



2018 NCIA BOARD OF DIRECTORS ELECTION VOTER GUIDE

About the Board of Directors

NCIA's Board of Directors is the governing 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 contribute to the organization in many ways. They provide direct financial support as well as via fundraising efforts; act as NCIA's ambassadors by helping to build membership; and support the organizational mission in other ways as needed.

The board consists of 18 elected directors, plus the executive director, who reports to the board as a whole. Elected board members serve two-year terms and elections are staggered, occurring annually, with 9 of the 18 total seats up for election in 2018. The newly elected members will join the board at its next meeting in July 2018.

Who Qualifies to Run for the Board?

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's bylaws define 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 of the remaining board seats if a nominee receives sufficient votes.

How does the NCIA Board Election Work?

NCIA is committed to always working for the interest of its broad membership base. To that end, NCIA employs a democratic process for selecting the board of directors. All NCIA member businesses are encouraged to vote in the board election.

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

Regular and Sponsoring members may upgrade to a higher level of membership in order to increase their influence in the board election but must do so prior to submitting a ballot. Contact our membership department at membership@thecannabisindustry.org or (888) 683-5650 if you'd like to upgrade your current membership. Upgrading for only the month of the election is not encouraged. All the benefits of our higher membership tiers are available on [our website](#).

How does the Voting Process Work?

The election is conducted electronically via a secure online voting form. Qualified voters (one representative of each current member business) may select up to 9 of the 20 nominees.

NCIA members will receive an email with a unique link to a secure online election ballot. If you do not receive the email containing the ballot by 11:59 PM EDT on Monday, April 30, please contact us immediately at membership@thecannabisindustry.org or (888) 683-5650.

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. Individuals who cast a ballot on behalf of their member-business are responsible for verifying that they are authorized to do so within their own corporate leadership structure.

Members may vote for up to 9 candidates (submissions with fewer than 9 candidates are acceptable); your ballot represents your only opportunity to vote and you will not be able to cast votes for additional candidates at a later time.

2018 Candidates (19 Total)

****Updated on May 7, 2018***

Moe Asnani - iLava

Gary Cohen - Cova

John Davis (Incumbent) - Northwest Cannabis

Troy Dayton (Incumbent) - The Arcview Group

Etienne Fontan (Incumbent) - Berkeley Patients Group

Michael Gruber - Salveo Capital - **WITHDREW FROM ELECTION**

Aaron Justis (Incumbent) - Buds and Roses

Kris Krane (Incumbent) - 4Front Ventures

Jaime Lewis - Coldwater Consulting

Olivia Mannix - Cannabrand

John MacKay - Synergistic Technology Associates - **WITHDREW FROM ELECTION**

Michael Minardi - Minardi Law

Mark Passerini - The Om of Medicine

Erich Pearson (Incumbent) - SPARC

Ean Seeb (Incumbent) - Manna Molecular

Gregg Steinberg - Growcentia

Mikey Steinmetz - Flow Kana

Ian Stewart, Esq. - Wilson Elser Law Firm

Kimley Svendsen - Waterstone Staffing Holdings, LLC

Manndie Tingler - Papa & Barkley

Taylor West - COHNNABIS

2018 CANDIDATE GUIDE



Moe Asnani iLava

Tucson, Arizona

Industry Sector: Infused Products and Extractions (Medical)

Direct-to-plant

Member since May 2014

Candidate Bio:

Mohit “Moe” Asnani immigrated to the United States with his mother from India in 1995. He discovered the benefits of medical marijuana when his mother was first diagnosed with breast cancer in 2006. He was unable to provide her quality medicine when she underwent chemotherapy as she lived in Utah which had no good options, legal or otherwise. When Arizona legalized medical marijuana in 2010, he decided he wanted to participate in the industry to help patients who were previously faced with the unfortunate choice of breaking state and local laws or

watching a loved one suffer. This helped him provide palliative options to his mother when she moved to Arizona and was diagnosed with a terminal stage of breast cancer in 2014. She passed away in August 2016.

Today, he has a laser focus on ensuring that patients in the United States have the right to try marijuana as either a palliative treatment or even a potential cure for specific types of cancer. In addition to reforming the 280E tax code and obtaining banking access, Moe also believes that American companies in medical or adult use states that have developed products using marijuana or its derivatives should have a higher priority to protect their intellectual property than foreign companies who have federally legal programs and are rushing to file provisional patents with the U.S. Patent & Trademark Office. He is currently a partner in two Arizona dispensaries, The Downtown Dispensary & D2 Dispensary.

Why do you want to be on the NCIA Board of Directors?

