



# 2017 NCIA BOARD OF DIRECTORS ELECTION

## Voter Guide

### **About the Board of Directors**

NCIA's board of directors is the executive body that establishes the organization's broad objectives and strategic direction. As such, the board has authority over NCIA's bylaws, mission statement, strategic plan, and budget, and provides oversight to ensure the organization adheres to these.

Board members also contribute to the organization financially, help to build membership, and act as NCIA's ambassadors by helping to build membership and raise funds to support the organizational mission.

### **Who Qualifies to Run for a Board Position?**

To qualify for board election, a candidate must be the owner or employee of a current dues-paying Sustaining Member business and must be nominated by at least one other NCIA member business (of any level).

No more than half of the board members may reside in any given state, and at least four states shall be represented on the board at any given time. No less than half of the board may be representatives from "direct-to-plant" businesses, which NCIA defines as entities that handle the marijuana plant or cannabinoids derived from the marijuana plant in the course of doing business (i.e. cultivators, retailers, infused product manufacturers). Ancillary cannabis businesses can occupy any the remaining board seats.

### **Explanation of NCIA Board Election Process**

In order to ensure NCIA always works for the interests of its members, we employ a democratic process for selecting the board of directors. All NCIA member businesses are eligible to vote in the board election.

Votes will be weighted according to membership level. The votes of Basic Members will be weighted at face value; Sponsoring Members' votes will carry twice the weight of Basic Member votes; and Sustaining Members' votes will carry five times the weight of Basic Member votes.

Elected board members serve two-year terms and elections are staggered, occurring annually, with 11 of the 22 total seats up for election in 2017.

The newly elected members will join the board at its next meeting in July 2017.

### **Explanation of Voting Process**

NCIA's 2017 election is being conducted electronically, utilizing a secure online voting form. Qualified voters (one representative of each current member business) may select up to 11 of the 22 nominees.

The online voting form is only accessible by securely logging into the NCIA website via a member-business account. Each member-business account may only complete the ballot once. The votes will be tabulated

and weighted according to the membership level of the member business associated with the account.

Attempts to submit a ballot with more than 11 candidates selected will be rejected. Voters who select more than 11 candidates will be notified by NCIA staff and given one more opportunity to submit a proper ballot. Submissions with fewer than 11 candidates selected are acceptable; however, please note that voters will NOT be able to cast votes for additional candidates at any later time.

Voting opens on April 27 and closes at 11:59 p.m. Eastern Time on May 22. Voting will be held confidential.

---

## 2017 Candidates (33 Total)

**Mitch Baruchowitz** - [Merida Capital Partners LP](#)

**Cody Bass (incumbent)** - [Tahoe Wellness Cooperative](#)

**Ken Berke** - [PayQwick, Inc.](#)

**Jessica Billingsley (incumbent)** - [MJ Freeway](#)

**Caela Bintner** - [Faces Human Capital Management](#)

**AC Braddock (incumbent)** - [Eden Labs](#)

**Andy Brassington** - [Evergreen Herbal](#)

**Brian Caldwell** - [Triple C Collective](#)

**Jan Cole** - [Zol Solutions](#)

**Alex Cooley (incumbent)** - [Solstice](#)

**Ben Curran** - [Green Bits](#)

**Dasheeda Dawson** - [MaryJane Marketing LLC](#)

**Steve DeAngelo (incumbent)** - [Harborside Health Center](#)

**Shannon Fender** - [Native Roots](#)

**Hector Fernandez** - [G FarmaLabs](#)

**Bob Hoban** - [Hoban Law Group](#)

**Matt Hoffman** - [Hand Grown](#)

**Rob Kampia (incumbent)** - [Marijuana Policy Project Foundation](#)

## 2017 Candidates (cont.)

Kayvan Khalatbari (incumbent) - [Denver Relief Consulting](#)

Khurshid Khoja (incumbent) - [Greenbridge Corporate Counsel](#)

Steve Levine - [Husch Blackwell LLP](#)

Christie Lunsford - [Pro MAX Grow](#)

Marion Mariathasan - [Simplifya](#)

Randy Maslow - [iAnthus Capital Management](#)

Sean McAllister - [McAllister Garfield, P.C.](#)

Norris Monson - [Cultivated Industries](#)

Ralph Morgan - [Organa Brands](#)

Brad Natrass - [urban-gro Inc.](#)

Sal Pace - [SMP LLC \(Pueblo County Commissioner\)](#)

Keegan Peterson - [Wurk](#)

Adrian Sedlin - [Candescent](#)

Gregg Steinberg - [Growcentia](#)

Richard Walker - [Thorburn Walker LLC](#)

---

# 2017 CANDIDATE GUIDE:



**Mitch Baruchowitz**

**Merida Capital Partners LP**

Bethesda, Maryland

Industry Sector: Professional Services and Consulting

**Ancillary**

Member since March 2017

**Candidate Bio:**

Mr. Baruchowitz is the Founder and Managing Partner of Merida Capital Partners, a cannabis infrastructure fund. Mr. Baruchowitz has approximately 20 years of experience in the legal and finance fields. He is the former Associate General Counsel and Chief Compliance Officer of publicly-traded MarketAxess(MKTX), where he specialized in commercial transactions, corporate governance, public reporting and FINRA compliance. He was also the General Counsel of investment banking boutique Pali Capital, which had revenues of \$200 million nearly 200 employees when Mr. Baruchowitz was appointed in late 2009 by the Board to lead the restructuring and wind down of the company. Since late 2010, he has led numerous public and private offerings, assisted in the formation and funding of several credit funds and a \$60 million REIT while the Head of Investment Banking of ACGM, Inc. and later at Cavu Securities.

His career in cannabis began nearly seven years ago when he assisted several Colorado-based operators with capital and governance matters. In 2013, he cofounded Theraplant, LLC with Ethan Ruby, which was the highest scoring applicant in Connecticut’s highly selective licensing process which granted just four cultivation licenses in the state. In 2014, he cofounded LeafLine Labs, LLC, which is one of only two Minnesota companies licensed to cultivate and dispense cannabis in extracted form. He served on Leafline’s Board from January 2015 to January 2017. He is also a founder of Grow West MD, a recent winner of one of Maryland’s 15 cultivation licenses. In 2016, he took hydroponic retailer GrowGeneration public.

Merida currently has investments in New Frontier Data, where he is a Board Member, Steep Hill Labs and GrowGeneration(GRWG). Mr. Baruchowitz is a graduate of Brandeis University and Boston University School of Law. He is a member in good standing of the New York and Massachusetts Bars and holds FINRA 7, 24, 63 and 79 licenses.

**Candidate Statement:**

I am humbled and excited to be nominated as a potential board member for the NCIA, which I believe is doing incredibly important work to normalize our emerging industry and provide tools and information for operators and all industry participants. I have worked in highly regulated finance as both a lawyer and later investment banker since I graduated law school in 1999. helped build more than 25 successful companies in industries ranging from educational technology to advertising technology and data analytics. I have been fortunate to have been mentored by incredible lawyers and business people who have taught me that honesty and integrity are the primary factors in any successful venture.

Early operators in Colorado, California and other West Coast markets are pioneers who deserve respect and appreciation as the vanguard of our industry much like the tech companies I have worked with helped shape their respective industries. The NCIA is a great organizer of that entrepreneurial spirit and can help bring tools that will assist those operators in creating long term value and stability to their operations which should expand medical and recreational access over time.

As a founder of two early cultivators in the medical markets of Connecticut and Minnesota, I have seen how difficult it can be to forge ahead in this industry because of the federal laws and see the NCIA as an impactful player in the effort to affect that. One of my partners, Ethan Ruby, was paralyzed tragically after being hit as a pedestrian in 2000. As CEO of Theraplant, Ethan transforms thousands of patients lives he touches as both an operator and patient advocate. Andrew Bachman, CEO of Leafline Labs is a medical doctor with a focus on outcome-based medical delivery. You won't find fiercer advocates for the expansion of cannabis access for patients than Andrew or Ethan and I'm proud to have worked with them for the past several years doing exactly that.

Merida Capital Partners was founded to harness our cultivation experience to help build ancillary companies who can play a role in the optimization of cultivation, dispensing and product creation. From lab testing, to quality control, lighting, equipment or data, Merida exists to find fundamental infrastructure products, services and technologies, and help those companies grow into established providers that help the industry grow and succeed.

We hope our experience helping our current portfolio all grow into successful companies can give a unique perspective to the NCIA Board. In each case, we think our goals are closely aligned with the NCIA. Building the foundation for a successful cannabis industry.

I thank you kindly for your consideration.  
Mitchell Baruchowitz



**Cody Bass**

**Tahoe Wellness Cooperative**

Lake Tahoe, California  
Industry Sector: Cannabis Cultivation, Medical Cannabis  
Provider

**Direct-to-plant**

Member since March 2011

**Candidate Bio:**

Cody Bass is a national cannabis leader living a life committed to loving and learning about cannabis. Over the past two decades Cody has inspired many people throughout his journey to further the freedom of the cannabis plant. Cody has been appointed to serve on city commissions for drafting regulations which were passed and proven effective. Growing up in a prominent cannabis family his belief is from experiencing first

hand the failed policy around cannabis, creating a lifelong commitment to reform cannabis as a crime and create a new cannabis policy.

Cody was born into cannabis, but ventured into cultivating cannabis at the age of eighteen in the hills of Mendocino. He purchased his first parcel of land at twenty five to cultivate cannabis. This property is now licensed with Mendocino County for the legal cultivation for Tahoe Wellness Cooperative. Cody founded Tahoe Wellness Cooperative in January of 2009 and continues to serve as the Executive Director. Tahoe Wellness Cooperative is a model dispensary in the cannabis industry with high standards of testing and sustainability throughout the operations of the cooperative. Cody believes that humanity has a right to all of plant life, saying “for what heals us as humans should never be limited or withheld.”

Cody’s optimism, passion, and overall knowledge of cannabis is the driving force of his everyday life and character. A passion from his youth, his unique perspective has made him a known and respected cannabis advocate and expert.

**Candidate Statement:**

Our society has evolved in so many great ways throughout history, we now stand at a pinnacle of that evolution through the emerging of the Cannabis plant. While serving on the board I will continue to lead with a strong message for the cottage side of our industry, while understanding large organizations are crucial to the evolution. I will work beside them to further tax reform and banking issues. The National Cannabis Industry Association is what I see as the organization that will accomplish these goals and continue to lead our industry through some of the most exciting and uneasy times the industry has ever faced.

I will bring a perspective to the board that is deep rooted with knowledge that comes from a family that has been dedicated to Cannabis for decades, my entire adult life dedicated to the freedom of the cannabis plant. I have worked in every angle of this industry and understand the business just as much as the plant. While serving on the board I have been engaged with the lobbying effort on the hill, staying engaged with our direction while such a major shift is taking place is crucial and my commitment, we must be more active than ever. I will be attending another lobby days in May, bringing a message from an operator's perspective which can help shape this great industry by sharing the knowledge and understanding I have gained for cannabis with politicians. These two days our actively changing the Hill's view on Cannabis, something the National Cannabis Industry Association has championed amongst so many other issues!

I have an extensive background in the cultivation of cannabis from large outdoors cultivation to small and large indoor operations. I have opened multiple dispensaries in different municipalities from the ground up. I have been elected to a commission to draft the City of South Lake Tahoe’s ordinance which was passed in 2011. We as an industry are faced with setting standards around quality, sustainability, and sensible policy. I will continue to bring valuable insight to the board in the continued evolution of setting these standards. The National Cannabis Industry Association is the voice for what I have dedicated my life too. I would be honored to be elected to this great association and will continue to ethically represent our members through my service on the board.

---



Ken Berke

PayQwick, Inc.

Calabasas, California

Industry Sector: Professional Services and Consulting

**Ancillary**

Member since July 2015

**Candidate Bio:**

Ken Berke is a California-licensed attorney with over 29 years of experience. In 2014, Mr. Berke combined his legal, business and regulatory compliance expertise to co-found PayQwick, Inc., a compliance-based electronic payment hub that enables state legal cannabis commerce to transact throughout the entire marijuana supply chain, from seed-to-sale. PayQwick has played an integral role in enabling marijuana banking in the cannabis industry. As PayQwick's CEO and an attorney, Mr. Berke has a profound understanding of the compliance standards that cannabis businesses must satisfy to obtain bank accounts and what banks must do to avoid the risk of potential liability when servicing cannabis businesses.

By advocating for cannabis banking reform, Mr. Berke has forged relationships with key federal and state legislators, regulators and government officials. His advocacy efforts include numerous presentations outlining the regulations necessary to facilitate cannabis banking. Mr. Berke has made formal presentations to:

- The Congressional Cannabis Caucus
- The California State Treasurer's Cannabis Banking Working Group
- The Office of the California Governor
- California's Business, Consumer Services and Housing Agency
- California's Department of Business Oversight
- The California Bureau of Medical Cannabis Regulation
- Ohio's Department of Administrative Services
- The Office of the Massachusetts Treasurer.

