.com. Giving me a bridge to assist many diverse cultures-though finding bigotry, misogyny & corruption exist everywhere. Presently, I've not found my proper team, the "Boys Club" of Cannabis ruling large portions of corporate as well as foreign influences-an underground cocaine culture that is unacceptable in Canna.

Later, became a Judge for Emerald Cup, published author & contributor to many platforms.

Patented Innovator, Cultivating, Infusing, Building Businesses in Canna -23 years.

Degree In Hort.-minor- Environmental studies, certified "Master Grower"- ISO auditor

Certified -cGMP, IPM, OSHA, OMRI, HAACP, HAZMAT, Sigma6

munchiemoon@yahoo.com

SCARLET RAVIN, WHITE FOX MEDICINE



CEO



I believe that everyone has a gift to share with this world that will subsequently make this world a better place.

The timing to make this world a better place is NOW!

I am Scarlet Ravin, founder of White Fox Medicine, an all-organic herbal remedy company using powerful Earth Medicine to Heal the people of this world.

After losing our wholesale accounts to the Northern California fires then followed by a complete closure of the entire state of California my company needs help to reach more people and serve our gift to the world!

I had a Vision to create a Medicine Wagon that I can haul with my truck to reconnect our community, heal our people of this earth and remind everyone of the power they have inside of themselves!

If you feel called, please watch my video and donate if you can!

Your donation means you are a part of this healing of our people, and for that I greatly appreciate you!

[White Fox Medicine Show - Fundraiser](#)



scarlet@whitefoxmedicinals.com



JESSICA WATSON, CHEMCHIX SUPPLY CO.



Owner



ChemChix Supply Co.

Jessica has over 10 years of business startup and marketing strategy for multi-million-dollar companies. Through supplying the cannabis extraction industry, she developed a name for educating processors and labs about media adsorption, chromatography, remediation, and post-process purification.

There are many known and unknown women not affiliated with a company/lab, or are hidden behind larger lab corporations. Jessica felt that the women in our community deserve to be acknowledged, highlighted, recognized, and supported. So, she created [ChemChix](#), an extraction supply store, community, and a proud space for women in hash. They support all women in hash with a specific focus on extraction. ChemChix has fellow association with Good Life Gang and Hashfight.

sales@chemchix.com

ANNE-MARIE E. FISCHER, M.ED., CANNAWRITE



Founder



CANNAWRITE

Anne-Marie E. Fischer, M.Ed. has worked in the cannabis industry since 2016, providing high-quality content to hundreds of companies through her agency [CannaWrite](#).

Prior to entering cannabis, Anne-Marie worked within academia, where she focused on combining research with community-based issues, recognizing that data research can move mountains when looking to create a better world. With this passion for Community-Engaged Research and skills for knowledge translation, Anne-Marie has been part of helping cannabis businesses and organizations thrive, with a special focus on research, social equity, and advancing BIPOC, women, and other marginalized groups. Anne-Marie resides in British Columbia, Canada.

annemarie@cannawrite.net

JULIE CHIARIELLO, SKUNK MAGAZINE



Owner &
Editor-in-Chief



As a woman in business for the last 26 years, Julie has enjoyed bringing green, cutting-edge products successfully to market and empowering others to succeed.

She is a medical cannabis user, a certified herbalist and believes in the use and protection of herbal medicines in all their forms. She is a champion of new style business that upholds the tenets of sustainability, empowered consumerism, philanthropy and a more intelligent use of our collective resources.

She has successfully built and led the sales teams of various companies within the yoga, health and wellness industries and entered the Cannabis market in the vaporizer manufacturing segment 16 years ago, where she was blessed to cultivate a global network of friends and activists.

In her travels, she has heard stories that have touched and enraged her and have moved her to action in her work as Owner and Editor-in-chief at [SKUNK Magazine](#) in empowering small businesses to succeed and giving a voice to the unseen and unheard that continue to suffer and and be torn apart by this heinous public crime. She is devoted to a green renaissance, not a green/greed rush and she is just one in the midst of millions who are banding together globally to tear the ugly plague of cannabis prohibition down, creating healing and empowerment for the people and the planet.