I believe that NCIA has proven itself to be the most effective organization to lobby and force federal reform on core issues including the threat of federal prosecution, 280E reform, and access to banking and merchant services. I think the next two years will provide an opportunity for NCIA to make the case of American cannabis companies being put at a disadvantage compared to Canada, Germany, Australia, and Israel who all have federally legal medical cannabis programs. I think that is a strong argument that resonates with the current administration.

Where do you see the cannabis industry in 3-5 years?

I believe this is how these three sectors shall solidify in the next years:

Medical Cannabis

In states with medical cannabis programs, I envision producers in the sector distributing a limited set of products to PBMs (Pharmacy Benefits Managers) such as CVS or Express Scripts. I also believe that patients will be able to legally use FSA/HSA plans to purchase medical cannabis within 5 years.

Adult Use Cannabis

Producers and Retailers shall continue to innovate their product lines and also their advertising abilities through strategic lobbying. There will be significant deal flow stemming from liquor and tobacco companies wanting to participate in the cannabis space.

Access to banking shall also enhance the valuations of both medical cannabis and adult use cannabis enterprises greatly.

Hemp and CBD

Based on upcoming legislation proposed by Senator McConnell, I predict that hemp-based CBD products shall be distributed at mainstream retailers nationwide with market penetration similar to weight loss dietary supplements. Hemp companies that have a head start in Kentucky and Colorado shall have the highest valuations in this space.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

Seven years ago, I entered the medical marijuana industry by participating in the rule-making process led by the Arizona Department of Health Services in early 2011. Because of my deep experience with inpatient JCAHO/HIPAA compliance and managed care applications, I launched the consulting firm Arizona Dispensary Solutions in 2011 for the purposes of licensing, regulatory compliance & management.

During this time, I realized that there were many gaps in the regulatory workflow that needed to be addressed. I voluntarily developed user interface guidelines for the Arizona Department of Health Services Medical Marijuana Verification System that were adopted the same year. I also helped the Arizona Department of Health Services test new functionality developed prior to public release during the early stages of the program's implementation.

In the spring of 2013, I worked with the Nevada State Legislature in the drafting of SB 374 which allowed 60 dispensaries regulated by the Nevada Division of Public & Behavioral Health. It became law in October 2013. I also was part of a dispensary group that worked with the Marijuana Policy Project in developing the framework for Proposition 205 that would have legalized adult use marijuana in Arizona. Although a close vote, it did not pass during the 2016 election cycle. I am currently active in the Marijuana Industry Trade Association and the Arizona Dispensaries Association. I also helped pass a law in the 2018 legislative session that enhances corporate protections in Arizona.

What other qualifications do you hold that would make you an excellent board member?

After seven years in this industry, my passion for it grows every day. I shall help candidates in the 2018 election cycle that are friends of our industry and plan to develop templates for this purpose that can be used nationwide.



Gary Cohen Cova

Denver, Colorado

Industry Sector: Software and Technology

Ancillary

Member since January 2017

Candidate Bio:

As CEO, Gary leads Cova's charge into the legal cannabis space by guiding the vision, strategic development, 'go to market' plans and culture. As a Denver native, he recently moved back to establish Cova's HQ there.

Before joining Cova, Gary was a principal in over a dozen tech start-ups in the mobile communications industry ranging from small VC funded companies to Fortune 100 firms, including Onavo, which was later acquired by Facebook. In those companies he lead Sales, Marketing, Business Analytics and

Market Expansions. He has also held a multitude of leadership roles with Verizon and AT&T for the first 15 years of the wireless industry.

Gary holds a Degree in Finance with a Masters in Marketing from the University of Colorado. In his spare time Gary enjoys skiing, mountain biking, outdoor sports, travel and comfort food.

About Cova:

Cova is where expertise meets passion. We're relentless with our goal of creating cannabis retail experiences built upon expertly-tailored software that opens up the industry to a wider community of life-long and new enthusiasts. We strive to design the industry's first lovable POS – but we're not stopping there. Our full retail suite, coupled with our dedication to being a strategic partner rather than simply a software provider, is a powerful recipe for growth for our clients. Collectively, our software can be found in over 19,000 stores across North America in various verticals. Cannabis is going mainstream and Cova is helping to propel it forward. We are proud to be members of the NCIA since the start of our Cova, and look forward to a long partnership together.

Why do you want to be on the NCIA Board of Directors?

As a Denver native, I have seen this city evolve to be one of the most mature cannabis retail markets in North America, possibly even the world. In Colorado, this industry endures an incredible amount of regulatory change for the sake of legitimization. The hope is to make it safe in relation to children, position safe cannabis consumption and provide the transparency that negates criminal activity.

