

WOMEN IN CANNABIS

a Living History

Documenting & Quantifying
Women's Experiences
Working in the Cannabis Industry



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AUTHOR'S NOTE



Storytelling is a powerful tool.

When we tell stories, we create a living history. One that has the ability to transcend time and generate a lasting ripple effect. Data itself is indeed compelling but to truly inspire, the tales behind the analytics must be told.

Stories help us face hard truths and shine a light on the ways in which we show up in the world. They invoke an emotional response, forcing us to reflect and ask ourselves “what can I do better?”

The Women in Cannabis Study was sparked by a clear need for comprehensive data and more importantly, a commitment to authentic representation. When history books are written, women are often left out of the narrative. Knowing we are in an industry still evolving, it's imperative that every person who is a part of this movement is seen and heard.

When I set out to conduct the Women in Cannabis Study, I was compelled not just by the fascinating and dynamic experiences of women in our space, but also by the desire to amplify voices and create a safe, equitable industry for all. We have the chance to shift the paradigm, acknowledge the barriers in our way, and build a supply chain based on integrity.

We have all faced our own trials and tribulations and created our own visions of success. But there is also a common link that unites us in ways we may not realize, a shared experience that goes beyond demographics. It is this fact that implores us to stick together and go the extra mile to enact true change.

This research is my contribution. Providing the report at no cost is my way to take radical action.

Thank you for being a part of this journey. Thank you to the women who donated their time and stories, the allies who spent their privilege to help get this project to the finish line, the volunteers who lent a hand, and everyone I've met over the past few years who encouraged me to keep going. Your support mattered.

I hope this report engages thought-provoking conversations and allows us to make a lasting impact for generations to come.

In solidarity,

JENNIFER WHETZEL

Founder & Author, The Women in Cannabis Study

FOREWORD



For the first time in a generation, we are seeing an entirely new industry form. A medicine derived from an ancient female plant that has the ability to transform the lives of millions is emerging, slowly but surely.

As we rise out of the shadows and into the mainstream, we have the opportunity and responsibility to lead by example. A chance to do things right.

But the cannabis community is at a crossroads.

The Women in Cannabis Study showcases a fantastic dynamic, one where despite our differences, we are more alike than we may even know. Our definitions of success, our values, and our motivations behind our decision to enter this industry are varied, of course. But at their core, there is a clear unifying theme that drives us to forge ahead: a passion for the plant.

But sometimes passion alone isn't enough to move the conversation forward. The shared experiences of the women in cannabis include incredible barriers to entry, whether through lack of funding or opportunity, rampant harassment, blatant misogyny, or clear discrimination. These facts alone should be enough to convince our industry to change, but as we have seen too many times throughout history, injustices often repeat themselves.

At this watershed moment in history, we run the risk of women being marginalized within a space that at its very core is defined by its deep connection to the divine feminine. And while sexism has always run rampant in our society (the cannabis space not entirely excluded), the booming cannabis industry could be one to shift the narrative.

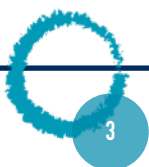
So where do we go from here? If the Women in Cannabis Study does nothing else, it should inform everyone that we are all on the same team. That we all want to build a supply chain that is safe, fair, and on track to succeed for generations to come. In order to create that space, we must move conversations forward both where we work and where we play, advocating for policies, procedures, and perspectives that do the most good. It may not always be easy to accomplish, but moving toward what's right has rarely been the easiest path.

I hope the Women in Cannabis Study inspires you and invokes a monumental shift in our industry, setting the tone for what's to come as we become an unstoppable force.

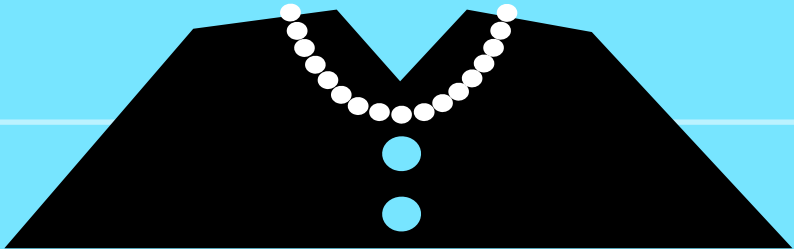
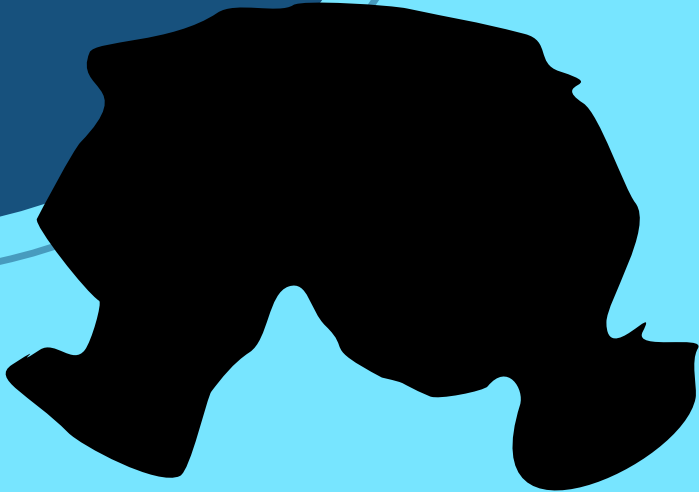
Warm regards,

RACHELLE GORDON

Partner, The Women in Cannabis Study



INTRODUCTION



STUDYING WOMEN IN CANNABIS

This report is a chance to shine a light on the triumphs and tribulations facing the women in our industry, and provides an opportunity for them to be seen and heard.

Women's experiences in corporate America are well-documented. We know that women have not had and still do not have the same opportunities for career advancement as men, hold fewer executive or board positions, and have fewer opportunities for mentorship, sponsorship and career progression.

The cannabis industry is new but is historically tied to progressive cultural ideals and social movement activity, including patient advocacy and advocacy for human rights. Transitioning to formal industry has brought the norms of industry and the deep pockets of capital. As more and more states and countries have opened legal cannabis businesses, the rate at which women enter the cannabis industry increases.

In 2019, Ladyjane Branding launched the Women in Cannabis Study to document and quantify women's experiences and to support businesses, consumers, and policy advocates. We collected rigorous data from qualitative interviews and quantitative surveys to advance equity and diversity in the industry.



WHY THIS STUDY MATTERS

Our hope is that this study will provide a baseline to measure against as the industry grows and changes.

Built on Data, Not Anecdotes

After surveying more than 1,500 women working throughout the US, we found that they make overwhelming sacrifices to work in the industry and face systemic barriers to success, including: sexism, harassment, bullying, lack of support, lack of opportunity, lack of benefits, lack of respect, difficulty obtaining funding and resources, low pay, shame, stigma and more.

Why Data on Gender Equity Matters

By collecting data and creating knowledge, we now understand how women are faring in the cannabis industry (not well) and whether we are doing enough to support women, their careers and their professional goals (we are not).

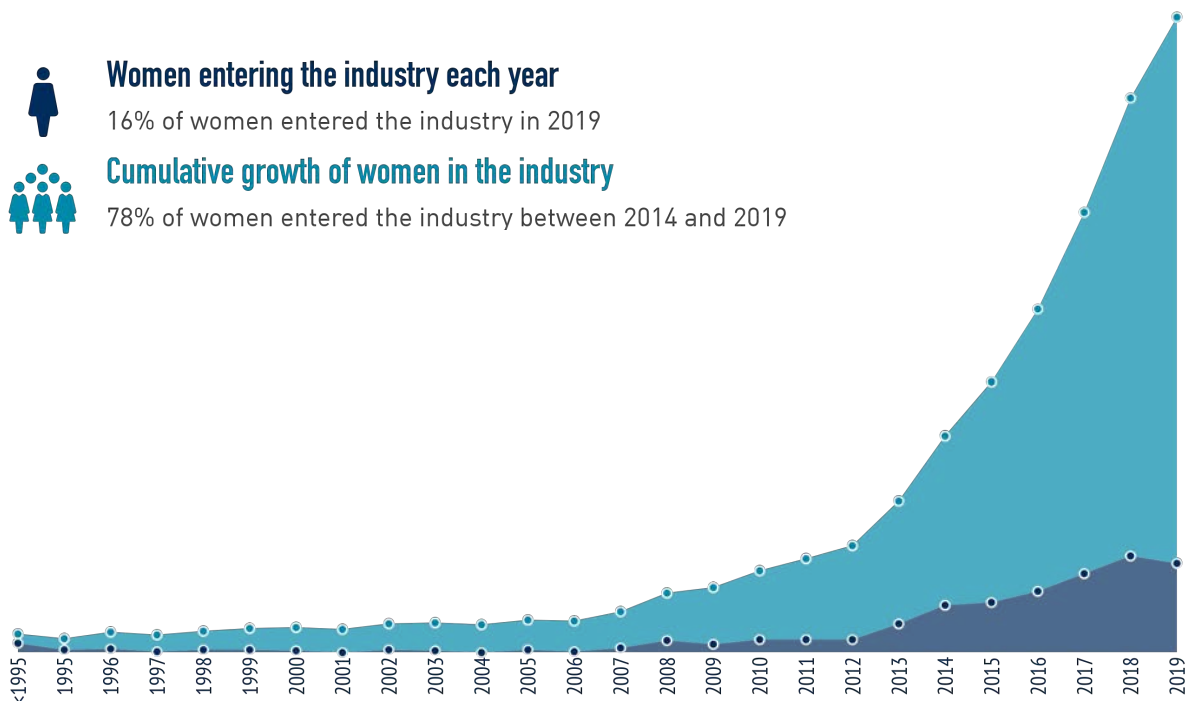
The data shows that the cannabis industry is not immune to the issues and problems that exist in other industries - like tech and finance. As a newly legal - and increasingly ESSENTIAL industry, we have an unprecedented opportunity to make a change.

Just 11% consider the industry equitable*. Despite these hurdles, the vast majority of women in the space consider themselves successful!

WOMEN IN CANNABIS LEADERSHIP

What We Know: Women are Losing Power

As the legal industry grows, the rate at which women are entering the industry has been increasing. In 2017, *Marijuana Business Daily* released survey findings showing that women held 37% of executive-level roles in the cannabis industry. However, just three years later, the percentage of women holding executive positions has dropped to 22%.



A recent white paper from the [Arcview Group & the National Cannabis Industry Association](#) suggests that companies with women in leadership roles are more profitable and produce more than twice the revenue per dollar invested.

In addition, since women account for 83% of U.S. consumer purchases, companies who better understand their buying decisions and motivations will be better positioned to win their loyalty.

PASSION TO MAKE CHANGE

There is a women-led movement focusing on equity and inclusion is emerging within the cannabis industry.

Women in this industry are inspired to help others and are extremely passionate about the healing power of cannabis. Many are highly educated, have significant experience, and a majority have shown that they are willing and able to overcome various obstacles, roadblocks, shame and stigma to make positive change in the world.

Despite the obstacles and barriers to success, results from the Women in Cannabis Study show our potential.



G *After 4 years in the industry my goal is now to be a cannabis business owner myself and I have a lot of support that will help me make that plan a reality.*

After 43 years alive, more importantly, I finally found the family of my heart and soul, and [I] feel truly valuable and worthy in and of myself alone, all because of cannabis.

CANNABIS PROCESSOR, WA





IN MY WORDS...

Women in the cannabis industry are so important.

This field is developing as we speak and could develop into an industry that's women-driven and where women are encouraged to be and thrive.

Additionally, it's important for the realization, by men allies, that the drive for an industry based in equity is important.

We all have a lot of really unique things to bring to the table, and an industry that women thrive in is a thriving industry. I can't thank the women I've met and worked with along the way so far in my career for all the support, advice, and friendship. I wish everyone could feel this way.

Women supporting women supports a thriving, growing, encouraging industry that I want to be a part of and continue to grow.

INTEGRATED PEST MANAGEMENT TECHNICIAN, NY

METHODOLOGY



METHODOLOGY: MULTIPLE SOURCES

This report uses data from two sources, the Women in Cannabis Study and a study of Current & Curious Consumers in legal states.

The Women in Cannabis Study is a mixed-methods research project intended to document the stories of women currently working in the cannabis, CBD and hemp industries to improve equity and inclusivity.

- 90-question, 15-minute quantitative survey via SurveyGizmo/Alchemer
- 30-minute qualitative interviews via Zoom
- 16 video interviews with Industry Insiders – filmed in partnership with Windy Borman, award-winning producer of *Mary Janes: The Women of Weed*

A total of 1,677 respondents began the survey and 820 completed all questions.

An overwhelming number of women (63% of those who completed the study) were interested in a 30-minute follow-up interview, but due to time and budget restraints, we were unable to interview everyone.

- A representative sample of 23 respondents were chosen for the interview based on demographics and the type of story they wished to tell.



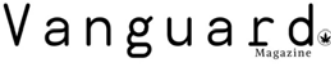


METHODOLOGY: WICS

Our goal was to recruit a representative sample of women currently working in the cannabis industry.

Between November 2019 and March 2020, we recruited women to participate through word-of-mouth and social media channels such as LinkedIn, Facebook and Instagram.

In addition, we spread word of the study through speaking engagements, interviews and other media opportunities.



METHODOLOGY: CURRENT & CURIOUS

In Q4 of 2020, we partnered with [Fordis Consulting](#) to understand cannabis usage for “Active” and “Curious” consumers.

The information gives detailed data around the behaviors, demographics, and mindset of current cannabis customers in legal cannabis states. This data also provides context and comparison for the usage data of “Industry Insiders” from the Women in Cannabis Study.

METHODOLOGY

- The survey ran from October 23, 2020 to January 8, 2021
- Respondents were recruited using Qualtrix in legal states: AK, AZ, CA, CO, IL, ME, MA, MI, MT, NV, NJ, OK, OR, SD, VT, WA, DC
- Those in non-legal states and those with no interest in trying cannabis were disqualified.

9,096 TOTAL RESPONDENTS

	TOTAL	F
Active: consumed in past 3 months	4,578	2,451
Curious: tried before, willing to try again	3,116	1,883
Curious: never tried before, willing to try	1,402	872

The quantitative study dives into cannabis usage including:

- Demographics: identity, education, # of children in household
- Frequency of use, reasons for use/to consider (medicinal/recreational)
- Preferred/Likely methods of consumption
- Monthly spend, purchase locations, feelings/activities associated with use
- Purchase decision factors: brand I trust, value, THC content, effect, taste, etc.
- Substances: other substances used, interest in psychedelics, cannabis as substitute for pharmaceuticals, etc.

Questions mirror the Women in Cannabis Study

LIMITATIONS & FUTURE RESEARCH

The Women in Cannabis study seeks to better understand the women who choose to work in cannabis.

The data in this report does not necessarily represent ALL women who work in cannabis, nor does it capture the full range of harassment that Women of Color and the LGBTQ+ community experience, but it's a place to start.

The sample is underrepresented with younger women and those in entry-level and mid-management positions.

Our original intent was to institute a longitudinal study to measure change over time. This data was meant to be the baseline.

For the next round of research, we plan to address the limitations of this study, as well as to accomplish the following:

- View the change from pre-pandemic to our current reality
- Open the research to all people working in cannabis to provide comparative data between genders
- Understand the direction the industry is going – is it getting better or worse for women and minority groups?





MY DEFINITION OF SUCCESS...

So this survey, centers my woman-ness, but not my blackness, so some questions are hard to answer.

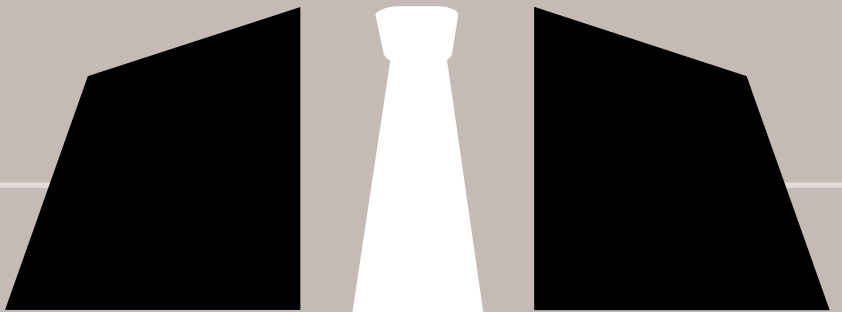
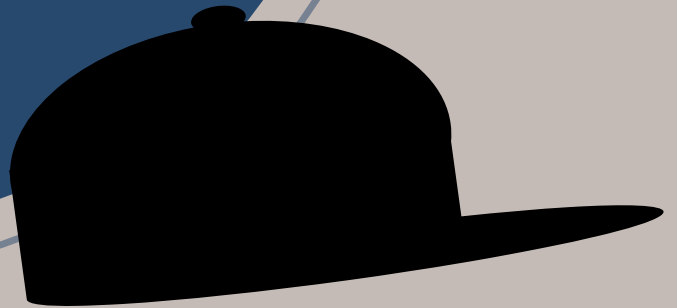
I define success as being able to make a difference, building a practice in cannabis that wasn't a thing 5 years ago, cannabis social responsibility (CSR), getting to make an impact in terms of policies that impact people's lives (expungement, support for social equity efforts, supporting communities and pro-planet practices, etc.)

I am free to use my creative abilities and policy experience to learn how to translate these skills to a social venture in an industry that is creating itself.

I am asked to weigh in my expertise, and I am in community with people – mostly women and women of color who literally inspire me daily. That is success.

CEO, COLORADO

**WHO ARE
THE WOMEN WORKING
IN CANNABIS?**



DEMOGRAPHICS OF WOMEN IN CANNABIS

The cannabis community is filled with unique voices, representing a wide array of demographics.

From urban to rural, Gen Z to Baby Boomer and everyone in between, the diversity of people in this space is fascinating.

The Women in Cannabis Study surveyed over 1,600 women from across the United States to learn more about their backgrounds, their relationships to the plant, and most importantly, their experiences.

This section highlights the makeup of the people surveyed for this report. We asked about people's identities, home lives, education, and history with cannabis.

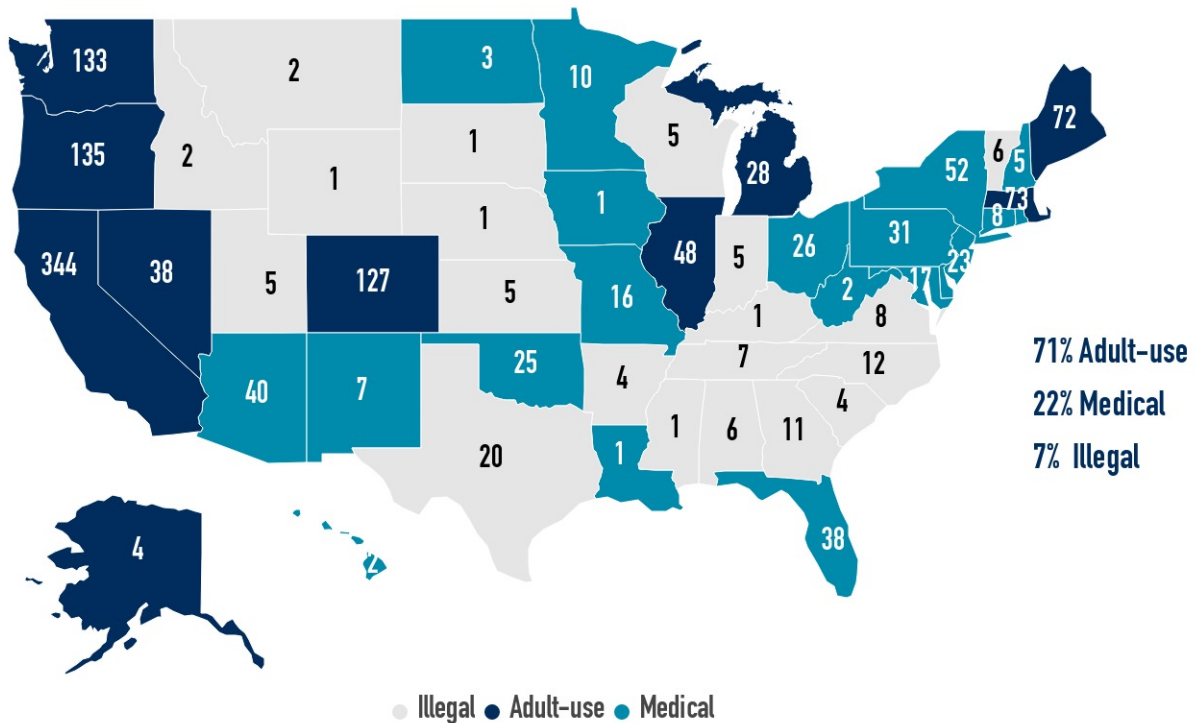
We know that our pool of respondents doesn't entirely represent the tens of thousands of women currently working in the industry and hope to engage with even more participants in future research.



HOME STATE & CANNABIS LEGALITY

At the time of the study in late 2019, 71% of respondents resided in states where cannabis was considered fully legal.

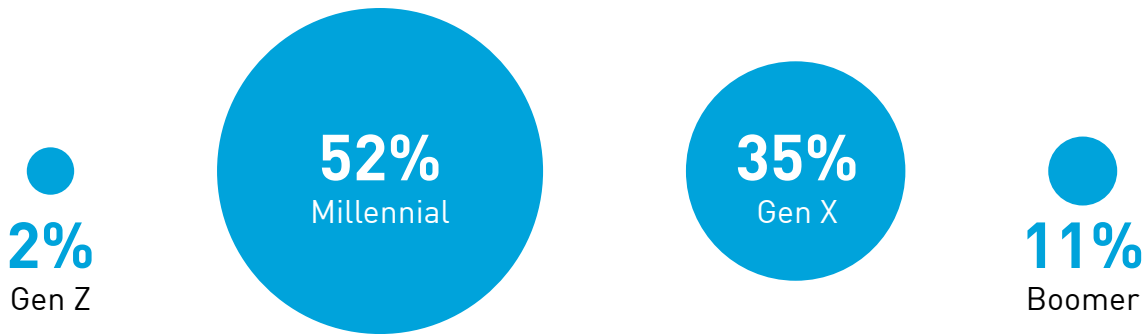
Another 22% of respondents lived in states where cannabis was legal for medicinal use only. Just 7% of our sample were in states where cannabis was considered illegal.



AGE, DISABILITY, VETERAN STATUS

Survey respondents skewed toward certain age demographics and were less likely to be disabled or veterans when compared with national averages.

Generation Z is still a little too young to be working in cannabis – just 2% of our respondents were under 24.



13% of our respondents are disabled.

The Census shows that about 17% of women who participate in the workforce are disabled, so there are opportunities for the industry to include more women with disabilities in the workforce.



13%
Disabled

Women veterans comprise 10% of the veteran population but only 2% of all working women in America. Ensuring these women are employed is important. Our data shows that 2.6% of women in the industry are veterans, similar to the national average.

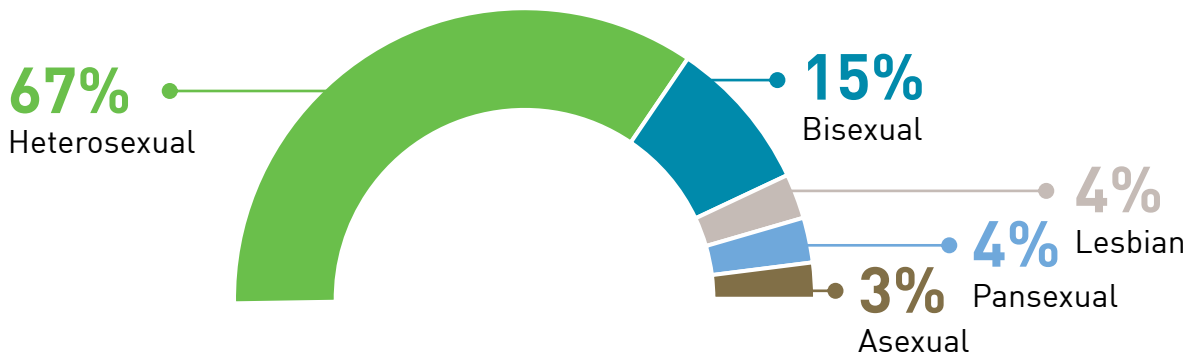


2.3%
Veterans

IDENTITY: SEXUALITY & GENDER

Over 27% of respondents are LGBTQIA+. This is significantly higher than the latest [Gallup Poll](#) estimating that 5.6% of adults identify as LGBTQ.

According to polling trends, women are more likely to identify as LGBTQ when compared to males. This may explain the overrepresentation in this report. It could also be theorized that the cannabis industry has more members of the LGBTQ community represented than other verticals — more research will need to be conducted to answer this question.



98.5%

Women



1.5%

Transgender,
non-binary or
genderqueer

The study sample also included a higher-than-average percentage of transgender, non-binary and genderqueer people at 1.5%.

One recent study from the [Williams Institute](#) estimates the national population to be 0.6%.

IDENTITY: RACE & ETHNICITY

Study participants skewed mostly white, with 23% of respondents being women of color, less than the national average.

In comparison to U.S. Census data, the study appears to be underrepresented with Black and Hispanic women. The 2017 Marijuana Business Daily [report](#) on Women & Minorities in the Marijuana Industry found that “nearly 20% of survey respondents who launched a cannabis business and/or have an ownership stake in a marijuana company are racial minorities.” In comparison, 27% of Business Owners represented in the Women in Cannabis Study are racial minorities.

	WICS ALL RESPONDENTS (n=1441)	CENSUS	WICS BUSINESS OWNERS (n=527)	MBD BIZ OWNERS & FOUNDERS (n=567)
White	77%	76%	73%	81%
Black/ African American	10%	13%	14%	4.3%
Hispanic/ Latino/ Spanish Origin	11%	19%	7.4%	5.7%
Asian	4.6%	5.9%	4.4%	2.4%
American Indian/ Alaska Native	4.1%	1.3%	3.8%	
Middle Eastern/ North African	1.6%		2.1%	
Native Hawaiian or Other Pacific Islander	1.0%	0.2%	0.9%	
Other	4.0%		5.9%	6.7%
Prefer not to state	1.5%		0.9%	



FAMILY & LIVING SITUATION

We were curious about the household and relationship status of our respondents.

The majority have and live with a partner, while 28% are single. More than half have no dependents to care for at home.

RELATIONSHIP STATUS



28%

Single

39% of Black respondents are Single



11%

Partnered, live alone



61%

Partnered, living together

45% of Asian respondents are partnered

HOUSEHOLD COMPOSITION



54%

Have no dependents



15%

Have 1 dependent



31%

Have 2+ dependents



26%

Are the only adult at home



59%

Have 1 other adult at home



15%

Have 2+ adults at home



Q70. What is your relationship status?