Mr. Berke also has testified before the Washington Senate Commerce, Labor and Sports Committee and the Oregon House Business and Labor Committee about the issues financial institutions face when serving the cannabis industry.

Mr. Berke's recent speaking arrangements include a presentation to the Community Bankers of Washington, where he, along with an examiner from the Federal Deposit Insurance Corporation (FDIC) and the Director of Banks for the Washington State Department of Financial Institutions (DFI), educated bank CEOs regarding how to safely bank cannabis businesses. He also has given multiple presentations on regulatory compliance, banking and merchant services at the Washington Marijuana Business Association's Professional Educational Seminars.

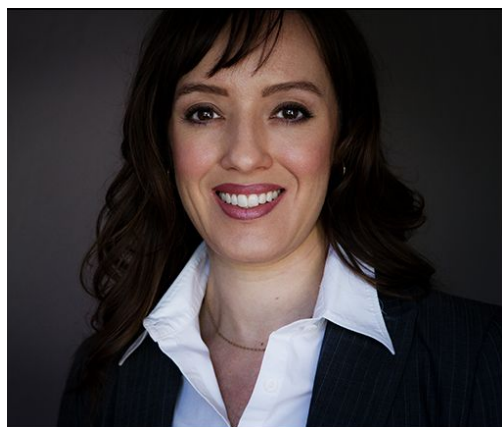
Mr. Berke has written numerous articles for industry-related magazines regarding cannabis banking/compliance and writes a quarterly article for the Community Bankers of Washington Newsletter, the latest of which is entitled “The New Administration Won’t Trump Marijuana’s Momentum.”

### **Candidate Statement:**

As PayQwick’s co-founder and CEO, I regularly interact with the hundreds of cannabis businesses and strive to mitigate the challenges these businesses face. I have learned from working with these businesses that the cannabis industry’s keys to success lie in compliance and transparency. Though cannabis businesses are rapidly becoming integral and formidable components of many states’ economies, the cannabis industry still lacks access to normal banking services. To address this need, we must come together to educate federal and state legislators, regulators and government officials about the industry’s ongoing progress toward legitimacy. This effort has been one of my primary goals since co-founding PayQwick.

As illustrated by the NCIA, today’s cannabis industry is a sophisticated network of suited and eloquent professionals who represent various facets of every state’s economy. After attending numerous NCIA meetings, I understand that together, these professionals serve as the ultimate impetus for the legislative and regulatory reforms necessary to normalize the cannabis industry. If elected to the NCIA board, I will use the relationships I have forged with legislators and regulators in the federal government and throughout numerous state governments to make the cannabis industry’s voice heard. As a member of NCIA’s board, I will promote the cannabis industry’s image as a strong group of professional and powerful leaders and use this image to normalize the industry by further educating legislators and regulators regarding the industry’s needs.

Further, if elected to the NCIA board, I will advocate for diversity throughout the industry so that men and women of all backgrounds can enjoy the fruits of this new, burgeoning cannabis economy. Finally, as an NCIA board member, I will strive to create opportunities for underrepresented groups, thereby enabling and empowering them to succeed and prosper.



**Jessica Billingsley**

**MJ Freeway**

Denver, Colorado

Industry Sector: Information Technology and Software

**Ancillary**

Member since July 2011

### **Candidate Bio:**

Seven years ago, MJ Freeway’s Chief Operating Officer Jessica Billingsley co-founded MJ Freeway with a desire to see burgeoning marijuana businesses expand and thrive with smart business solutions in place. To fill a need for cannabis seed-to-sale software solutions, Billingsley and her co-founder launched MJ Freeway in 2010, the first company to bring seed-to-sale software to the market. Since then, featured twice in the INC 5000 fastest-growing companies list, woman-owned MJ Freeway has grown to serve thousands of clients in 5 countries, and processed more than \$5,000,000,000 in sales via retail, manufacturing and cultivation management software platforms, as well as consulting services and cannabis licensee application support. In addition, Billingsley has been named to Fortune Magazine’s list of Top 10 Most



Promising Women Entrepreneurs.

**Candidate Statement:**

MJ Freeway is proud to be a founding member of NCIA, and serving on the board of directors of the NCIA for the past four years has been incredibly rewarding. To help educate our federal leaders on the importance of safely and responsibly bringing cannabis regulation to the nation, I have joined NCIA for Lobby Days in Washington D.C. for four consecutive years. Recently, I spent another day lobbying and spoke with Congressman Carlos Curbelo (R-Florida) about the importance of addressing the negative repercussions on our industry by IRS tax code 280E. He has subsequently co-sponsored with Earl Blumenauer (D-Oregon) the Small Business Tax Equity Act of 2017, H.R. 1810. Our efforts in DC truly pay off.

Serving on the board and seeing our efforts make an impact at the national level is incredibly gratifying. I look to continuing to serve by offering thought-leadership, investment of time, business expertise, and monetary support.

My insight on the practices, laws, and regulations across all states and countries where cannabis is permitted provides valuable and unique perspective to the board. My extensive business and technology background also lends expertise, particularly when discussions turn to diversion control, tracking methods for both cannabis operations and state regulators, and what is possible to accomplish technologically.

I want to see cannabis businesses thrive and gain insight from the community that NCIA has built. As a frequent speaker at NCIA events, I've provided education about how technology can further the success and sustainability of cannabis businesses. As part of my commitment to NCIA, MJ Freeway has contributed over \$100,000 in sponsorship to support educational and networking events.

We can influence the shape of the future of cannabis. NCIA is the voice of our industry, and has the ear of lawmakers and regulators at state and national levels. The conversation is shifting to explore how states and municipalities can move forward with safe and regulated cannabis businesses, and NCIA is uniquely positioned to direct that conversation. I would be honored to continue to serve by lending my voice and experience as a member of the NCIA board of directors.



**Caela Bintner**

**Faces Human Capital Management**

Denver, Colorado

Industry Sector: Professional Services and Consulting

**Ancillary**

Member since July 2015

**Candidate Bio:**

Caela Bintner brings more than two decades of communications, marketing and senior sales experience to Faces Human Capital Management (“Faces”), a company of which she is the co-founder.

Faces helps companies develop innovative Human Resource solutions in the cannabis industry.

Prior to founding Faces, Ms. Bintner was an award-winning sales and marketing executive at Insperity, and Vice President at Diversified Human Resources. In these roles, she was known for her tenacity, deep client relationships, and ability to create customizable and scalable solutions.

Ms. Bintner began her career as a public relations specialist in The Bush Administration, where she became an expert in complex policy communications and working with national and international media. She leveraged that experience into her own public relations company, Bridger Communications, where for over a decade she was the President and Founder of a strategic communications firm serving multi-national companies and political operatives in and around Washington, DC.

Caela is involved in a number of industry and policy organizations, including the National Association of Professional Employer Organizations (NAPEO), Women Grow, The National Cannabis Industry Association (NCIA) and Marijuana Business Association (MJBA), and the California Cannabis Industry Association, (CCIA). Caela is a Colorado native and graduated from University of Maryland College Park.

**Candidate Statement:**

As a Denver native, I have been privileged to meet so many of the cannabis industry's entrepreneurial pioneers that have paved the way for what is quickly becoming a global phenomenon – opening patient access to the healing benefits of cannabis. While the industry provides significant opportunities for entrepreneurs, patients and consumers are the true beneficiaries of this remarkable sea change we are witnessing take place legislatively around the globe.

While the industry grows and infrastructure requirements become more robust, we will need to invest not just in technology or product but we will need to invest in people and employees – our industry's first point of contact with both patients and consumers. It is with this focus that we formed Faces Human Capital Management – to assist the rapidly expanding cannabis entrepreneur network with properly managing HR, payroll, benefits, and other essential components that are the building blocks of any company.

It is with this goal in mind that I ask for your consideration to serve on the board of directors of the NCIA. I believe I can bring a fresh and unique approach to a highly-respected trade association, with my focus being on the regulatory and compliance aspects to business management within the cannabis industry. Particularly as the industry continues to grow and expand to new markets, the business foundations into which our organization has insight will become increasingly important. We want to bring these insights to benefit the entirety of the cannabis industry through the collective and powerful voice of the NCIA.

Finally, it is no secret that policy and change requires financial resources. As a former public relations specialist to The Bush Administration, I have vast experience in both communicating and working with donors at the highest level of policy. I strongly believe it is just this experience that can support my ability to expand the existing donor support of NCIA. Given the vast mission supported by NCIA, and the robust goals of our industry over the coming five to ten years, I believe my combined experience, network, and institutional framework can provide a unique catalyst for NCIA's advocacy initiatives.

---



AC Braddock

Eden Labs

Seattle, Washington

Industry Sector: Equipment Manufacturing

**Ancillary**

Member since June 2013

**Candidate Bio:**

AC Braddock is the CEO of the industry's most respected extraction technology company and a career entrepreneur. She has a keen eye for new trends, product placement, business strategy and creating a strong corporate culture and infrastructure for effective growth. These skills, along with her intense interest in botanicals as medicine and humanitarian issues, drive her in educating the industry and those it serves, in safe, healthful methods of producing concentrates.

Ms. Braddock was introduced to concentration technology by Fritz Chess, the Founder of Eden Labs in 2001. She instantly recognized that the highly sophisticated botanical extraction systems he designed would transform the evolving world of medicinal botanicals.

In 2010, Ms. Braddock became CEO of Eden and proceeded to guide the company through exponential growth while also traveling extensively to educate the burgeoning industry on the importance of extraction in the growth of the cannabis industry through medical applications which become a platform for successful legislation in legalization. Obviously, politically minded and active, AC has developed a reputation as an industry builder, a thought leader in modern business practice, a unifier across industries and an inspirational speaker in this emerging industry.

A founding supporter of several Cannabis Women's groups, WOW (Women of Weed), MJBA's Women's Alliance and Women Grow. She is also a board member of Washington States The Cannabis Alliance, NCIA and the Federal Policy Council. AC resides in Seattle, WA where she enjoys surfing, skiing, gardening and learning to play the Upright Bass.

**Candidate Statement:**

AC Braddock firmly believes the NCIA is the most powerful unifying force in the industry and that the continued expansion of the organization must be carefully managed as we move into a time of tremendous growth and heightened political maneuvering in the next 12 to 24 months. At no other time has it been more important to provide ethical leadership, political strategy and growth management from thought leaders who are creative, tireless and resourceful.

AC is that kind of leader. She is a serial entrepreneur and the CEO of Eden Labs LLC, the Innovator of Extraction systems for the industry since 1996. Since 2010 she has grown the company over 1500% while initiating a modern CSR business structure, foreseeing the industries needs and traveling extensively to educate the industry, legislators and state regulatory boards in safe extraction methods and best practices. Currently, most legislation depends on medical use and how and to whom that medicine is administered and produced. People are suffering medically, society is suffering from costly and unreasonable incarceration and the growth of the industry is being severely hindered by a lack of financial services and

tax burdens with no relief through write offs (280E). In addition, rampant misinformation surrounding concentrates and negative stigma of our Cannabis culture can be overcome with the normalization of this plant through the messaging of an industry dedicated to promoting health and wellbeing as well as job growth.

Ms Braddock's desire is to further apply her experience and dedication in ensuring NCIA's coming expansion is successful, its direction focused, well marketed and sustaining to further the goals of the entire industry and the social paradigm shifts we are capable of securing. Her skill set is unique for the coming tidal wave of partial and full medical legalization, recreational regulation, new member acquisition and developing a stronger network between members. Her greatest skill is aligning businesses as strategic partners and getting people to look at the bigger picture to unite on key issues for the industry.

AC would be honored to represent you in the coming paradigm shifts that effect your and the industry's success.

Memberships: NCIA, HIA, TCA and Stewardship Partners. Founding influence in WOW, MJBA Woman's Alliance, Women Grow.

Board positions: NCIA and Washington state's largest trade organization, The Cannabis Alliance.



## Andy Brassington

### Evergreen Herbal

Seattle, Washington

Industry Sector: Infused Products Manufacturer

**Direct-to-plant**

Member since January 2017

#### **Candidate Bio:**

Andy Brassington's 35 year business career includes C-level, Owner, Founder, Managing Director and General Counsel responsibilities in the wine packaging, perishable and frozen foods processing, packaging, finance, distribution and manufacturing sectors. A company that he founded was recognized on the Inc. 5000 and The Fastest Growing Private Companies list in Washington.

As an owner, operator, director and investor in several private businesses, he knows firsthand the substantial challenges faced by other small business owners. Andy pledges to zealously represent all NCIA members fairly and with passion as we legalize our industry across the country. His cannabis industry experience involves one of the largest edibles and beverage processors in Washington state.

Andy has years of board level experience on numerous industry trade associations at the national and regional level. Comfortable with the political process, Andy has participated in numerous events in Washington DC and state capitals. He has served on 3 Washington State Governor's Trade Missions to Mexico and China.

A graduate of the University of Washington, Andy is also an attorney and member of the Washington Bar Association. Andy is married to Jackie, lives in Seattle and has two wonderful daughters.