That being said, this industry still has a long way to go in terms of being socially and legally acceptable across this county. What can I say - my Denver pride keeps telling me to do something about it and be part of propelling the change instead of complaining about it. So here I am today.

Where do you see the cannabis industry in 3-5 years?

You know, when I tell people that the cannabis industry is very similar to the cellular industry – they look at me like I'm crazy. But I've seen this movie play out before. What I feel now is exactly what I felt in the mid-80s, in the arc of the industry to come. There are only a few industries per generation where you can jump on board a rocket that is taking off. Legal cannabis is the one for this time in history.

Cannabis (like cellular phones) is not a fad or novelty that will fade away in a few years. It will ultimately disrupt and change how many people live today, regardless of whether or not they choose to consume. In the cannabis retail space, we mostly see mom and pop shops today, less than 10 locations. We will soon be entering a time when mergers will happen, and the Verizon and AT&T's of cannabis retail will start to emerge. Demand will be high, quality of product will go down.

Then, as cannabis consumers evolve, they will demand to have an alternative to big box cannabis. That is when hospitality and the quality - of not only the product – but also of the customer service in a retail environment will matter.

It will be interesting to see more cannabis companies appearing on the Fortune 100 or Best Managed Companies list. That will be when they're not considered "cannabis companies" anymore – they're just companies like everyone else. What a fun time we live in.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

Business owners in this industry have enough to worry in terms of staying compliant and not losing their license. It is a complex and unique retail environment, and to be honest you have to be a little crazy to be able to sustain the headache (and reward) that goes along with it: Each state has unique challenges – whether it be regulatory, cultural, or political.

Luckily we also live in a time where there are communities and associations, like NCIA, to support these people. In the past year we have supported not only the NCIA, but also the SCC, LA Task Force, and GLACA associations.

It's also about learning and sharing to support one another, including our Canadian neighbours across the border. There is so much we can share with Canada in terms of our experiences to-date, and they can also share with us their path to federal legalization.

Finally, technology can help automate and alleviate a lot of that pain and worry and business owners go through today. Cova was created through the need for better tracking, better metrics and better business reporting.

What other qualifications do you hold that would make you an excellent board member?

Over the years I have been lucky enough to meet people who've believed in me, and have been brave enough to climb on this crazy rollercoaster of successful business ventures: whether it be selling cell phones out of the trunk of a car, starting/selling tech start-ups to Facebook, or launching international dating apps to the US.

This next cannabis rollercoaster ride will be the most exciting one yet, and I feel strongly that I will be able to get everyone I know on board.



John Davis

Northwest Cannabis

Bellevue, Washington

Industry Sector: Adult Use Cannabis Provider

Direct-to-plant

Member since August 2011

Candidate Bio:

John Davis has been involved with cannabis policy reform for 25 years. In 1993 he served on the Board of Directors (BOD) and Treasurer for Hemp Initiative Projects of Washington State which ran the early adult use cannabis legalization campaigns. In 1994 he joined Seattle Events producers of Seattle Hempfest, the largest cannabis event in the world, where he has served on the BOD as Chairman and Vice President. John has worked on initiatives 692 (medical cannabis legalization- 1998) and the City of Seattle I-75 (cannabis lowest police priority 2003) both which passed. In 2009 John managed the first tolerated storefront cannabis dispensary in the City of Seattle, Compassion In Action. In 2010 John opened the medical dispensary chain, Northwest Patient Resource Center (NWPRC) where he served as CEO. In 2011 John was a founder of the Coalition for Cannabis Standards and Ethics (CCSE) in Washington State a 501(c)(6) and served on the BOD as the Chairman and Executive Director. In 2014 four Washington industry groups, including the CCSE combined to form The Cannabis Alliance (TCA). John was a founding member of the BOD for the CA and was elected to the BOD where he currently serves. The TCA is Washington's Allied Association with the NCIA. John was a founding member of the NCIA where he has been elected to 3 terms on the BOD where he currently serves. He was elected and served 4 terms as Vice Chair. John has been featured in media throughout the world including CNN, NBC, CBS, ABC, FOX, Bloomberg, BBC, ITN4, NHK, New York Times, Washington Post, Wall Street Journal, GQ and many more. John successfully sued the State of Washington over its implementation of cannabis licensing under 2SSB 5052. John re-branded NWPRC after legalization as Northwest Cannabis and currently has 4 retail licenses within the City of Seattle.

Why do you want to be on the NCIA Board of Directors?

I have had the pleasure of serving on the Board for three terms. I was on the Board before Washington and Colorado legalized and regulated cannabis. In that time I have been a party to all of the struggles of the organization to move from a concept to the leading cannabis industry association in the United States.