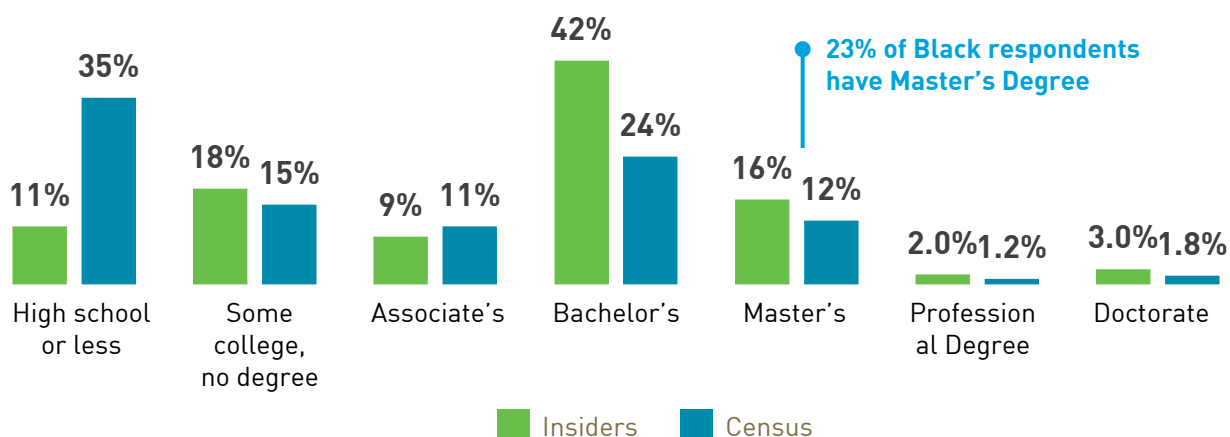
Q71. How many "dependents" do you have? (Children, parents, other family members, etc.)

Q72. How many other adults share household responsibilities?

EDUCATION

The women represented in the study bring significant education, knowledge and wisdom to the industry.

63% of respondents have completed a Bachelor's or post-graduate degree, compared with just 39% of women in the United States. Additionally, white (44%) respondents are more likely to hold a Bachelor's degree than Hispanic (33%) or Black (31%) colleagues.



Based on the advanced degrees they have earned, respondents clearly bring a wealth and variety of in-depth study to their new roles in the cannabis industry.



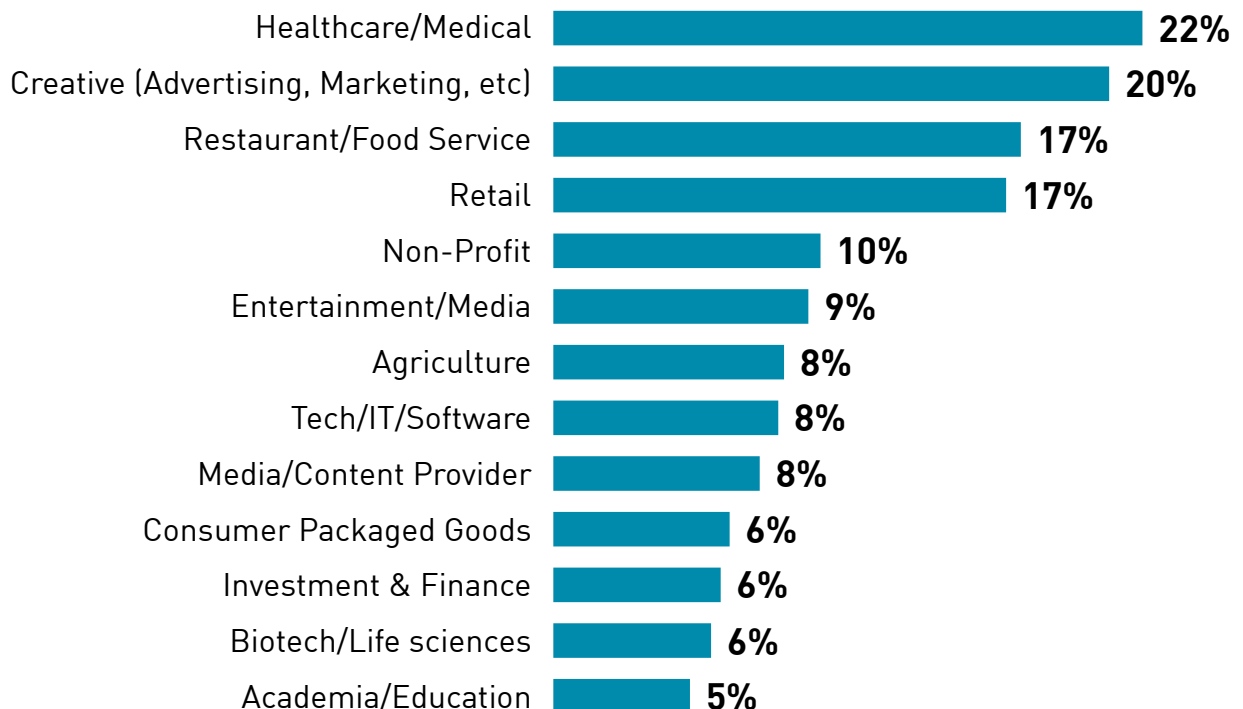
Question 10. What is your highest level of education?
 Question 11. If you have a professional license/credential or advanced degree, please list those here
 *Census.gov, Educational attainment of the population 25 years and over, Female.

PRIOR INDUSTRY EXPERIENCE

Study respondents come from a variety of career backgrounds.



Prior to joining the cannabis industry, 76% of respondents gained experience working in one of four industries: Healthcare, Creative Services, Restaurant/Food Service and Retail.



IN SUMMARY...

The Women in Cannabis come from diverse backgrounds, in more ways than one.

They come from all walks of life, hailing from coast to coast. Joining the space from a wide range of different of different industries, the women who work in cannabis offer a wealth of knowledge. The majority hold degrees, are partnered, and live in a place where cannabis is fully legal.

People of color are currently facing more barriers to entry in cannabis. Less than one-quarter of our respondents were from BIPOC communities, and we hope to see a more equitable vertical in the years to come. We did see a higher-than-average amount of LGBTQIA+ respondents, something that may be indicative of a more tolerant industry or the fact that women tend to self-identify as queer more often than men.

The bottom line is that every voice in cannabis is unique, regardless of which demographic subset we are placed in. The important thing to ask ourselves is how we can include even more women in this journey, especially women of color.



**What are you
doing to ensure
all women are
represented in
cannabis?**



**WHICH ROLES DO
THEY PLAY IN THE
INDUSTRY?**



WHICH ROLES DO THEY PLAY?

The career paths of the women in cannabis are as diverse as the people themselves.

This is in part due to the wide variety of jobs within the supply chain, whether they be with plant-touching licensed operators or ancillary businesses supporting the burgeoning space.

The majority of respondents stated they were in cannabis full-time. Many of the survey respondents (nearly 40%) own their companies, which is higher than the national average of 25% (according to a 2017 analysis by [MJBizDaily](#)).

This section dives deeper into what the women in cannabis do for work and where they are in their journeys. We heard from every sector of the industry and were impressed by how many unique skill sets respondents had, indicating a remarkable amount of talent among the women in our space.



I support the Industrial Hemp industry because I believe hemp can solve many of our world's challenges like pollution, depletion of our rainforest, and toxins in our daily lives.

I see my role in the hemp industry as a connector, enabler, visionary and truth seeker.

I can't ask for anything more from life right now.

DIRECTOR OF PROGRAM DEVELOPMENT, MI



WHAT IS THEIR ROLE IN THE INDUSTRY?

39% of respondents are business owners, 60% work in a full-time position and 26% have a part-time job.

20% of women work multiple jobs in cannabis.

Many also work in more than one type of business – whether plant-touching, ancillary or as an independent contractor supporting the industry.

EMPLOYMENT STATUS	PART-TIME	FULL-TIME	BUSINESS OWNER
Plant-touching	6%	28%	15%
Ancillary business	6%	20%	24%
Independent contractor/ freelancer	14%	12%	
TOTAL	26%	60%	39%

*Note: Total is greater than 100% - choose all that apply.

For those working in or owning plant-touching businesses, the majority represent adult-use or medical cannabis.

69%

Adult-use

65%

Medical

57%

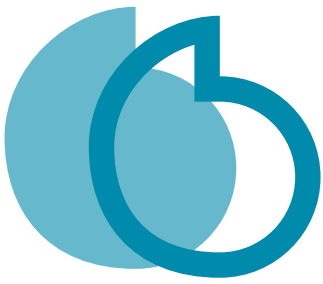
CBD

28%

Hemp

Q5. What is your employment status in the cannabis/CBD/hemp industry? Choose all that apply.

Q6. In which of the following sectors of the cannabis industry do you (or your company) operate? Check all that apply.



IN MY WORDS...

I've spent 47 years in the cannabis underground and industry, from international smuggling during the 1970s to recent medical/ recreational state domestic sales, production and compassion.

Along the way, I have morphed from outlaw to pioneering legal entity and back to outlaw with "legalization."

I think there is an important story to be told about those of us who have had every advantage in the legal systems but turned our back in order to follow a compassionate track even as legalizing states undermine medical rights and access.

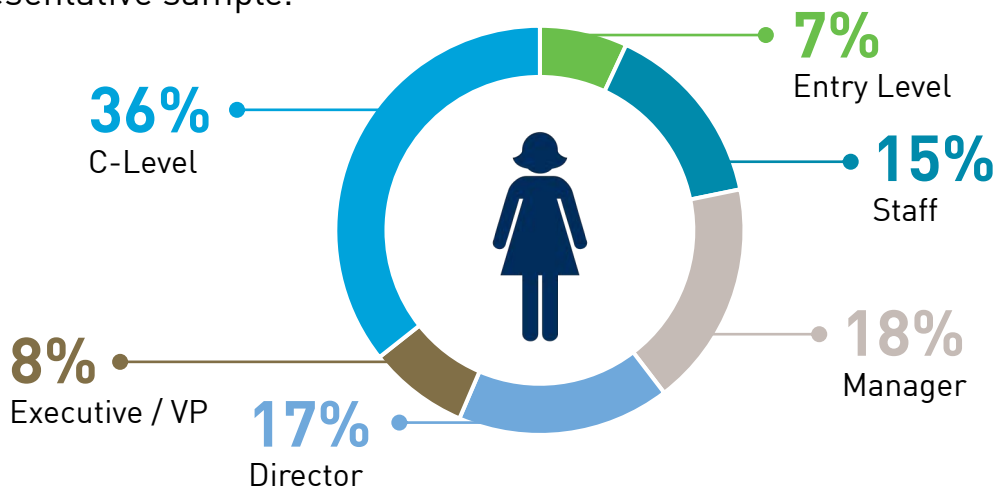
VISIONARY/FOUNDER, WA



THEIR CAREER STAGE

The majority of our study participants are further along in their careers – 44% are executives and business owners.

The sample is underrepresented with women at entry-level and non-management roles. Future research efforts will focus on recruiting a representative sample.



In addition to their current position in the cannabis industry, almost half of respondents indicate that they are an owner/founder of a business (not necessarily in cannabis).

However, fewer than 1 in 5 are advisors, Board members or investors.



48%

Owner/Founder



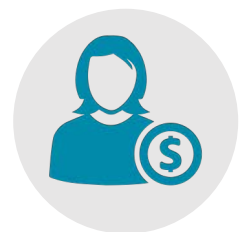
18%

Advisors



15%

Board of Directors



10%

Investors

HOW MANY PEOPLE IN THEIR COMPANY?

Almost half of the business owners in the study operate one-woman enterprises, while another 44% have fewer than five employees.

In comparison, respondents working for someone else are significantly more likely to work in a larger organization.

	BUSINESS OWNERS N=490	EMPLOYEES N=510
0 – It’s just me	47%	n/a
1-5	44%	18%
6-10	9%	15%
11-50	9%	29%
51-100	1.2%	16%
101-1,000	1.2%	20%
1,001-3,000	0%	1.2%
3,001+	0%	0.2%

Q43. COMPANY EMPLOYEES: How many people work in your company (in the cannabis industry)?

Q44. BUSINESS OWNERS: How many part-time or full-time employees do you have on the payroll (not including independent contractors)?



WHERE DO WOMEN WORK?

We asked respondents to identify the sector of the cannabis industry where they work – they could choose all that apply.

Just under 1/3 of study respondents are in Creative Services, and 22% work as consultants or coaches.

Black women were significantly less likely to work in Accounting/Finance/Bookkeeping and Media/Content Provider.

SUPPORT-RELATED

Creative Services Advertising, Marketing, Branding, Design, PR, Packaging or Promotional Items	29%
Consultant/Coach Business, Compliance, Licensing, etc.	22%
Media/Content Provider	17%
Networking Assn., Event Production/Mgt.	13%
Accounting, Finance, Bookkeeping	9%
Non-profit	8%
Staffing	6%
Tech/CRM	5%
Banking & Payments	5%
Food Service/Restaurant/Catering	5%
Legal/Compliance	4%
Education	3%

A large number of women in the supply chain work in brands or retail, representing over 50% of survey respondents

Black women are significantly less likely to work in Extraction, or as a Grower. Asian women are significantly more likely to work in Laboratories/Testing Facilities. Hispanic women are significantly more likely to work in Networking Associations/Event Production.

PLANT / PRODUCT-RELATED

Branded Consumer Packaged Goods Flower, edibles, drinks, extracts, oils, topicals, etc.	29%
Retail	23%
Grower/Cultivator	17%
Distribution	16%
Extraction	9%
Product Formulator/White Label	8%
Consumption Devices Vape pens, Pipes, Glass, Etc.	7%
Physician/Nurse/Medical Marijuana Caregiver	7%
Biotech (Product Development)	6%
Laboratory/Testing	5%
Processing Equipment	3%



IN MY WORDS...

I have been a woman, mommy, wife, artist, community leader, ordained minister and avid cannabis user for over 20 years in Colorado.

Because of cannabis I have my life, my son, my mom and so many friends on this great planet who otherwise wouldn't be here anymore.

I have fought and will continue to fight until cannabis use is normalized!!!

DIRECTOR OF MARKETING AND PROMOTIONS, CO

I have been trying to find my purpose and where I fit in the career world for a very long time. Nothing has ever fit right, I might have liked where I worked but it never felt like it was where I was supposed to be.

Working in the cannabis industry feels more like my career home than any other place I have ever worked. I love the industry, my job, and everything about it.

Finally finding my purpose, career home and earning a decent income is what defines success for me.



MANAGER, OK

MY DEFINITION OF SUCCESS...

Break-even financials with growth in sales volume and employment roles.

Success for me would be able to pay myself, cover all costs, and employ people at highest rate of pay and benefits in our region & industry.

CEO/FOUNDER, IL

Being in charge of white cisgender men and having them cringe at my authority.

CHIEF VISIONARY OFFICER, CA

Starting and maintaining 2 companies from the ground up without outside investment.

Winning multiple awards for our Cannabis flower.

Having been able to achieve more personal time, financial freedom and having trained a good team to do most of the work on the ground,

Feeling happy and content overall with my businesses and able to play a lead role in the companies' direction.

CO-FOUNDER, DIRECTOR OF CULTIVATION, OR



IN SUMMARY...

The cannabis industry has many distinct job opportunities, and the participants in our study come from across the vertical.

From entry-level to the C-suite, the women in cannabis are at various stages of their careers but are all equally inspiring in their journeys. Many are founder/owners, an exciting statistic that showcases the determination and grit of the women in our space.

A large majority of our business-owning respondents reported running small teams or even flying solo. We believe these numbers will change as market expansion continues and the supply chain evolves. Our hope is to see these business owners thrive, opening even more opportunities to other women wishing to advance their careers.

There is no dominant sector of cannabis that women tend to flock to; we are everywhere. From seed to sale, women are taking this industry to the next level —and we're only getting started.



What is your dream cannabis job? Do you already have it?

We are shaping the future.



The women of FlowerHire (left to right): Liz Lynch, *Talent Success Executive*; Melissa O'Brien, *CareersinCannabis.com Community Manager*; Tekisha Harvey, *Director of Marketing*; Karen Meshkov, *Partner/FlowerHire Senior Advisors*; Sarah Raeke, *Talent Success Executive*; Lauren Ryan, *Content Writer*; Samantha Harrington, *Managing Partner*; Kelsey Barton, *Director of Client Services*; Amirose Eisenbach, *Director of Client Services/Creative Producer*; Olivia Doherty, *Operations*. **Not pictured:** Julia Swensen, *Director of Cultivation Practice*; Aisha Alves, *Client Services Manager*; Elle Lichte, *Client Services Manager*; Eliana Zwirn, *Sr. Talent Success Executive*; Herlena Harris, *Talent Success Executive*.

And wait till you meet the women we're placing.

FlowerHire connects the planet's best talent to the world's most exciting growth industry. Find your next strategic hire at [FlowerHire.com](https://www.flowerhire.com).



WHY WORK IN CANNABIS?





WHY WORK IN CANNABIS?

One of the most interesting aspects of this study was learning about what drove participants to enter the cannabis space.

Some would argue there is only one goal for working in any line of business: to earn a paycheck. But it turns out the women in cannabis are motivated by far more than just money.

Survey respondents had a wide range of reasons they chose to work in this industry, but the vast majority pointed to a sheer passion for the plant. This may come from personal stories of healing or history in the legacy market. Some seek employment in the industry out of sheer necessity — cannabis use is rarely forbidden (at least outside of work), an important distinction especially for medical marijuana patients who may be at risk of termination for their consumption in other fields.

This section explores how the women in cannabis got to where they are today and what they hope to achieve through their work. The overall visions for the future and values that were shared are particularly inspiring and will hopefully spark a renewal for integrity and benevolence in everything we do as an industry.



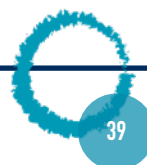
I had a very buttoned up corporate job [in human resources].

I couldn't speak to my belief in [cannabis] and unfortunately, had to rescind job offers [for potential employees] and let people go for their cannabis use.

It was really hard for me to do that during the day and then go home at night and enjoy my cannabis.

I was part of the problem.

CEO, CA



WHY WORK IN CANNABIS?

Women are hoping to redefine the cannabis industry by pushing it out of the underground and into a legitimate profession.



I went from being a truck driver and not being able to smoke. But then I went to a Women Grow event...and that inspired me.

That year I just woke up like 'I'm going to pour into myself.'

I keep joking about [getting into the cannabis industry], but now is my time to get involved.

BRAND MANAGER/CO-FOUNDER, CA

People who've been working as bookkeepers or accountants their whole life are now starting to work with cannabis companies.

That crossover really helped drive the needle forward in terms of just normalizing the industry and making it a part of our everyday lives.

FOUNDER, MA





MY DEFINITION OF SUCCESS...

Being able to make a difference in the lives of others for something that I feel so much passion for, hearing firsthand that I helped in some way no matter how small of a role that I played is truly helping someone else.

That to me is the most gratifying work, and that makes me feel [like] a success.

Other ways would be entering an emerging market and playing a role within a team that is striving to increase awareness, and not only create a brand that is trusted, but that has compassion.

PROJECT MANAGER, MO



WHY WORK IN CANNABIS?

The majority have come to the cannabis industry because of their passion for and experience with the plant - whether they have been personally helped, or they have witnessed its healing power through friends or family.

Women also have great interest in bringing their skills, knowledge and wisdom into this newly legal industry.

Financial opportunity was ranked fourth overall. Women were less likely to rank this as one of their top three reasons for joining this industry.

CANNABIS-RELATED REASONS



72%

Passion for the plant



68%

Personally helped by cannabis use



45%

Friend/family helped by cannabis



26%

Prior experience in the illicit market

NON-CANNABIS REASONS



71%

Use my skills in a new industry



60%

Financial opportunity



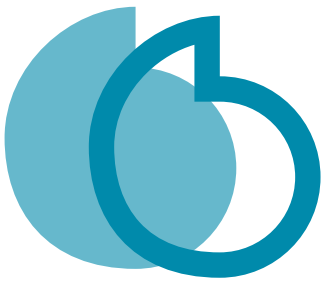
44%

Serendipity: it just happened



37%

Result of networking



IN MY WORDS...

I knew nothing about cannabis except it was marijuana and nothing good could come of the plant or its use.

My son has epilepsy and had a stroke while in surgery. The doctors told him before the surgery that there was little or no research on cannabis and epilepsy. This was in 2014. He was 27 and came out of surgery half paralyzed.

*Several months before his surgery, I was sitting in my office – alone – and heard, “You’re going to own a cannabis farm.” **I had no idea what cannabis was** and from where or who that statement came from. I just knew ... it was to be. At the time, I was a caregiver for three elders. I knew I was to do that until the last elder passed.*

*My mom passed away in 2014, my dad in 2015 and my second mom in 2016. Two months later I **purchased a farm in Oregon and began my baptism into the world of cannabis.***

CEO, UT





WHAT IS THEIR VISION?

We asked women what they hope to achieve by working in cannabis - besides making money.

Many of the women interviewed described the cannabis industry as their calling and their community.

While in the early days they may have looked to cannabis work for better compensation than traditional jobs, they felt that staying in the business long term requires more than a desire to make money. For them, it's about advocating and normalizing cannabis for the greater good.



38%

Bring awareness to/fix social issues



20%

Use your talents to help others succeed



20%

Teach others what you've learned

10% of Black respondents chose Teach others what you've learned



19%

Manifest your dreams



15%

Build a more sustainable world



15%

Find a solution to a problem



11%

Share your compassion with others



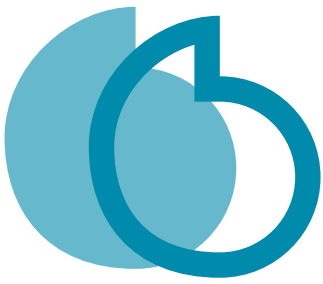
9%

Be a steward of the earth



9%

Make life more pleasurable



IN MY WORDS...

I wanted to have a purpose for it.

Cannabis saved my life in so many ways... *it provided me stability and income. It provided me...my own apartment. I got to purchase my own car.*

I couldn't do this with Best Buy. I couldn't do this with PacSun...with Victoria's Secret.

REGIONAL GROWTH MANAGER, CA

As an advocate in the cannabis industry I, for the first time, felt proud to have the skills of an attorney. But most importantly, by pursuing cannabis as a career, and embracing it as a medicine, I have become a good role model for my daughter.

Cannabis has given me a path to feel like I am contributing to the world in a positive way, outside of parenting.

Cannabis has given me insight into my own self which has allowed me to be the type of person and mother who acts thoughtfully, reflects, and shares.

Just because I used to be a prosecutor doesn't mean that I am not an ally. After feeling like I couldn't help the people I had never intended to see hurt, I took a long step back from the law.

Being able to help is what brought me back.

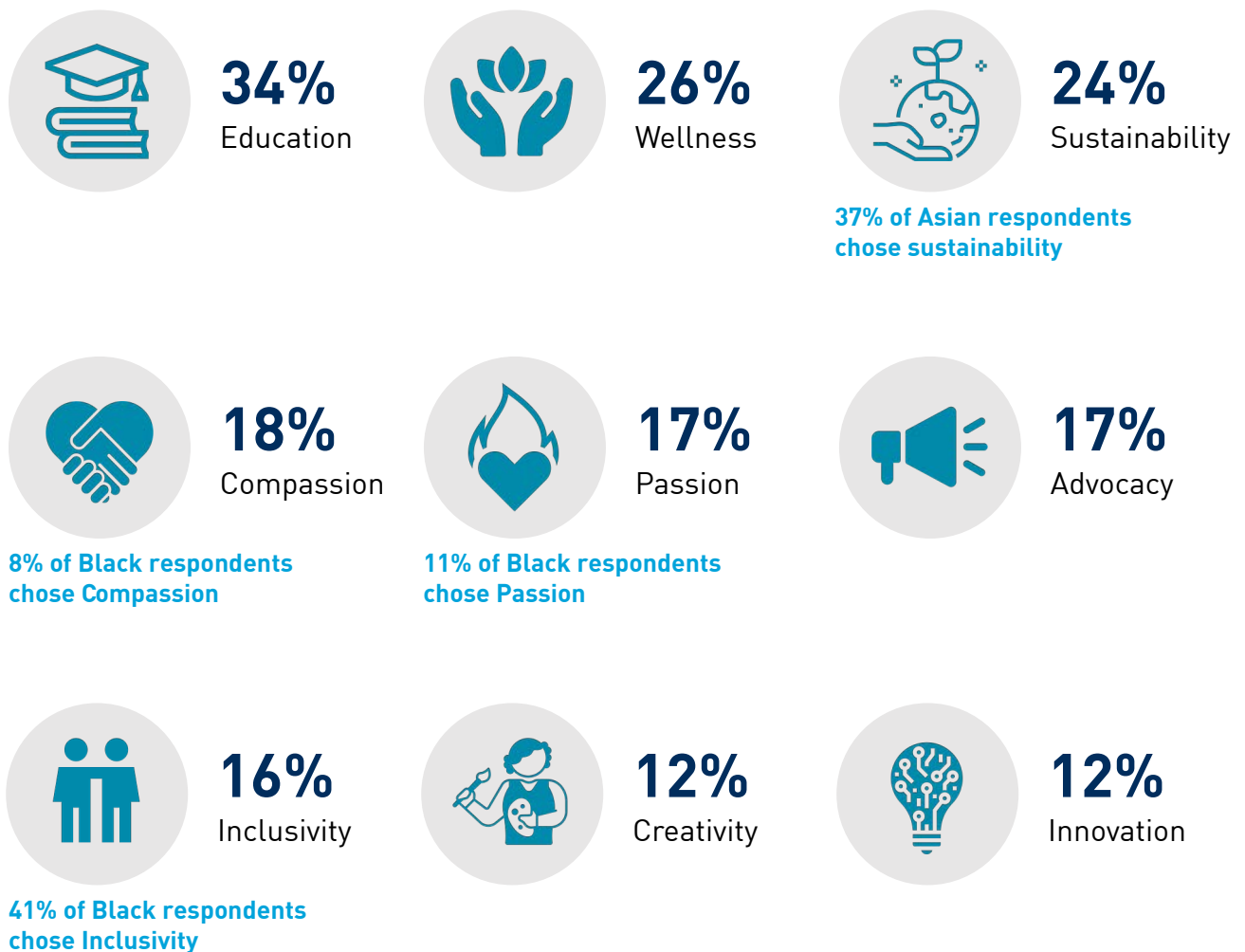
STRATEGIC COUNSEL, OR



WHAT DO WOMEN VALUE?

We asked women about what mattered most to them to provide a glimpse into their value systems.

We provided a pre-defined list of 16 values and asked each respondent to choose their top two. The most common responses were education, wellness and sustainability.





Mskindness B. Ramirez is a California Community College Professor, Cannabis Entrepreneur and the inspired author of *The Root Family's Very Special Garden.*

Her 20 years of experience teaching students ages 3-60 is evident in her thoughtful expressions of how the Root Family embarks upon a holistic gardening journey in this beautifully illustrated story.

Mskindness is an award-winning educator and passionate advocate for plant medicine and social equity. This bold mom entered the Cannabis space in 2012 after an injury sustained during pregnancy. It was then, she realized the expansive medicinal properties of the plant and made a commitment to share her findings with others.