### Candidate Statement:

If elected to be one of your board members, I promise to professionally represent the interests of the NCIA.

The message that I bring to elected officials at the federal, state, county and municipal levels focuses on:

- New job creation;
- Our legal, regulated industry reduces criminal activity and reduces the demand for risky products;
- Access to safe and quality assured consumer packaged goods for all adult consumers and patients is important for a vibrant society;
- Consumer and patient education, and access, to regulated cannabis products reduces the abuse of opioids;
- A regulated cannabis industry generates substantial, and needed, tax revenues for all of our respective communities; and
- Cannabis should be removed from the CSA now; not rescheduled.

All of us at Evergreen Herbal believe in the mission and purposes of NCIA. I would be honored to contribute my efforts to support the growth and legalization of the cannabis industry throughout the USA and beyond.



**Brian Caldwell**

**Triple C Collective**

Seattle, Washington

Industry Sector: Cannabis Provider

**Direct-to-plant**

Member since November 2014

### Candidate Bio:

Mr. Caldwell has an extensive professional history of working in Fortune 500 companies and large financial institutions as a senior-level financial adviser. He has applied his robust skill set in developing successful businesses, from initial business model through to achieving a predictable, stable return on investment.

In 2015, Mr. Caldwell became the Founder and President of Bethesda Biomedical, Inc. (BBM), a Maryland-based Corporation that provides pharmaceutical grade cannabinoid therapies to patients. Based largely on Mr. Caldwell's experience dispensing medical cannabis to over 25,000 Washington residents, BBM received approval to implement a Medical Cannabis Dispensary in Senatorial District 22 of Prince Georges County, Maryland.

Brian Caldwell is also the Founder of Triple C Collective, LLC in Washington state, which operated as a collective garden dispensary for over five years before transitioning into a licensed medical and recreational retailer. Under Mr. Caldwell's tenure, Triple C was one of Washington's largest medical

cannabis dispensaries, providing a vast array of products for cannabinoid therapy and pain solutions, in addition to becoming the most awarded store in the state. Triple C has been recognized with Dope Industry Awards for Best Medical Store and Best Male Budtender for the past three years, as well as Best Female Budtender in 2015.

Mr. Caldwell served as Founding Member & Chairman of the Northwest Producers, Processors and Retailers Association (NWPPR), whose mission was to advance the interests of the cannabis industry in Washington and the Northwest through effective advocacy. Mr. Caldwell led NWPPR to win the Dope Industry Award for Best Trade Association in Washington state, and earned Activist of the Year recognition for his personal advocacy efforts. Mr. Caldwell spearheaded NWPPR's merger with four other Washington state trade associations to establish the Cannabis Alliance and create a united voice for all participants.

Mr. Caldwell's advocacy efforts are not limited to Washington state. He advocates for reasonable regulations and oversight at the national level with the National Cannabis Industry Association (NCIA). In January 2017, Mr. Caldwell was appointed to NCIA Policy Council. This association of industry leaders plays a critical role in the development of federal cannabis policy.

**Candidate Statement:**

As a member of the NCIA board, I can help deliver on the objectives that we collectively seek solutions to: banking, taxation, medical access, hemp cultivation and much more. I have been involved in the cannabis movement for nearly a decade and have been both personally and professionally affected by the restrictions we all face. Having been active in NCIA for nearly two years, I see the collective value we are building in Washington D.C. and the changes we are impacting.

I have worked with members of Congress to help educate them on the differences and similarities of medical and recreational cannabis, the challenges and discrimination cannabis businesses endure, and the lack of equality we face. Though we operate upstanding and law-abiding businesses, the struggle for day-to-day survival is all too common for us all. Though many states and communities have legalized various aspects of the cannabis industry, it is more important than ever that the federal government acknowledges the majority of states new laws and creates both parity and preemption for our industry. Our advocacy efforts are far from over and I have the energy and the focus to help NCIA strive for success in the coming years.

Having a robust professional background and having worked in numerous states on the various transitional paths that our industry has endured, I bring extensive policy knowledge and relationships that can and should be leveraged. From working with organized labor, to law enforcement, to insurance, I can offer extensive partnerships to advance the mission and vision our community has crafted through the efforts of NCIA.

I ask for your vote as I firmly believe in the goals and objectives of NCIA. I am prepared to use my personal and professional relationships to educate and influence our Congressional members so that our cannabis community can be united and treated equitably under federal law. Finding financial stability, advancing tax reform policies, and creating sustainability is the nexus of what I seek to accomplish each day. I will work hard for all members of NCIA and be a compliment to the leadership that drives our shared objectives.

---





**Jan Cole**

**Zol Solutions**

Denver, Colorado

Industry Sector: Cannabis Cultivation

**Direct-to-plant**

Member since April 2017

**Candidate Bio:**

Jan Cole is the founder and CEO of *Zol Solutions*, a cannabis consulting company specializing in education. In 2009 she founded one of the industry’s oldest and longest running dispensaries in Colorado, *The Farm* in Boulder. In addition, she founded the first cannabis CO2 extraction company in Colorado; *Hummingbird Brand* and an internal genetics program that produces unique strains and contributes to the study of the cannabis genome at CU Boulder’s *Cannabis Genomic Research Initiative*.

She is known for her passions in education, customer service, branding, merchandising, business strategy and creating a strong company culture. The Farm has won numerous awards and serves as a living showpiece for government officials and rule makers both nationally and internationally. Her passion for normalizing cannabis and changing negative stereotypes inspired her to create a retail experience that has been emulated by many.

This experience, along with her lobbying efforts have made her a valuable resource for those new to the cannabis industry. Jan is a founding and former board member of NCIA, a founder of Women Grow, and a member of The Boulder Marijuana Advisory Committee. She is a supporter of numerous political, humane and animal rights groups.

**Candidate Statement:**

Operating a retail, wholesale, and cultivation cannabis company since 2009 has provided me an in-the-trenches perspective to 280E and lack of banking. This, in addition to the many regulatory challenges faced daily can be extremely daunting. I would be honored to serve NCIA members by representing them as we continue to work for safe, fair cannabis legislation. Education is key, and through years of experience with grass roots lobby efforts I believe that factual information and education naturally become our most powerful lobbying tools.

---



## Alex Cooley

### Solstice

Seattle, Washington

Industry Sector: Cannabis Cultivation, Cannabis Provider, Extractions and Infused Products

**Direct-to-Plant**

Member since April 2013

#### **Candidate Bio:**

Alex Cooley is the co-founder of the first brand in the first legal recreational state, Solstice. A cannabis production processing company based in Seattle has led to many firsts and many opportunities to shape the industry locally and globally. Through his diligent efforts Solstice created the first ever fully permitted cannabis production facility in Washington State. From inception, Solstice's goal has been to cultivate the highest quality, most beneficial varieties, including the award winning, CBD-rich Sour Tsunami #3.

Acting locally he has helped to shape multiple City of Seattle ordinances and author the "collective garden model" of safe, legal access for medical cannabis patients. Standing on these successes Alex and Solstice have been very active at the state level and were key resources to the WA Liquor and Cannabis Board to develop the rules for the implementation of I-502, Washington's cannabis legalization. In addition to working with multiple state agencies Alex has worked with the Washington State Legislature to craft better laws for patients and adult use consumers.

In recent years Alex has been crisscrossing our country speaking at industry events helping to guide the industry in a positive direction and last year lobbying the US Congress to reform federal policy. Only very recently Alex has worked to shape international policy at the UN General Assembly Special Session on Global Drug Policy.

Throughout all of this action Alex has never lost touch with his passion for the plant and recently celebrated 10 years of cultivating the plant. He also maintains his day job at Solstice, acting as the Vice President helping to manage the day-to-day operations, craft the long-term vision and maintain the same mission that the company was founded on 5 years ago.

#### **Candidate Statement:**

I am seeking a seat on the NCIA Board of Directors because I feel that it is my responsibility as a member to continue to volunteer my time and experience to further NCIA and the cannabis industry as a whole. My experience lends itself to the board, having sat on multiple boards and committees including; Cannabis Coalition for Standards & Ethics, Northwest Producers Processors & Retailers, SoDo Business Industrial Association, The Cannabis Alliance and NCIA Board of Directors. I have seen how impactful sitting on these boards can be and wish to continue that impact on a national level.

In my years of proudly being a NCIA member and short time as a board member I have watched and at times helped to create change on a national level; most notably turning a Washington Senator from a silent supporter to a co-sponsor of cannabis reform. As a member of the board I believe I can continue to create



such change.

Being a WA state licensed producer processor I am direct touch to the plant. Which not only helps to satisfy the direct-to-plant quota of the board but also gives me a specific perspective on the industry and what it needs to be successful long term. In addition to the perspective of a cultivator, my experience with developing and receiving a state license helps me understand the realities facing our entire membership in our ever changing and emerging industry.

I thank you for your consideration and would greatly appreciate your vote for the National Cannabis Industry Association Board of Directors.

Best,  
Alex Cooley



**Ben Curren**

**Green Bits**

San Jose, California  
Industry Sector: Information Technology and Software  
**Ancillary**

Member since May 2014

**Candidate Bio:**

Ben is dedicated to creating innovative, easy-to-use products that help small businesses delight customers, drive revenue, and streamline operations. After working on QuickBooks as a senior engineer, Ben started his own consulting firm, but had trouble finding an accounting program that worked the way he needed it to. This led him to co-found Outright, an accounting program for freelancers and consultants. He sold Outright to GoDaddy, a billion-dollar web-hosting company, 4 years after founding the business.

Ben used his Outright proceeds to launch Green Bits in 2014, just as Washington cannabis retail stores were opening. Ben attracted top talent from his previous ventures and has since grown the retail management platform into a 20+ person startup serving 600+ cannabis retailers and securely processing over \$1.4B per year.

He's a father of two, husband (his wife is a CA medical marijuana patient), lifelong learner, mentor, and entrepreneur. He believes that you must understand why things are the way they are before you can successfully change them.

### Candidate Statement:

I'm humbled to have been nominated for the NCIA Board of Directors. In my tenure as a cannabis advocate, I've had the first cannabis company to compete in TechCrunch Disrupt, been quoted in Forbes, The Guardian, and NBC, and spoken at Harvard University alongside Senators about the future of software and payments in our industry.

For many years, software and technology have transformed not only small and large businesses, but also entire industries. The cannabis industry and its businesses are currently going through their own technology revolution. With seed-to-sale tracking, cannabis retailers are dealing with the most complex inventory tracking procedures in the world, and it takes sophisticated software to make all manual, error prone tasks automated so that these businesses always stay in compliance. Software is helping keep these stores open; allowing patients to receive their medication, business owners to create more jobs, and the industry to increase its transparency and legitimacy nationwide.

I've worked on projects for Google, helped build Quickbooks, and founded and sold software companies. I can bring another level of engineering expertise to the NCIA and its Board of Directors and help promote the growth of a responsible and legitimate cannabis industry.

The NCIA was founded on the principle of power in numbers. With my nomination, I bring a network of engineers and investors who are eager to help our industry grow into an even more responsible and legitimate part of the United States economy.



**Dasheeda Dawson**

**MaryJane Marketing LLC**

Las Vegas, Nevada

Industry Sector: Professional Services and Consulting

**Ancillary**

Member since September 2016

### Candidate Bio:

Dasheeda Dawson is The WeedHead - a Cannabis executive, digital growth hacker, and brand equity builder. Featured across multiple Cannabis and mainstream outlets, including Canneconomy, ICBC, Black Enterprise and Interactive One, Dasheeda is a corporate cross-over pioneer helping Cannabis brands "Hack into Mainstream America" with real talk strategy, top-ranked training and digital expertise. From Target to THC, she has successfully launched and managed multi-million dollar brands for companies such as Target Corporation, Victoria's Secret and Fullbeauty Brands prior to transitioning to the Cannabis industry in 2016. Dasheeda received her MBA from Rutgers Business School and completed her undergraduate degree in Molecular Biology at Princeton University in 2001.

Today, Dasheeda is the Founder & President of MaryJane Marketing (MJM), a digital-focused strategy consulting group leading the re-branding of the Cannabis industry. Since launching in 2016, MJM has been a member of NCIA, more recently becoming a sustaining member of the organization in January 2017. Under Dasheeda's leadership, the company is a national strategy consultant for Women Grow and

Regional Market Leader of the Southwest region, overseeing the organization's first regional growth strategy, including Las Vegas, Phoenix & Las Cruces (NM) markets. More recently, she became the Founder of The Higher Community Corporation (THC Corp), the industry's first digital Cannabis business accelerator, focused specifically on the growth of diversity-owned businesses in the industry. She is the President of the Southwest Chapter of Minorities for Medical Marijuana (M4MM) and a Devoted Member of the Minority Cannabis Business Association (MCBA).