SKUNK Magazine is a 16-year-old global cannabis publication that has been devoted to teaching organic, sustainable cultivation practices and featuring the highest quality genetics in the world. We have taught millions of people to grow organically at home and are a rich resource of information where all of the best minds and companies in the cannabis industry come together and speak. Our educators are the finest growers, breeders, scientists, craft makers, business owners and activists in the global movement.

julie@skunkmagazine.com



ROZ MCCARTHY, MINORITIES FOR MEDICAL MARIJUANA



Founder & CEO



Roz McCarthy is the Founder/CEO of Minorities for Medical Marijuana Inc., a national nonprofit organization representing the Cannabis and Hemp industry.

She is also the CEO/President of The Genesis Group a full-service Cannabis consulting firm and Managing Partner of Plant Life Company a full spectrum Cannabis nutrient company.

Roz displays her radiant energy, passion, and fearlessness as the Founder/CEO of Minorities for Medical Marijuana, Inc.

She is responsible for the day-to-day operations and is the chief strategist involved in developing advocacy, education, and marketing campaigns to promote awareness, information, and education about the efficacy of cannabis and the viability of hemp. It is a varied role that includes planning, marketing, advertising, public relations, event organization, fund development, sponsorship, and research.

The work is often challenging and fast-paced.

When asked should marijuana be legalized for medical use, without hesitation Roz boldly says yes!

"In 1983 my father lost his vision due to glaucoma and in 2005 my mother passed away after a courageous battle against breast cancer. I'm sure if medical marijuana were a viable option then the medicine could have made a difference and improved their quality of life."

- Named High Times Magazine 100 Most Influential People in Cannabis (2017)
- 2020 "Blood, Sweat, & Tears" Cannabis Philanthropist Award - Crohn's Charity Service Foundation
- CWCBEexpo Advisory Board Member
- Advisory Liaison: Regulate Florida
- Florida Cannabis Coalition Advisory Board Member
- Host:Cannatalk With Roz- Weekly FB Live Show

roz@mfmunited.org



LISA SNYDER, TOKEATIVITY



**Co-Founder & Chief
Innovation Officer**



TOKEATIVITY®

Lisa Snyder is the Co-Founder & Chief Innovation Officer of [Tokeativity](#), The Global Feminist Community for Active Cannabis Culture. She is a feminist and plant medicine advocate with over 25 years of digital strategy experience and has passionately supported the self-healing revolution through consumption and plant medicine advocacy.

Lisa is the executive producer for Tokeativity HQ events and has spearheaded the development of over 300 experiences across the globe, Tokeativity's membership portal and forthcoming app. She is also the co-creator of Bridges, a TV series about race, equity and inclusion in collaboration with Club Kindness TV and Haus of Jane, for women working in cannabis, hemp & CBD, produced in partnership with Women Employed in Cannabis.

She has been recognized for her work in Forbes, Rolling Stone, Condé Nast Traveler, Yahoo! Finance, The Guardian, MJ Lifestyle, Travel Portland, Dope Magazine, Civilized and Time Out New York among others.

After losing both parents to cancer in her 20's, Lisa passionately partnered her community building, feminist event planning, and web skills with fellow event planner, cannapreneur and community builder, Samantha Montanaro, to create Tokeativity in 2016. Together, they help bridge the cannabis industry with consumers to help educate and empower women, in hopes of encouraging forward movement, healing and ending the stigma around cannabis consumption.

She is a board member of Sweet Jane Magazine and is passionate about crypto & NFT education. When she's not on the computer, she's spending time with her wife Cat and her dog, Ziggy in Portland, Oregon.

lisa@tokeativity.com





STEPHANIE MESSER

Co-owner of Brigid Farm, Vice President of Manufacturing and founder of Treet's Edibles. She's artistic, passionate and driven. Her ten years of experience in the cannabis industry postures her well to lead the best edible creation staff in the business.



JESS CHAPIN

is Brigid Farm's go-to for all things administrative. She handles human resource tasks from hiring and onboarding to payroll and benefits administration. Jess is always available to lend an ear or give some sage advice!



JILL FARLEY

is a quick and concise cannabis trimmer in the Brigid Farm processing department. Jill isn't just one of the best trimmer's around, she always brings a warm smile, and she can ride a unicycle!



LISA COTE

is an incredibly innovative pastry chef with over two decades of experience in creating delicious confections. Her enthusiasm is infectious and Treet's Edibles is lucky to have her on the team!



SUPPORTERS

Carlos Turcios	<u>Turcios Partnership</u>
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a Living History

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