"I wrote this book as a way for families to spark informative cannabis conversations. All while sharing a little piece of my own."

A Beautifully Illustrated Story + **Coloring Book**



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IN SUMMARY...

Women in cannabis have an endless amount of “why’s” but an overarching theme found in our study is dedication.

The vast majority state a “passion for the plant” as their main inspiration, with 68% of survey respondents sharing they had their lives positively impacted by cannabis. They hope to make the world a better place, with values that emphasize wellness, education, and sustainability (some demographics, including Black women, felt that “manifesting your dreams” was their focus).

It’s important to note that many of the women in cannabis (especially those who are medical patients) may have joined the industry out of sheer necessity. Other career fields are far more likely to deploy anti-cannabis policies, putting women’s livelihoods in jeopardy if they consume, even after-hours. This goes beyond sheer passion — it could be a matter of life or death.

The bottom line: we’re all on the same team. The women in cannabis may come from different backgrounds, but there’s a nearly-universal love for the product we produce and sell every day that drives us.



**Why did you join
the cannabis
industry?**

SKILLFULLY DRIED CANNABIS IN JUST **12** HOURS

Incredible
Looking
Flower With
No Plant
Degradation

- No Flower Shrinkage
- Live Resin Flower
- Preserves Terpenes & Trichomes
- Increases Extraction Quality & Yields

US Patent No. 11,243,028



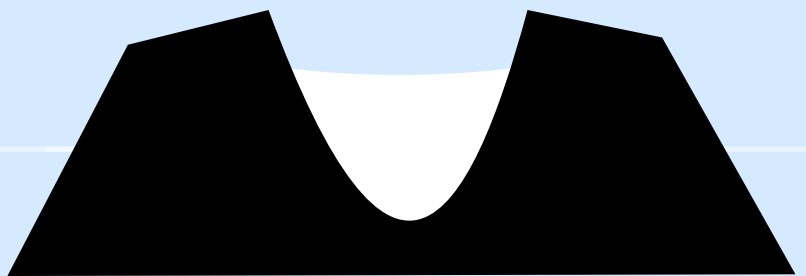
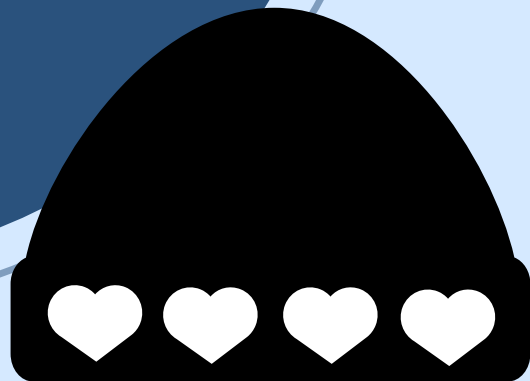
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WHAT RELATIONSHIP DO WOMEN HAVE WITH CANNABIS?



INTRODUCING “INDUSTRY INSIDERS”

Knowing most study participants have a passion for the plant, we wanted to find out just what that looks like.

We asked about cannabis routines and preferences, as well as whether consumption was obligatory in order to succeed in this space. We took a look at perceptions of cannabis from both “Industry Insiders,” who were deemed as regular consumers, and “canna-curious” women who may have little to no personal experience with the plant.

An overwhelming number of survey respondents (over 90%) said they consume cannabis at least once a month; over two-thirds said they’re daily users. This is higher than the typical average found among “current consumers” in legal states. Most participants indicated they consume cannabis to gain health benefits, regardless of whether they were registered medical patients. And while cannabis consumption isn’t necessarily mandatory to work in our industry, a large number of respondents felt a personal connection to cannabis helps you thrive.

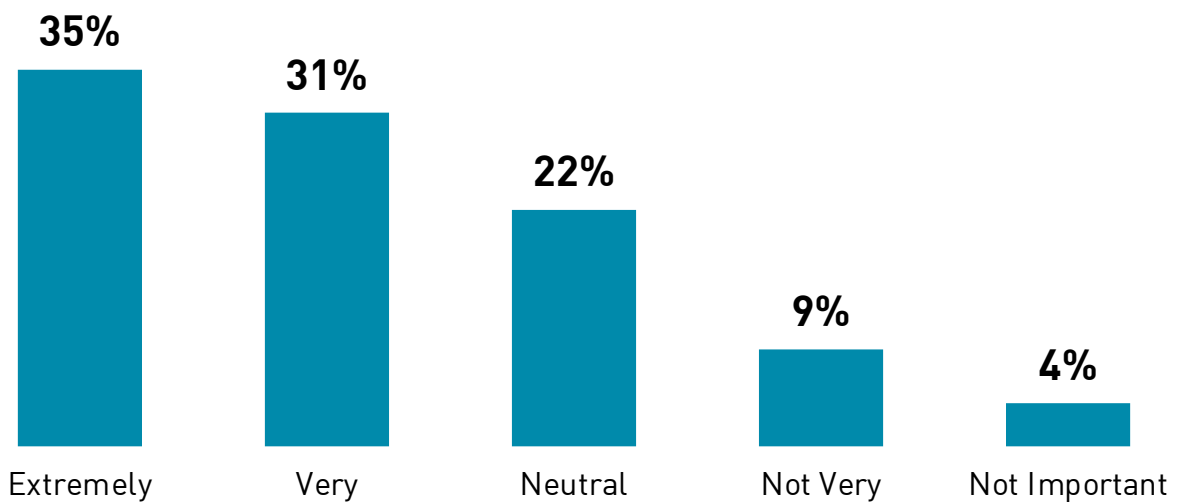
This section examines how the women in cannabis interact with the plant and to what degree. The multitude of reasons behind why they consume cannabis are indicative of a deeper understanding of its benefits (at least among Industry Insiders) — sure the plant can get you high, but its abilities go far beyond the typical buzz.

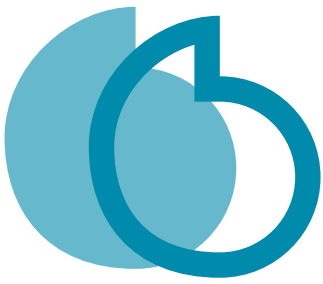


IS CONSUMPTION REQUIRED FOR SUCCESS?

We asked respondents whether they thought personal experience with cannabis consumption is important to success in the industry.

The majority – 66% agree.





IN MY WORDS...

This really depends on what portion of the industry you are in.

My boss owns a cannabis dispensary and doesn't consume cannabis.

It's a HUGE problem, from how she views patients to her lack of knowledge of the products she has for sale to her lack of understanding of what products consumers need.

This level of interaction **REQUIRES** personal experience.

I do not believe those working in ancillary or financial/legal functions require personal cannabis experience.

CANNABIS CAREGIVER, ME





IN MY WORDS, IT DEPENDS...

Though it depends on your role in the industry. In my position and those I most frequently work with it is not important.

*But, **not being accepting of others partaking can and should limit one's success in my opinion.***

CEO, CO

You may not need it for success but understanding the culture and why it's important to people is important.

Too many dismiss this as irrelevant which is absurd.

If you're not interested in why cannabis use is important to people, regardless of your own use or nonuse, you're in the wrong place.

BUSINESS DEVELOPMENT, MD

Depends on the position they hold in a company.

Sales YES.

PRESIDENT, OR



It isn't for everyone.

With that said, I think it is important that they have personal experiences, like family medical use, etc.

I do have a problem with opportunistic capitalists that look down on cannabis and see nothing but dollar signs.

BS DETECTOR, CA

Experience with consumption is great and all but if you're following the science and your labs, then you're going to hopefully have the knowledge to work with patients and consumers to gain experience through their experiences with cannabis.

Personal consumption is less important than personal targeted education and hands on experience in the trenches with chronic patients and recreational consumers alike.

CEO, CA

It doesn't have to be personal experience, but a loved one's experience....something.

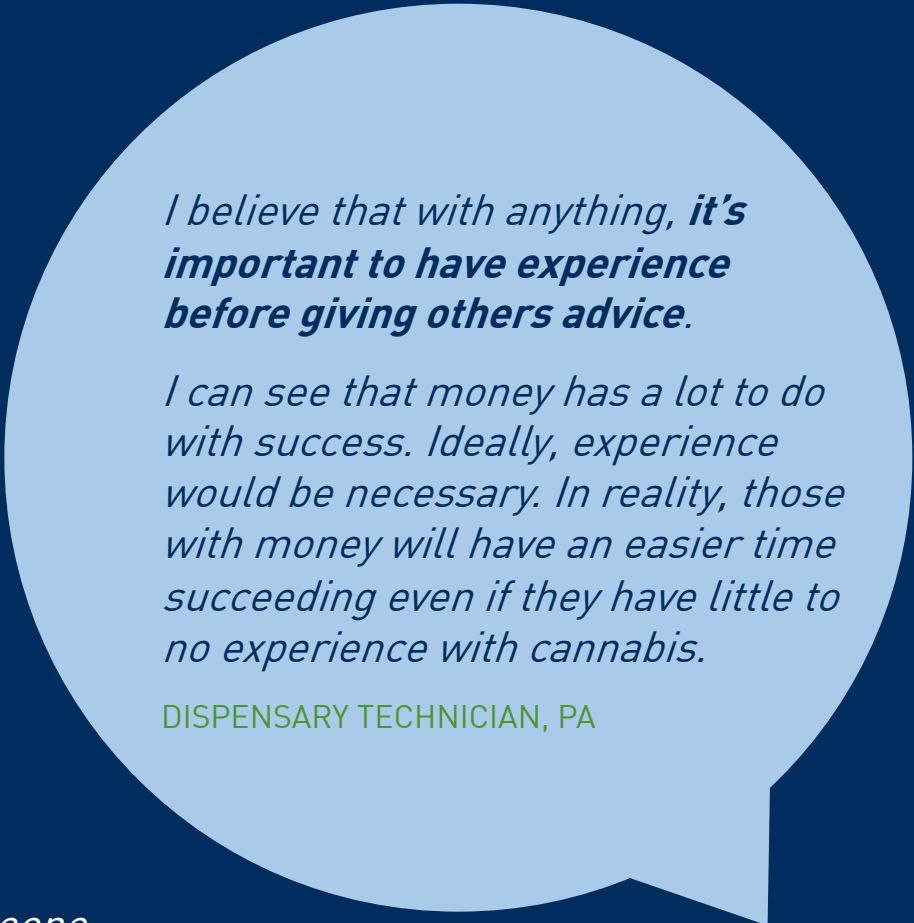
They have to CARE about cannabis.

DIRECTOR OF HUMAN RESOURCES, OR





IN MY WORDS, YES...



*I believe that with anything, **it's important to have experience before giving others advice.***

I can see that money has a lot to do with success. Ideally, experience would be necessary. In reality, those with money will have an easier time succeeding even if they have little to no experience with cannabis.


DISPENSARY TECHNICIAN, PA

Never trust someone selling cannabis that doesn't consume cannabis.

BUDTENDER, CO

Every cannabis company whose three-letter suite thought they were better than cannabis, or they knew better than someone with years of experience, has failed.

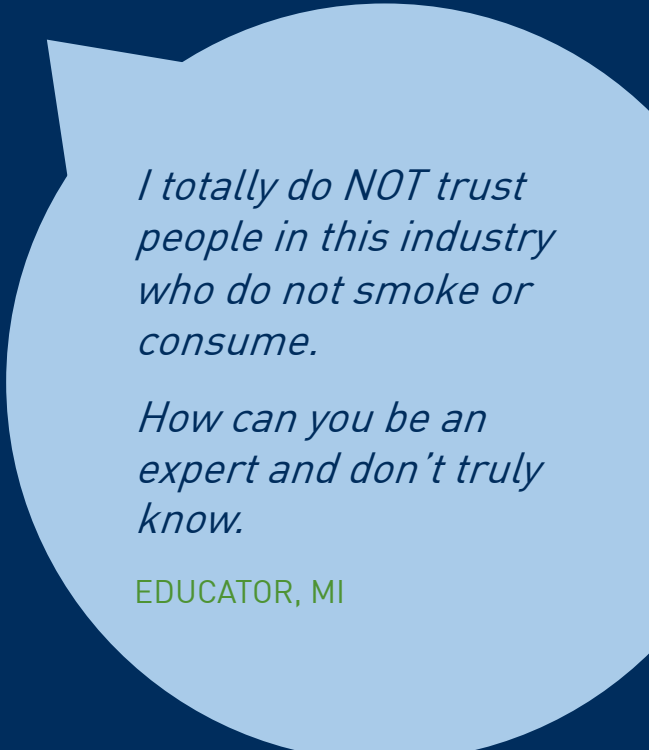
PRODUCT INVENTOR, CO



This is a very unique industry.

It thrives on the culture of cannabis not just as a sales ploy, but an ideology.

MANUFACTURING ACCOUNT
SPECIALIST, OR



I totally do NOT trust people in this industry who do not smoke or consume.

How can you be an expert and don't truly know.

EDUCATOR, MI

It is almost like a secret club, that is not so secret.

*In my opinion, and from what I have seen, **many people that do not use/consume cannabis are often in it for "the money" for the green rush.** I have noted that they aren't always trustworthy either – they want a quick investment turnaround.*

I also do not always trust people that do not consume, because I have seen their "smirks", heard their snide comments and seen their attitudes about cannabis users.

That type of person seems to be self-serving and is NOT welcome, and surprisingly are quickly "weeded out"!

But some still persist – like weeds in the garden ...

MEMBERSHIP DIRECTOR, WA





IN MY WORDS, NO...

Very rarely have I experienced people judging my consumption, or the old-timey thinking that it's bad form to pass a joint and not partake.

If you come from a place of honest curiosity and do your homework, you'll be fine.

DESIGNER/CREATIVE DIRECTOR, CA

You do not have to be a user, but understanding the use and applications as a whole is a necessity.


Do not enter into a business you do without having a fundamental grasp on what it advocates for and why.

This is not just another consumer good, this is a medical plant that has been bastardized and it is time we treat it with scientific respect and take the time to learn about it - both the pros and cons to help make it safer, accessible, and help thousands more that need it.

OPERATIONS MANAGER, CA

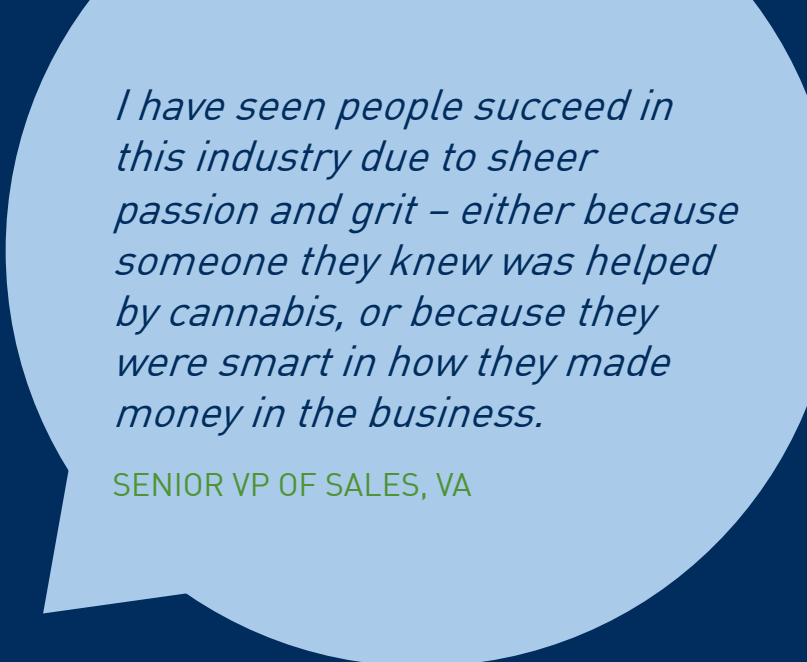
*You don't need to be a woman to be an ally; **you don't need to be a cannabis user to be an advocate.***

CEO, CA



There are plenty of talented people for whom Cannabis is contraindicated.

STAFF MICROBIOLOGIST &
BIOSECURITY SPECIALIST, IL



I have seen people succeed in this industry due to sheer passion and grit – either because someone they knew was helped by cannabis, or because they were smart in how they made money in the business.

SENIOR VP OF SALES, VA

*Not necessary but **at least have an understanding and respect for the plant** and its benefits to certain people.*

MARKETING COORDINATOR, CO

I think having experience with cannabis is an important criteria to work in the industry;

I feel if someone refused to ever try it, they're reinforcing stigma. But I don't feel someone has to use it regularly to be part of the industry.

EDITOR, CA

I began in the industry with only anecdotal knowledge from others, progressed into educational knowledge through seminars, textbooks, research and on-the-job training, then came around to personal use which was all the more efficient and a positive experience because of the education. It helped me break down the what and why of cannabinoids, terpenes, consumption methods, and lifestyle pairings.

DIRECTOR OF HUMAN RESOURCES, OR

DO THEY CONSUME CANNABIS AT WORK?

For most respondents, cannabis consumption is acceptable in their workplace – whether openly or in private, and 65% consume either THC or CBD at work.

While only 13% of study respondents or “Industry Insiders” work in an environment where their cannabis use is “not acceptable,” 35% still choose not to consume cannabis at work.

	INDUSTRY INSIDERS
Openly during the workday	19%
In private during the workday	18%
Only after hours	28%
I work from home	22%
No, not acceptable	13%

Black women are significantly less likely than white women to consume openly during the workday, and significantly more likely to say consumption at work is “not acceptable.”

	WHITE	BLACK	HISPANIC	ASIAN
Openly during the workday	19%	8%	18%	16%
No, not acceptable	12%	22%	16%	16%

WHAT TYPE DO THEY CONSUME AT WORK?

Industry Insiders are significantly more likely than typical female cannabis consumers to consume CBD or THC at work.

Interestingly, Industry Insiders are most likely to consume CBD during the workday, while current cannabis consumers are more likely to use THC in regular doses while at work.

CONSUMPTION AT WORK	INDUSTRY INSIDERS	CURRENT CONSUMERS*
CBD	37%	10%
THC in Microdoses	28%	11%
THC in Regular Doses	27%	21%
I do not use cannabis at work	35%	58%

*Current & Curious Study Data

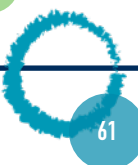
Black women are significantly less likely than white women to consume THC in microdoses during the workday.

INDUSTRY INSIDERS	WHITE	BLACK	HISPANIC	ASIAN
THC in Microdoses	30%	16%	32%	22%



*I think consumption is personal and **some can function at work and others cannot** – it is the user’s discretion on whether it is wise to consume prior to working.*

FOUNDER & CEO, CO



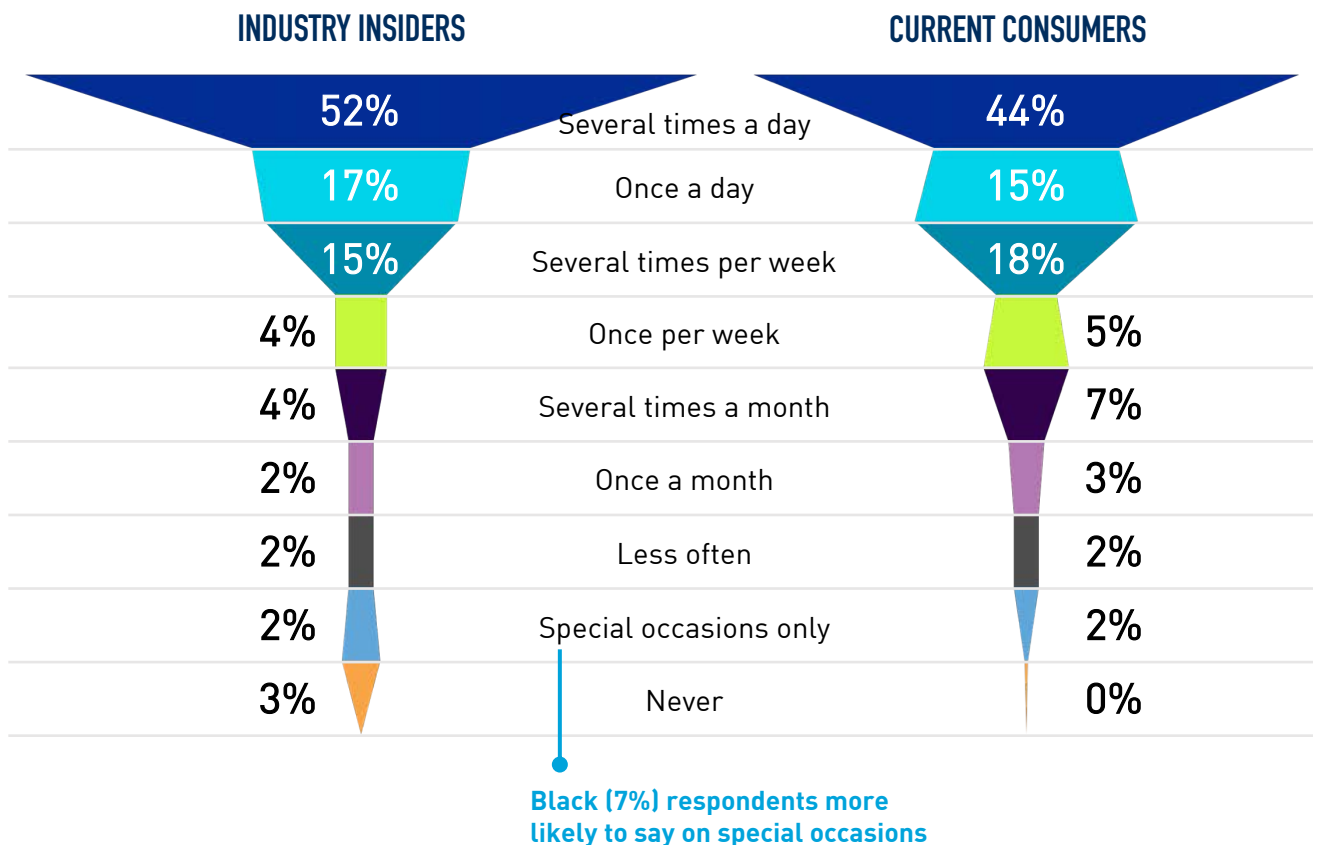
HOW FREQUENTLY DO THEY CONSUME?

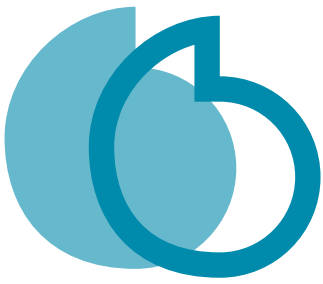
The women we surveyed are true “Industry Insiders” when it comes to their knowledge and consumption of cannabis.

Over 90% of the women surveyed consume cannabis at least once a month. Additionally, a whopping 69% use cannabis at least daily.

This is significantly higher than current female consumers in legal states where 50% report consuming cannabis daily.

Compared to typical cannabis consumers, they could be considered heavy users of cannabis products and are uniquely positioned to lead the way in bringing new consumers into the industry.





IN MY WORDS...

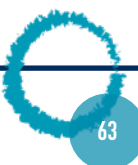
Cannabis consumption is important to my success as an individual, as a mother, not just in the industry.

Cannabis gives me a perspective I wouldn't otherwise have. I've been a cannabis consumer over 25 years.

I was also a misguided young prosecutor who thought I could do a powerful thing by choosing not to prosecute cannabis cases – turns out I had no choice.

These experiences shape who I am. One led to the other which led to me working to help & advocate for victims of the war on drugs & our communities.

STRATEGIC COUNSEL, OR



CANNABIS FOR MEDICINAL USE

The majority of our “Industry Insiders” report that they consume cannabis for medicinal and therapeutic use. The most frequent reason is for general emotional health support.

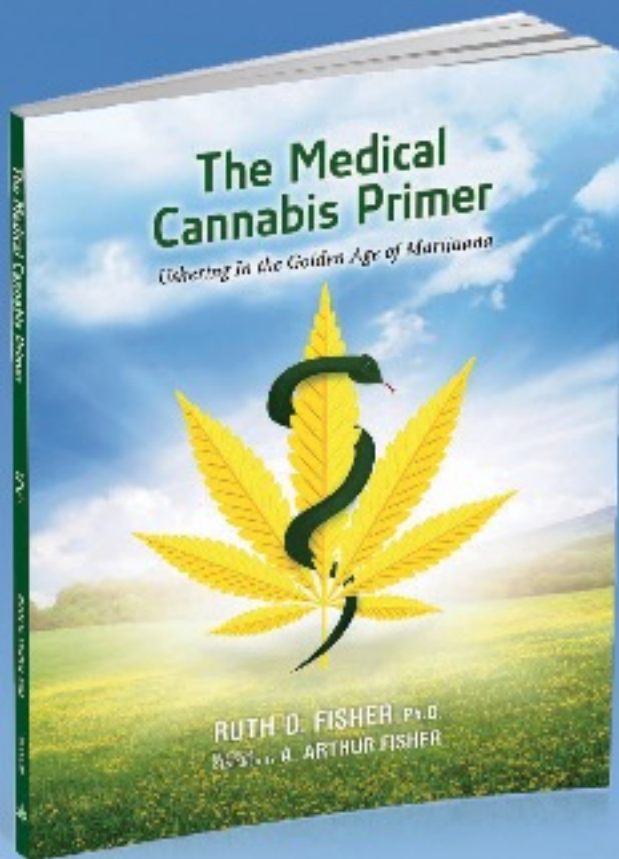
60% of study participants state they consume cannabis to help in the treatment of mental health conditions, including anxiety, depression, and post-traumatic stress disorder (PTSD). However, it is unclear whether the plant is being used alongside other treatments, such as prescription medication and/or therapy, or whether they elect to medicate solely with cannabis.

Curious consumers are much more likely to consider cannabis for illness treatment.

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOUS (tried before)	CURIOUS (never tried)
General emotional health or wellness such as stress relief, patience, etc.	76%	61%	48%	41%
Mental health conditions such as anxiety, depression, PTSD, etc.	60%	63%	50%	46%
Chronic pain or inflammation relief	57%	48%	50%	53%
General physical health or wellness such as digestion, skin care, etc.	45%	25%	30%	26%
Illness treatment such as epilepsy, cancer, etc.	9%	12%	30%	33%
Withdrawal symptoms from smoking or drugs	5%	10%	10%	5%

The Medical Cannabis Primer

See why critics are describing this book for users of medical cannabis as a home run!



This compendium provides an unbiased, clear and concise overview of all the key information and supporting evidence for medical cannabis. This is precisely what every patient and healthcare provider needs to start making informed and rational decisions about the use of medical cannabis.

—Angela Hardy, Pharm.D.
Cannabis Educator and
Cannabis Clinical Consultant



The Medical Cannabis Primer
Ushering in the Golden Age of Marijuana
by Ruth D. Fisher PhD
ISBN 978-1885176028
amazon.com/fg/1885176028
\$38.95





NON-MEDICINAL CONSUMPTION

Industry Insiders are more likely to consume cannabis for more reasons than current or curious consumers.