### Candidate Statement:

With 15 years of experience across Fortune 500 P&L management, brand marketing, and digital strategy, I am a tenured executive with a rare blend of analytical and creative know-how. My signature strength has been the ability to engage and inspire cross-functional teams, empowering innovative, yet data-driven risk-taking to drive profitable sales growth for start-up or turn-around businesses. In pop culture terms, they called me the "Olivia Pope of Target", which of course only means something if you watch the show (I don't). After recently watching one episode and contemplating my transition into the Cannabis industry, I realize this title simply means I am the person people call when they need their toughest business problems solved. Given my reputation for taking on the tough jobs, it didn't surprise many when I decided to cross-over to the Cannabis industry to tackle one of the industry's biggest hurdles: cracking the code on integration into the mainstream market, which I've coined as "hacking into mainstream America". To that end, I've chosen to be a thought leader and voice of the industry calling for elevation of our standards and best practices, largely to address the re-branding of Cannabis.

As a legitimate business executive, the NCIA was my chosen entry point into legal Cannabis, one of the few outlets for trusted information and resources within an unknown industry. Similar to Women Grow and MCBA, NCIA provided reliable education and organized advocacy during my first year. However, the overall lack of diversity is challenging for most people of color looking to join the #marijuanamovement. Given the history of marijuana criminalization in America, how is it possible to have so little representation of minority business owners in the emerging legal industry? Another tough hurdle to overcome and should be addressed by the NCIA, as the voice of the industry. Encouraged by the recent partnership between NCIA and MCBA, I am seeking board membership to provide a mainstream growth hacking perspective and to be among the diverse voices representing the needs of the industry, advocating for us to authentically reach more people of color, women and millennials.

---



## Steve DeAngelo

### Harborside Health Center

Oakland, California

Industry Sector: Medical Cannabis Provider

**Direct-to-plant**

Member since March 2010

### Candidate Bio:

Steve DeAngelo, Executive Director of Harborside Health Center, in Oakland is a cannabis industry leader, movement strategist and lifelong activist. Steve writes and speaks widely on the subject of cannabis, and his creation of the world's model medical cannabis dispensary has been extensively covered in national

and international news media.

His past accomplishments include organizing I- 59, Washington D.C.'s medical cannabis initiative; Hemp Tour, which brought hemp to the heartland; and Ecolution, Inc., which produced hemp garments and accessories 1990-2000. A Summa Cum Laude graduate of the University of Maryland, Steve is a founding, charter member of ASA (Americans for Safe Access); on the board of the Emerald Growers Association and the star of the Discovery Channel mini series, "Weed Wars" which is currently rolling out internationally.

### Candidate Statement:

The exponential growth of our industry makes NCIA more important than ever. What we have built together is unique, in large part because we have elections, like the one you are getting ready to vote in.

No other national cannabis trade association has embraced such a representative, democratic governing process; or made such a deep commitment to cannabis freedom as a basic human right; or so forthrightly aligned itself with other social justice issues like gender and racial justice. Or worked so long and hard to build a broad based, national membership.

We have already seen other kinds of trade associations emerge, and that process will continue. The largest companies will band together to pursue and defend their particular interests, as will small artisan producers and manufacturers and growers and other industry segments. This is inevitable and desirable; it is a sign of the development of our industry, a testament to the torrent of change we have all unleashed.

May many more flowers bloom from our years of struggle, and may they carry us forward into the good future we have earned.

But NCIA is precious. There's no other place where we all come together under one roof, where each of our voices carries equal weight, where we stand united nationwide in front of the federal government, and pursue our vision of a new kind of industry.

If you reelect me to the Board of Directors, you can count on me to continue standing up for an NCIA that is accountable, independent, representative, and socially conscious.



**Shannon Fender**

**Native Roots**

Denver, Colorado

Industry Sector: Medical and Adult-Use Cannabis Provider

**Direct-to-plant**

Member since May 2014

### Candidate Bio:

Shannon Fender joined Native Roots in December 2016 as Director of Public Affairs. With 19 locations in Colorado, Native Roots is among the largest and best known cannabis brands in the country. Shannon is responsible for the company's federal, state, and local government relations initiatives, directing political and legislative activity, as well as Native Roots' philanthropic affairs, community engagement, and strategic

communications. Shannon is a member of NCIA's policy council.

Prior to joining Native Roots, Shannon was the Senior Associate at a well-known Denver lobbying and business development firm, Sewald Hanfling Public Affairs, where she represented Dixie Brands and Medicine Man. She is known in political and professional circles as being collaborative, charismatic, and diligent. Her ability to bring diverse stakeholders together to affect change is among the qualities that make her successful as a cannabis executive.

Cannabis policy has been a focus of Shannon's work since voters passed Amendment 64 in 2012. Notable achievements at the Colorado legislature include lobbying the General Assembly to: remove burdensome surety bonds on cannabis business licenses; continue to allow multi-serving liquid marijuana edibles; exempt topical marijuana products from Colorado's recreational one ounce equivalency rule; prevent a THC product potency cap; and, harmonize the non-residential purchasing differential from one-quarter ounce to one ounce. She was among the initial participants on the 'No on Initiative 139' campaign which brought industry leaders together to prevent a constitutional amendment on THC potency caps.

Shannon is a graduate of the University of Colorado Denver where she obtained a degree in political science with an emphasis in public policy. She has been awarded several leadership honors including the Denver Metro Chamber Leadership Foundation's 'Impact Denver' program in 2016 and the Colorado Business Women's 'Young Careerist' award in 2014.

**Candidate Statement:**

My vision for the cannabis industry over the next five years is to eliminate the stigma we face and to be recognized as legitimate business owners across the country. In the immediate future, my top 3 goals as a Director on the NCIA Board are: 1) address cannabis business taxation policy by fighting to eliminate the 280E tax burden; 2) advocating for uniform, fair banking policy for all cannabis businesses across the country; 3) work in my home state of Colorado - and share best practices with Board members across the country - to assist industry in organizing and targeting open congressional and statewide seats to elect pro-cannabis candidates. As a member of the NCIA policy council, I have been able to work with NCIA leadership and national peers on today's most pressing challenges.

As a former public affairs professional working across the fields of law enforcement, healthcare, education, and more, I have been able to assist in furthering the goals of our industry by bridging the gaps between traditional business interests and ours. I am particularly well-suited to work with non-traditional cannabis industry advocates and new allies that have started to recognize the legitimacy of cannabis legalization. A recent example of my leadership in this area was through a first-time partnership with Mother's Against Drunk Driving, the Colorado State Patrol, and Uber to promote a responsible, non-discriminatory campaign around consumption on 420. Instead of an anti-cannabis or fear-promoting campaign, for the first time a victim's impact group, law enforcement, and industry together designed a sophisticated, pro-active campaign that addressed public safety concerns while respecting our industry.

I am very grateful to have been nominated to the NCIA Board and for your consideration in electing me. I look forward to future conversations with you and hope I may earn your vote!

---



## Hector Fernandez

### G FarmaLabs

Corona, California

Industry Sector: Extractions and Infused Products

**Direct-to-plant**

Member since December 2016

#### **Candidate Bio:**

Hector Fernandez is the Chief Investment Officer of G FarmaBrands, where he oversees all investment activity and brand expansion plans. Mr. Fernandez has worked for over a decade with Fortune 500 companies in the areas of banking, real estate advising, capital and credit market arenas. Mr. Fernandez received his B.S. in Business Administration from Nova Southeastern University and his M.S. in Finance and Real Estate from Florida International University.

In 2016, he decided to accept a job offer with G FarmaBrands to assist in transitioning the company from the shadows of California's cannabis industry, into a more corporate and compliant leader in the industry. In his short time with the company, Mr. Fernandez's experience and knowledge has positively impacted the G FarmaBrands family. From the significant growth of our investment activity, through the repositioning of real estate holdings and cannabis community involvement, we are excited for this journey into a regulated market place.

Outside the office Mr. Fernandez volunteers his time and donates money to the Changing Tides Foundation. The Changing Tides Foundation is an organization that was established in San Diego by a personal friend of Mr. Fernandez. He also enjoys the great outdoors. Whether its camping, hiking, mountain biking or playing golf, he can be found exploring California with his beautiful family in tow.

#### **Candidate Statement:**

I am running for a National Cannabis Industry Association board position because I can introduce a different perspective than most. From first hand observations of the benefits cannabis use has provided for friends and family, to the many stories from our patients that have personally reached out to me, it has only strengthened my resolve in doing my part to help push the NCIA agenda forward. Besides my personal thoughts on the cannabis industry, I also know what it's like to operate a business in this environment and the countless challenges that this presents on a daily basis.

As the Chief Investment Officer for G FarmaBrands, I'm consistently running into similar barriers that NCIA advocates for and that we all face on a daily basis. These same barriers prevent this industry from engaging in standard financial vehicles, such as banking, lending and merchant services without having to circumvent traditional business practices and the increase in costs that accompanies these services today. As a company, and like many of you have experienced, we have overcome insurmountable obstacles that we have been dealt with. The successful navigation of these obstacles and the ability to leverage the experience gained can be a benefit to the board in advocating for change.

Another reason I would like to join the NCIA board this year is due to the potential threat brought on to this industry by US Attorney General, Jeff Sessions. I strongly believe that now is the most important time to unite behind NCIA and strongly advocate against any unfair legislation that pushes this industry backwards



or attempts to dissolve what has already been enacted. I believe in the strength of the NCIA and will do everything in my power to make sure this industry moves forward.

---



**Bob Hoban**

**Hoban Law Group**

Denver, Colorado

Industry Sector: Legal Services

**Ancillary**

Member since January 2015

**Candidate Bio:**

Bob Hoban is the Managing Partner at Hoban Law Group, the nation's premier cannabusiness law firm, with attorneys in over a dozen states and abroad. Bob is recognized as one of the leading commercial cannabis practitioners nationwide; representing private and publicly held clients in numerous states and abroad. He has litigated nearly every aspect of Colorado's Marijuana Code and has closed over 300 marijuana-related business transactions. Marijuana and hemp-based business operations, related litigation and regulatory counsel are a specialty.

In 2016, Bob was selected as a member of the Boulder Colorado inaugural Marijuana Policy Advisory Committee and asked to serve on the Colorado Department of Agriculture's Industrial Hemp Advisory Committee. Former President of the Cannabis Business Alliance, Bob was also a member of the Colorado Medical Marijuana Enforcement Division Rules Committee and is currently a member of the National Hemp Association, National Cannabis Industry Association and Colorado Cannabis Chamber of Commerce. In addition, Bob was involved as a drafter of Colorado's marijuana regulatory legislation and has drafted over 30 bills for the Colorado General Assembly.

In 2014, Bob led a University-sanctioned research practicum concerning the efficacy of marijuana regulation; the first of its kind in the U.S. This course resulted in a publication in the December, 2015 edition of the Kentucky Journal of Equine, Agriculture, & Natural Resources Law. In August 2015, he taught an international travel course in Uruguay concerning that country's landmark cannabis regulatory framework.

In September, 2015, Mr. Hoban was hired by the University College of Professional and Continuing Studies at D.U. to develop and instruct medical marijuana and related regulatory courses in its Healthcare Leadership graduate program. Because of this work, Mr. Hoban has worked with numerous state, local and international governments in developing both marijuana and industrial hemp regulations.

### Candidate Statement:

It is truly an honor to be considered as a candidate for a board of directors seat with the NCIA. I have been a member of NCIA since the very early days of the organization, and I have tremendous respect for the growth and impact on the cannabis industry that NCIA has experienced under the past and current leadership. If elected, one of my primary areas of focus would be expanding the definition of "cannabis" to include a wider breadth of hemp clients within the NCIA. A quick search of the membership directly reveals that of the thousands of members, only 26 fall into the "Hemp Products" category. As quickly as the legal marijuana industry has evolved across the country, the hemp industry is set to surpass it both in terms of dollars spent but also saleable, consumable products that will hit the marketplace. There is also a large international presence of hemp businesses considering connections to the United States that could be valuable to the NCIA; a network that I am closely tied to. Besides my connections to the industrial hemp industry, I am also intimately involved in the legal marijuana marketplace across the country. Besides being individually licensed to practice in Colorado, Arizona, Washington and Wyoming, our firm has nearly 30 attorneys in 20 cities and 16 states. Few people can speak to the growth and intricacies of the marijuana industry as well as I can, having worked in the cannabis space since 2009. I appreciate your consideration for this important leadership role. I look forward to the opportunity to serve NCIA and its members as we look toward the brightest future the cannabis industry has ever seen.



**Matt Hoffman**

**Hand Grown**

Grand Rapids, Michigan

Industry Sector: Medical Cannabis Provider

**Direct-to-plant**

Member since March 2017

### Candidate Bio:

I got into the cannabis industry on a rumor of a guy in northern Minnesota making money in the industry. I was rich in confidence at the time -- 2009 -- and I had just returned home from a college sabbatical, that took me independently around the world. I'm more drawn to the freedom, creativeness, and problem-solving involved with cannabis industry than the revenue stream. The industry wasn't an industry when I began; no clubs, network, classes--nothing but a blank slate. It's just something I sank my teeth and claws into. I believe I was built and trained to meet the needs of our industry, which back then needed tons of professional work and representation. I was then and am still happy to oblige both needs.