Unfortunately, there are going to be many challenges for our industry in the coming years. I have 25 years of direct cannabis policy experience and I look forward to using that experience to keep this industry on the right track and your businesses safe and profitable. The next few years are critical to our industry.

Where do you see the cannabis industry in 3-5 years?

In five years we will have at least 40 states with regulated adult use cannabis or broad medical cannabis legalization. At least 12 of those will be regulated adult use States. At some point during those five years Federal authority to enforce cannabis laws in the States will be ended through the Budget. This will be the biggest legalization moment in our lifetimes. I do not believe that it will be de-scheduled Federally in that time-frame. I believe that will be a couple of years after.

The 1961 Single Convention Treaty will start to come up more and more in the coming years. This treaty prevents signatory countries from legalizing cannabis although some countries now are actively pushing the boundaries. In the next 5 years there will be an attempt to ratify changes to the treaty that will remove

cannabis altogether. Whether or not this is successful depends a lot on who is the President of the United States at the time of the effort and what their views are on reform. De-scheduling of cannabis in the United States will happen relatively soon after the treaty is amended.

The banking issue will be mostly solved in this time by small local mostly Credit Union institutions. The large banks, I believe, will come on-line after cannabis is de-scheduled. The 280(e) tax issue will be solved Congressionally but not in the next three years. My prediction is that it will be after the mid-terms of 2022.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have been directly involved with cannabis policy reform for 25 years. I helped to run Washington initiative campaigns when the climate was much different then today starting in 1993. I have worked on educational, initiative and legislative advancement; local, State and Federal, during this time. I have worked on campaigns with DPA, MPP, NORML, ASA and many other groups and States through the years.

When I saw that the polling for legalization in Washington State was short for an initiative to pass at that time, I joined Seattle Hempfest to utilize this tool to educate. I joined the Board and shored up the Corporate structure. What was an amazing little festival in 1994 is now the largest cannabis rally on earth. In fact, it is the largest annual free speech gathering of any kind in the United States. Hempfest has branched out to Oregon, Idaho, Nevada, Alaska, Arizona, Oklahoma and Jamaica to continue our educational effort.

I founded the largest cannabis industry association in Washington which is now an Allied Association to the NCIA. I was a founding member of NCIA and have served three terms on the Board and four terms as Vice-Chair.

I have served as an adviser to the City of Seattle, Washington State, United States Congress and the former President of Mexico and numerous other informal advisory roles with various governmental agencies. I have helped write many laws, initiatives and regulations.

In short, cannabis policy reform and the resulting industry advancement has been my life's work.

What other qualifications do you hold that would make you an excellent board member?

I have served on many Boards in my life. I understand the structure and read the organizational documents. I know Robert's Rules. Being an effective Board member is a skill. I am there to do the work required of the organization and to try to make it a fun experience for all. I do not allow personal emotion to get in the way of Corporate Governance.

I have served in every executive position over various boards of directors. I am trained by and have continuing education with the Washington Non-Profit Institute specific to Non-Profit boards.

I am savvy to board politics. I can keep confidential information confidential. I know how to lobby a board. I also show up. Attendance issues in boards can lead to critical corporate issues not being dealt with.



Troy Dayton The Arcview Group

Oakland, California

Industry Sector: Professional Services, Consulting, Investment
Ancillary

Member since December 2010

Candidate Bio:

Troy co-founded cannabis investment and research firm, The Arcview Group, in 2010 and serves as CEO. Arcview created the Arcview Investor Network where more than 600 high net-worth investors have pumped more than \$160 million into 170+ cannabis-related ventures and raised more than \$3 million for the legalization effort. Arcview also publishes The State of Legal Marijuana Markets, the most oft-cited market data and analysis report on the industry. Arcview co-founded Cannasure Insurance Services in 2011 and launched Canopy, a business accelerator in

2015. Forbes Magazine named Arcview one of the top five financial leaders in the cannabis industry. Troy is a board member of the Marijuana Policy Project and is a founding board member of the National Cannabis Industry Association. He is co-founder of Students for Sensible Drug Policy and also helped launch and served as the first sales director at Renewable Choice Energy, which was recently acquired by Schneider Energy. Fortune Magazine, Details Magazine, and International Business Times named Troy to their Top 10 lists of most influential people in the cannabis industry. In his spare time, Troy enjoys karaoke, Burning Man, and personal growth.

Why do you want to be on the NCIA Board of Directors?

NCIA is the most important trade association in the sector. How this industry develops during this incredible time of rapid change is vitally important. It is an honor and a privilege to serve the industry and movement as a board member.