Survey respondents primarily consume cannabis for therapeutic purposes but reported using the plant for creativity, productivity, focus, sensory enhancement, and spirituality at higher rates than other groups. This may indicate a better understanding of the individually nuanced benefits of the plant amongst these Industry Insiders.

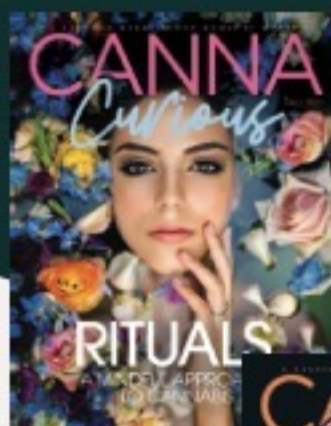
It's also important to note that the vast majority of curious consumers are NOT interested in getting "high."

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOUS (tried before)	CURIOUS (never tried)
Relaxation	82%	78%	64%	49%
Sleep aid	73%	65%	50%	41%
Recreational use/get "high"	58%	44%	21%	7%
Social /connect with others	57%	35%	24%	9%
Creativity	53%	37%	19%	11%
Productivity	45%	29%	13%	10%
Focus	44%	32%	16%	18%
Sensory enhancement	37%	20%	13%	5%
Spirituality/cultural use	36%	18%	11%	5%

CANNA *Curious*

WOMEN CANNABIS LIFESTYLE

A CANNABIS MAGAZINE CREATED
FOR WOMEN, BY WOMEN.



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At CannaCurious, we normalize the cannabis lifestyle for women through fact-based information, relatable personal stories and verified products. Our goal is to enlighten women about the variety of ways cannabis can enhance all areas of their lives - from sex, to beauty, nutrition, health & wellness, and more.

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PREFERRED METHODS OF CONSUMPTION

For Industry Insiders, smoking flower is by far the preferred method of consumption – whether for medicinal, performance enhancement, recreational or social use.

Not surprisingly, topicals, pills/capsules and transdermal patches are somewhat more likely to be used for medicinal purposes.

	MEDICINAL	ADULT-USE
Smoke flower	70%	77%
Edibles	55%	57%
Vape Cartridges	32%	40%
Topicals	46%	37%
Dab Oils	28%	32%
Vape flower	22%	28%
Pills/Capsules	22%	17%
Transdermal Patch	11%	9%

Hispanic respondents
are more likely to use...

39%
Vape Flower

45%
Dab

69%
Edibles

49%
Topicals

Norumbega

PROVISIONS

100%
Maine  Owned

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PREFERRED METHODS: COMPARISON

We asked “Curious” respondents which methods of consumption would be most interesting to them.

They are much more likely to be interested in methods of consumption that do not rely on inhalation: edibles, capsules, topicals and transdermal patch.

Industry Insiders and Current Consumers are more likely to “inhale.”

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOUS (tried before)	CURIOUS (never tried)
Smoke flower	77%	64%	33%	11%
Edibles	57%	52%	63%	59%
Vape Cartridges	40%	33%	17%	10%
Topicals	37%	13%	31%	35%
“Dab” Oils	32%	n/a	n/a	n/a
Vape flower	28%	20%	18%	7%
Pills/Capsules	17%	9%	25%	36%
Transdermal Patch	9%	5%	14%	16%



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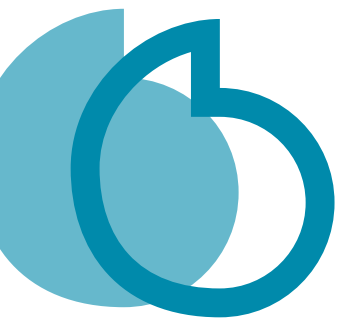


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IN MY WORDS...



I have been a patient of cannabis due to a major life-changing accident that forced me to learn how to walk again.

I was drugged with something called GHB, a date rape drug and central nervous system depressant which caused me to fall out of a 3rd story window, shattering my right heel, compressing part of my spinal cord, and severely bruising my tailbone.

After getting addicted to Percocet, a pain-relieving opiate, I started to become depressed and suffer from digestive issues.

I knew I had to find something else to relieve my pain and inflammation, and that's how I found cannabis.

*I started smoking CBD flower, using topicals, and healing myself with this plant – **cannabis had become my medicine and ignited a passion inside me to tell others of this miraculous plant.***

From there, I started a Tier 3 cultivation/production company and opened up in a new market.

I haven't looked back ever since!



MARKETING DIRECTOR, NV

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IN SUMMARY...

You don't have to consume cannabis to work in the industry, but most agree: it helps.

Having a personal connection with the plant and advanced knowledge of how it works can benefit a cannabis career trajectory both in terms of subject matter expertise as well as authenticity. Employees don't have to hide their truths or live a double-life, something that certainly helps a person thrive.

Survey respondents reported wide consumption of THC or CBD during the workday, with the vast majority choosing flower over other modalities. However, Black women were less likely to openly use cannabis at work or believe the practice was acceptable. This may be due to the fact that cannabis prohibition has historically been more widely enforced within BIPOC communities.

Women in cannabis engage with the plant for a wide number of reasons, but most considered their use to be therapeutic in nature. By having a relationship with cannabis based in wellness, the plant matters that much more. We all understand and acknowledge the incredible healing properties of cannabis and most of us have experienced its power firsthand.



Do you think you need to consume cannabis to be successful in the space?

♀ = ∞



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LAXMIBAI**

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1828 - 1858



SCAN HERE

**WHAT ARE
THE BARRIERS
TO SUCCESS?**



WHAT ARE THE BARRIERS TO SUCCESS?

Despite the impressive number of women founders/owners in this study, very few survey respondents believe the cannabis industry is equitable.

Financial challenges, rampant disrespect and harassment, and even absence of support from other women are just a few of the many barriers to success reported by study participants.

Many of the issues facing the women in cannabis are not unique to our industry, yet our respondents see less opportunity to grow and develop their careers within the space when compared with traditional industries. Additionally, nearly two-thirds of participants have experienced shame from people in their lives simply for working in cannabis highlighting the stigmas that still exist around the plant.

This section discusses the countless challenges facing the women in cannabis, offering an honest and oftentimes heart-wrenching glimpse into the darkness that exists in our space. We hope the information presented will be a catalyst for change within the industry and open readers' eyes to how we can do better.



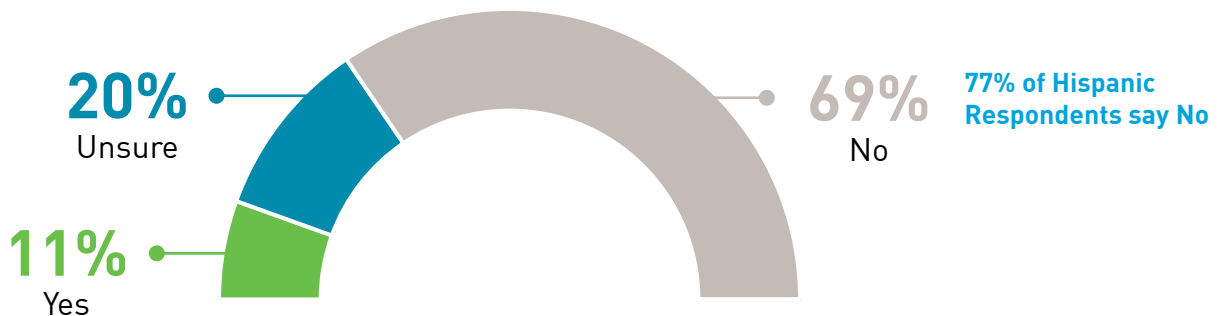
WHAT ARE THE OBSTACLES?

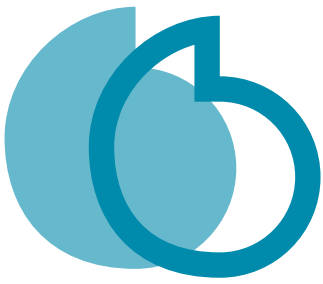
Women face significant and widespread barriers to working and succeeding in the cannabis space.

Women's advancement in the cannabis industry is slow because they often do not have equal opportunities or access to the same resources as men do.



Just 11% of women agree that the industry is equitable for women.





IN MY WORDS...

I have had many men hired above me, perform poorly, and leave, while I continue to be passed up for upward growth despite a successful record of work.

I have watched women in the workplace hold other women down for their own advancement.

And above all I am devastated to watch the industry in my state (recently legalized for adult use) grow and grow only for the benefit of wealthy white men with no regard for people affected by the criminalization of the plant they now use for profit.

There are little to no efforts that I have seen to intentionally hire/support POC or those affected by prohibition, and the voices out there advocating for change in this regard feel far removed from the active companies in the industry.

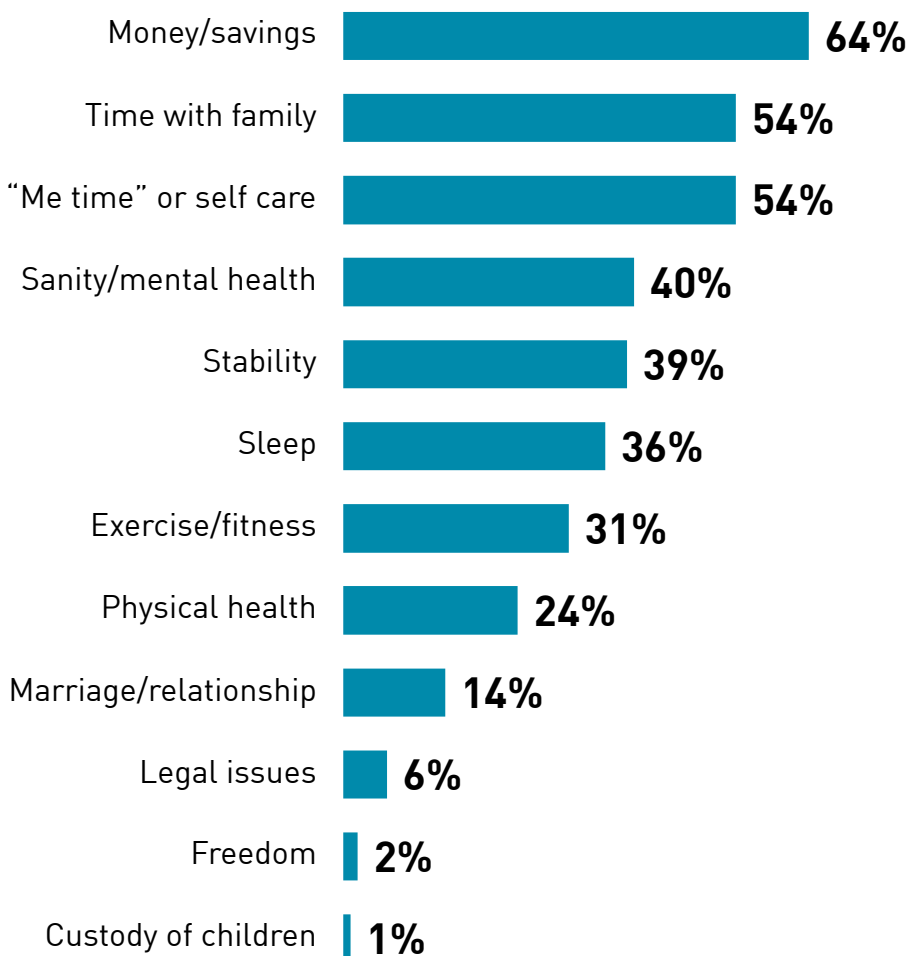
MANAGER, MA



BARRIERS TO ENTRY

The women in cannabis make overwhelming sacrifices to work in the industry and face systemic barriers to success, including sexism, harassment, bullying, lack of support, lack of opportunity, lack of benefits, lack of respect, difficulty obtaining funding and resources, low pay, shame, stigma and more.

Many women have made immense financial and emotional sacrifices for their careers in cannabis. From their personal sacrifices and mistreatment from others to systemic issues, women face multiple challenges.





MY DEFINITION OF SUCCESS...

My success is personally defined by the risks and sacrifices made to achieve profitability, sustainability, and longevity in a highly tumultuous and competitive cannabis marketplace.

Organically bootstrapping an organization from an original \$10,000 loan to over \$1M in sales is one metric of success. Another would be rates of employee satisfaction, turnover, and customer retention. Key performance indicators spanning over 5+ years in business in the cannabis industry allow me to confidently feel successful.

CEO, CA

Success for me is finding a level of achievement that makes me feel as if the sacrifices I've made in life, to get to that point, was worth it.

My second form of success is happiness. Happiness in a career holds great weight. We have all worked in an environment that we dreaded going back into the next day. Excluding that negative environment from your life and finding a positive one makes life much more enjoyable. My goal was to reach both of those things, happiness and advancement with my sacrifices, and I did!

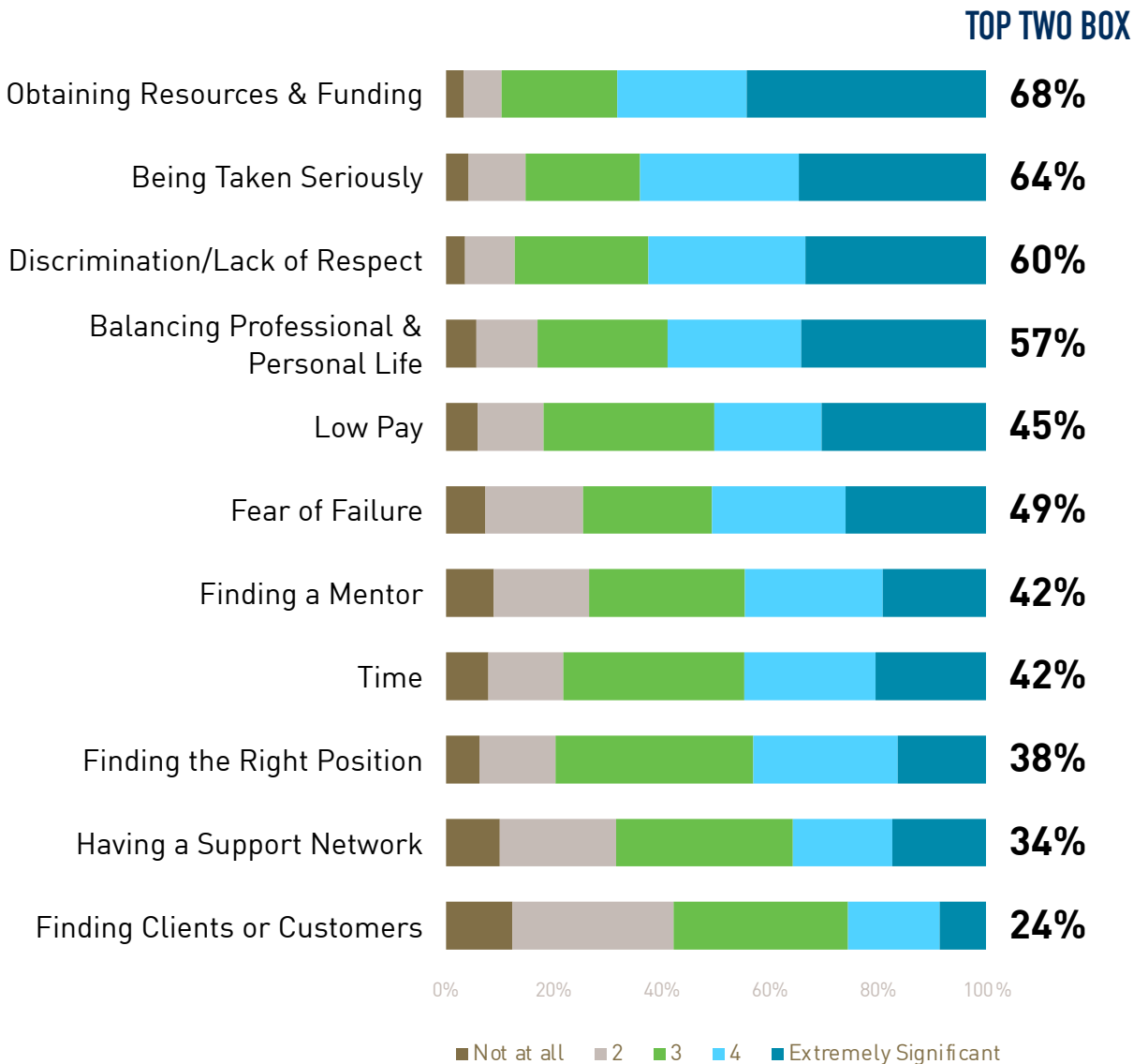
SENIOR ANALYTICAL CHEMIST, OK



BARRIERS FROM MULTIPLE DIRECTIONS

We asked women to rate the significance of the following barriers to entry (on a 5-point scale) for ALL women in the cannabis industry.

With so many barriers & obstacles, it's difficult for women in the industry to focus their energy on building success.





IN MY WORDS...

I started in the grey market in California.

I have developed several big-name products and have worked hard for my status.

I was making \$35,000 a year and was asked to take a pay cut because they were 'doing poorly.'

I found out they were paying my male assistant, who had a GED, compared to my post graduate work, \$20,000/year more than me, plus bonuses.

*When I mentioned this in regard to them wanting to cut me to \$28,000, **they said that I was getting married and that my husband should be supporting me and that I would get pregnant and run off soon.***

I left soon after.

PRODUCT DEVELOPMENT CHEMIST, OR





IN MY WORDS...

I believe in my power to manifest; however, I am experiencing setbacks in being able to scale my business.

I've had to be very resourceful because financing options for growth are limited especially for women-owned businesses in cannabis.

Yes, there are many investors that are looking at the cannabis industry, but it is a "good ol' boys club."

CEO, NM

In 2018, I joined up with a large company in the cannabis industry.

The owner and his brother-in-law staffed the company with almost exclusively 'bros' and a few 'social girls' that were ex-models and self-proclaimed sleeping with them.

Male executives would take a trip to Thailand annually while the women were given a \$50 gift card for a nail salon.

This created a system of absentee upper management with unqualified and defensive women.

It turns into a 'cheerleaders vs. nerds' scenario quite quickly.

PRODUCT DEVELOPMENT CHEMIST, OR

MY DEFINITION OF SUCCESS...

I'll be successful when myself, other women, and all individuals of color make equivalent income to equal white male counterparts and receive the same level of recognition for equal work.

I also consider a work/life balance to be successful, which can vary from person to person.

DIRECTOR OF R&D, FL



LACK OF AVAILABLE BENEFITS

As the cannabis industry continues to emerge from the underground, it is anticipated that businesses will be able to offer employees competitive benefits.

However, many benefits that would offer women financial security and family support are largely yet to be seen. Employees who work for a larger employer are much more likely to be offered traditional benefits.

HEALTH BENEFITS	RECEIVED as an employee	OFFERED as a business owner
Health Insurance	60%	25%
Paid Sick Leave	58%	36%
Dental Insurance	52%	18%
Disability Insurance	18%	8%
Health Savings Account	16%	4%
Paid Maternity	24%	14%

Note: This data was collected prior to the arrival of COVID-19.

Women-owned businesses, however, are most likely to offer free or low-cost benefits.

This may speak to the fact that women-owned businesses are significantly less likely to obtain funding or have the resources to provide more expensive, but much-needed options, such as health insurance or sick leave.

FREE & LOW-COST BENEFITS	RECEIVED	OFFERED
Direct Deposit	64%	39%
Flexible Schedule	52%	67%
Employee Discount	48%	45%
Remote Work	42%	46%

LIFE BENEFITS	RECEIVED	OFFERED
Life Insurance	26%	9%
401K	25%	10%
Disability Insurance	18%	8%
Child Care	0.2%	3%



MY DEFINITION OF SUCCESS...

I am in an industry I enjoy, working with people I genuinely like, and having fun. I am also making a fair wage, with benefits and a retirement program.

OPERATIONS MANAGER, WA


Finding a positive culture in a company that understands work-life balance for women. Most companies in the cannabis industry cannot afford maternity leave and typical benefits that families need. Women need access to fair health plans.

ACCOUNT EXECUTIVE, WA

Break-even financials with growth in sales volume and employment roles.

Success for me would be being able to pay myself, cover all costs, and employ people at the highest rate of pay and benefits in our region and industry.

CEO, IL



I have work that I am passionate about, love and enjoy and that I am successfully executing.

Working with people that are conscious, aware and working towards the betterment of themselves, society and the world.

Working with a company that is sustainable and cares about people and the planet, pays a good salary and provides great benefits.

Success is also a LOT of freedom to work for myself and at my pace (no micro-managers please!) and time off to care for myself, my family and our world.

Excellent salary of a minimum of \$100K a year, plus great benefits, ability to work remotely!!!!

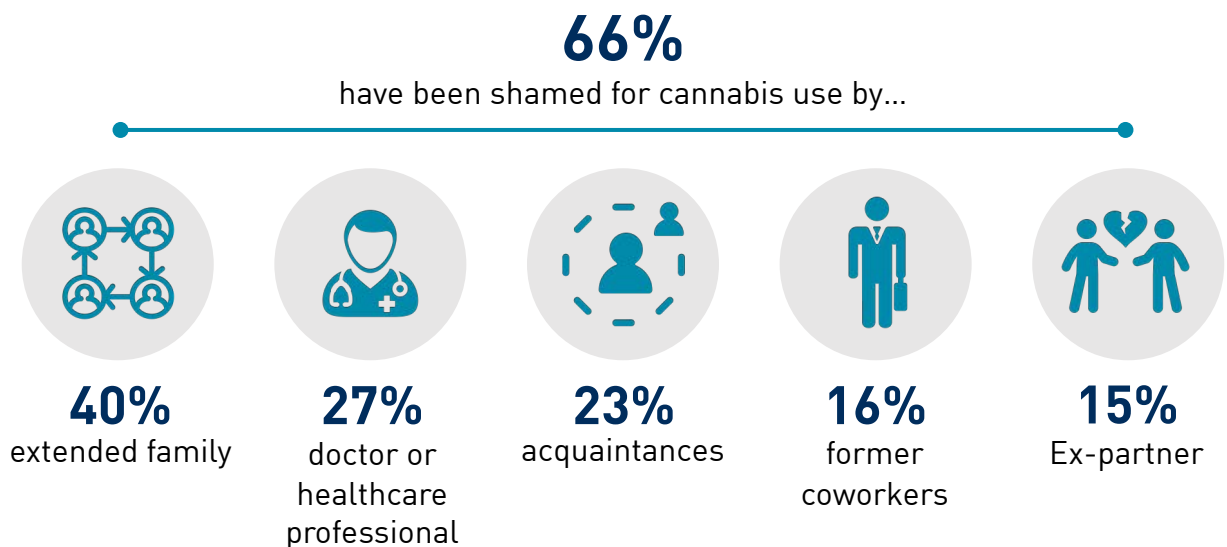
MEMBERSHIP DIRECTOR, WA



SHAME & STIGMA

Being shamed by others for their cannabis use is common for women in the industry.

Even though cannabis use is becoming more mainstream, the majority have been shamed by others for their cannabis use, particularly by their extended family, doctors, and healthcare professionals. Unsurprisingly, this has led most women to feel the need to hide their cannabis use, at least some of the time.



This shame and stigma is unique to the cannabis industry and likely a significant reason why these Industry Insiders are dedicated to helping destigmatize and help others out of the “green closet,” as well as professionalize the industry.

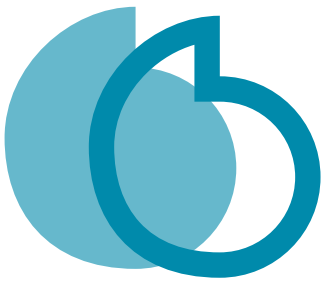
Black (60%) respondents are more likely than their white (50%) or Hispanic (51%) counterparts to say they never feel the need to hide their cannabis use.

The shaming does not end with cannabis use. 64% reported being shamed for **WORKING** in the cannabis industry.

Q63. If you've ever been shamed about your cannabis use, who shamed you?

Q37. If you've ever felt shamed by others for working in the cannabis industry, who shamed you?

Q51. Have you ever felt the need to hide the fact that you work in the cannabis industry?



IN MY WORDS...

I grew up in the Midwest so most of my life cannabis use has been illegal and something to be ashamed of and hidden. I have been outed by people I thought were friends and almost lost jobs because of my cannabis use. But that didn't stop me.

My cannabis use was just something I always had to hide.

Then in 2015 I got in a car wreck, and everything changed. I started using cannabis as medicine. I joined Tokeativity and became an active member of the community. I became a budtender, and I no longer hid my cannabis use.

I'm an advocate and will tell any and everyone about the benefits of cannabis and how it has helped me.

BUDTENDER, OR





IN MY WORDS...

Being a working mom of 3, cannabis is essential to my sanity.

There are a lot of stigmas around mothers who consume cannabis. I want to break them. I started a podcast to normalize the use and connect mothers who consume.

I used to feel shame for my cannabis use because of what others thought.

Since I stopped caring quite as much of what others think, I've embraced my cannabis use and creativity to make my goals happen.

OWNER/FOUNDER, WA

MY DEFINITION OF SUCCESS...

Making an impact by destigmatizing the notion that moms who smoke pot are bad moms and making a living for myself in the cannabis industry.

OWNER/FOUNDER, WA

Ongoing truth-speaking and education surrounding the value of the whole cannabis plant.

FOUNDER, WA



SEXISM & LACK OF OPPORTUNITY

Most women felt they had unequal opportunities and treatment as compared to their male counterparts in the cannabis industry.



73%

Feel the need to work harder than male counterparts to get the same level of respect.



67%

Feel they are taken less seriously because they are a woman.

Hispanic (82%) respondents more likely to agree



55%

Have had questions redirected to male colleagues in meetings.

Hispanic (63%) respondents more likely to agree



50%

Of all business owners feel they have lost opportunities as a woman.



43%

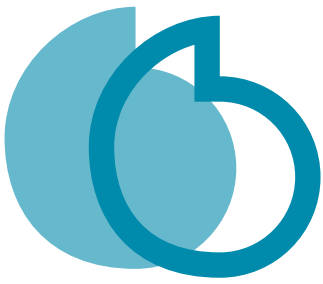
Have felt the need to bring a male colleague to an important meeting to be taken seriously.

Black (27%) respondents more likely to agree



25%

Are paid the same salary as male coworkers in similar roles.



IN MY WORDS...

A major setback has been that most business meetings turn into men asking me on dates.

And that's the end of the working relationship. It happens time and time again.

And pay is way too low for women in this industry – especially when they are expected to be “model/whatever the job title” lol.

We are used for looks, for the appearance of inclusivity, and yet pay is pathetic.

BUSINESS OWNER, CA

I started a 502 tier 3 company with my then husband, who strongly disapproved of this path for me.

Three industry men have told me that if my husband wanted me not to work, and to stay home, that I should listen to him.

BUSINESS OWNER, WA





IN MY WORDS...

Trying to get into the industry outside of a budtender position was difficult and, in the end, required having a mutual connection to the right people and company to even have a chance. Even after winning a High Times Cup for my concentrate didn't fully solidify my skills as an extractor.