I did my research, and discovered that there was legitimately a way to "grow money." I made a business plan with the limited available information, which I pitched to my family. Over dinner I asked my mom "how do you see your life going?" She replied "I'm probably gonna fall over dead at my desk."

"I'm probably gonna work in a factory until my body's broken, but here's what we can do to avoid that," I responded. I laid out my research, proved my due diligence, and by the time dinner was over, she was on board. We began with what I estimated we'd need: \$3,000. It's what I thought we needed to build our first



garden. Was I ever wrong about that!

I spent the \$3k in under 15 minutes at the local grow shop. I realized we needed more money, so over dinner the next night, my mom and I decided that her 401(k) and other retirement savings would be used to start a new business. And the next day, to the shock of her local bankers, she cashed in her life savings so we could build our company, Hand Grown -- together.

**Candidate Statement:**

Since starting in the industry 8 years ago, a lot has changed. In that time we went from being probably the worst possible growers I'd ever seen. To holding trophies for "best sativa," "best hybrid," and "overall winner" three times in a row. If there were a 'most improved' trophy, we would undoubtedly have one of those on our mantle as well -- sharing this knowledge and passion is why I want to serve the industry via the NCIA board.

We were the 1st and only grower-owned dispensary in Grand Rapids, MI. We have a community that wants cannabis and a conservative government that ignores the people's will. We were raided twice in 2016 alone. I stopped counting the amount we lost. I was thrown in jail shortly after, too. The point isn't my personal loss but to illustrate the damage done to the people who depended on me to ease their suffering. Who is looking out for these patients? I am, because I didn't see anyone else taking the lead, I chose to. But I cannot do this alone. Because I am already speaking and working on our behalf, I am here asking for your vote. I am so grateful to do what I do, and want to continue and develop a greater positive impact locally and nationally.

I know I will add value to NCIA's cause, because I've accomplished more than I can list here. Two people built a brand now known from MI to NY to CA & FL. We grew cannabis cup-winning strains for years and survived raids and jail-- all without the collective power of a group. Imagine what we will do with it.

I believe in strong advocacy, in forming common ground and helping abolish the deep-rooted skepticism between us. I've had 9 different public speaking engagements where I have spread my message of unity to groups large and small.

I could tell stories and ramble about our industry because this is my life's work. But I'm limited in my space here, and I'd rather talk to you in person. I look forward to serving, meeting, speaking, and fighting alongside you. Come see me and shake my hand, and I'll tell you more or talk to you about your questions, thought, and concerns.

Regards,  
Mr. Matt Hoffmann

---



**Rob Kampa**

## Marijuana Policy Project Foundation

Washington, D.C.

Industry Sector: Advocacy or Non-Profit

**Ancillary**

Member since February 2015

### Candidate Bio:

Rob Kampa co-founded the Marijuana Policy Project in 1995 and has served as its executive director ever since. He's primarily known for running MPP as a "permanent campaign operation," which has been responsible for enacting half of the good state marijuana laws around the country.

- Rob and four others co-led the landmark campaign that legalized marijuana in Colorado in 2012.
- Rob orchestrated the passage of similar legalization initiatives in Alaska (in 2014) and Maine, Massachusetts, and Nevada (in 2016), with an assist in California (in 2016).
- Rob oversaw the lobbying and initiative campaigns in half of the 29 states where medical marijuana is legal -- in Arizona, Delaware, Illinois, Maryland, Michigan, Minnesota, Montana, New Hampshire, Ohio, Pennsylvania, Rhode Island, and Vermont -- with assists in Hawaii, Maine, and New York.
- As a result of Rob's surgical use of MPP's resources, marijuana possession is now decriminalized in Delaware, Illinois, Maryland, Massachusetts, Rhode Island, and Vermont.
- Rob has testified before a dozen state legislatures and twice provided fiery testimony before Congress, where then-Congressman Mark Souder called Rob "an articulate advocate for an evil position."
- Rob has been quoted in almost every U.S. newspaper and debates prohibitionists on national TV networks, including PBS, CNN, Fox News Channel, Fox Business Network, CNBC, MSNBC, and even NBC's "Today" show with Katie Couric when Rob was just 30.

Rob grew up in Harleysville, Pennsylvania; graduated valedictorian of his high school class in 1986; served three months in county prison in central Pennsylvania from 1989 to 1990 for growing marijuana for personal use; was elected student body president of Penn State University in 1992; and graduated with honors from Penn State University in 1993, with a bachelor's in Engineering Science and a minor in English.

### Candidate Statement:

When I co-founded NCIA with Aaron Smith and Steve Fox in 2010, we established a national trade association that has represented the canna-business industry for 6.5 years.

As a founding member of the board from 2011 to 2012, we established NCIA's operating principles, specifying that NCIA's scope would be national, and our legislative agenda would be federal (not local, state, or international). This has protected NCIA from being plundered by localized interests.

From 2013 to 2015, I served as NCIA's non-voting, unpaid treasurer, whereby I carefully reviewed NCIA's quarterly financial records and annual IRS tax submissions (the Form 990).

In 2015, NCIA's membership graciously awarded me the second-largest number of votes that gave me my

current board seat. Grateful for the vote of confidence in 2015, I "doubled down" by offering to serve simultaneously as treasurer and voting board member, which the board approved.

During all five years as treasurer, NCIA's finances have remained accurate and transparent, with no financial scandals or government fines.

If you and other NCIA leaders kindly choose to extend my service on the board, I pledge to continue doing all of the following for the next two years, just as I've done for the last two years:

- Donate \$10,000 annually to NCIA, plus \$5,000 to the federal NCIA PAC.
- Advocate for NCIA during my many private discussions with wealthy investors and business operators during my "day job" as executive director of the Marijuana Policy Project.
- Attend four out of four NCIA board meetings each year (which not all board members do).
- Push for NCIA to have an ever-more-muscular federal lobbying machine, while guiding NCIA through the increasingly crowded cannabis field on Capitol Hill.
- Ensure that NCIA maintains its fiscal discipline, which includes maintaining six months' worth of cash reserves.
- Remain familiar with the activities of NCIA's pair of in-house and out-of-house lobbyists, thereby ensuring that MPP's two congressional lobbyists continue to work closely with their NCIA counterparts, so that we may all benefit from the expertise of "four for the price of two."



**Kayvan Khalatbari**

**Denver Relief Consulting**

Denver, Colorado

Industry Sector: Professional Services and Consulting

**Ancillary**

Member since April 2011

**Candidate Bio:**

A leading executive in the cannabis industry, Mr. Khalatbari co-founded Denver Relief, which was the longest-operating cannabis business in Colorado prior to its sale to Willie Nelson in 2016. He is also co-founder for Denver Relief Consulting, which has assisted clients in a dozen states, Puerto Rico, Washington D.C. and Canada with winning licenses in merit-based application processes and improving existing operations. Mr. Khalatbari is also a founding partner in Cresco Labs, the largest medical cannabis cultivator in Illinois, and Silver Sage Wellness in Las Vegas, NV. Kayvan has been active in cannabis advocacy and government relations for over a decade and currently sits on the board of directors for the

NCIA, Resource Innovation Institute, Minority Cannabis Business Association, Students for Sensible Drug Policy, Harm Reduction Action Center, and co-chairs a Committee within the Denver Department of Environmental Health to promote environmental stewardship in the cannabis industry.

Kayvan also owns three pizzerias in Denver (Sexy Pizza), a comedy production company with operations in half a dozen states (Sexpot Comedy), an arts magazine (Birdy) and is a proud mentor for three children through the Denver Kids program, which he has participated in for almost a decade. He is the founder of art&, a progressive creative collective, and the lead proponent for Denver's 2016 Neighborhood-Supported Cannabis Consumption Pilot Program, which made Denver the first city in the world to regulate the social use of cannabis. Kayvan ran for Denver City Council At-Large in 2015, is a candidate for Mayor of Denver in 2019, and is a tireless advocate in Denver on the topics of harm reduction, food security, homelessness, access to the arts and children's services, with additional board seats on the Art District on Santa Fe and Colorado Youth Symphony Orchestra.

### **Candidate Statement:**

You won't find any candidate in this election that has blended success in cannabis activism, advocacy and entrepreneurship for as long as I have. From being one of the first grassroots volunteers in the modern movement in Denver 13 years ago, to selling the oldest vertically-integrated cannabis business in Colorado to Willie Nelson's group last year, I have seen it all and collaborated with everyone nationally who has driven this special movement. I understand the importance of partnering advocacy and business as this industry expands and corporatizes itself, because I've seen its power and believe I've helped propel that thought in others. I work closely with state and local governments across the country and have integrated this industry responsibly into communities nationwide like few others. Earning top merit-based application scores for licenses in Nevada, Illinois (top 3) and Maryland is a testament to the progressive, professional approach I take to pursue a balance in the expectations of stakeholders, something so important these days for continued progress.

My partners and I are founding members in NCIA and have almost a dozen companies in NCIA's ranks. We've also recruited as many NCIA members as anyone else in the country. Being in a leadership role as this industry dramatically grows is incredibly important to me, to ensure we retain the values that got us here in the first place, and to make certain we don't ever forget that our successes will go a long way to tearing down the failed drug war if we behave appropriately and collaboratively. I am a current NCIA board member, but also sit on the board of the Minority Cannabis Business Association because minority inclusion in this industry is severely lacking; the Resource Innovation Institute because we owe it to our environment and our bottom lines to be considerate of environmental stewardship; and Students for Sensible Drug Policy because we must continue to empower our youth to carry this torch of progress. We need this type of influence in NCIA's leadership and I'd love your vote to keep this train rolling. Learn more about me at <http://www.denverreliefconsulting.com/staff/kayvan-khalatbari/>.

---



## Khurshid Khoja

### Greenbridge Corporate Counsel

Sacramento, California  
Industry Sector: Legal Services

#### **Ancillary**

Member since January 2013

#### **Candidate Bio:**

Khurshid Khoja is Principal and Founder of Greenbridge Corporate Counsel, a minority-owned and woman-managed business law firm founded in 2012, representing clientele in California, Washington, and Hawaii from across numerous sectors in the legal cannabis industry, on regulatory, start-up, corporate, intellectual property, finance, and other commercial and transactional matters.

Khurshid is also a dedicated industry advocate. He serves on the Board of Directors of the National Cannabis Industry Association and regularly performs pro bono trademark and intellectual property work for NCIA. He was recently appointed to NCIA's Policy Council, which advises the NCIA Board on federal legislative and political strategy to reform federal cannabis laws and protect the legal cannabis industry. Khurshid also serves as a founding board member of the California Cannabis Industry Association, and has served as CCIA's pro bono outside General Counsel since August 2014. In that capacity, he also represents CCIA on California State Treasurer John Chiang's Cannabis Banking Working Group, which is exploring state and federal solutions to make banking accessible to the legal cannabis industry. In addition, Khurshid serves on the Advisory Council of Students for Sensible Drug Policy. He has previously served on the Council on Responsible Cannabis Regulation, and as General Counsel to The ArcView Group and the Emerald Growers Association (now the California Growers Association).

Khurshid has participated in legislative drafting, stakeholder meetings, lobbying, and executive agency outreach in connection with the California Medical Cannabis Regulation and Safety Act (and the amendments thereto) as well as amendments to the Medical Marijuana Program Act -- specifically, and most recently, AB 2679. He also participated in initiative drafting in connection with the Adult Use of Marijuana Act -- drafting AUMA's pro-investor ownership definition, and successfully advocating for the removal of MCRSA-style cross-licensing restrictions and mandatory third-party distribution by the drafting committee.

#### **Candidate Statement:**

I am the founder and principal of a cannabis industry business that itself has represented a hundred-plus cannabis enterprises, entrepreneurs and investors, including both plant-touching and ancillary businesses, start-ups and established pioneers in the industry, in both large entrenched markets and small emerging markets. I feel that I can help bring a more objective and inclusive perspective to our deliberations and encourage fellow NCIA board members to adopt positions that will serve the greater good of the broader industry and drug policy reform movement, rather than insular positions which might favor one business interest over another.

In addition to bringing a high degree of competence and expertise in federal, state and local cannabis laws and regulations, I am a business lawyer and a policy professional with over a dozen years of experience in transactional matters, including advising clients and employers on: state and federal banking, corporate, finance and securities laws in multiple highly-regulated industries (cannabis, insurance and energy); antitrust, unfair competition and trade association laws; government relations and regulatory compliance; and complex multilateral treaties and processes.

My firm and I also have considerable pro bono experience serving drug policy reform advocates and industry trade associations, as well as experience at pushing back on repressive federal policies, and a history of working to support social justice and civil rights organizations. I have also participated in NCIA Lobby Days every year since 2014, and have lead member lobbying teams, in addition to doing the same at the state level in Sacramento.