Where do you see the cannabis industry in 3-5 years?

Federal prohibition will be repealed and some states will continue to prohibit. The global market will explode and the U.S. industry will have an important role in that playing catch up with Canada, Germany and Israel. The wholesale price of cannabis will plummet. States will be having trade wars over whether to allow the other state's cannabis to be sold in their state. For the western states with open systems this won't be hard, but for the highly restricted license states in the east, they will hold on for dear life for their protected monopolies that keep prices high and competition out. There will be thousands of unique uses and formats for cannabis that we can't even imagine today. There will be a huge resurgence in the hemp industry. Many large CPG companies will be buying companies and some existing cannabis companies will become giants on their own.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I've been an advocate for 23 years, 8 of which have been in the cannabis business. Through founding Students For Sensible Drug Policy which is now on hundreds of campuses, being the Marijuana Policy Project's top fundraiser for years, starting the first and largest group of cannabis investors in the sector,

co-founding the first and most active business accelerator in the industry, co-founding the first business insurance company focused on cannabis, publishing the most oft-cited market research in the sector for more than 6 years, and by being the most quoted executive in the sector for the last 3 years.

What other qualifications do you hold that would make you an excellent board member?

I straddle business and advocacy and help both sides understand and appreciate the other.



Etienne Fontan Berkeley Patients Group

Berkeley, California

Industry Sector: Medical and Adult-Use Cannabis Provider

Direct-to-plant

Member since November 2010

Candidate Bio:

Etienne Fontan is Vice President and Co-owner of Berkeley Patients Group (BPG), a leader in the medical cannabis industry since 1999. Mr. Fontan has founded dispensaries in Berkeley, Los Angeles, West Hollywood, and in the states of Maine, Nevada, and Oregon. For more than a decade, Etienne has helped position BPG as a leading medical cannabis dispensary, focusing on leading the emerging industry as it expands, evolves, and

becomes more professional. Mr. Fontan is a founding board member continuously serving on the NCIA Board of Directors, including as Board Chair during 2012-2013. In 2011 he was invited by top medical cannabis researchers in the Netherlands to undergo training and tour the Medical Cannabis program as run by the Dutch government. While there, Mr. Fontan learned how to perform laboratory tests on medical cannabis and studied to understand supply logistics of the Dutch regulatory system.

As a business owner, Mr. Fontan is focused on leading the industry to make operations predictable, while continually working to improve the quality and affordability of medicine for our patient members. Mr. Fontan has an extensive background as an engaged activist dating back to 1993, seeking to make cannabis legal and safe. Starting in 1993 he was a director with the Cannabis Action Network and traveled through 47 U.S. states speaking at rallies, teach-ins, and tours, and reaching out to the general public on all cannabis-related issues. Mr. Fontan lobbied local, state, and federal governments across the country for cannabis rights, industrial hemp, and veterans' rights issues. He is a combat veteran of the first Gulf War and now lobbies on veterans' behalf for the use of cannabis for PTSD and post-war injuries.

Why do you want to be on the NCIA Board of Directors?

With the need to keep up with the ever-changing landscape the need for the NCIA and institutional knowledge has never been more important. I want to continue to represent the diverse interests of 1500+ members, but, I can see 10,000+ members in our future, as more states begin to stake their claim on this fast-growing industry. Through my two decades of experience in the cannabis space, and eight years as an

NCIA board member, I want to continue to offer my insight and leadership which has helped propel NCIA to become the industry leader that it is today.

Where do you see the cannabis industry in 3-5 years?

I see many more states joining the 9 recreational states and 28 medical use states over the next 5 years. As politicians and the public-at-large become more familiar and accepting of cannabis as a regulated industry. They will need guidance and we are here to harbor that change and foster it into the future. We will be faced with several national policy challenges, including scheduling as a controlled substance, banking, and 280E. NCIA will be an active leader in federal reform efforts, and a significant amount of progress will be made within the next 3-5 years.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I've personally been involved with cannabis policy reform since the early 90's lobbying locally, statewide, and nationally on all cannabis issues. The Berkeley Patients Group team has fostered and actively supports many of the policy reform movement organizations thru [manpower], direct donations, and direct actions and continues to do so. BPG has been an industry leader in realizing the needs of our movement to invest internally in our efforts to advance the issue for everyone and it was one of the reasons we became founding members of NCIA.

What other qualifications do you hold that would make you an excellent board member?

Our BPG team has been an industry leader and we continue to lead and offer guidance through our 18+ years of pioneering this industry. We shall continue to lead by example and show the world the potential of this cannabis industry as we have for the past 8 years in the NCIA. I look forward to furthering and continuing NCIA's mission to be the industry leading organization when it comes to cannabis matters.