I work for an amazing company and have experienced great support there but outside of my company there isn't any for women like myself. Everyone is still always shocked to find the highest testing concentrates and only THCA diamonds in the state are made by a girl and I would like to change that.

Gaining any form of respect as a girl is difficult and in general my thoughts and opinions outside of our company are disregarded.

All credit for any of my successes by the outside industry is attributed to the males that work in my company though they are quick to correct that talk.

GM & HEAD OF EXTRACTION, AK

MY DEFINITION OF SUCCESS...

Being taken seriously by my male dominated leaders, and being promoted over someone who has less experience, just because of their connection to those higher ups.

*I am currently middle management, helping executives make decisions or trying to warn them of the decisions they are making, based on my experience. **But because I don't hold any of the power, they only listen when it benefits them, not when it's the right thing to do.***

PACKAGING SPECIALIST, CA



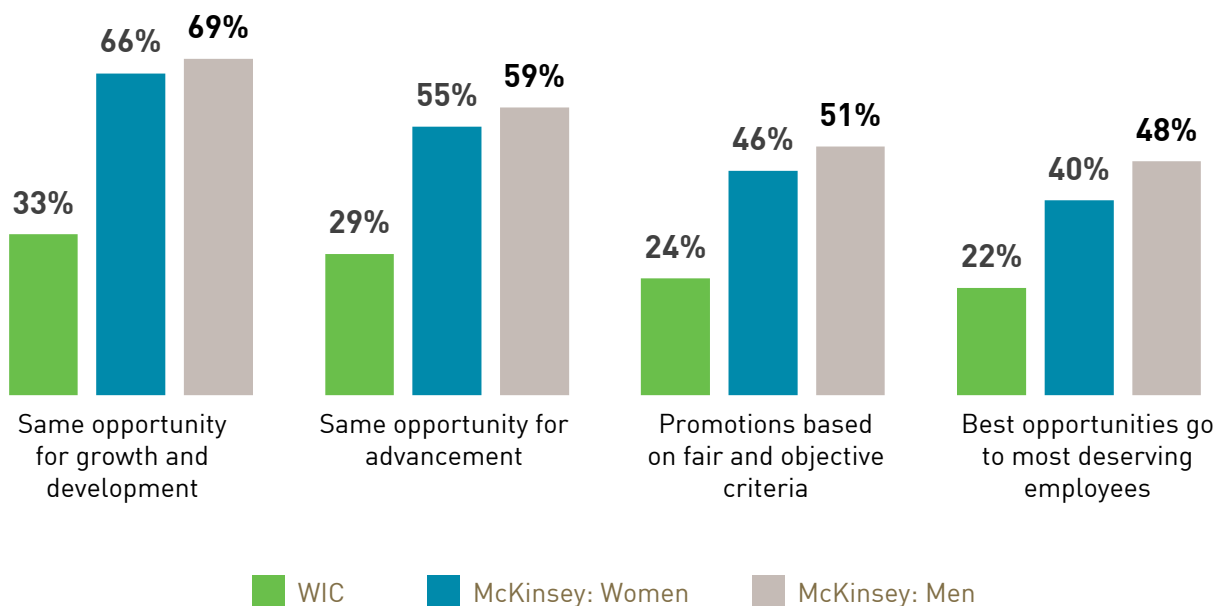
HOW DOES THE CANNABIS INDUSTRY COMPARE?

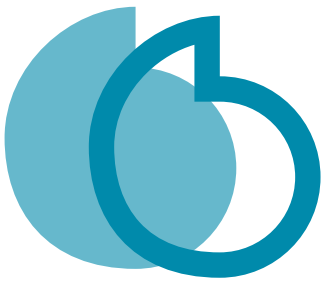
Our results show that the cannabis industry falls far behind others when it comes to opportunity, growth & development.

We were interested to see how the cannabis industry stacks up to more established industries with respect to opportunities for women. To do that, we mirrored a few of our equity questions with those from the [2019 Women in the Workplace Study by McKinsey](#).

Only a third of our Cannabis Industry Insiders feel they have the same opportunity for growth and development as their male counterparts – compared to TWICE as many women working in traditional industries.

Fewer than a third believe they have the same opportunity for advancement, and less than one in four feel promotions are fair or the best opportunities go to those most deserving. This is also consistent across all racial subgroups.





IN MY WORDS...



As a Black Woman in the Cannabis Industry, we are fewer in number.

The opportunities are still more for my White SisterGoddesses than any People Of Color, especially women.

Overall, this industry still has more of my white brothers than women.

Does that mean there are no opportunities for women or that there are fewer women applying for opportunities in the industry, and when women apply, are those opportunities equal to what men obtain?

That I don't know.

BUSINESS OWNER, WA





IN MY WORDS...

Over the last three years I've had to overcome the "bro" mentality and brotherhood relationships that exist.

Many times, during meetings my male coworkers are spoken to instead of me, despite my having the technical background.

I've been spoken down to or been given back-handed compliments like "how much I know about growing weed".

I've lost a few large projects to subpar competitors simply because they "came up in the industry" at the same time. Meaning they would rather buy from someone like them (typically white 30-something male) regardless of cost or product quality.

I absolutely must work harder and be more knowledgeable than my male counterparts in order to win solely on merit.

Men don't buy from me because they think I'm hot (which is true for one of my competitors), and they don't buy from me because they think I'm a bro like them (true for one of my coworkers), therefore I only have the chance to win on professionalism, pricing, products and responsiveness.

DIRECTOR OF SALES, CA

MY DEFINITION OF SUCCESS...

My biggest success has been overcoming a male-dominated sector of the cannabis industry; cultivation.

I have found a way to successfully communicate and do business with an all-male customer base while remaining professional and keeping boundaries intact.

Despite a successful sales record and praise from outside the executive team, my male counterparts are paid a higher salary, and the only promotions and new hires in the last year (exclusive of admin) have been male.

There is a “boys club” mentality which I find toxic and unhealthy for my wellbeing, therefore I’m moving on to a company who has offered me a seat at the table, and a division of my own to run (male ally company, also in the cannabis industry).

DIRECTOR OF SALES, CA



MICROAGGRESSIONS & NAME CALLING

Most women working in cannabis have experienced both hostile and benevolent sexism.

Whereas benevolent sexism reflects positive evaluations of women who conform to traditional gender roles, hostile sexism reflects negative evaluations of women who violate traditional gender roles.

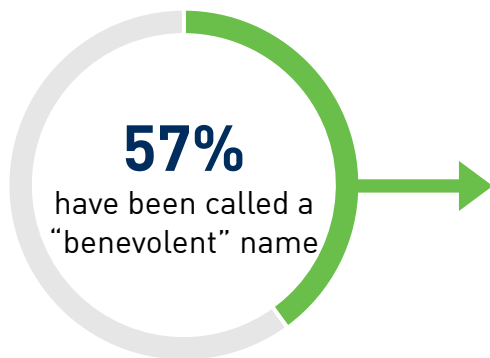


41%
aggressive

39%
bossy

34%
assertive

33%
bitchy

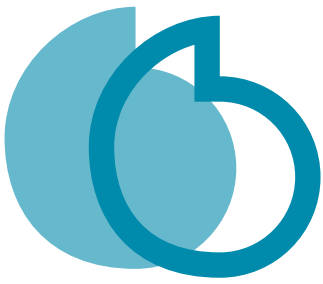


40%
too nice

37%
emotional

Black (16%) respondents are less likely to be called emotional

While this name calling may be seen as a subtle, everyday slight, this form of prejudice is harmful to the treatment and advancement of women in the workplace.



I'm usually told these while the person describing me is acting exactly how they are accusing me.

I work with men, so I get all these, and I don't care because I'm the boss with the brain. Lol.

I can't wait for the day someone says I'm too bossy or bitchy. Then I'll know I have grown exponentially!

I'VE ALSO BEEN CALLED...

Crazy **Cute** **Intense** **Passive**

Too talkative **Defensive** **Dramatic**

Aggressive **Feisty** **Stubborn**

Difficult **Whoreish** **Intimidating**

Sassy **Impatient** **Radical**

Frenetic **Intolerant** **Too direct**

This is a fun topic in my circle of Cannamoms...

From CEO to lowest on the totem pole, we have been called things that would probably make most women break into tears.

We have been assaulted, slandered, the works.

Fuckt wat is one of my favorites.



SEXUAL HARASSMENT

The cannabis industry is plagued with sexual harassment with a disturbing amount of survey respondents dealing with a wide range of abuse.

We asked women whether they have experienced sexual harassment during their career, either while working in cannabis or in another industry.

To be clear about the nature of harassment, we used the following definitions:

- Making conditions of employment or advancement dependent on sexual favors, either explicitly or implicitly
- Requests for sexual favors
- Verbal harassment of a sexual nature, including jokes referring to sexual acts or sexual orientation
- Unwanted touching or physical contact
- Unwelcome sexual advances
- Discussing sexual relations/stories/fantasies at work, school, or in other inappropriate places
- Feeling pressured to engage with someone sexually
- Exposing oneself or performing sexual acts on oneself
- Unwanted sexually explicit photos, emails, or text messages



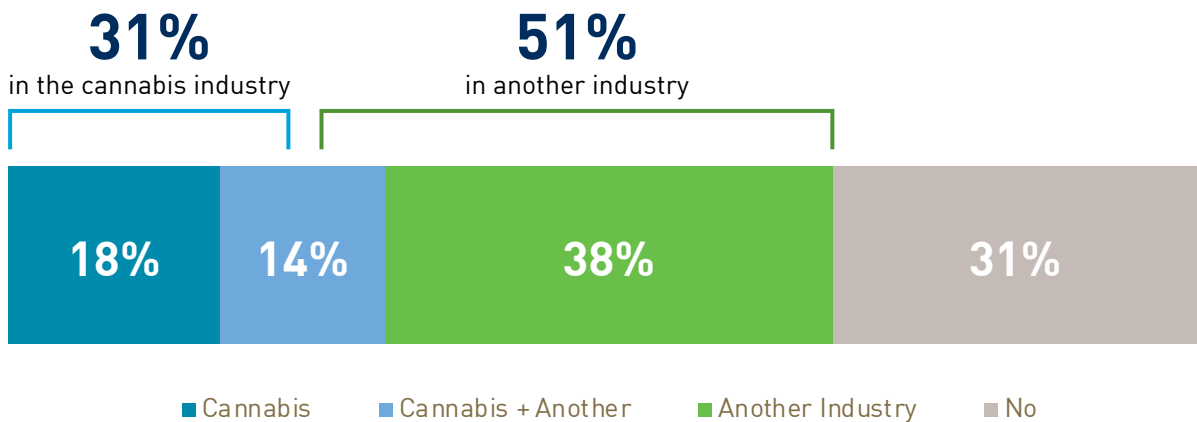
I was requested to attend a conference in Las Vegas. I was tasked to represent the company through networking opportunities...

*This story includes the moment when **I found myself sitting in a corner trying to source body paint and pasties for the after party.***

VP OF OPERATIONS, AZ



Nearly 70% of women surveyed reported being sexually harassed at some time during their career. **31% women have experienced sexual harassment while working in the cannabis industry** and 51% while working in a different industry.



Black women are significantly less likely to have experience harassment in another industry versus their colleagues. Just 9% report being sexually harassed while working in the cannabis industry.

	YES, IN CANNABIS	YES, IN OTHER	NO
White	33%	53%	29%
Black	9%	36%	61%
Hispanic	39%	56%	24%
Asian	28%	49%	36%



IN MY WORDS...

*Since entering the cannabis sector that lacks the thin professional layer of protection that the [my previous industry] offered, **I can probably count on a single hand the number of work-related interactions that HAVE NOT had a sexual undertone of some sort.***

Often there are times when the temptation to use it to your advantage presents itself, but lowering your standards or allowing comments to slide in order to close a deal is tough to navigate but never a good idea.

I have specific stories to share that are hilarious, obnoxious and just plain awful.

FARMER/HR/HEAD OF SALES, CO

The sexual harassment part is a very real issue. I've faced it head on.

I'd love to share my experience with others, especially to help others avoid the trap of guilt and fear.

That's what many of these white-collar sexual predators rely on.

CSO, CA

In almost all places I've worked in the industry, a woman's success is directly tied to whether or not she accepts flirtations from supervisors.

If you do not, your hours can get cut or you are treated poorly.

Women who actively flirt with their bosses receive promotions and are given more slack.

I've seen this at 100% of places I have worked.

MANAGER, OR

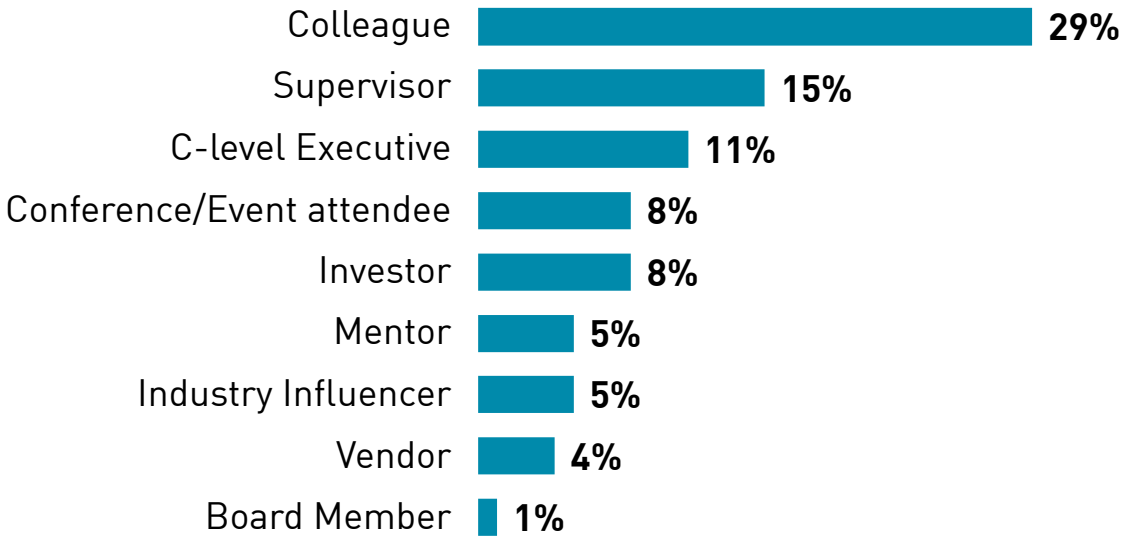




RAMPANT ABUSE

Colleagues, supervisors and executives were the most frequent perpetrators of sexual harassment.

It is important to note that these incidents of sexual harassment are not isolated incidents. Many women have experienced repeated abuse from multiple perpetrators.



I have literally experienced it from all of the above except board members.

BUSINESS OWNER, CA

It is ubiquitous.

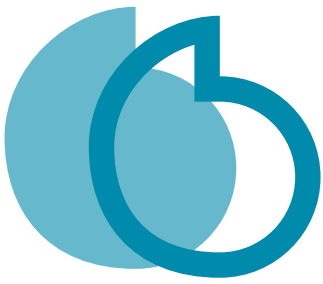
MANAGER, CO

Walked out and never went back...you picked serving a guy who threatened your female employees to the point where they had to make a police report...it was very eye-opening.

CEO, WA



Q54. What was the nature of the relationship?
Note: please answer these questions about your experience while working in the cannabis industry.



IN MY WORDS...

When I first entered the legal cannabis industry, it was 2015, and I was so honored to have gotten my foot in the door of a brand-new industry!

*I worked there for 3 years. **I was under such manipulative abuse and subjected to constant sexual harassment by the owner but was left to think I could never leave and be given this chance again!***

When two other coworkers took a stand before me, I decided to come forward as well. I was fired for standing up! It took 7 of us to go to the state to complain!

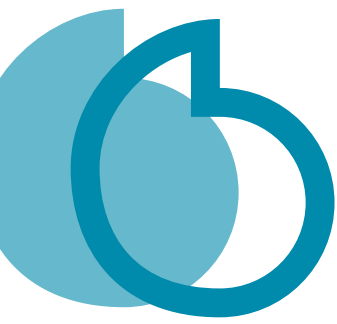
I now have the pleasure of managing a dispensary for a women-owned company. We support other women and LGBTQ community.

***It wasn't until I came forward with my story, that I learned there are so many other women out there in this same situation!** They must know to stand up and walk away.*

There is no room for that male dominance in this industry. The female plant is what flourishes in cannabis, so let's shine all around!

DISPENSARY STORE MANAGER, OR





IN MY WORDS...



I was the first woman hired onto my cultivation team, second week in I was sexually assaulted.

It was downplayed and I was told to call it harassment.

Two years later I went on leave to get some help and was unable to return because of my C-PTSD from this incident and life experiences prior to this job.

The amount of horror stories I have for this industry is pretty hefty.

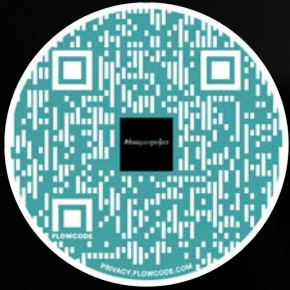
This industry desperately needs help, it needs far more feminine energy and influence as well as all minorities fully deserving the same shot that all of the rich white men got to have first.

The respect for the plant is gone, at least from what I have seen and experienced.

I'd love to help this industry improve so I can one day return to it and not be afraid and to ensure the safety and security of other women and minorities in this industry (we cannot forget the other marginalized groups!)

PROPAGATION TECHNICIAN, MA

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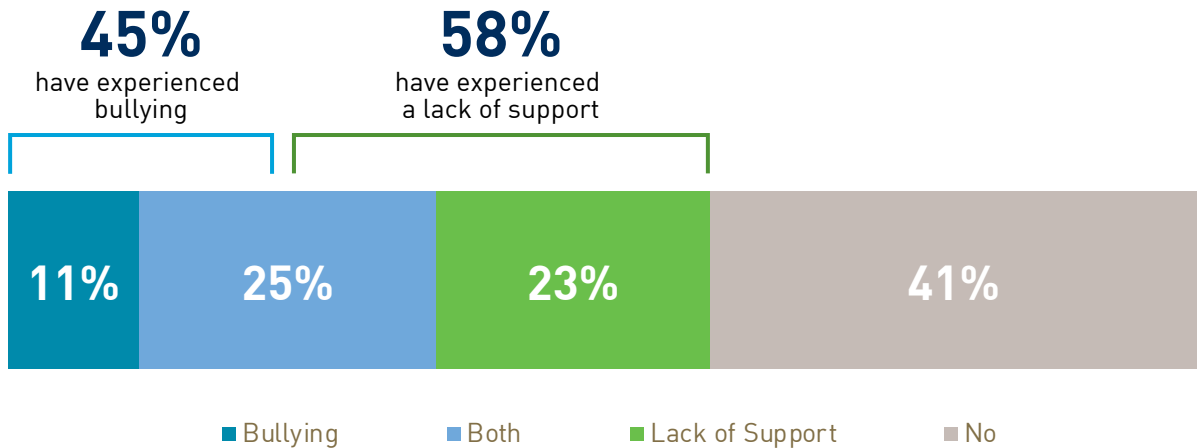
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LACK OF SUPPORT FROM WOMEN

Unfortunately, 58% of women also experience barriers to their success or even bullying from other women.



Unfortunately, women have been crueler to me than men have in this industry.

MANAGER, CO

Some women are competitive with other women, judging them as a threat vs. an ally.

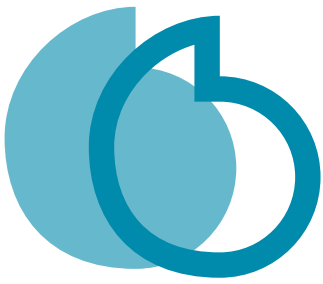
CO-FOUNDER, CA

Women have used the ‘cannasisterhood’...to exploit rather than uplift. I’ve been personally sabotaged and bullied.

It was sad to see the gross lack of support, competition and ‘kiss the ring’ mentality among companies that not only have the connections to help but have vowed through mission statements to help assist women in cannabis, especially minority women.

BUSINESS OWNER, NY





IN MY WORDS...



Perhaps wisdom finally fell upon me once I hit my forties.

*Experiencing bullying from a male so-called manager (actually a board member) was one thing.... but **being degraded and humiliated by a female supervisor was something I never thought I would go through.***

It was hard, especially after being given the whole “we need strong females like you – please stay with us” speech after trying to give my two-week’s notice one year in.

Six months later I’m being replaced and demoted with no explanation except that I should be happy with what I got and if I don’t like it to find my true calling elsewhere.

COMPLIANCE COORDINATOR, CA



IN SUMMARY...

While many of the barriers we have explored exist in other industries, they seem to be amplified in cannabis due to lack of federal legalization, the need for more professionalism in the industry, and the shame and stigma surrounding the plant.

Being a woman in cannabis is not always easy, and for many, it has presented insurmountable struggles. The odds are already stacked against our industry in so many ways, and the countless barriers to success the women in cannabis face only compound the existing challenges.

The fact that only 11% of our survey respondents feel the cannabis industry is equitable for women signifies a massive need for change. How can we get more women-owned cannabis businesses funded? What will it take to end the sexism, harassment, and microaggressions being committed by both men and women? When will the shame and stigma associated with the plant finally cease?

We believe the first step is look inward. What are we doing to create a safe and inclusive industry? Where can we improve, and how can we lift other women up? The women in cannabis are a resilient and inspired group, and there's no doubt we are stronger together.



What do you think is the one biggest challenge facing women in cannabis?

WOMEN RAISING THE BAR



Amy Peckham, CEO; Keeley Peckham, CHO; Hillary Peckham, COO

That's the sentiment the Peckham family of New York had in mind when they founded Etain Health, one of the state's original medical cannabis dispensaries. The business was created in memory of their grandmother, Frances "Granny Franny" Keefe, who had struggled with ALS.

Named after the Gaelic goddess of Irish Sovereignty, Etain has embodied its inspirational figures in more ways than one. Despite enormous challenges, including a rocky start to New York's medical cannabis program in 2015 and the COVID-19 pandemic, the women-owned dispensary was able to flourish, eventually expanding to four locations in the state of New York, with plans to expand in the northeast.

"Etain the Goddess represents women in transformational capacity and is a protagonist," explained Hillary Peckham, the company's chief operating officer and a co-founder along with her sister and mother.

The team understands the unique challenges facing other women in cannabis, something they say inspires them to elevate as many others as possible.

"Being one of the few women in the space when we were applying and awarded a license was a challenge in itself. We didn't have peers that we could look to for help or guidance," Peckham recalled.

"That's one of the many reasons we are invested in supporting other women in the cannabis industry."

Etain Health goes above and beyond by highlighting a number of women-owned brands in their stores, alongside their in-house products. CBD Chocolate from Portland-based Gron, gummies from NY-brand TribeTokes, and a CBD-infused beauty line from Maryland-based NFZD Beauty.

"To have shelf space to dedicate to these brands is something we prioritized when we opened our NYC Flagship and now have expanded this to our other three locations," said Peckham.

Etain also sets themselves apart by using terpene shields by Boveda in order to provide a consistent, quality experience in their house flower.

"Our ground and whole flower utilize terpene shields to keep our product fresh for our patients and give us the confidence to know our flower maintains an ideal protected environment" Peckham shared.

And while their monumental growth has indeed been something to celebrate, the Peckhams say their definition of success has more to do with ingenuity than income.

"Our teams are always pushing themselves to come up with creative ideas from innovations in the way we cultivate our products to sourcing the largest variety of high-quality dosing methods and devices. Being able to celebrate these successes not only as a team but as a family has been truly rewarding."



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MY DEFINITION OF SUCCESS...

Feeling I am a valued and helpful part of a community. Its important to have a mentor, I did not, and would love to provide that to some of the women coming in.

DIRECTOR, GA

Financial security while empowering others and creating opportunities for other women.

EXECUTIVE ASSISTANT, CO

Helping other women up the road has been a blessing for me. Identifying talented young people and expanding their world, is my gift to them.

But first and foremost is being a good mother and an exceptional role model for my children and others.

Their success is my success – this is how I feel about everyone in my life.

CEO, PA



CANNABIS

ADVISORY GROUP

The Cannabis Advisory Group is thrilled to show support for equity in cannabis.

Congratulations to all the female leaders who participated in The Women in Cannabis Study Report, and those who are making a positive impact during this historic time.

A BIG thank you to Jennifer Whetzel for the idea and execution on highlighting incredible women and their trail-blazing accomplishments.

<https://cannabisadvisorygroup.org>

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**WHAT ELSE HOLDS
WOMEN BACK?**



WHAT ELSE HOLDS WOMEN BACK?

In addition to the laundry list of barriers to entry, women in cannabis fight many other obstacles on their paths to success.

Lack of work/life balance, internal conflict, and even stigmas around the plant prevent women in our industry from thriving.

Despite the explosive growth the cannabis marketplace has seen over the last decade, over half of survey respondents feel the need to hide the fact they hold jobs in the space. Several different reasons were offered, but fear of judgment stuck out for many participants. For some, this manifests as concern over their personal or professional reputations; others legitimately wonder if they could lose custody of their children simply for working in the industry.

This section looks at some of the less visible challenges facing the women in cannabis. We noted nearly universal self-esteem struggles, illustrating a shared experience among women in cannabis that we may not realize. No matter how things may appear on the outside, we are all dealing with something.



