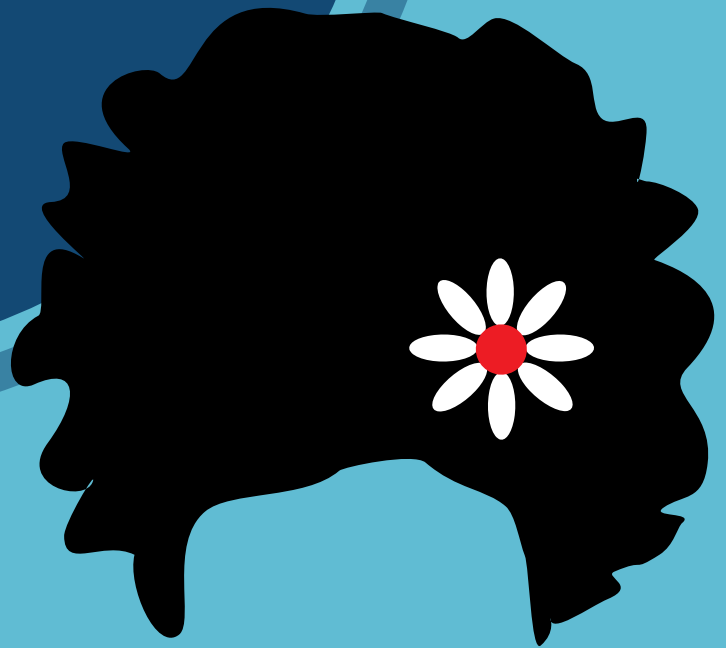


# CONTRIBUTORS



# 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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# 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.

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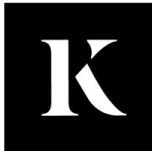
[windy@dvaproductions.com](mailto:windy@dvaproductions.com)



# 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**



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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# 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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# VIDEO INTERVIEWEES\*



**ADRIENNE MYLES**

Co-owner  
Healing for Myles



**ANITA SOMMERS**

Cannabis Science  
Communicator & Educator



**CHELSEY MCKRILL**

Chief Growth Officer  
Kikoko



**ELYSE GORDON**

Owner & CEO  
Better Baked LLC



**FRANCES GONZALEZ**

Founder, Latinas  
Cannapreneurs & Millenia  
Solutions



**HEIDI MARKS**

Founder  
Orevape



**KEIKO BEATIE**

Educator, Speaker  
& Activist



**LISA SNYDER**

Founder & CEO  
Tokeativity



**MILA JANSEN**

Inventor, Author  
and Traveler



**MONIQUE  
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  
Minorities for Medical  
Marijuana



**SCARLET RAVIN**

Founder  
White Fox Medicinals



**STORMY SIMON**

Former CEO  
High Times



**ZAIRILLA BACON**

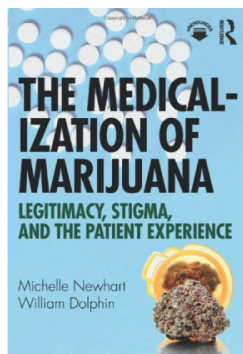
Celebrity Chef



# 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 10<sup>th</sup> 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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# REPORT CHAPTERS

Interested in learning more? Download additional results at [womenincannabis.study/study-chapters](https://womenincannabis.study/study-chapters).

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Methodology

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Which Roles do they Play in the Industry?

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What Relationship Do Women Have with Cannabis?

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Contributors

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# THANK YOU

WOMEN IN CANNABIS  
*a Living History*

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First Publication: 3/3/22. Updated: 4/06/22, Version #0406221

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