I expect to employ my passion as an activist and my technical expertise as a business lawyer to continue aligning an increasingly professional and business-oriented industry with the social justice and racial equity goals of the broader movement to end the Drug War. Thank you for the opportunity to serve you on the NCIA Board.



**Steve Levine**

**Husch Blackwell LLP**

Denver, Colorado

Industry Sector: Legal Services

**Ancillary**

Member since June 2015

**Candidate Bio:**

Since 2009, Steve has helped clients navigate the complex and ever-changing regulations governing the state legal sale and use of cannabis. Steve counsels clients on a variety of transactions, including mergers and acquisitions, securities offerings (public and private), debt and equity financings, and corporate restructurings. Steve and his firm also provide ongoing sophisticated legal advice regarding regulatory issues, intellectual property, tax, employment and other general corporate issues related to the cannabis industry. Steve's representative clients in the cannabis industry include medical and retail centers, medical and retail cultivations, manufacturers of infused products, testing facilities, marijuana technology companies, industrial hemp farms and processors, landlords, private equity funds, credit unions and security companies.

**Candidate Statement:**

I appreciate the opportunity to present my qualifications for the board seat position on the Board of NCIA for consideration. My interest in serving on the Policy Council is two-fold: as an attorney that provides legal representation to state-legal cannabis businesses and as an individual that believes the federal prohibition and criminalization of cannabis in the United States needs to end. I have actively represented clients in the



cannabis industry since 2009. Through the course of my representation, I have had to navigate the various legal land mines with respect to federalism conflicts related to state-legal cannabis. I have advised clients regarding the ongoing battle of federal drug law and state cannabis laws, along with the current federal policy to not enforce federal drug laws against those complying with robust state regulatory regimes. However, the consequences of continued federal prohibition remain deeply problematic and the current state-legal cannabis industry faces instability and uncertainty. As an individual, I believe that the “war on drugs” has been a tragic disservice to our minority population and to millions of individuals that could benefit from the medicinal value of cannabis. The prohibition and criminalization of cannabis has imprisoned millions of individuals (disproportionately and unfairly harming African-Americans) for non-violent drug crimes, help create a corrupt system of private prisons and mass incarceration, and greatly limited legitimate research into the potential health benefits of cannabis. I believe that drug policy in our country should focus on education and public health -- not incarceration. Simply put, the “war on drugs” has not worked. Serving on the Board will enable me to assist the cannabis industry in advocating for responsible change to federal prohibition by utilizing my legal background and passion for change.

---



## Christie Lunsford

### Pro MAX Grow

Denver, Colorado

Industry Sector: Cannabis Cultivation Supply

#### **Ancillary**

Member since December 2011

#### **Candidate Bio:**

An industry veteran, Christie Lunsford has ten years of cannabis industry experience in cultivation, extraction, formulation, education, business development and advocacy. As COO of Pro MAX Grow, Christie is responsible for national growth through managing operations, developing entrepreneurial relationships and building infrastructure around the company’s specialized horticultural LED lighting technologies. As a writer and speaker, Christie promotes sustainable cultivation practices.

Christie is founder of Endocannabinoidology, LLC. a consulting firm providing cannabis science, technology and education management assistance to businesses and investors in cannabis. Christie has utilized her impressive skillset to mentor and consult during the licensing, development, and formulation phases of multiple cultivations, medical cannabis centers and infused product manufacturers across the U.S. Additionally, Christie successfully guided a client through a complex regulatory process to obtain one of the five medical cannabis business permits awarded in New York State.

Prior to launching Endocannabinoidology, Christie distinguished herself as an industry leader by focusing on cannabis industry product standards. She served on the 2013 American Herbal Products Association (AHPA) Cannabis Committee, and currently sits on the Standards Creations Committee for both Infused Products and Cultivation of the Foundation of United Cannabis Standards (FOCUS). Christie was honored to receive the first Cannabis Woman of the Year Award at the Cannabis Business Awards in 2015.

Christie is a founding member of National Cannabis Industry Association. Three of her companies are

proud members: Pro MAX Grow, The Hemp Connoisseur Magazine and Endocannabinoidology.

**Candidate Statement:**

As a founding member of NCIA, I bring ten years of cannabis relationships, advocacy and experience in cultivation, formulation, product and standards development, education, application writing and business development. Over the last six years of membership I have contributed through volunteering, fundraising and membership recruitment.

I am now an owner of three businesses in the cannabis industry and all of them are members of NCIA.

In 2011, I had to sell my cultivation and manufacturing business due to a lack of banking access. I had a great idea, product and passion but could not keep an investor once I explained medical marijuana's volatile banking environment and tax laws. This sparked my passion for legitimizing the cannabis industry and taking part in NCIA's efforts to ensure that one day cannabis business like mine would be afforded the same rights and privileges as any other American business.

I didn't let that failure hold me back. I am thankful for my many successes in the cannabis industry. Highlights include selling formulations to Dixie Elixirs that are now best-sellers, winning a NY medical cannabis license for my client in 2015 and serving on countless workgroups. I have worked in and contributed to all levels of cannabis industry – as a cultivator, dispensary GM, legislative advisor and mentor. I am blessed to have been a small part of a community that has impacted the health and wellness of millions of people. This industry has given me the opportunity to be a thought-leader, a writer, a mother and truly contribute to society in a way I'd only hoped to dream about. I now have ownership in 3 cannabis companies and I am proud to share that all three are members of NCIA.

Together we have crafted a movement that became an industry. Our efforts have created majority support for legalization. We are often tough competitors in business but also allies in advocating for our industry. With your vote for NCIA's board I'd like to play a greater role in this national conversation. I will utilize my skills and professionalism to further our advances in Washington, DC so other business owners don't have to lose out on being a part of the next great American industry.



**Marion Mariathan**

**Simplifya**

Denver, Colorado

Industry Sector: Information Technology and Software

**Ancillary**

Member since October 2016

**Candidate Bio:**

Marion Mariathan, his brother, and his parents were political refugees from civil war torn Sri Lanka when they arrived in the United States in 1983. Marion studied Architecture and computer Science at the University of Kansas and Computer Information Systems with a minor in Business Management at Emporia



State University. By the time Marion was 30, he had founded his third company, a software development company called Ceylon Solutions which he is the Chairman of today. Marion has started and sold a handful of tech companies over the years including a tequila company that he and his brother started. Marion is also a guest speaker at Universities and other entrepreneurial events around the country. Locally in Denver, he has been a speaker and panelist at Denver Startup Week's "Companies that Do Well by Doing Good," and Speaker at the University of Colorado Denver on entrepreneurship. Marion was also selected amongst the top one hundred social entrepreneurs from around the world to be a Delegate for United Nations on their Global Accelerator initiative through the UNF in 2014. In 2016 Marion took an interest in the burgeoning cannabis industry. He is currently an investor/shareholder/partner in four cannabis related companies; Simplifya, VS Tech Ventures and two others which are slated to launch in the coming months. Marion is actively involved as the CEO of Simplifya. Simplifya is an easy-to-use, cloud-based application that lets you easily audit your cannabis business with tailored yes-or-no questions to help you ensure your operations comply with state and local regulations. Marion was first introduced to NCIA through his business partners at Vicente Sederberg and he is wholeheartedly a believer in the value that NCIA brings to the industry and as a sustaining member is eager to contribute to the organization and the industry.

#### **Candidate Statement:**

First off, I'm humbled and grateful at the potential opportunity to serve as a board member for this reputable organization. An organization such as the NCIA is instrumental in paving the way forward for this exciting, emerging industry, and I am eager to put my years of experience as an entrepreneur and leader to work by being an active member of the NCIA board. If given the opportunity, I will work closely together with the organization and other NCIA members to help drive strategies and execute on the needs of the organization and the industry so that each day we're able move ahead collectively. I've been impressed at the progress the cannabis industry has made thus far, but I also believe that we still have a long way to go. The industry should not be facing the challenges that it still does today as far as negative stigma, federal regulations, etc. A unified voice of professional individuals and ethical businesses that educate society on cannabis is the best way to ensure fair federal treatment and industry advancement.



**Randy Maslow**

#### **iAnthus Capital Management**

New York, New York

Industry Sector: Professional Services, Consulting, Financial  
**Ancillary**

Member since May 2014

#### **Candidate Bio:**

Randy Maslow is co-founder and the Managing Director of iAnthus Capital Management, a New York-based provider of capital investment and lending facilities to licensed cultivators and dispensaries throughout the United States. iAnthus currently works with operating partners in Massachusetts, Colorado, Vermont and New Mexico.

Prior to co-founding iAnthus, Randy enjoyed a long career as a leading attorney and senior executive in the tech industry, first serving as the General Counsel to XO Communications, Inc., one of the earliest and

largest national internet service providers. Following XO's initial public offering, Randy was for many years an angel and venture investor in startup technology companies around the country. In 2003, Randy co-founded Internet Gaming Entertainment, which pioneered the virtual currency industry for multiplayer-online computer games and became the largest provider of virtual assets worldwide with more than 400 employees in the U.S. and Asia and over \$100 million in annual revenue. Prior to entering the tech industry, Randy was a corporate attorney and civil trial lawyer in private practice with prominent law firms in Philadelphia, and then later in Palm Beach, Florida.

In addition to managing iAnthus' investments in licensed cannabis operators around the country, Randy has developed expertise in cannabis regulatory and licensing law in the multiple states where iAnthus has current and pending operations. Randy also manages iAnthus' regulatory and government affairs strategy, and has advocated and lobbied extensively on behalf of medical cannabis legislation and applicants before state and local legislators and regulators.

**Candidate Statement:**

Hi. I'm Randy Maslow and I am honored to be considered for a seat on the Board of Directors of the NCIA. The work that the NCIA does is critically important and I want to acknowledge and thank the NCIA and its board members for their extraordinary dedication and service to our industry.

I am a co-founder and Managing Director of iAnthus Capital Management, one of the very few providers of capital investment to licensed cannabis cultivators and dispensaries throughout the United States. Based in New York City, iAnthus provides both direct equity investment capital to for-profit license holders and lending facilities to nonprofit entities in those states that still require nonprofit status for licensure.

As one of the few institutional providers of investment capital to our developing industry, I believe I can bring to the Board financial expertise to complement the impressive cannabis operating expertise represented on the Board today. In addition, I have a lot of expertise in cannabis regulatory and licensing law, and I've advocated and lobbied extensively on behalf of both medical cannabis and adult use legislation before federal, state and local legislators and regulators.

Prior to co-founding iAnthus, I enjoyed a long career in the tech industry as a General Counsel, senior executive and entrepreneur with several successful internet companies. I raised hundreds of millions of dollars for startup internet companies over my career. I am from personal experience therefore deeply sympathetic to the difficulties faced by both licensed and ancillary cannabis companies in raising equity capital in the current U.S. market, as well as dealing with related banking and merchant services issues. The elimination of cannabis from scheduling under the Controlled Substances Act must continue to be the highest priority of the NCIA.

I would sincerely appreciate the opportunity to contribute to the NCIA Board on behalf of its critical mission to advocate and educate on behalf of our industry. Thank you for your consideration.

---



## Sean McAllister

### McAllister Garfield, P.C.

Denver, Colorado  
Industry Sector: Legal Services

#### **Ancillary**

Member since February 2015

#### **Candidate Bio:**

1. 21 years working on marijuana law reform, including founding Sensible Colorado in 2004 and serving as chair of its Board of Directors through adult use legalization in 2012.
2. McAllister Garfield has 15 lawyers, licensed in 5 states: Colorado, California, Oregon, Illinois and Florida.
3. Sean represents some of the largest infused products manufacturers in Colorado, which have been expanding to multiple states through licensing agreements and independent operations.
4. Sean's firm has a Tribal Law Group that represents Native American tribes in multiple states seeking to do cannabis/hemp projects
5. Sean has litigated several groundbreaking cannabis cases, including defending the nation's first cannabis products liability case, suing state regulators over enforcement actions, litigating pesticide standards, negotiating settlements for some of the most serious rules violations, litigating local bans on cannabis dispensaries; and assisting in authoring state and local ballot initiatives.
6. Sean handled the only federal prosecution of a licensed dispensary owner in Colorado, who was charged wrongly with federal money laundering and achieved a favorable outcome.
7. Sean is focused on being a top corporate counsel to dispensaries. His work involves all aspects of corporate formation, dissolution, governance, M&A, IP, promissory notes, civil litigation and land use matters.
8. Sean is a regular speaker at the nation's largest cannabis conferences and is regularly quoted in the national press.
9. Sean has won several awards recognizing his advocacy for cannabis reform, including: Friend of Reform Award, Sensible Colorado, 2013 and 2015 MVP Award at the Cannabis Business Awards, and 2016 and 2017 named a Top Marijuana Lawyer by Denver's 5280 Magazine.
10. Sean's Firm is a sustaining member of NCIA. He also supports CCIA, NORML, DPA, MPP, Colorado Cannabis Chamber of Commerce, and National Cannabis Bar Association.