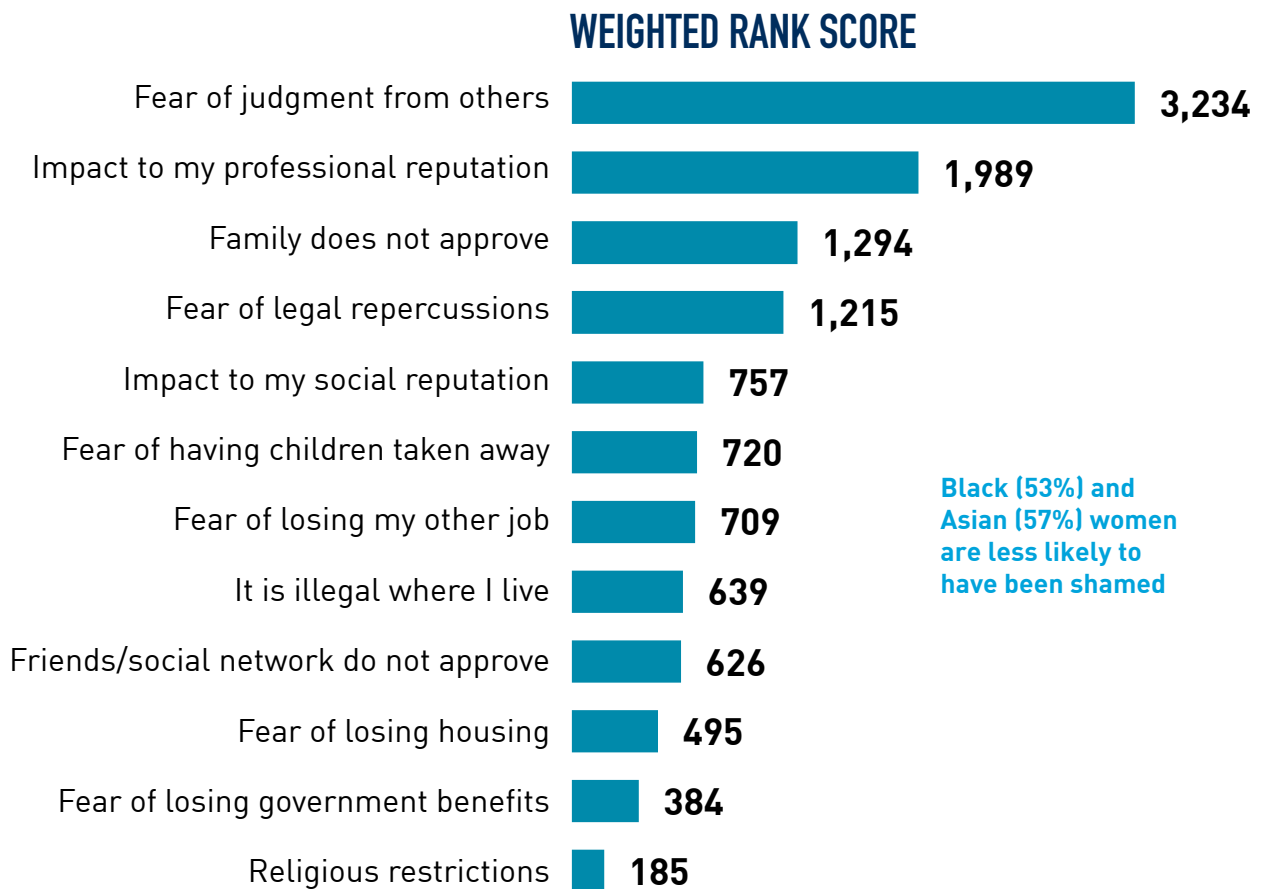
CULTURE: SHAME, STIGMA & FEAR

It's one issue to feel the weight of stigma and shame for cannabis consumption. A far greater issue is that shame and stigma about working in cannabis still exists.

64% have been shamed for their job – largely from their extended family, healthcare professionals and their social network.

41% of Black respondents felt the need to hide their job

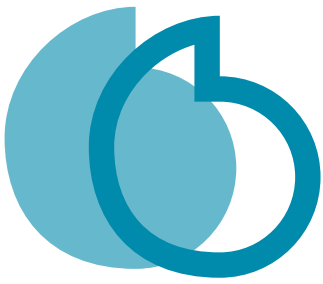
54% of respondents said they feel the need to hide the fact that they WORK in the cannabis industry, with the most common reason being fear of judgment from others.



Q37. If you've ever felt shamed by others for working in the cannabis industry, who shamed you?

Q51. Have you ever felt the need to hide the fact that you work in the cannabis industry?

Q52. What are the top reasons you've felt the need to hide the fact that you work in the cannabis industry? Rank all that apply to you.



[My story is about] getting over that initial fear of showing up. I still have fear but there's less every day.

What if I get arrested?

What if my kids get taken away?

What if I do business with the wrong people?

FOUNDER & CEO, NY

When I first started the business, I was afraid to publicize the fact that I worked in cannabis in fear that I'd lose clients from other industries.

Now I've decided it's better to commit and if someone doesn't like it, I don't want to work with them anyway.

PRESIDENT/CO-FOUNDER, CO

*Even though it is legal in my state, and we operate legally, **the fear of legal repercussion is always in the back of my mind.***

It might just be leftover paranoia from the black-market growing days!

GROWER, ME






I'm out about my consumption now, even though I live in an illegal Rec state.

*When I was raising children in the 80s and 90s in WY I had much more **fear of arrest and losing my kids.***

Now I worry about professional damages to my real estate business.

OWNER, MI




*My kids are older, otherwise **fear of having my work negatively impact** them would have prevented me from entering the industry.*

CO-FOUNDER, CA

*I have a lot of medical issues and I have **feared that doctors will judge me** and not take my ailments as seriously or give me correct treatment.*

LOGISTICS COORDINATOR, AZ



*Other reason is **fear of losing my personal banking** and business banking privileges at my FDIC insured bank.*

POLICY ANALYST, CO

MY DEFINITION OF SUCCESS...

I wake up every day excited and enthusiastic to work for this incredible plant and with the outstanding people that are just as passionate about it as me.

I get to travel and share my story, share products, share secrets. If this industry has taught me anything it is that the more you give the more you get. The more you love the more you get and the more you learn the more you'll get. So don't stop sharing or loving or learning and this industry will always provide you with success.

Also, being a part of history and making a big impact is a reminder of how successful we truly are when we look at the big picture and see how grand it all really is!

Just saying that I work in this industry is a success considering I was shamed for it for so many years.

That's one more reason to love what I do and how cannabis has made me a successful stoner!

BUSINESS OWNER, CA



LACK OF SELF-ESTEEM

Women also face internal barriers that hold them back from success, most of which may be invisible to others in their lives.

We asked respondents whether any of these “self-esteem” issues had ever affected them professionally.

Stunningly, 95% struggle with at least one, and 9% struggle with ALL of them. When women lack self-esteem, they tend to struggle with stepping into their power and achieving their goals.

5% of our study population have achieved A+ self-esteem and said none of these issues have affected them professionally.



73%

Under-valuing or undercharging for time

62% of Black respondents under-value or undercharge



52%

People pleasing



48%

Imposter syndrome



42%

Difficulty saying no

26% of Black respondents find it difficult to say no



38%

Lack of boundaries



37%

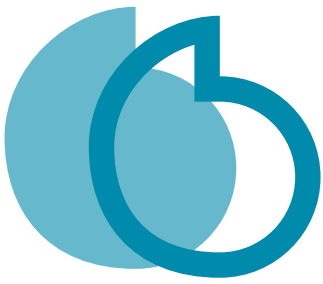
Lack of assertiveness

56% of Asian respondents most likely to feel a lack of assertiveness



28%

Over-apologizing



I have struggled, worked on, and resolved all of the above.

None of the above were resolved by empowerment memes on my Facebook and bathroom mirror.

FOUNDER & CEO, CO

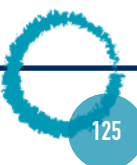



*In my past yes, almost all, but today **overcoming most of these has attributed to my happiness and made me a better businesswoman.***

HEAD OF INTERNATIONAL MARKETING/FARMER, CA

*As a young entry level employee, I feel that all of these things apply. I have matured a lot since I began this work and have begun to recognize and combat many of these issues, but it is true and obvious that **those that are willing to put aside their personal lives and always say yes to more work are favored, and those who set boundaries are passed over for new opportunities.***

OUTDOOR CULTIVATION MANAGER, MA





I used cannabis to overcome my self doubt, teaching myself how to paint.

I've combined EDUCATION within my art and advocacy as a result and have been on an unintentional but natural to me mission of normalizing and reducing stigmas especially as it pertains to female artists, and females who smoke.

CREATIVE DIRECTOR, WA

As a 50-year-old woman, I found my power in the cannabis industry.

CEO, NY

Women need to learn how valuable they are in this industry and men need to heal from the narcissistic traits the gray industry allowed them.

DIRECTOR OF SALES, CA

MY DEFINITION OF SUCCESS...

By how I feel at the end of the day. If I'm tired but ready for more I know I'm on my way to being my most successful self.

SHIFT LEAD, AR

Courage and confidence to try and learn new skills.

CEO, IL

*Happiness with myself and my family.
Personal integrity. Following true values, and not succumbing to the "truths" of others.*

HR STAFFING, CO



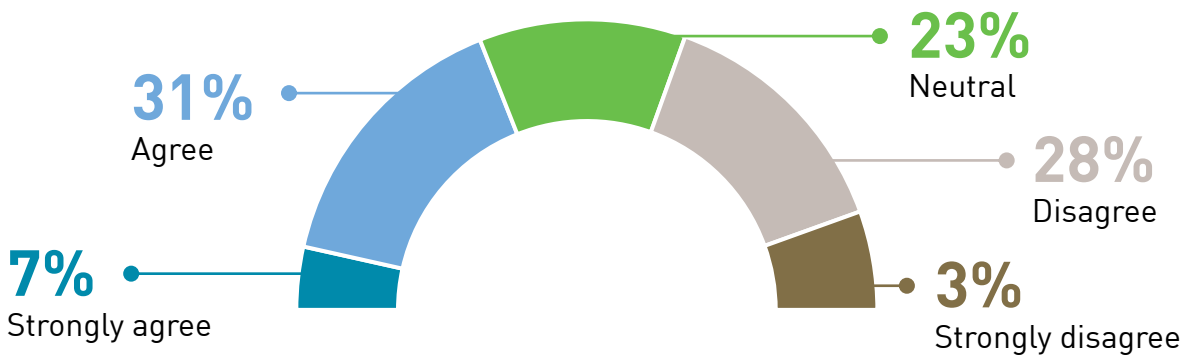
LACK OF BALANCE & SELF-CARE

Adequate rest, balance and self-care are essential to success, but many women struggle to find the time.

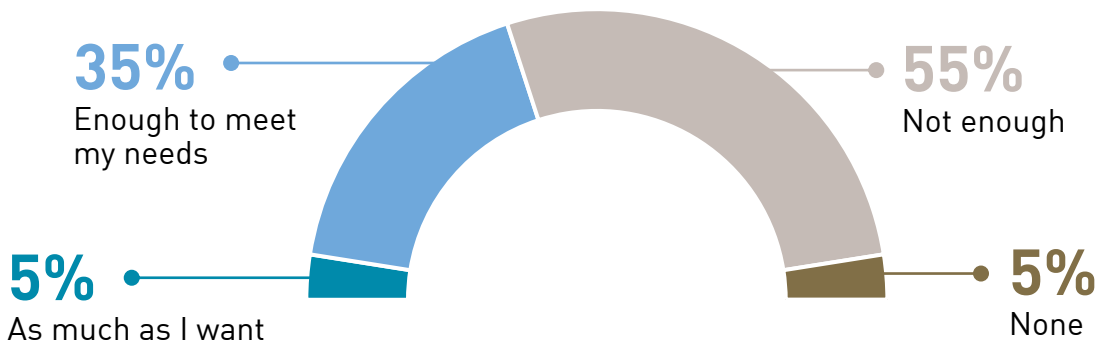
39% of respondents are unable to balance their personal & professional responsibilities, and 60% don't get enough "me" time.

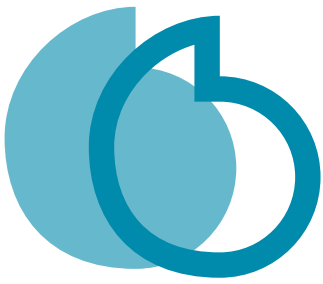
Neglecting personal care can increase anxiety, distractibility, anger, and fatigue, as well as decrease sleep quality, self-esteem and compassion.

I'm able to balance my professional & personal responsibilities.



How much "me time" I get each week.





IN MY WORDS...

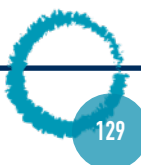
I am a single mom of 2 boys and own a coffee shop/cocktail lounge, commercial real estate properties and a 50-acre hemp farm that dominates my time.

Time management and self-care is something I am working hard to prioritize in the coming year.

I give myself to my businesses 150% and it is not healthy for me or my boys.

Navigating that... I could use some help!

FARMER/HR/HEAD OF SALES, CO



CANNABIS HELPS WOMEN UNWIND

Cannabis is by far the first choice of substances for respondents when they need to unwind.

[According to the CDC](#), 12.7% of women smoke cigarettes, significantly higher than our Industry Insiders. [The CDC](#) also reports that nearly half of adult women report drinking alcohol in the previous 30 days, significantly higher than the 27% of Industry Insiders who use alcohol to unwind.

CANNABIS VS. SUBSTANCES

	ALL	WHITE	BLACK	HISPANIC	ASIAN
Use cannabis	76%	77%	63%	85%	69%
Drink alcohol	27%	28%	43%	21%	14%
Use other recreational or therapeutic drugs (psychedelics)	16%	17%	6%	23%	19%
Smoke cigarettes	5%	6%	6%	5%	3%



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OTHER WAYS TO UNWIND

There are far more ways to unwind than choosing substances, although for Hispanic and white women, cannabis is the top choice.

Black women are significantly more likely to choose to spend time alone to unwind, and significantly less likely to spend time in nature or exercise.

Somewhat surprisingly, meditation is at the bottom of the list.

CANNABIS VS. OTHER WAYS TO UNWIND

	ALL	WHITE	BLACK	HISPANIC	ASIAN
Use cannabis	76%	77%	63%	85%	69%
Spend quiet time at home	68%	69%	65%	64%	78%
Spend time in nature	64%	68%	38%	58%	61%
Spend time alone	68%	68%	84%	58%	72%
Watch a movie/TV	62%	63%	56%	68%	75%
Spend time with friends	55%	56%	47%	51%	58%
Exercise	55%	56%	37%	50%	64%
Spend time with family	53%	54%	46%	46%	56%
Self care routine	50%	49%	47%	58%	75%
Surf the internet	35%	36%	41%	36%	36%
Meditate	38%	36%	46%	46%	50%

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IN SUMMARY...

If the daily obstacles facing women professionals in an emerging market on the fringe of legality weren't enough, the trials and tribulations of day-to-day life compound them tenfold.

Shame, self-esteem struggles, and lack of self-care opportunities are nearly universal challenges that only set women further back.

Knowing that 95% of study participants deal with internal barriers to success such as undervaluing themselves, difficulty saying no, and lack of boundaries, it's crucial that the women in cannabis advocate for themselves — and one another. We must remind one another of our worth, and that we deserve to thrive.

And while many survey respondents stated they do get a chance to unwind now and again (nearly three-quarters consume cannabis to relax), over half wish a little more “me time” was in the cards.



How do you take care of yourself when you're struggling?

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BIPOC WOMEN IN CANNABIS



BIPOC WOMEN IN CANNABIS

The sense of being overlooked or undervalued in the cannabis industry is shared among women of color, but heightened for Black women, making inclusivity resonate more with them.

Despite their challenges, women of color in cannabis find solace in unison and resilience in the inherent strength they develop as they overcome hurdles that their male or white counterparts do not encounter. This may include sexual harassment, racially charged discrimination, and internal self-esteem struggles.

The shared experiences of marginalization, along with the brutality invoked by the decades-long 'War on Drugs,' has led to a stronger sense of community among BIPOC women. However, it is noted that women of all races involved in this study have dealt with bullying from one another, but the overarching theme of unity tends to dominate.



As a Black woman in the cannabis industry, I find I am one of very few women of color who are making strides in the industry.

People of color and women in particular are being left out of the green boom.

This is an opportunity to address and correct that oversight.

CEO, CA



BIPOC WOMEN IN CANNABIS

Black women in cannabis are more likely to identify as Lesbian than White, Hispanic or Asian women.

This presents a unique challenge for black women in the space who often face a trifecta of challenges at the intersectionality of race, gender as well as sexuality.

Considering that LGBTQIA+ women tend to experience sexual harassment and self-esteem issues at higher rates than their heterosexual counterparts, it's likely these problems are amplified for Black women. Facing every day knowing you will have to work that much harder to thrive can be a daunting and overwhelming notion.

SEXUAL IDENTITY	WHITE	BLACK	HISPANIC	ASIAN
Heterosexual	67%	68%	71%	76%
Bisexual	17%	13%	10%	9%
Lesbian	3%	10%	3%	2%

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ROLES OF BIPOC WOMEN IN CANNABIS

While access to opportunities and funding may be reduced for communities of color, a large number of the BIPOC women who responded to this survey identified as ancillary business owners.

In fact, Black women were more likely to state they were owner/founders versus full or part-time employees.

Black respondents are significantly less likely than white, Hispanic or Asian women to work full-time for plant-touching, and more likely to be a business owner of an ancillary business.

Asian respondents are significantly more likely than white or Black respondents to work in adult-use cannabis, and significantly more likely than white and Hispanic respondents to work in hemp.

Hispanic respondents are significantly more likely than white, Black and Asian respondents to work in medical use.

EMPLOYMENT STATUS	WHITE	BLACK	HISPANIC	ASIAN
Full-time Plant Touching	30%	19%	33%	33%
Business Owner Ancillary	22%	44%	22%	24%

INDUSTRY SECTOR

Adult use	61%	53%	64%	74%
Medical use	63%	55%	73%	58%
Hemp	36%	41%	36%	56%

Q5. What is your employment status in the cannabis/CBD/hemp industry? Choose all that apply.

Q6. In which of the following sectors of the cannabis industry do you (or your company) operate? Check all that apply.



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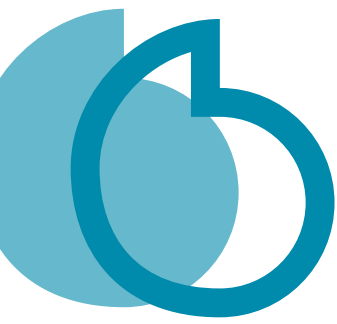
ABOUT US

We are a company engaged in inclusion, diversity, equity, anti-discrimination and anti-racism consulting. We work exclusively with the cannabis industry, integrating the nuances of cannabis into our consulting. We work with clients to develop impactful strategies to achieve IDEA and become global leaders. We also educate and build meaningful relationships with diverse communities.

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IN MY WORDS...

*What I think is really interesting, even as I navigate through this space, **when you find other people of color, it's almost like finding a needle in a haystack.***

There's just not that many of us.

And if they are, it's also validating like, do you actually own majority equity in the business or are you a partner with someone?

As a woman in cannabis, it's also paying attention to women who are further marginalized because they're a woman of color, or a part of the LGBTQ community or may have a disability and tightening our Alliance as women across the board in order to really support each other.

CEO & FOUNDER, MA



I think that it's beautiful now that we're having so many substantial conversations about race, that people will understand what anti-racism is, instead of 'not seeing color'.

I welcome these conversations and I hope that larger corporations really have these serious conversations and make them part of their company ethos – so that it's not just a gift for a woman, or a space for a black woman, and that you recognize that this woman actually deserves this role and should be given this role.

So yeah, I think we're, we're at a pivotal moment and I really am just praying that this goes as well.

FOUNDER, MD



IN MY WORDS...

I think the scary part for me was admitting to my dad, who happens to have African American strong values.

We don't drink or smoke, and now [I want to] become a legal drug dealer, essentially. And I don't want to go to law school.

So for me it was this moment of, okay, I have to find my true North.

I went to public schools, I saw my friends getting in trouble for having marijuana. And I heard the stories about how lives have been ruined because of the same plant.

And then you had folks moving in who are going to benefit from it because they have the financial means, where the folks in the city weren't really paying attention.

CEO & FOUNDER, MA



I had a company that hired me and wanted me to be their black representative, basically.

That's what they told me. You don't have to do much at all. I mean, we'll pay your salary and everything. And I was like, well, okay, but what would I be doing?

When they started telling me about the photo op, I was like, Oh, I got it then, so you want to pay me a salary to be the black face in your company and a woman by the way. Oh.

And I was even told that I articulated well.

I promise you if I did not sign an NDA, I would blurt out their name right now. You know exactly who they are. Everybody knows.

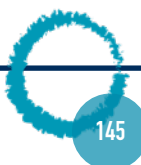
Have those conversations.

Call out these companies when we can. Find out before we start investing in them, before we start buying their products.

We want to know - how are you giving back to the community? What are you doing in the community? You know, that's important. Are you writing sponsorship, scholarships? Are you taking on interns? You know, are you investing while you're building and growing in my neighborhood?

Or are you just calling around seeing who you can get to be the black face on your team? That's not good.

VP & COO, AZ





IN MY WORDS...

I believe that the companies in the cannabis space, especially the larger companies, all the way down to the smaller companies really need to examine their management team.

It's common for companies to write diversity, equity and inclusion on their website, but don't have a plan for it. Or their management team does not represent diversity at all.

We have to start adding black and Brown people on our team.

There are companies out here who can have a subcommittee or create a diversity, equity and inclusion committee, [but] when you're looking out there, you don't see it.

VP & COO, AZ



I'm a producer. Let's produce together, and don't marginalize who I am or minimize who I am.

And when you cut a deal with your white counterpart, cut that same deal with me. I don't want the little shimmy off the bottom. I want to be equal. And I think equality.

And so, when we talk about equality and equity, there's two different worlds, two different conversations, and we need to get that together.

The equality part is that if you are having a conversation and if you're cutting a deal and you're giving a 20% equity share with your white counterpart and that's your starting point, I want that same starting point.

Don't drop me below because I'm a female or a woman, and then as an African-American woman I'm dropped even lower because my worth is just as much.

CEO, FL



CONSUMPTION FOR BIPOC WOMEN

The majority of women surveyed reported they consume cannabis for medicinal purposes versus recreation, with the specific ailments being treated mostly evenly split among racial groups.

However, there were some anomalies. For example, Hispanic respondents are significantly more likely to choose Mental Health conditions as a purpose for medical cannabis consumption than Black respondents. While Asian respondents are significantly less likely than white, Black or Hispanic respondents to choose Chronic pain/inflammation relief.

Despite these nuances, the data clearly indicates a shared experience among most survey participants: this plant has helped them thrive. This notion should strengthen the bonds between the women of cannabis and remind them that despite their differences, they're more alike than they may even know.

	WHITE	BLACK	HISPANIC	ASIAN
General emotional health or wellness such as stress relief, patience, etc.	77%	73%	79%	64%
Mental health conditions such as anxiety, depression, PTSD, etc.	60%	50%	71%	66%
Chronic pain or inflammation relief	56%	57%	59%	33%
General physical health or wellness such as digestion, skin care, etc.	44%	40%	51%	44%
Illness treatment such as epilepsy, cancer, etc.	9%	10%	7%	6%
Withdrawal symptoms from smoking or drugs	5%	2%	4%	6%

ASIAN AMERICANS FOR
CANNABIS EDUCATION

AAE

ASIANAMERICANSFORCANNABIS.ORG



CONSUMPTION FOR BIPOC WOMEN

Non-medical cannabis consumption was also prevalent among survey participants, with subtle differences in motivations between races.

The percentage of respondents who said they consume cannabis as a sleep aid was nearly universal across racial demographics. There were also similar numbers among women choosing the plant for spiritual use or sensory enhancement.

However, Black respondents are significantly less likely to use cannabis to relax or connect with others. Meanwhile, Hispanic respondents were more likely to indicate they consume cannabis to increase productivity, especially when compared with Black respondents. Hispanic women were also more likely to use the plant to focus or get “high.”

	WHITE	BLACK	HISPANIC	ASIAN
Relaxation	85%	72%	87%	83%
Sleep aid	74%	73%	73%	78%
Recreational use/get “high”	59%	57%	63%	53%
Social /connect with others	58%	46%	63%	64%
Creativity	54%	49%	58%	44%
Productivity	44%	37%	56%	44%
Focus	43%	44%	50%	44%
Sensory enhancement	37%	37%	40%	39%
Spirituality/cultural use	34%	41%	42%	39%

COMMITTED TO INCLUSION?
THINK GLOBAL.

**GET
HALAL
CERTIFIED
TODAY**

MUSLIMS MAKE UP 1/4 OF THE WORLD'S POPULATION.
CERTIFY YOUR CBD PRODUCTS WITH HALAL HEMP.

halalhemp.org/certification





IN MY WORDS...

There are more women that I'm working with than African Americans in [cannabis].

So where are we when it comes to the inclusion?

The women were just like, okay, well, diversity really applies to women and not really women of color. It was always sort of like that lie, you know?

I feel like you guys want to be inclusive, but you're very inclusive about who – as long as the people look like you, or very similar to who you are – that's when it's important. But it's not important on a grand scale.

EVENT PRODUCER, CA

After expungement of seven cannabis related charges, I relocated to the West Coast to embark on my journey into the legal cannabis industry.

My family was separated for 8 months during this transition.

I landed in job as a kitchen tech building a brand and making edibles for a company that then sold to a Canadian company for \$15 million dollars.

I was let go after the merger. I started my own company that educates, offers crafted wellness products and consultation.

FOUNDER/CEO, OR





**STRONGER TOGETHER, MAKING
A DIFFERENCE EVERYDAY**



GETTING Married? GETTING Engaged? GETTING

Quitting? GETTING

GETTING Graduated?

Engaged? GETTING

TING Married?

Quitting? GETTING



WWW.CANNARATION.COM

IN SUMMARY...

The challenges facing women in cannabis are palpable, but they are compounded in many ways for BIPOC community members.

The daunting issues of racial discrimination, lack of opportunities, and self-esteem struggles make things that much more difficult for women of color. But in a way, these shared experiences also have the power to unite and reverberate a message of change throughout the industry and beyond.

The hardships BIPOC women in cannabis endure mirror larger systemic issues, with many repercussions from the 'War on Drugs' continuing to be felt in Black and Brown communities.

This is where the concept of restorative justice enters the narrative, as our industry must right the wrongs committed in our society since cannabis became illegal in the late 1930s. We have the opportunity to recognize the life-changing harm caused by prohibition, and take action to ensure marginalized people are seen, heard, and supported.



How do you define 'allyship' as it relates to helping empower Women of Color?

JUST BECAUSE SOMEONE CARRIES IT WELL, IT DOESN'T MEAN IT ISN'T HEAVY

40RTY TONS

A SOCIAL
IMPACT BRAND



We are a social impact premium cannabis brand dedicated to bringing more BIPOC communities into the space and providing second chances to those with past cannabis convictions, all while advocating for the 10s of 1000s of prisoners still incarcerated over the plant!

GET INVOLVED! CARRY OUR PRODUCTS! JOIN OUR MOVEMENT

40Tons.co

E-Mail - info@40tons.co



@40TonsBrand

LGBTQIA+ IN CANNABIS



LGBTQIA+ IN CANNABIS INDUSTRIES

The number of LGBTQIA+ respondents to the Women in Cannabis Study was remarkable, but the unique challenges facing those in this community can be especially daunting.

27% of survey participants are LGBTQIA+. The high number may be indicative of a wider acceptance of queer people in the cannabis industry or at the very least an improved level of comfort in identifying as such.

However, sexual harassment and self-esteem struggles are likely to affect queer women in cannabis even more than their heterosexual counterparts, which is in line with national averages. They are also more likely to consume cannabis as a way to cope with mental health issues.



*The majority of LGBTQIA+ face daily battles just for the right to thrive — **our existence is resistance.***

There's a constant fear of being fired, a fear of being rejected. People get freaked out just because we're being who we are.

Queers built the foundation of what we have. Medical cannabis came about in California in the Bay Area — it was led by the queers. And we used our plight of dealing with AIDS to get medical cannabis for underserved communities.