Aaron Justis **Buds & Roses**

Los Angeles, California
Industry Sector: Medical and Adult-Use Cannabis Provider
Direct-to-plant

Member since April 2014

Candidate Bio:

At Buds & Roses, Aaron's goal is, quite simply, to create the ultimate cannabis shopping experience for new and experienced cannabis users. This means consistently cultivating, sourcing and retailing only the safest and highest quality cannabis products available on the market. Further, Buds & Roses takes great care to employ highly-trained, certified, and knowledgeable staff to individually understand and meet the needs of its valued customers. Since 2010 Aaron and the Buds & Roses team have been recognized for their efforts with consistent customer and revenue growth, as well as being the proud recipients of 27 High Times Medical Cannabis Cup awards.

Aaron takes immense pride in the personal relationships that he has forged over the years with his team, customers, suppliers, members of his local community, and those advancing the safe and responsible use of cannabis nationally and internationally. As an impassioned trailblazer in the industry, Aaron has made a personal commitment to be an instrumental and educational voice at the local, state, federal and global levels for cannabis users, advocates, and industry players everywhere. As part of this commitment, Aaron holds leadership roles as an active board member of the National Cannabis Industry Association, the National Association of Cannabis Businesses, and the Greater Los Angeles Collective Alliance.

Why do you want to be on the NCIA Board of Directors?

I want to be a board member in order to help influence the future of the cannabis industry. I have been operating on the front lines of this movement since 2010 in Los Angeles and have been a cannabis activist since 1998, when I owned J-Wear Hemp Clothing Company and traveled throughout the U.S. and beyond preaching the positive benefits of cannabis, and the harms of prohibition.

Besides my activism, I have almost a decades experience in the "legal" retail, cultivation and manufacturing of cannabis. Everything I do touches the plant, therefore I know the challenges of this industry. I know the prices we have paid and I know the wrongs that need to be righted.

Where do you see the cannabis industry in 3-5 years?

I see a robust global market in 3-5 years. I predict many more states/countries will "legalize" and our federal government will pass laws that protect the industry. I see many operators and brands that are here today, not here tomorrow. I see a continuation of complicated issues where only the most dedicated stick around for the long haul. I see NCIA leading the charge on federal reforms through their unmatched lobbying, which will be needed indefinitely. And lastly I see the greatest gift of all, a much happier, healthier and free society where we can possess and use cannabis, a society where no one is behind bars for a plant.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have been advocating on behalf of this plant since I was 15 years old. I founded and ran a cannabis activist t-shirt company/hemp clothing company, which I started in 1998. I won a High Times Cannabis Cup award in Amsterdam that year for "Best New Hemp Product". I worked next to and got to know people like Jack Herer and Keith Stroup, when I was only 20 years old. I briefly lobbied with Illinois NORML at that age and the "fire in my belly" just grew stronger and stronger. Fast forward to 2010 when I acquired Buds & Roses which led to the last 8 years of serving on numerous, federal, state and local cannabis boards. I've attended and spoke at dozens of events around cannabis. I've lobbied numerous officials and sat on numerous working groups focused around cannabis policy. For example I served on the Los Angeles Cannabis Working Group, which spent over a year crafting the current robust set of regulations we have here today. I am in it for the long haul and you can expect to see me in this industry for decades to come.

What other qualifications do you hold that would make you an excellent board member?

I not only see the industry from the eyes of a retailer but I also own a manufacturing, distribution and cultivation business. I interact/do business with patients, customers, activist, public officials, vendors, celebrities, ancillary businesses and everyone else in cannabis that you can think of, on a regular basis. I am dedicated to learning from them and spreading our message to the public. I believe in this plant, I will stand up for this plant, I will not back down. I have a strong work ethic and a family that supports that. I have been a victim of these unjust laws that stand in our way and it is my duty to help unravel them.



Kris Krane 4Front Ventures

Boston, Massachusetts
Industry Sector: Professional Services and Consulting
Ancillary

Member since May 2013

Candidate Bio:

Kris Krane serves as a Principal at 4Front Ventures, an investment and operations company dedicated to professionalizing the cannabis industry. 4Front's subsidiary Mission Partners operates dispensaries, cultivation and production facilities across the United States. Its sister company 4Front Advisors has experienced unparalleled success in helping clients navigate the complex regulatory process necessary to obtain medical cannabis business permits in state regulated markets, assisting clients in procuring over 50 dispensary and cultivation licenses in seven states in highly competitive application processes. Prior to forming 4Front, Kris served as Director of Client Services for CannBe, where he helped develop many of the best practices that have become the backbone of 4Front Advisors' operations. Kris served as associate director of the NORML from 2000-2005 and executive director of Students for Sensible Drug Policy from 2006-2009, and is currently a member of the board of directors of the National Cannabis Industry Association, Marijuana Majority, the New Jersey Cannabis Industry Association, the Arkansas Medical Marijuana Association, and is a Trustee of SSDP. He also writes a regular column for Forbes, and co-hosts the popular Marijuana Today podcast.