#### **Candidate Statement:**

If you don't know me yet, ask leaders in the cannabis industry about me. They will tell you:

1. I'm old school. I've been working for cannabis law reform for 21 years, beginning on a prison moratorium campaign, leading to my role as Chair of the Board of Directors of Sensible Colorado funded by MPP, and now evolving into a well-respected cannabis business lawyer.
2. I'm a fighter. I'm not afraid to speak truth to power. Cannabis law reform is not done and we need aggressive advocates for the industry who don't apologize for wanting to be treated like any other industry.
3. I'm not an extremist. I have supported reasonable regulations on cannabis, similar to alcohol (but not identical). But I have opposed unreasonably high taxes and other efforts to over-regulate

- cannabis. I will resist efforts to regulate marijuana so strictly that all profitability is taken out of it.
4. I favor a free market approach whenever possible. I understand local reasons why limits on licenses might be needed or desired, but I generally favor open licensing processes that let the market sort out the best actors rather than the state.
  5. My firm is growing. I now have 14 lawyers in four states, Colorado, California, Oregon, and Florida. I am one of the only major cannabis lawyers licensed in both Colorado and California. I have the national perspective needed to help the Board make good decisions.
  6. I value inclusion and diversity in our industry. I will work to build our membership through my growing client base and ensure that all stakeholders have a voice in NCIA, including women and people of color.
  7. I understand the problems with 280E. I have represented numerous companies in IRS audits and have seen how this issue is an existential threat to our industry.
  8. I want to support and build the NCIA PAC. We must exert more political power to get laws changed.
  9. I am a problem solver who believes in win-win situations.
  10. I will be an articulate and professional voice for the industry as a Board member.
- 



## Norris Monson

### Cultivated Industries

Portland, Oregon

Industry Sector: Cannabis Cultivation, Cannabis Provider, Extractions and Infused products, Professional Services and Consulting

**Direct-to-plant**

Member since April 2013

#### Candidate Bio:

I was born and raised in Minnesota. I have been around and loved cannabis my whole life.

Some of my earliest memories are of family members' gigantic cannabis plants in the backyard or hidden in woods nearby. I grew my first plants in 1993 and have more or less continued to do so since that time.

In addition, I've spent much of my life as a political activist and legalization advocate. I was a Measure 91 Finance Committee Member in Oregon, a founding member of the Oregon Cannabis PAC, sat on state rules committees, and regularly speak at cannabis conferences. In addition, I provide consulting services to the industry and act as the CEO of a fully vertically-integrated cannabis business, which includes an outdoor farm near Hood River, Oregon, a retail store and a state-of-the-art cultivation and extraction facility in Portland, Oregon, where I happily reside with my partner, Alexandra, and our two children.

#### Candidate Statement:

Greetings:

US Attorney General Jeff Sessions recently said: "Good people don't smoke marijuana." That's true - great people do! The NCIA is comprised of so many dedicated and passionate people, many of whom I've met in person. In addition to being business owners, NCIA members are leaders and activists, fighting for a better industry and a better world.

As the industry moves beyond its startup phase, we run the risk of moving away from the kinds of community engagement that has been the foundation of the movement and helps integrate us as good corporate neighbors and citizens. This would be detrimental to the industry. I would like to see the NCIA help its members get and stay engaged, and be ambassadors for legal, regulated cannabis.

Industry pioneers across the country have made significant efforts to win public support by demonstrating the type of community commitment that wins friends and influences policy.

Over the past few years, these efforts have diminished as an increasingly competitive marketplace has made it more difficult to focus on these kinds of outreach and relationship building. But in the end it is that outreach and relationship building that will help garner further support for our industry going forward.

The NCIA is a vital national political power and influence for the industry. I believe that the NCIA is in a unique position to help encourage and facilitate this type of engagement.

Imagine a multistate day of action where the cannabis industry teamed up to engage civic, cultural and religious groups on community-based projects (for example, Habitat for Humanity, river cleanups and the like). These types of engagements build positive relationships and political power while reminding politicians and the public of the benefits of a legal market and industry (while simultaneously humanizing our industry).

I am excited at the prospect of helping lead the NCIA, and the legal cannabis industry, into a profitable and broadly beneficial future. Cannabis improves lives and brings people together. Our national industry association should reflect that in the world.



**Ralph Morgan**

**Organa Brands**

Denver, Colorado

Industry Sector: Infused Products and Extractions

**Direct-to-plant**

Member since May 2011

**Candidate Bio:**

Ralph Morgan sets direction and strategy as the CEO of Organa Brands, the parent company of O.penVAPE and the largest consumer brand in the United States with products available in over 1,200 dispensaries in ten states and Jamaica and ancillary products in eleven countries.

After graduating from the University of Nevada, Reno in 1996, Morgan held several executive sales positions for healthcare companies including Smith and Nephew, Stryker Orthopedics and Med1Online,

making him an expert in the medical field.

Foreseeing the many benefits of cannabis legalization, Morgan seized the chance to combine his healthcare experience with his passion to help others and founded O.penVAPE in 2012.

Ralph Morgan puts forth his expert knowledge and healthcare experience in order to keep Organa Brands the largest cannabis company in the world. His invaluable insight into the cannabis industry makes him a critical part of the Organa Brands organization.

**Candidate Statement:**

I've been a pioneer of the regulated cannabis industry from the very beginning. With the founding of Organa Labs, the longest running extraction facility in the country, leading to the creation of the largest brand in cannabis- Organa Brands, I've always prided myself on being on the cutting edge of cannabis development.

Through community involvement and a commitment to smart regulation and responsible use, I've made advocating for cannabis my life's work. I've seen firsthand the way that cannabis affects people in profound and powerful ways, and have thus been involved with leading groups since their formation. I'm a founding member of NCIA, have served on the board of The Marijuana Industry Group, The International Cannabis Research Society, and Partners Credit Union. I also worked to develop the responsible use campaign along with MIG, while participating in the sustainability work group for the Denver Department of Health. I have always been at the forefront of responsible regulation, and am constantly looking for ways to ensure the future success of the industry and those involved in it.

Serving on the board of NCIA would be a great honor- I am confident that my many years as a pioneer in this industry would be of great value to this esteemed organization, and I ask you to examine my long history as an ally and partner in the cannabis space when casting your vote. NCIA has always found itself at the very forefront of regulated cannabis, and I am certain that I would be an asset to ensuring its prolonged success.



**Brad Natrass**

**Urban-gro Inc.**

Lafayette, Colorado

Industry Sector: Cannabis Cultivation Supply

**Ancillary**

Member since November 2015

**Candidate Bio:**

Serving as the CEO for urban-gro, Brad manages the strategic vision of the company and oversees the sales, marketing, and finance divisions. Founded in 2014 as a company of three, today urban-gro has



nearly 30 employees across the United States serving large scale commercial cannabis cultivators. urban-gro is an agricultural technology systems integrator that provides full design and expertise on lighting, climate control, automated fertigation/irrigation, water treatment, integrated pest management, and air purification. The company was listed as the 19<sup>th</sup> largest Cannabis ancillary business in 2016 by Cannabis Business Executive.

urban-gro has been a sustaining member of NCIA since 2014 and an avid participant in NCIA-sponsored events. In February 2017, urban-gro was a recipient of NCIA's inaugural Cannavation Award for Cultivation.

Brad ventured out to begin his entrepreneurial career in 2005 after spending a decade working for agricultural giant Cargill Ltd. He co-founded his first commercial lighting company in 2012 in Colorado. Seeing a need in the Cannabis industry for sustainable and efficient lighting solutions he co-founded urban-gro. As the needs of cultivation facilities continued to reveal themselves, he has led the company's growth and product line diversification to serve those needs as well. He holds a Bachelor of Commerce Degree (Marketing) and an MBA, and currently resides in Broomfield, CO with his wife, Wendy, and their three children.

**Candidate Statement:**

Hi, my name is Brad Natrass, and I am the CEO of urban-gro. Our team of nearly 30 employees, located across the country, works with large scale cultivation facilities to provide advanced technology products and systems solutions. In serving on the Board, I am motivated to be part of expanding the voice of the commercial cannabis cultivator and representing ancillary businesses.

As a member of the NCIA board, I will be of service to NCIA and my fellow members in three ways:

1. Bringing attention to the challenges faced by cultivators in every region of the country
2. Bringing a network of professionals to drive NCIA membership and sponsorship, and
3. Providing a relentless entrepreneurial drive to make a difference

First, I bring the pulse of cultivators on a national scale. Because urban-gro sells to hundreds of commercial cultivation facilities in every stage of development, we have a unique opportunity to learn about the specific concerns and challenges that growers face in all regions of the country. My national team will report to me on a monthly basis, and I will compile this information and report to the Board. This added layer of industry feedback will help the NCIA continue to create relevant programming to members in all regions of the U.S.

Second, with my company's strong customer base, I bring a strong, supportive network of industry professionals. As an active ambassador for the NCIA, I am confident that I will be able to play a strong role in driving both memberships and participation (financial and individual).

Third, I have an incredible drive. With an MBA, and over a decade of experience in large scale agriculture. As an entrepreneur, I bring a unique skill set to the Board. I am a solutions focused individual that rises to the occasion when I encounter challenges. I will use this passion in support of NCIA's evolving goals and activities.

I will be honored and humbled if you vote for me to join the Board.

---



Sal Pace

SMP LLC (Pueblo County Commissioner)

Pueblo, Colorado

Industry Sector: Advocacy or Non-Profit

**Ancillary**

Member since April 2017

**Candidate Bio:**

Sal Pace is currently a Pueblo County Commissioner. He previously served as a State Representative, where he was chosen by his colleagues as the Minority Leader. He has also been a Congressional staffer, a campaign manager, and a consultant. Sal Pace has been dubbed by local media the “face of regulation”.

Sal drafted much of the Colorado medical marijuana model in his two-terms in the General Assembly. His career, since 2009, has had a heavy focus on cannabis policy. In the short timeframe since the Ogden memo, there have been few elected officials with greater knowledge of the policy, trends, politics, and regulations than Sal.

He regularly speaks to elected officials and regulators from communities across the United States.

Sal created the first ever designated funding stream from medicinal cannabis funds in the world in 2010, when he amended the implementing legislation in Colorado to direct tax revenues to fight addiction of alcohol and tobacco. Since then, Sal has created numerous “firsts” in cannabis policy. He led the effort to create Colorado’s Institute of Cannabis Research at Colorado State University Pueblo and created the first college scholarship program funded from cannabis.

Sal has served on several policy and legislative interim committees focused on cannabis. On one interim committee in 2014, Sal drafted every bill that was referred out of the committee.

Sal has been profiled in more publications than can be listed as an expert on cannabis policy and an architect of the Colorado-model.

As a County Commissioner, Sal Pace and two other colleagues, manage the day-to-day operation of Pueblo County’s twelve-hundred employees, and a budget of \$170 million.

For more information, do a Google search on “sal pace” and click on the “News” tab.

**Candidate Statement:**

I still remember the fateful day in 2009, while serving as a State Representative, when I cold-called Mason Tvert and offered my assistance to the cause. After the Ogden Memo was released, I wanted to help provide access to patients and end the failed prohibition on cannabis.



With the help of many NCIA members, I have been shaping cannabis policy since. I left an indelible mark, passing more amendments to the Colorado medical implementing bills, HB-1284 and SB-109, than any other legislator. My focus on patients' access and ending prohibition remains today.

Today I serve as a County Commissioner in Pueblo County, where I represent 165,000 residents in what has transformed into the largest wholesaling cultivating county in the state. I helped lead the effort to create Colorado's Institute of Cannabis Research at Colorado State University-Pueblo. I am even more proud to have created the first college scholarship program funded from cannabis. The scholarship is guaranteed to every graduating senior from Pueblo County.

Today, we face potentially new existential threats from the DOJ. It is critical to defend our ground, while also going on the offensive on 280E and banking. As we take on these fights, we must come best prepared. As a current elected official, with a unique bio, I will add a new voice and different expertise to the Board.

Despite these latest challenges, I am excited about potentially serving on the NCIA Board. I not only served as the Democratic Leader in the State House, but also have been a Congressional Staffer, campaign manager, and congressional candidate. I have a solid understanding of policy and policymakers. Furthermore, I have fought for the cause.

Last year, I raised nearly \$400,000 in our efforts to fight back prohibition in Pueblo; and we kept cannabis legal in Colorado's largest wholesaling county. I will take this same vigor and commitment to the NCIA Board of Directors to ensure that we continue to move forward on cannabis policy.