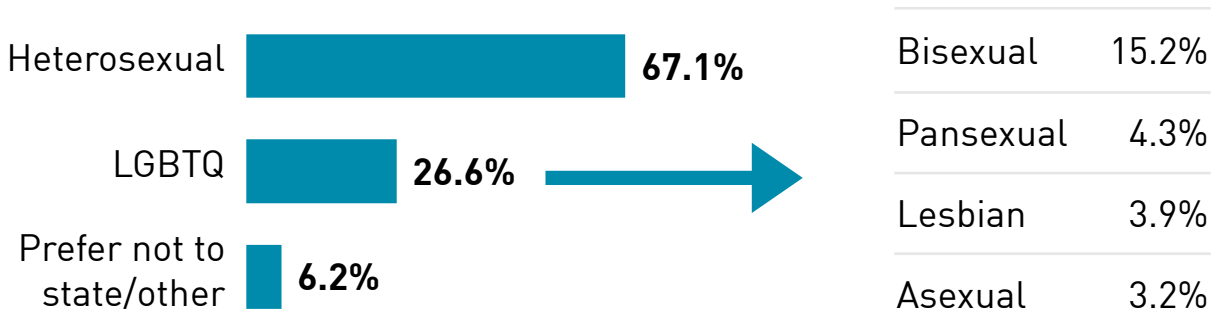
And now that the industry is becoming more corporate, we're seeing queer people being marginalized.

FOUNDER & CEO, CA



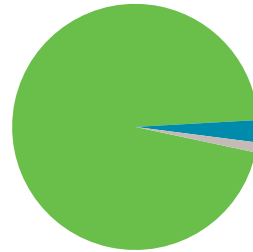
LGBTQIA+ IN CANNABIS INDUSTRIES

27% of study participants are LGBTQIA+.



Of this 27% of the total sample, the majority are female, and 4.2% are non-binary, genderqueer and trans people.

95.3%
Female



2.9%
Non-binary/
gender queer

1.3%
Trans

This group is more likely to be a full-time employee for a plant-touching or ancillary business company than a business owner. In addition, they are less likely to also serve on a Board of Directors, or act as an Investor, Advisor, or Owner/Founder in addition to their current role in cannabis.

EMPLOYMENT STATUS	HETERO	LGBTQIA+
Full-time Employee	37%	56%
Business Owner	43%	31%
NOT an Investor, Advisor, Board Member, Owner/Founder	40%	50%

Q1. How do you identify?

Q2. What is your sexual orientation?

Q5. What is your employment status in the cannabis/CBD/hemp industry? Choose all that apply.

Q39. In addition to your current position in the cannabis industry, are you also any of the following?

SEXUAL HARASSMENT, SELF-ESTEEM

Study data shows that for those who are LGBTQIA+, there were some clear disparities highlighting the often devastating discrimination that still exists for these communities today.

40% reported being sexually harassed while working in the cannabis industry.

	HETERO	LGBTQIA+
Yes, while working in the cannabis industry	27%	40%
I have not experienced sexual harassment at work	34%	25%

LGBTQIA+ people were also more likely to say self-esteem issues negatively impacted them professionally.

	HETERO	LGBTQIA+
Under-valuing or under-charging for your time	72%	77%
People pleasing	50%	60%
Feelings of inadequacy (imposter syndrome)	44%	58%
Difficulty saying no	37%	52%
Lack of boundaries	35%	43%
Lack of assertiveness	34%	46%
Over-apologizing	26%	39%



IN MY WORDS...

I started growing illegally in Florida.

To avoid more stigma and much worse, jailtime, I moved to the San Francisco Bay Area. My first job offer was in cannabis at a dispensary in Berkeley.

I have experienced all kinds of discrimination for my chronic illness and been harassed and coerced by supervisors of the opposite and same gender unfortunately.

There are a lot of issues when it comes to power dynamics nowadays, and unless we have a broad coalition that expresses the interest of laborers in cannabis, then we will continue to be exploited.

SALES ASSOCIATE, CA



THEIR RELATIONSHIP WITH CANNABIS

LGBTQIA+ respondents use cannabis more frequently and for more reasons – both medicinal and recreational – than their heterosexual counterparts.

FREQUENCY OF USE

	HETERO	LGBTQIA+
Use cannabis several times per day	48%	61%

MEDICINAL USE

Mental health conditions (anxiety, PTSD, etc.)	54%	72%
General physical health & wellness	41%	52%

RECREATIONAL USE

Relaxation	80%	87%
Creativity	48%	62%
Focus	40%	52%
Productivity	42%	51%
Sensory enhancement	31%	49%
Spirituality	31%	47%
Social use	54%	59%

Q61. How frequently do you use cannabis products that include THC and/or CBD?

Q66. Do you use cannabis for any of the following medical issues?

Q64. Do you use cannabis for any of the following "performance enhancement" or non-medicinal reasons? Check all that apply.



IN MY WORDS...

I've used cannabis for depression for nearly 27 years.



I've been bullied by family – demeaned and everything short of being disowned. I've been labeled a low-life, a stoner and lazy.

I have a brain, I'm insanely intelligent and have the unique ability to turn scientific terminology into language that people can actually understand.

I'm often talked down to by male superiors, I'm grossly underpaid and undervalued. I really am treated badly by my male bosses, and when I stand up for myself – it gets worse.

I just want to be respected in this industry and for the work that I do. I want to take my career further, but because I'm so hidden by my male superiors, no one knows who I am. I want to be taken seriously in this industry.

FREELANCE WRITER & CONTENT CREATION SPECIALIST, AZ




IN SUMMARY...

Queer women helped build the foundation of the cannabis industry, and while their numbers are considerable, the severity of the issues they deal with can be extreme — and even dangerous.

LGBTQIA+ women in cannabis occupy several areas of the supply chain, most likely in plant-touching operations. They tend to consume more frequently throughout the day when compared to heterosexual counterparts although this trend could potentially be attributed to the fact that queer women are more likely to be using the plant to cope with anxiety, depression, or PTSD.

Sadly, LGBTQIA+ survey respondents experienced sexual harassment on the job in far higher numbers than heterosexual participants. 40% of queer women stated they have been harassed while employed in cannabis, with only one in four saying they had never been harassed at work (regardless of industry).

Bullying, discrimination, and violence are real fears queer people must deal with daily, adding another layer of strife to the myriad challenges already facing women in cannabis.

 **Do you feel the cannabis industry is safe and equitable for queer women??**



**HOW DO WOMEN
DEFINE SUCCESS?**



THE MEANING OF SUCCESS

Despite women in cannabis facing so many unique challenges, most study participants considered themselves to be successful.

But its what success meant to them that was most fascinating.

When we asked survey respondents if they wanted to share what success looks like in their minds, we received an overwhelming number of different answers - 973 in fact. And while many in our society equate the word success with financial prosperity, the women in cannabis see it as so much more. This may in part be due to the fact that men and women tend to determine what constitutes as success in different ways. But more than that, women in cannabis recognize that the mere existence of our industry is a feat in and of itself. From shifting the culture and influencing change, to overcoming challenges and doing what they love, succeeding in this space is worth far more than money.

This section showcases the abundance enjoyed by the women in cannabis and exactly what matters most in their lives. We think you'll be uplifted by the personal examples penned by study participants and may perhaps even be inspired to consider your own measures of success.



MEASURES OF SUCCESS

Despite the hurdles, barriers and inequalities, the vast majority - 86% of respondents - consider themselves successful!

We asked respondents to tell us how they define success for themselves. After [Nuance Coding](#) analyzed and quantified the content of the 973 definitions, it became clear that success for them is not just about money and profitability. It's about taking care of themselves, making a difference, personal growth, succeeding at work and happiness.



34%

Financial stability

- Living comfortably
- Thriving financially
- Enough to get by
- Expendable income



30%

Emotional/social wellbeing

- Being happy, having fun
- Feeling fulfilled, valued, proud, motivated
- Good relationships
- Being content, at peace



28%

Making an impact

- Educating others
- Shifting the culture
- Influencing change
- Giving back



24%

Meeting personal goals

- Overcoming challenges
- Personal work ethic
- Never giving up



23%

Doing what I love

- Being happy in my job
- Meaningful work



20%

Creating/operating a successful business

- Operating in the black
- Taking care of employees
- Creating something new

MEASURES OF SUCCESS

Our Industry Insiders have made it clear what matters to them.

Women tend to define “success” as a reflection of their personal achievements and relationships in their community. Many survey respondents indicated they felt successful in terms of their self-esteem and social impact in addition to financial success.

Financial Stability	34%
Emotional/Social Wellbeing	30%
Making an Impact	28%
Meeting Personal Goals/Challenges	24%
Doing What I Love	23%
Creating/Operating a Successful Business	20%
Building/Sharing Education & Skills	18%
Having a “Good” Life	12%
Freedom/Independence	12%
Positive Work Environment	10%
Building a Positive Reputation	9%
Curing with Cannabis	7%
Being in Good Health	7%
Being a Leader	6%
Promoting/Supporting Women & Minorities	5%
Helping Others Succeed in Business	5%
Having Opportunities	4%
Making Industry Connections	4%



MY DEFINITION OF SUCCESS...

Everyone around me eats too.

BUSINESS OWNER, ME



Living a life of adventure, passion and following my dreams.

Doing what's important to me, from raising kids, to running businesses I believe in, to living in beautiful places.

CEO, NV



Success to me is defined by being a go-giver and a go-getter. It's leaving a legacy of work that makes things better for economic development and industry growth for my people in New Mexico. On a larger scale success to me is health, family, abundance, and community.

FOUNDER & CEO, NM

Success is arriving after being knocked to the bottom by a former boss and his lack of integrity, by losing everything and getting back up only to prove failure is not an option and to be an inspiration to other women.

BRAND OWNER & DESIGNER, MO

My ideas pulling in a livable income.

ANCILLARY BUSINESS EMPLOYEE, WA





MY DEFINITION OF SUCCESS...


Success is a personal metric to me, am I putting my energy towards goals that improve my life or the life of others? Am I acting honorably and growing as an individual? Am I happy?

Answering yes to these questions signals success to me.

INVENTOR/CO-OWNER, OR

Being able to pay the bills, eat, and feel like my soul hasn't been sold to the devil in the meantime.

CONSULTANT, MA



Abundant in spirit, creativity, and community, rich in love, proudly, divinely embodied.

PART-TIME IN PLANT TOUCHING BUSINESS NY

Freedom to work for whom I please.

MARKETING DIRECTOR, CA



IN SUMMARY...

It is quite remarkable how, against all odds, the women in cannabis still consider themselves to be successful.

This comes despite seemingly endless hurdles and setbacks, showcasing an incredible amount of humility across the board.

The other incredibly inspiring trend we see among the women in cannabis is the fact that financial stability isn't the only measure of success. While everyone needs to be able to provide for themselves and their families, making a difference seems to matter most.

Evangelizing and advocating on behalf of the plant for the betterment of our communities and planet is something that motivates many survey respondents and offers a glimmer of hope that our industry is building built by people with integrity and virtue.

The women in cannabis may have many different definitions of success, but nearly all share a common thread: we all do better when we all do better.



**How do you
define success
for yourself?**



**WE HAVE THE DATA.
NOW WHAT?**



WE HAVE THE DATA. NOW WHAT?

The Study data shows that these women are powerful individuals who WANT to make a difference.

We need a reminder that we can harness that power—both individually and as a collective—so that we can put that power to use and make change.

The shared experiences of women in this space can unite the community in ways many may not have realized. We hope business leaders, regulators, professionals, and consumers alike take the information within this report to help guide policies and procedures that will truly make this industry inclusive.

We are at an important time in history. We now have the hard numbers that demonstrate that the industry is not equitable, and in some cases not safe, for women. And the issues that exist are even larger issues for Women of Color, the LGBTQIA+ community, and disabled women.

What changes are necessary to move the industry towards equity and inclusion for women and marginalized populations?



You have to continue to not get beat down by an industry that is still building the car.

We have to pivot a lot to account for what the industry hasn't necessarily built a foundation for yet.

I am a big proponent of federal legalization because it'll clear a lot of that up.

BUSINESS OWNER, MA



MOVING FORWARD

Creating a more inclusive and equitable industry will require introspection, self-reflection, education, personal responsibility, active allyship, systemic changes and BIG ideas.

Change must begin at a personal level.

We must each take personal responsibility for our own actions that contribute to upholding a system where women and marginalized populations are not provided the same respect and opportunities as others.

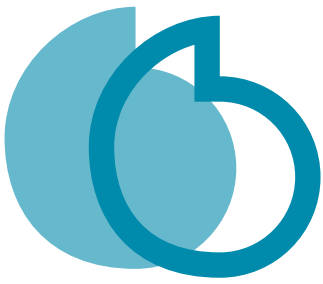
That personal responsibility begins with self-reflection and education.



The “bro’s club” culture that often exists within cannabis companies is more so a lack of understanding of how to change or how to create an environment that women can feel safe and appreciated.

BUSINESS OWNER, CA





IN MY WORDS...

I have 20+ years of HR experience and was excited to join a new industry and even more excited that it was cannabis.

The level of unconscious bias masked as liberalism is disheartening, and the sexist comments for externally-facing positions was cringe-worthy of an era that I thought had gone by.

The women working in cannabis are fighting the good fight, facing microaggressions and outward sexism that will have the same impact that it had in tech—underrepresentation. Yet, we are 51% of the buyer market.

DIRECTOR OF HUMAN RESOURCES, OR

I don't know what the future holds, but I know what I need to do next: Use the education and skills I own to give voice to women-centric businesses in the emerging cannabis industry.

There are so many cannabis stories to tell and I feel honored to be one of the storytellers. Casting myself as a maternal voice of the cannabis industry is not really a natural fit, but I've found a community in cannabis that encourages me to use my legal and advocacy skills to give women in this emerging industry a voice, and support their dreams.

We never get to be part of something new and make the rules, that is what I find most exciting about this new industry.

I was indoctrinated into this industry through men who chose not to value what I had to give, so I left them and started my own thing. We'll see how it goes!

EXECUTIVE PRODUCER, MA

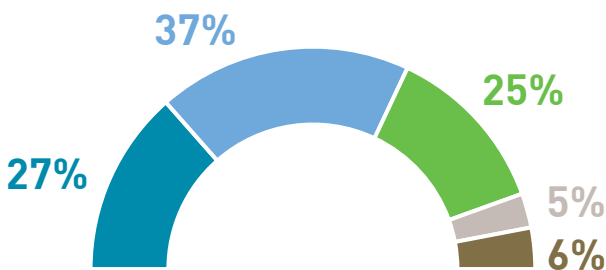


ACTIVE ALLYSHIP: STANDING TOGETHER

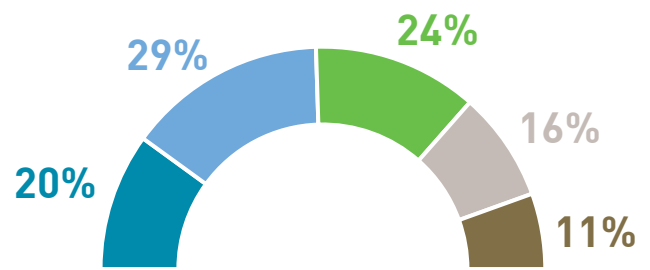
As the data has shown, the obstacles and barriers faced by women and marginalized populations are significant.

63% of respondents agreed that overall, male allyship is critical to women's success in the cannabis industry. However, just 49% agreed that male allyship was helpful to *their* career. What we can further explore is why so few women find male allyship has helped their own careers, despite being viewed a critical element.

ALLYSHIP IS CRITICAL TO WOMEN'S SUCCESS



ALLYSHIP WAS CRITICAL TO MY SUCCESS



● Strongly agree ● Agree ● Neutral ● Disagree ● Strongly disagree

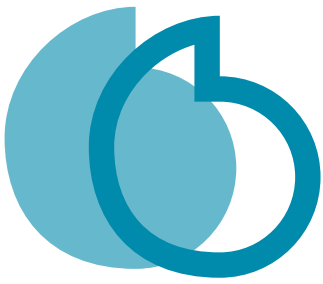


I am blessed to have incredible male colleagues who value my work and who have mentored, coached, and trained me in areas that I have struggled with.

CFO, CO



What can you do to help remove obstacles for others?



IN MY WORDS...

I've had male colleagues that I've talked to about what happened with me [in terms of sexual harassment].

I feel like they could have been more supportive. They kind of brushed it off... [Men] could speak up more.

A lot of people don't want to speak up [about sexual harassment] just because it's cannabis. Both genders are still leery about that.

MANAGER, CA

Ways men can help are backing women when they make suggestions.

Not giving in to sexist jokes at work.

Calling out the sexist terms given to women (emotional, aggressive, etc.) when their male counterparts act the same.

MANAGER, OR





IN MY WORDS...

Overall, my experience in cannabis has more robustly informed my knowledge of inherent white male privilege and the ability of men to network and gain trust in this industry (it's easy when you don't grow up hearing "no" or experiencing career-related microaggressions due to your gender).

*This is true of almost any industry, but **the cannabis industry has a greater responsibility/opportunity due to its youth and lack of existing inhibiting structures you find in more traditional industries.***

BUSINESS MANAGER, WA

Any help I can give to my fellow cannabis women and men, I am more than willing to talk to them about.

It's not about hoarding information and letting people struggle.

There's enough to go around for everyone and by working together, we can make sure our cannabis industry survives.

REAL ESTATE BROKER, CA

PAY

PROMOTE

PARTNER

PROTECT

Women Working In Cannabis

Sign the Pledge at
bit.ly/WEIC4Ps

WEIC[®]



WOMEN EMPLOYED IN CANNABIS

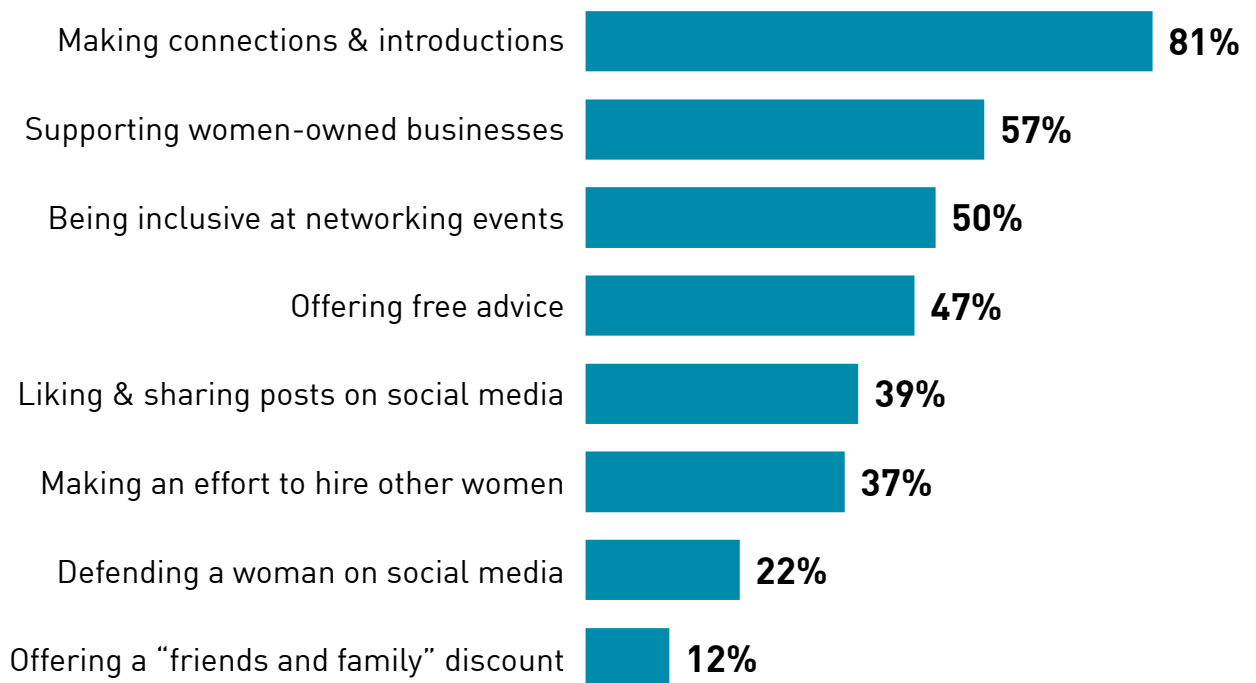
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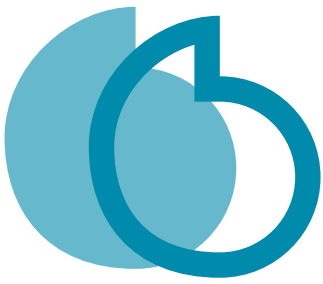
ACTIVE ALLYSHIP: STANDING TOGETHER

Women supporting women is an equally important measure in the path to success, as women look for more direct support from allies in the cannabis industry.

We asked women the type of support from *other women* has been most helpful in their career and perhaps not surprisingly 81% said “Making Connections & Introductions” was most helpful. Additionally, over half of respondents noted “Supporting Women-Owned Business” and “Being Inclusive at Networking Events” highlighting the importance of women focused programs to encourage stronger women allyship.



What support can you provide to women in cannabis as an ally?



IN MY WORDS...

To be honest, I just don't know very many women in the industry, and the ones I do know don't seem particularly interested in connecting.

*The only women in the industry I have are my employees, so I'm mostly in a mentorship role for them, but **I have a hard time finding any mentorship at higher executive levels.***

BUSINESS OWNER, OK

Unfortunately, I think we all need to be more supportive of each other.

I find myself offering help to others, but I'm yet to feel like other women support me.

*This survey made me realize that. **We're so quick to cut each other down, it's time to start lifting each other up.***

MANAGER, MA

Find a mentor, a partner – somebody who can help you navigate the intricacies of all of this.

The thing is, working in the cannabis space is not like working in any other industry.

CEO, IL



SYSTEMIC CHANGE

How do we collectively make change as an industry?
We take ACTION.

It's not enough to TALK about how we want the cannabis industry to be equitable for everyone. We need to do the work, whether it's supporting political changes, providing alternative models for capital and resources, redefining organizational structures or providing safe spaces for marginalized employees.



Disruptive Capitalism is fun....let's do this!

BUSINESS OWNER, OR

I resigned from a C-level position due to disagreements with the investors that came into a successful startup.

CHIEF SCIENCE OFFICER, CA

*There are a lot of issues when it comes to power dynamics nowadays, and **unless we have a broad coalition that expresses the interest of laborers in cannabis, then we will continue to be exploited.***

SALES ASSOCIATE, CA



There is much work to be done to support positive change.
What can you do?

The Cohort

The Cohort is an incubator and peer to peer community that pilots revenue generating social responsibility and sustainability initiatives.

We take guesswork out of where to start and reduce the financial commitment in seeking out expertise. Our '21/22 Cohort discovered:

- That a waste audit enables organizations to discover cost savings, and create new revenue streams by selling waste.
- How a stakeholder analysis creates the foundation to access impact investing and social finance capital.
- That employee engagement surveys help correct pain points to reduce absenteeism and turnover.

Retail Disclosure Initiative

The Retail Disclosure Initiative is a turnkey solution to help retailers become more transparent to consumers to build loyalty.

Sustainability transparency closes the intention-action gap for consumers and draws in a totally new market of sustainability seekers.

- 60% of consumers are willing to change their shopping habits in an effort to become more sustainable
- 98% of a retailers environmental impact occur outside of their direct control
- 96% of consumers would like retail brands to help them lead a more sustainable lifestyle



IN MY WORDS...



There aren't enough equity programs in CA, and those that exist don't work well, with the exception of maybe Oakland.

We have SO much to do to even begin righting the wrongs of the war on drugs; at an absolute minimum, we need to free people from jail and expunge their records, but we also need to support them and help them get their lives back.

This includes prioritizing equity applicants for cannabis licenses of all kinds.

COO, CA



I've worked for several companies in the cannabis industry.

One thing that's been apparent is that there are few resources employees have at their disposal when bad things happen.

Whether it's sexual harassment, contract breach, or manipulation/lying, I've seen so many women in this industry feel dejected and frustrated because of employer misbehavior.

Many cannabis businesses are small startups run by folks who have not run a business before.

When they fail to execute the basic business tasks necessary to run a successful business, it's usually the employees who experience hardship.

SALES & MARKETING DIRECTOR, OR



IN CONCLUSION...

The Women in Cannabis Study revealed many fascinating insights and touchpoints, offering an eye-opening perspective on what it's really like for women working in this space.

It showed us that despite our differences, we are more alike in our experiences than we may have realized, both good and bad. We have learned:

- Most women in cannabis have a personal connection to the plant, and many smoke every day.
- Women are everywhere in the vertical, from the boardroom to the greenhouse to the dispensary and everywhere in between.
- Lack of economic opportunity, harassment, discrimination, and bullying are real problems facing many women in the space.
- Nearly all women in cannabis surveyed reported dealing with self-esteem issues of some kind.
- Despite an overwhelming number of respondents believing the cannabis industry is not equitable, the vast majority consider themselves to be successful.



What were your big takeaways from the data & stories?

These and the many other lessons learned through the Study are indeed compelling and provoke further inquiry into **what comes next**.

Our Founder, Jennifer Whetzel, refers to the Oracle archetype when describing this research project:

The Oracle does not intervene; action always comes from the seeker. The question then will be: How do we proceed — how do we use the information we have to shape our destiny?

Our initial goal with the Women in Cannabis Study was to develop a living history, utilizing the power of storytelling to deliver crucial data to the world. However, it soon became clear that this research has the ability to impact the way we think, change how we do business, and set the bar higher for our industry as a whole.

The work is only just beginning. It's time to take what we have learned and put it into action. Ask yourself what you can do better, and continue to sound the alarm when injustices occur.

Be bold, lift one another up, and remember we are on this journey together.



Change takes time, but we are on the right path.

Celebrate how far you've come, look forward to the successes ahead, and lean on each other in dark times.

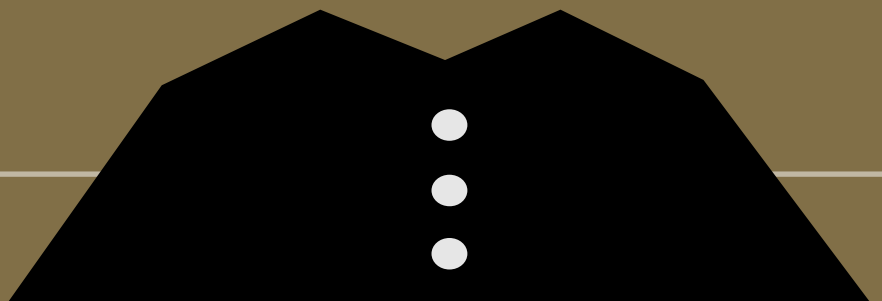
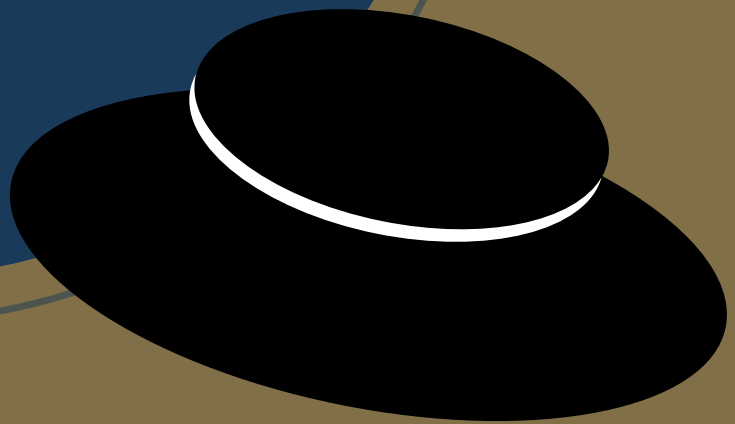
*And at the end of the day, **don't forget that you are enough.***

JENNIFER WHETZEL, AUTHOR



LEVERAGE THE POWER OF THE DATA

B2B, Consumer & Advocacy Insights





THE POWER OF DATA

The Women in Cannabis Study has collected a significant amount of insight about the women working in the industry.