Why do you want to be on the NCIA Board of Directors?

I'm running for the board of NCIA because I've spent my entire career working to bring about an end to cannabis prohibition and to help shepherd a new cannabis industry based on reason, compassion, and sound business practices. For over ten years I worked as an advocate for change on this issue. Starting as a college student when I helped found Students for Sensible Drug Policy, I dedicated my work to this cause, going on to serve as Associate Director of NORML and later as executive director of SSDP.

Unlike many who were motivated to get involved in the cannabis industry strictly by the prospect of making money, I moved from advocacy to industry because I saw the influence that private enterprise was having on changing public perception about cannabis. When cannabis businesses are well run, they change stereotypes of what cannabis and cannabis distribution can and should look like.

My motivation for forming 4Front was to enable as many dedicated, professionals as possible open retail facilities that their communities could be proud of. We've worked tirelessly to develop best practices and standards that are unmatched in the industry today in furtherance of this goal.

In my work at 4Front Advisors I've had the opportunity to assist clients in numerous states around the country, including Arizona, Arkansas, California, Connecticut, Illinois, Maryland, Massachusetts, Nevada, New York, Ohio, Pennsylvania, Rhode Island, and Washington, DC. As such, I have a breath of understanding of the issues and challenges that cannabis business owners face in different regulatory environments that goes beyond your average cannabis industry entrepreneur.

Three years ago I helped launch Mission Partners, a subsidiary of 4Front Ventures, as a vehicle to own and operate our own licenses and put to work the best practices that we have developed over the past decade. We are currently operating or in the process of opening retail dispensaries under the Mission brand in Illinois, Massachusetts, Maryland, and Pennsylvania.

Having served as a Congressional lobbyist, non-profit executive, and now leader of a major cannabis industry consulting and operations firm, I hope to bring the skills that I have acquired to the NCIA to help further the organization's goals. As a board member, I plan to continue working closely with the NCIA staff and Board, many of whom I have known and worked closely with for years, to advocate changes to banking, taxes, state cannabis laws, and eventually an end to prohibition. In my current role as NCIA's Treasurer, I am able to bring my background of running non-profits to the organization in a way that most business executives cannot. I would be honored to have your vote.

Where do you see the cannabis industry in 3-5 years?

The next three to five years will be some of the most critical that the cannabis industry has faced, as we are likely looking at our best opportunity ever to make changes at the federal level on critical issues like banking and 280e reform, and possibly even to end federal marijuana prohibition. Those of us who have worked on this issue for decades recognize how crucial the upcoming years will be for this issue, and it is imperative that organizations like NCIA be well lead, well funded, and focused on the task at hand.

2012 was a watershed year for marijuana law reform, with Colorado and Washington becoming the first states to legalize for adult use. In the ensuing six years we've watched public opinion shift faster than at any point in history, with Gallup now reporting that 64% of all Americans support legalizing cannabis for adults. As I write this, in the past week the former Speaker of the House John Boehner, GOP Senator Cory Gardner, Senator Minority Leader Chuck Schumer, and the President of the United States have all spoken out in favor of some form of decriminalization or legalization. Meanwhile virtually all of the Democratic Party frontrunners for the 2020 presidential nomination have spoken out in support of marijuana policy reform or sponsored reform legislation. In my 20 years of cannabis policy advocacy, I've never seen such critical mass for reform, which indicates that we are on the precipice of meaningful change at the federal level.

When this happens, it is imperative that the National Cannabis Industry Association have a seat at the table to help guide what this reform ultimately looks like. This means that we will need board members who not only understand the nuances of the industry, but also the inner workings of policy and how those policies impact the industry, patients, and consumers in the real world.

Meanwhile I expect that over the next few years we will witness new states legalize and implement medical marijuana and adult use marijuana laws. With most of the Northeastern US about to have exposure to legal cannabis markets in Massachusetts, I expect other states in the region to follow suit and adopt their own forms of legalization. In the midwest, if Michigan legalizes for adults this coming November as expected, other states in the Midwest will likely move to adopt their own legalization policies. Even in the Deep South, which has been notoriously resistant to reform, the states of Florida and Arkansas will lead the way in demonstrating that legal medical cannabis markets can survive and thrive in conservative environments.