## Keegan Peterson

### Wurk

Denver, Colorado

Industry Sector: Information Technology and Software

**Ancillary**

Member since March 2016

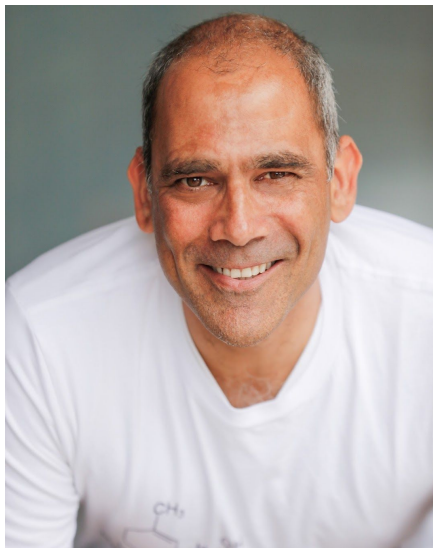
#### Candidate Bio:

Keegan is the Founder and CEO of Wurk, a Denver-based provider of HR Compliance and Payroll solutions to cannabis companies. Before starting Wurk in early 2016, Keegan worked in the HCM (Human Capital Management) software industry, focusing on retail and dining customers. While working in this space, a friend who owned a cannabis business told Keegan about how his company had been dropped by five different payroll companies once they found out he was in the cannabis industry, despite making every effort to follow all laws and regulations in his State. Recognizing the impact of this on any business, Keegan decided to research the problem thoroughly, and the result of that research was the decision to start Wurk. Supported by partnerships with cannabis banks, Wurk now serves cannabis companies in 12 States. Keegan sees the purpose of Wurk as "serving clients who other HR and Payroll companies won't serve". Every day, Keegan sees the effect of regulations on the cannabis industry, and in particular the regulations, constraints and policy memos that affect access to banking and financial services. Wurk is a close observer

and contributor to the conversations about these regulations and their enforcement. Keegan believes that continued evolution of these regulations will result in a better balance between the needs of the industry, the government, and the communities that the industry serves.

### Candidate Statement:

Wurk is the largest payroll tax remitter in the cannabis industry with customers in 12 legal states. Because of this, federal and state agencies across the US (like the IRS) have a special interest in our ability to reduce friction in the tax remittance process. As Founder & CEO of Wurk, I have become a thought-leader in tax collection and banking processes in the minds of these agencies. Leveraging the interest of banking and tax remittance, I create the opportunity to share my insights on the need for 280e reform. Wurk as a company has given me a unique opportunity to advocate for this industry, and I plan to use it help make a positive impact in the industry that I hold near and dear to my heart. To prepare myself for these conversations, I have surrounded myself with a team of banking leaders, banking attorneys, tax attorney, banking solution providers, and our wonderful customers to collect information and provide innovative solutions to solve these unique challenges. I believe we are making significant progress and I hope that reform will soon come. However, the fight is not over. I know the NCIA organization is fighting this very same battle. By participating in the NCIA Board, we can unite our efforts through information share and network connections to increase the pace at which these issues get resolved. We would like to be a participate in the greater, collective voice. The voice that truly gets heard. I also understand that for the collective voice to grow, NCIA will need the continued support of new businesses. Through the customers we serve or will serve, I believe I can be a catalyst for this support. Final Words: Wurk is responsible for remitting taxes and providing paychecks for thousands of cannabis employees across the entire US. It is my duty to my customers and every single employee in this industry to find fair and rational solutions to banking and 280e reform so businesses can not only survive, but thrive. Participating in the NCIA Board will help me make this a reality. Thank you.



**Adrian Sedlin**

**CannDESCENT**

Santa Barbara, California

Industry Sector: Cannabis Cultivation

**Direct-to-plant**

Member since November 2016

### Candidate Bio:

A lifelong entrepreneur, Adrian Sedlin builds brands and cash flow businesses from \$0-\$150MM in sales. Over his 25 year career, Mr. Sedlin has raised over \$100MM in capital, created 5 successful exits, and thrived in diverse industries including B2B ecommerce, B2G SaaS, direct response, and consumer

packaged goods.

Co-founding his first company at age 21, Mr. Sedlin served as its CEO and sold the business to Student Advantage (NASDAQ; STAD). Following this early career success, Mr. Sedlin served as a C-Suite executive in companies such as Credit2B (EVP; sold to S&P in 2001), Bargain Network (COO; Sold to Vertrue in 2004) and CrimeReports (Acting CEO; sold to Motorola in 2014). In addition, Mr. Sedlin served as CEO of Ocenture from 2006-2010, growing sales over 20x, achieving 25% EBITDA margins, and earning Inc. 500 honors for three consecutive years.

In 2015, Mr. Sedlin left early retirement to launch CANNDESCENT, a California cultivator of ultra-premium cannabis, and one of the first municipally-permitted cultivators operating in the state. Unique among cultivators, CANNDESCENT abandons traditional strain names and curates its consumer offering through an easy-to-understand, effects-based architecture--Calm, Cruise, Create, Connect, and Charge. Helping the industry mainstream and building an iconic consumer brand fuel Mr. Sedlin's 70+ hour work weeks.

To date, Mr. Sedlin has raised \$8M in seed capital for CANNDESCENT, and the company plans to open over 129,000 SF of cultivation space by close of 2018. As CANNDESCENT's CEO, Mr. Sedlin also serves on the board of the Desert Hot Springs Cannabis Alliance Network (DHS CAN), co-chairs the Policy Council for the National Cannabis Industry Alliance (NCIA), and writes a monthly column for mg magazine.

Educationally, Mr. Sedlin earned his BA magna cum laude from Georgetown University and his MBA from the Harvard Business School. More than anything else, Mr. Sedlin relishes spending time with his wife, Kristin, and his three teenage children, Asher, Miles and Sontene.

#### **Candidate Statement:**

There are many answers to the question, "why would I like to serve the NCIA as a board member?" None is more important than the other; they are just additional sides of the same coin.

First, I entered the industry because I'm a reason-based person who reveres truth and objectivity. As I came to understand the science behind the cannabis plant, I felt compelled to leave early retirement and to start a cannabis business. Several years into building that business, I feel called to advocate on the issues that affect the industry—280(e), banking, rescheduling, advertising standards, etc. Ultimately, serving on the NCIA board aligns with my values and point of view.

Second, I'm a business owner, California cultivator, have 40+ investors, and feel responsible to my many employees. Realizing that a single stroke of a pen in Washington, DC could destroy the lives of my employees and the hard-earned savings of my investors, I recognize as a fiduciary, employer, and Californian that serving the NCIA is now inherent within my job description as CEO of CANNDESCENT.

Third, I have the ability to help the NCIA and its membership succeed. To possess the ability to affect positive change yet shirk the responsibility to do so would be unethical. By virtue of luck, persistence, hard work, education, and experience, I'm extremely qualified to drive positive outcomes for the industry and the NCIA. Ethically, it's time for me to work on behalf of the NCIA membership.

Fourth, while I often say I have the greatest job on the planet, I always know, I can make it better. Lobbying Washington, solving hard problems, persuading naysayers, finding a shared path to success, and locking arms with others is the good stuff of life. Confucius said, "If you love what you do, you'll never work a day in your life." I love my job and value the opportunity to participate in the major medical, cultural, and societal shift of our time in as many ways as possible.

Lastly, I was asked and encouraged to run for the Board by the Aaron Smith, Co-Founder and Executive Director of the NCIA. As he felt I might add value to the organization's efforts, it's time for me to pick up an axe and chop some wood.



## Gregg Steinberg

### Growcentia

Fort Collins, Colorado

Industry Sector: Cannabis Cultivation Supply

#### **Ancillary**

Member since June 2016

#### **Candidate Bio:**

Gregg is CEO of Growcentia, a Fort Collins, Colorado based company that manufactures organically derived microbial plant growth stimulants that enable growers to maximize the yield and health of various crops. Mammoth P® - Growcentia's first product, was developed by its founders at Colorado State University and is a patent-pending microbial biostimulant that naturally liberates phosphorus and micronutrients to maximize plant growth and bud yields.

Prior to joining Growcentia Gregg founded Charlemagne Global Advisory a strategy and operations advisory firm for both for profit and not for profit entities.

Projects and initiatives of CGA have been in and around the incubation and acceleration of early and development stage start-up ventures as well as more mature enterprises. CGA operated in a broad range of business sectors including, technology, healthcare, social engagement, digital media, clean energy, CPG, and education and entrepreneurial incubation and community activism, both domestically and internationally.

Previous to founding CGA, Gregg was the President and/or Managing Director of numerous associated companies delivering a broad spectrum of management consulting and other professional services. The company was listed twice (both times in the top 10) by INC. magazine in the INC. 500. Cumulative revenues under Gregg's presidency exceeded \$2 billion.

Gregg is a member of the Advisory Board of the Institute of Global Leadership at Tufts University and he serves as the Co-Managing Director of the Simon School of Business, University of Rochester, NY school's venture capital fund. Gregg is a past member of the Simon School's Executive Advisory Board.

Gregg is a past member of the Board of Governors of the Weizmann Institute of Science in Rehovot Israel.

Gregg was a member of the US Chamber of Commerce's Small Business Council, its Homeland Security Task Force, its International Policy Council and its Business Civic Leadership Council.

#### **Candidate Statement:**

I firmly believe that actions and words must align, and one of the most productive ways to do so is by taking an active role in organizations that drive change and forward progress.

I am the CEO of Growcentia, a Colorado State University commercialized start-up where we have a global vision to bring nature back to agriculture and to provide solutions to growers that ensure that the products we consume daily are of the highest quality, are not harmful and are grown sustainably.

Over the years, while fighting for the rights of small businesses and entrepreneurs, I sat on numerous Boards and Committees at the US Chamber of Commerce, including its Small Business Council, spending time on the hill and at the legislation drafting round table. While working to drive agendas on the state and federal level, I was involved in numerous campaigns with much time spent working with elected officials and their staffs towards driving impactful change. While a member of the Board of Governors of a leading global research institute I was instrumental in helping to drive the strategy around building the organization's fund, friend and chapter raising efforts.

I believe that my background of mentoring, strategizing, designing, implementing, fund raising, lobbying and executing on efforts that drive innovation, growth and change will aide in my desire to bring deep value to the NCIA Board.

In addition, as our industry matures and continues our progressive path, I believe that companies such as mine will provide avenues that drive innovation both in our industry as well as in mainstream corporate sectors. This brings with it an ability to leverage this eventuality towards forwarding the mission and goals of NCIA.

I look forward to bringing my passions around driving change, growing industries, educating, enhancing the health and growth of plants and impacting society thru working with my fellow NCIA Board members towards our common vision.



**Richard Walker**

**Thorburn Walker LLC**

Greenwood Village, Colorado  
Industry Sector: Legal Services  
**Ancillary**

Member since April 2014

**Candidate Bio:**

Rich Walker is currently a lawyer in Denver, Colorado and has been since 1999. He is also currently a CPA in Colorado and California (for forty years). He is a founding partner of Thorburn Walker LLC, which has offices in the Denver Tech Center and Boulder, Colorado.

Rich provides legal counsel emphasizing tax law, cannabis law, and estate planning.

Rich is keenly aware of the current federal and state issues affecting dispensaries, and works hard to achieve successful outcomes for his clients. He helps dispensaries, grow facilities, and other businesses navigate through complex legal issues including tax court and IRS audits. In addition to 280E issues, Rich also provides general business representation, and helping dispensaries, grow facilities and retail product companies comply with the regulations under the Colorado Medical Marijuana Code.

Rich has presented on numerous topics on marijuana business law, tax law, 280E and Form 8300. He has received national recognition as a lead litigating attorney in the cannabis industry's key cases like *Feinberg v. Commissioner of Revenue*, as well as other high-profile cases. Rich provides counsel on marijuana legal and tax issues across the country.

Rich is currently a sustaining member of NCIA, the National Cannabis Bar Association, American Bar Association, and the Colorado Bar.

Rich has the following Bar Admissions: Colorado, U.S. District Court, District of Colorado, Tenth Circuit Court of Appeals, Federal District Court, District of New Mexico, United States Tax Court and US Supreme Court.

**Candidate Statement:**

As NCIA sustaining members, Rich Walker and Thorburn Walker LLC, are committed to and aligned to the mission of NCIA.

It is clear that cannabis providers are taxed unfairly, thus a creating huge business risk for owners. As a CPA and lawyer, I am uniquely positioned to help our colleagues in the industry with my thorough understanding of the complex issues of tax law. The IRS is getting more aggressive and we need a united front and strategy to solidify our position of strength.

The board position that I am seeking is more about you than me. I have a passion for representing people/clients/constituents that need to be taxed fairly. The 280E tax law has posed a large issue for the industry. I strive every day to socialize the important messaging that needs to be done on the Hill, with Congress, and with our own Senators and our community. In addition, our firm has an open quarterly conference call that provides an industry update on tax issues and protection strategies for all attendees.

With the cadence and leadership of my military background, I will continue to lead the charge of being a change maker for tax law in the Cannabis industry. I will be attending Lobby Days again this year, to continue to share, broaden and drive our messaging in Washington DC. We have actively worked with Colorado, Ohio, California, North Dakota and federal lawmakers to establish and implement fair legislation and tax law in our industry.

I have been a member of NCIA for five years, and our firm has consistently supported NCIA with our time, financial commitment and by bringing other members into the organization. Thank you for your consideration in the voting process. Together we can strengthen our message as we forge the great cause.

---

**/end/**