With 100+ data points, 973 success definitions, and more than 370 stories, we couldn't fit everything into this initial report!

The Study provides comprehensive, in-depth data on over 1,600 women: their cannabis use, their personalities, their sacrifices, how they define success for themselves.

This is the type of information that is used by analysts, strategists, account planners, branding and marketing executives to define a market entry strategy, build a strategic business plan, define consumer personas and develop a data-driven marketing plan.

Leveraging data and research is a solid way to identify new market opportunities and new customers. Market insights can help you adapt and change at a rapid pace, making it more likely to craft successful sales and marketing strategies.



[Get in touch for more information >](#)

- Custom Reporting
- Strategic Guidance & Coaching
- Webinars & Speaking Engagements

DIVE DEEPER INTO THE DATA

B2B RESEARCH

Profiles of women at the top of plant-touching and ancillary businesses in the cannabis, CBD and hemp industries.

- Business owners
- LGBTQ business owners
- C-level/VP/Directors
- Board Members, Advisors & Investors

CONSUMER- FOCUSED

Profiles of heavy users and early adopters of cannabis:

- Medicinal vs. Non-medicinal cannabis users
- Smokers vs. vapers vs. edible consumers
- Marginalized populations
- Adult-use vs. medical vs. illegal states

ADVOCACY & POLICY

Women's experiences in the workplace with respect to equity, discrimination and harassment.

- By political party/interest in voting
- Marginalized populations
- Adult-use vs. medical vs. illegal states
- State comparisons: California, Oregon, Colorado, Washington, Massachusetts, Maine

AVAILABLE DATA: WICS

DEMOGRAPHICS & PSYCHOGRAPHICS

- Identity: age, gender expression, sexual orientation, race/ethnic identity, veteran status, disability
- Geography: legal status of state of residence
- Education: years in school, professional licenses and/or degrees, job skills/expertise
- Politics: political party, whether active voters
- Personality: archetype, values, personality
- Employment: career stage, # years working in cannabis

PERSONAL CANNABIS USE

- Frequency of use
- THC/CBD preference
- Reasons for use: general health, medicinal, recreational, etc.
- Preferred method of use: smoking, edibles, vaping, etc.
- Cannabis use at work: use during the workday and acceptability in the workplace
- Experience with shame and stigma: for cannabis use, for working in the cannabis industry
- Whether they believe cannabis use is a prerequisite for working in the cannabis industry

PATH INTO THE CANNABIS INDUSTRY

- Prior experience: education/degrees, job experience
- Motivations for entering the cannabis industry
- Reasons for working in cannabis
- Barriers to entry: for women in general, for “me”
- Sacrifices made in order to work in the cannabis industry
- Current employment status in cannabis: industry sector, job title, leadership positions



AVAILABLE DATA: WICS

EXPERIENCES IN THE WORKPLACE

- Workplace facts: job title, number of people at company, benefits offered, average # of hours worked weekly
- Job skills and education: whether they find their current skills and education valuable
- Equity: whether women are treated equitably in their workplace
- Sexism: incidences of unconscious bias and discrimination
- Sexual harassment: incidence in the cannabis industry vs. while working in other industries, relationship to the perpetrator
- Bullying: whether women experience support from other women

EQUITY, INCLUSION & ALLYSHIP

- Equity: availability of opportunities for advancement, promotion, success, leadership, pay, mentors or sponsors
- Male allyship: whether support from male allies is a factor for women's success
- Women supporting women: ways that women support each other
- Mentorship: whether women are interested in having or becoming a mentor

PERSONAL SUCCESS MEASURES & SELF-CARE

- Measures of success: their definition of success and whether they consider themselves successful
 - Education: types of education that have been valuable to their career
 - Balance & self-care: how they unwind, whether they get enough time to themselves, whether they have support at home
-

AVAILABLE DATA: ACTIVE & CURIOUS

DATA POINTS	CURRENT	CURIOUS
Substances used (tobacco, beer, wine)	×	×
Interest in psychedelics	×	×
Frequency of cannabis use	×	
Frequency of cannabis purchase	×	
Monthly spend on cannabis	×	
Where cannabis is purchased	×	
THC/CBD preference	×	×
Cannabis use during COVID (more/less)	×	
Cannabis/CBD usage at work	×	
Activities associated with cannabis	×	
Feelings associated with cannabis	×	
Medical reasons for use/Reasons to consider for medical use	×	×
Use of medical cannabis as substitute for other substances (Rx, OTC, etc)	×	
Preferred method of consumption for medical cannabis	×	
Non-medical reasons for cannabis use/Reasons to consider	×	×
Non-medical cannabis substance substitutions (Rx, OTC, alcohol, tobacco, etc)	×	×
Preferred method of consumption for non-medical cannabis	×	
Edible preference (21 different edible forms)	×	×
Purchase decision factors (value, brand I trust, etc)	×	
Most interesting method of cannabis consumption		×

5 Reasons Why Successful CPG Cannabis Brands Leverage Consumer Insights Work

1 Cannabis Retail is Constantly Changing, and More Than Ever, Buyers **Depend on Insights** to Make Decisions

Brands that win shelf space consistently organize and present information that retail buyers demand from vendors today. They align sales, marketing and analytics around the same perspective, so buyers are presented with a unified message that confirms a brand's value to the category.



2 Cannabis Companies Increasingly Operate Under a Mandate of **Doing More With Less**, but the Expectation for **Sales Growth** Hasn't Changed

Due to budget shifts, focus on business agility, and a move toward smaller cross-functional teams, CPGs are modernizing to accomplish more with fewer resources.

Knowing what your consumer's need is only achieved with market research.

Equipped with insights, you can design a brand that fits the needs of the consumer and helps you stand out.



3 CPG Teams Want the **Power of Modern Technology Tools** to Compete at Their Highest Levels

Given the increasingly competitive CPG landscape in cannabis, salespeople and analysts need autonomy and ownership to take control of their areas of responsibility. Empowering your teams with Mosaic Insights analysis gives them the tools they need to act fast with key insights that tell your brand's strongest stories to buyers.



4 Successful CPGs use **consumer focus groups** to Drive Smart Growth

The key to successful, actionable insights is removing the friction between data and insights. Whether you have access to several expensive data packages, or operating on smaller budgets with fewer data sources, the ability to find and focus on key insights is paramount. Insights are the building blocks for your best sales stories, which are what retailers need to make informed buying decisions.

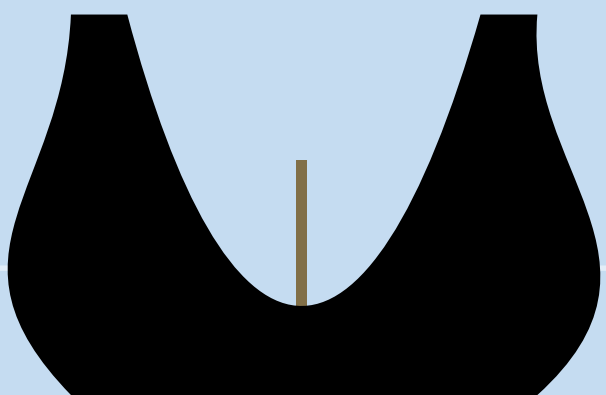
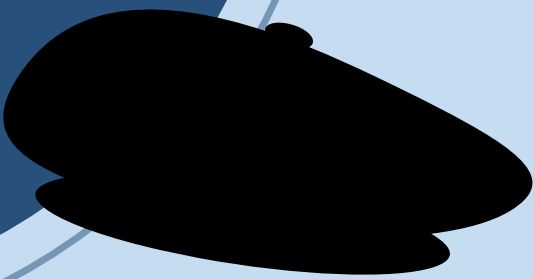
5 Mosaic Insights enables marketing teams in cannabis to have the insights they need to **Achieve Goals and Grow Market Share**

- We speak directly to your target consumers to talk about your brand.
- CPG expert moderators.
- We host focus groups and quantitative research.
- We conduct our research around the globe.
- Fast and easy service and a professional team who understands your business needs.



Learn more about how Mosaic Insights can supercharge your organization today. Contact us for a guided tour, or book a demo on mosaicinsights.io and see for yourself how working with Mosaic Insights can drive success for the fastest growing CPGs brands in cannabis.

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

kyra@markyr.com

OPHELIA CHONG, AACE*



Founder

ASIAN AMERICANS FOR
CANNABIS EDUCATION



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 OMMDirectory](https://www.ommdirectory.com) 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.

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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.

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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.

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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.

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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.

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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.”

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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.

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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.

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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.

davina@elementapothec.com

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](#). 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

JAINED, 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



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.

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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.

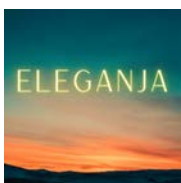
Bree's company has forgone traditional fundraising and intends on launching a groundbreaking [NFT fundraising project](#) in April 2022.

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](#). 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](#) 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](#) 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.

sarah@proofextracts.com

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 our 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.

ali@go7cities.com, www.go7cities.com

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.

raina@purpleraina.com

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.

rachael@rzalegal.com

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.

LauraLooHand@gmail.com

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!

info@scarletfire.io

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 Calyxeum (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.



info@khadijahadams.com

<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.

sarah@truelabscannabis.com

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](mailto:tiffany@tiffanybowden.com) 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](http://houseofoilworx.com) 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

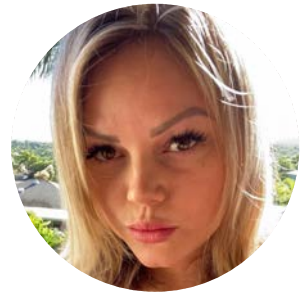


IKA WASHINGTON

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



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



[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

mbelinson@acslab.com

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.

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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.

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NANCY GUDEKUNST

Owner/Founder, Higher Promos

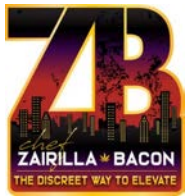
[Higher Promos](#) was established as a new division of our family promotional products business, founded in 1959. Our Swag Specialists recommend custom-branded cannabis merchandise that recipients will *thank* you for! Based in Portland, Oregon, Nancy has more than 30 years of experience.

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](#) 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.

mmartinez@sanctuarymed.com

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.

lrhynes@sanctuarymed.com

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.

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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

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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](#)



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JESSICA WATSON, CHEMCHIX SUPPLY CO.



Owner



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 cannabis with a specific focus on extraction. ChemChix has fellow association with Good Life Gang and Hashfight.

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



Founder



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.

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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](https://www.skunkmagazine.com) 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.

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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 - Chronn'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

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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.

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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!



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make our industry work for everyone.

THE GREEN PAPER[®]

by Matthew O'Brien, a *Workweek Friend*

**Are You
Ready To Do
Some Weed?**



POT LUCKY

A Weed Sommelier Podcast

Hosted by: Liz Lane

A Southern Maine comedy & weed-review podcast featuring local strains, interesting folks, Weed Words, and a whole lot of munchies.

Featuring: artists, local stoners, cannabis podcasters, film executives, actors, budtenders, strangers from Tinder, game shows, and more!

Available on Anchor.FM, Spotify, Apple Music, Google Music, and most podcatchers.



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CONTRIBUTORS



BEHIND THE SCENES



JENNIFER WHETZEL, LADYJANE BRANDING



Founder & CEO



CO-FOUNDER



Jennifer Whetzel is elevating the cannabis industry by demystifying the branding process, shining a light on the nuances of the consumer landscape and industry complexity through archetypal storytelling rooted in data, and sharing industry research and insights to drive social change.

Jennifer is a branding expert, medical cannabis patient advocate, community builder, and dynamic voice for inclusion and diversity.

She entered the cannabis industry after more than 25 years in marketing and advertising.

Jennifer got her medical marijuana card the day she moved to Maine in 2017 to help manage symptoms from multiple immune disorders and mental health conditions. A trauma survivor, she found significant symptom relief thanks to medical cannabis and emotional support from community members.

Inspired by her life-changing experiences, Jennifer dedicated herself to using her expertise to elevate small businesses within the cannabis industry.

In 2018, she founded [Ladyjane Branding](#) to help make branding accessible for entrepreneurs and startups using a suite of data-driven proprietary tools – providing unparalleled industry, brand and people intelligence to the cannabis industry.

Ladyjane's custom Archetypes, Brand Archetype Quiz, proprietary Brand Inspiration Model and revolutionary Multiple-choice Brand Identity Builder help companies develop unique brands that lead to deep emotional connections with customers.

With Ladyjane, Jennifer has exhibited at events around the country, published 7 articles, 35 interviews and podcasts, and was invited to speak at over 20 conferences.

She also developed an online course teaching FDA-compliant messaging for CBD and cannabis brands called [Sell Joy!](#)

STORYTELLING. DATA. ADVOCACY.

A self-proclaimed data nerd, Jennifer initiated the Women in Cannabis Study in 2019 after noticing the lack of comprehensive data on the topic of women in the industry. She was inspired to study women's experiences working in cannabis after hearing too many stories and anecdotes about harassment in the industry.

Her goal with the *Women in Cannabis Study* is to capture these stories, transform the anecdotes into data, and create a living history that will be the foundation for a cannabis industry that is safe, equitable, and just.

In 2020, Jennifer co-founded [Independent Diamond Brokers](#) and the [Maine Grower's Marketplace](#) – providing exclusive, B2B networking events to connect licensed Maine medical retailers, craft growers & processors.

To help facilitate wholesale trade connections for the local medical caregiver community between events, Jennifer built and launched a free Private Buyer's Club App – available on the iOS and Google App stores – now with over 200 members.

Jennifer is also on the Board of Directors for [#thisisjaneproject](#), a non-profit focused on providing education and access to plant medicine for trauma survivors.

After five years of daily medicinal cannabis consumption, Jennifer is now free from opiates, side-effects from multiple pharmaceuticals, and the debilitating physical symptoms she dealt with for decades. She spends her spare time reading, collecting treasures, creating art, and building trails on 40 acres of Maine woods.



Ladyjane and her Archetypes



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RACHELLE GORDON, WRITER



Partner

**WOMEN IN
CANNABIS**
a Living History

Rachelle Gordon, partner in the Women in Cannabis Study, is a cannabis and psychedelics journalist, copywriter, and co-founder of [Dank Words](#). She has been featured in several leading industry publications and outlets including High Times, CannabisNow, Skunk, MG, Cannabis & Tech Today, DoubleBlind, and many others. She is also the resident cannabis writer at [Boveda](#), makers of the Original Terpene Shield™.

Rachelle discovered plant medicine at a young age but didn't realize its true potential until many years later. A stint as an au pair outside of Amsterdam solidified her passion for these compounds and she returned to America with a newfound respect and adoration for the culture itself. After meeting several patient advocates who had found success with medical cannabis during the early stages of her writing career, Rachelle found that raising awareness was her true destiny.

“My father struggled with many health issues, including epilepsy and a debilitating stroke when I was a little girl,” Rachelle recalled. “I am convinced that medical cannabis could have saved his life, and while it was too late for him, there are so many people who could thrive if they only knew about this plant. That is why I have dedicated myself to getting accurate and accessible information about plant medicine out into the world.”

She joined the Women in Cannabis Study as a partner in 2020, and is thrilled and humbled to tell the dynamic and inspiring stories the research cultivated. Rachelle's previous coverage on the unique and often challenging environment for women in the industry left her wanting to do more to create an equitable and inclusive vertical.

“Up until now, writing about the women in cannabis created a lot of questions, but not enough answers. I believe the Women in Cannabis Study will make a lasting impact and I am extremely proud to be a part of it.”

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GREG HASTY, MOSAIC INSIGHTS



CEO



Greg is an advertising executive and market researcher turned design consultant. With over 10 years of research experience, he has worked closely with several Fortune 500 clients including Facebook, Toyota, and Amazon to define and further develop studies for a wide range of brand developments.

Greg has developed relationships with insights teams and vendors all over the world to build a highly regarded network of research-trained design and production professionals.

Greg continues to strive in bringing a much-needed eye for design production to brand development by combining infographics, animation, and cinematography to create engaging videos previously not attainable for businesses.

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STEPHANIE BURNS, MOSAIC INSIGHTS



Managing Partner



Stephanie has worked in various advertising and marketing agencies for over 12 years as both an account manager and quantitative researcher, giving her a unique understanding of what makes successful brand and campaign strategies across a variety of industries including; telecomm, software, automotive, healthcare, casual dining, and commercial real estate.

For the past eight years, she has dedicated her weekends to professional wedding and portrait photography, honing her ability to create authentic and beautiful images. As a videographer and Account Director for the Market Research division of Hasty Storytelling, she brings these skills together to create video assets that are engaging, persuasive and visually appealing.

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JOYCE CHUINKAM, THE JOYCE OF LIFE



Freelancer

[Joyce](#) is a storyteller; a writer and a researcher.

After completing a dual master's degree from the London School of Economics (LSE) and University of Southern California (USC) in Global Media and Communications, Joyce embarked on a journey understanding people's "why" and creating waves of positive organizational change along the way.

Her nomadic background birthed her passion for storytelling, and love for both connecting people and connecting with people.

Joyce has since taken her qualitative research skills from freelance to in-house and continues to feed her passion for writing as a Medium contributor.

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AMBER E. SENTER, MAKR HOUSE / SUPERNOVA WOMEN



**Founder & CEO /
Executive Director**



**SUPERNOVA
WOMEN**



[Amber E. Senter](#) is the founder and CEO of MAKR House, a distribution and infused cannabis products company.

She is also co-founder, Chair of the Board, and Executive Director of Supernova Women. Formed in 2015, the organization is dedicated to empowering people of color to become self-sufficient cannabis industry shareholders.

She is a US Coast Guard Veteran and has held many leadership roles in the cannabis industry. Her voice is trusted in the growing cannabis industry, as is her unsurpassed knowledge of the end medical and adult-use base. She is a sought-after coach and mentor, and a role model for new cannabis business entrepreneurs.

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WINDY BORMAN, DVA PRODUCTIONS



**Executive Producer
& Director**
*Mary Janes:
The Women Of Weed*



[Windy Borman](#), MS is a social impact content creator whose 20-year career spans filmmaking, marketing, event production, e-learning, and education.

Recently she executive produced, wrote, and directed the award-winning documentary, "[Mary Janes: The Women of Weed](#)", about women building gender equity into the billion-dollar cannabis industry.

The film features a powerful interview from Grammy®-award-winner Melissa Etheridge and 40 women across the United States. It garnered "Best Documentary" and "Visionary" awards on the festival circuit, and was featured in Variety, The Associated Press, The New York Times, The Washington Post, The Huffington Post, Forbes, NBC, and ABC. The film is available worldwide via Amazon, AppleTV, Google Play, Vudu, Vimeo, and Kanopy.

Borman's other successes include the 10-time award-winning documentary, "The Eyes of Thailand," narrated by Ashley Judd and twice honored by the United Nations; and "The Big Picture: Rethinking Dyslexia," which premiered at Sundance and on HBO.

Other credits include producing and directing "The Vagina Monologues," producing performances for Margaret Cho and Dr. Maya Angelou and writing for Takepart.com and Indie Wire: Women and Hollywood.

From 2003-2005 Ms. Borman dedicated two years to Teach For America, where she taught middle school drama and dance in New York City public schools.

She founded [DVA Productions](#), a socially conscious production company, in 2006 to use her gift of storytelling to curate and craft stories that promote curiosity, equity, and serenity.

[Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

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VAL VANDIVER, DATA SCIENTIST



**Manager,
Advanced Analytics**



Val is a dedicated and resourceful senior scientist with a mind for consumer analytics and compelling insights.

As an avid and inquisitive technologist, he stays up to date on how the interactive world can be leveraged to solve current and future business problems.

Val enthusiastically establishes collaborative relationships with the best and brightest to energize his creativity and resourcefulness and can manage multiple projects simultaneously. As an experimenter and eternal optimist who thoroughly enjoys the inventive aspects of his analytical work, Val develops new processes, methods of analysis and visual presentation to better serve client needs in a rapidly changing world.

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LARA FORDIS, FORDIS CONSULTING



Insights Strategist



Illuminating Market Research

With over 20 years of market research experience, Lara is a consumer insights and market research strategist who designs and executes cost-effective solutions for clients ranging from product development to marketing and brand optimization. Her mission is to help businesses of all sizes use data to make data-driven decisions.

After moving to Colorado in 2018, Lara segued into the CBD and THC/recreational cannabis categories, becoming a go-to resource for budtender focus groups and consumer insights for cannabis and cannabis-related accessories manufacturers. Her work spans across multiple methodologies, from national surveys with the canna-curious to virtual focus groups with budtenders to cannabis in-home product testing with

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JENNIFER JUNG



Design

Jennifer is an experienced graphic designer with an impressive array of high-profile clients under her belt. After many years spent in agency life, Jennifer went solo attracting big names including Netflix, Snapchat, Blizzard, and Facebook. A former scientist, Jen enjoys the inquisitive nature and never-ending adventure of design.

Jennifer has the unique ability to illustrate data in a way that is whimsical, engaging, and effective. She brought the Women in Cannabis Study to life, adding an extra layer of visibility to the stories within. Jennifer joined the WICS team after being compelled by the powerful data within.

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NICOLE WOLFE, PH.D.



**Sociologist,
Researcher & Educator**

With a PhD in Medical Sociology, Nicole understands how power is used to shape ideas and influence behavior and sees the issues of health and health policy from a sociological perspective.

As a University professor, she taught the fundamentals and critical appraisal of research study design, the effects of drug prohibition, the use, abuse, control and criminalization of legal and illegal drugs, and how power is used in the social construction of medical knowledge.

Her research experience focused on the world of health and drugs - both pharma and illicit - in terms of clinical trials, drug use and abuse studies, and policy interventions aimed at reducing exposures to environmental hazards.

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VIDEO INTERVIEWEES*



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Communicator & Educator



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Inventor, Author
and Traveler



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JACKSON-FITZGERALD**

Co-founder and CEO
InnDica and Lazy Turtle
Group



NICHOLE WEST

Founder, Managing Partner
Inclusive Cannabis



OPHELIA CHONG

Founder, Asian Americans
for Cannabis Education
(AACE)



ROZ MCCARTHY

Founder and CEO
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Marijuana



SCARLET RAVIN

Founder
White Fox Medicinals



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Former CEO
High Times



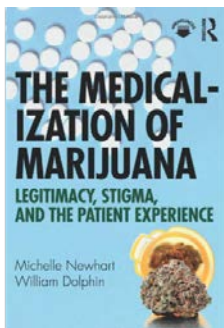
ZAIRILLA BACON

Celebrity Chef

MICHELLE NEWHART, PH.D.



Author



Michelle Newhart, Ph.D., is a sociologist who specializes in the study of cannabis. She is writing a book based on the Women in Cannabis Study.

Her previous book, *The Medicalization of Marijuana: Legitimacy, Stigma, and the Patient Experience* (Routledge, 2019), is the first comprehensive study of what it means to use cannabis medicinally as part of a regulated state program. It won the American Sociological Association's 2020 Donald W. Light Award for the Applied or Public Practice of Sociology.

Dr. Newhart has written about cannabis for more than 20 years, producing magazine articles and contributing to more than a dozen books, including many popular titles from cultivation expert Ed Rosenthal. Her academic publications about cannabis use include chapters in *The Routledge Handbook of Post-Prohibition Cannabis Research* (2021) and *Troubled Persons Industries: The Expansion of Psychiatric Categories Beyond Psychiatry* (Palgrave Macmillan, 2022).

She has presented her research at conferences of medical professionals, social scientists and cannabis activists, and has been featured on podcasts and radio and TV programs.

Newhart is the founder of Cannabis Research in the Social Sciences (CRITSS), an informal group for researchers. She has taught sociology and research methods at several schools, including University of La Verne, Mt. San Antonio College, and University of Colorado, Boulder. She is also author of a popular textbook, *Understanding Research Methods: An Overview of the Essentials* (Routledge, 2017), which is in its 10th edition.

Michelle is excited to author the upcoming book based on the data from the Women in Cannabis Study.

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WOMEN IN CANNABIS STUDY, THE BOOK

Coming soon from author Michelle Newhart, PhD.

*The legitimate cannabis industry is in its developmental stages across North America, leading some to claim that this industry will be a “blue skies market for women” where they will have unfettered opportunities to take on influential and entrepreneurial role. This discourse, however, ignores the reality that the cannabis industry is just as shaped by gender and intersectional inequalities as other more established industries.**

All around the globe, societies are changing their minds and their policies around cannabis, and as restrictions lift, a global industry has emerged that is like no other. Cannabis has historically been a man’s world. Because men were the stereotypical cannabis users, women’s cannabis advocacy was powerful for changing laws and opening doors to the formation of the cannabis industry. Yet women who work in this nascent industry often find themselves face to face with its internal struggles to create socially just and equitable business practices.

So: Who are the women working in the cannabis industry and how are they faring?

Are they finding work in the cannabis space to be filled with equal opportunities and a sisterhood of activism, or with discrimination and “grass” ceilings? Using data and interviews from the Women in Cannabis Study, this book introduces you to the impressive range of amazing women who are bringing their talents to help grow the cannabis industry.

Work in cannabis is often driven by passion. It may be an affinity for the plant, a chance at entrepreneurial success, a mission borne from the recovery of a loved one, or the desire to begin to heal the harms caused by cannabis prohibition and the War on Drugs. Women’s motivations for embarking on work in cannabis are often as diverse as the uses of the cannabis plant itself. Yet once they do, they may find that stigma, sexism and the intense legal and political pressures of this industry create challenges and risks for those who join its ranks.

One measure of any industry is the representation and stories of the women employed within it. In this book, you will hear about the obstacles and barriers that women in cannabis face, and also the ways they find support and define success. With nearly a half-million Americans are currently employed in the cannabis industry, women’s stories and experiences offer insights and guidance on what needs to be done to create an equitable, safe, and sustainable industry for cannabis, and can inform our understanding of women’s challenges in any passion industry.

Growing Stronger in New York

We are proud to work with diverse individuals and companies to ensure broad representation in New York's emerging cannabis marketplace.

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THANK YOU

WOMEN IN CANNABIS
a Living History