Over the next few years we are likely to see an unprecedented level of reform across the United States. NCIA needs to play a role in this progress, and that starts with board members who have experience with real world policy reform.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

Back in 1996 when I got my start in this issue there was no such thing as a “marijuana millionaire,” other than perhaps the most successful “kingpins” of the black market. But beneath the surface there was a growing discontent with our nations drug laws, cannabis policy in particular, that was making criminals of otherwise law-abiding citizens. Young people and people of color were, and remain, the prime targets of law enforcement for cannabis offenses. It was under this backdrop that a group of young people on campuses across the country, communicating over a new medium of communication called e-mail, started a national student movement to end the War on Drugs and called it Students for Sensible Drug Policy. I was one of those students who helped start an inaugural chapter at American University in Washington, DC, and it set of a career path that has led me to become a leading figure in today’s cannabis industry.

This is an issue that has always been personal for me. As a young child I watched as my father suffered, and eventually passed away, from a rare genetic form of emphysema, for which cannabis was the only thing that provided relief an allowed his lungs to open enough for him to draw breath. I also witnessed the very real and devastating impacts of heroin abuse in other members of my family. The combination of these experiences made me think there had to be a better way to approach drug policy, and set me down this career path.

For a decade I worked professionally to help end cannabis prohibition as a policy advocate and activist in Washington, DC. My college internship at the National Organization for the Reform of Marijuana Laws turned into my first job, and I eventually became Associate Director of the organization. When I left NORML, I accepted a job as executive director of SSDP, the organization I had helped found as a student eight years earlier, and which had grown from five chapters and a donated desk in an ally’s office, to the largest single-issue student organization in the United States.

During my later years as executive director of SSDP, I began to witness the emergence of the first professional cannabis businesses. Some of these became donors of mine, helping to support the important advocacy work we were doing at a time when donations were hard to come by. Dispensaries like Harborside Health Center and Berkeley Patients Group became shining examples of how businesses could be successful, community focused, and give back to support the reform movement that helped make their existence possible.

Watching these businesses it also dawned on me that they were not only supporting reform financially, but their very existence was helping to advance the same policy goals that my colleagues and I were advocating in Washington, DC. It became clear that showing a community that cannabis can be distributed in a way that is socially responsible, community oriented, and highly professional was having as much of an impact on changing public perception of cannabis policy as the advocacy work I had dedicated my life to. For those who encountered these storefronts, the image of a cannabis transaction shifted from the stereotype of two stoners in a basement to a beautiful and professionally run retail store. Even those who don’t use cannabis medicinally or recreationally could not feel threatened by the existence of these stores in their neighborhoods.

It was this realization, that led me to make the switch from being a policy advocate to a cannabis entrepreneur. Although at the time I didn’t think of myself as a businessperson. The new cannabis industry was a means to set up businesses that would change the public conversation and perception of cannabis policy. It is still what drives me today. At the same time, I had recently gotten married and was preparing to start a family. The prospect of advancing my policy goals, while possibly being able to provide a better life for my future children than I could on a non-profit salary, suddenly held more weight than it had only a few years earlier. It was time to become a part of the new cannabis industry.

From the beginning of my time in the industry and my founding of 4Front in 2011, we have strived to recruit top-notch talent from across the business world. I realized early on that if we were to be successful in helping our clients open highly professional businesses, we needed to bring in staff that had done this kind of work successfully elsewhere. Being fortunate enough to have the backing of investors who shared this vision, we were one of the first companies to be able to afford to attract such top-notch talent.

This new industry has allowed us to attract more people to support reform than ever before. Once someone enters the cannabis industry, they must support broad reform goals, whether out of altruism or to protect their bottom lines. Ending cannabis prohibition means opening new markets and reducing business roadblocks, aligning the interests of activists and entrepreneurs.

I've witnessed firsthand as many new businesspeople enter the market with nothing more than money as motivation, only to quickly buy in fully to reform goals and become financial and vocal supporters of ending prohibition. Many have become some of the largest donors to organizations that support reform like NCIA.

As I mention at the start, my entire career has been dedicated to reforming our nation's marijuana laws, and I see my work in the industry as an extension of that goal, not something separate from it. This is why I am so dedicated to the goals of the National Cannabis Industry Association, and proud to have served on the organizations board of directors. I hope I will be given the opportunity to continue that work.

What other qualifications do you hold that would make you an excellent board member?

n/a



Jaime Lewis **Coldwater Consulting**

Boston, Massachusetts

Industry Sector: Professional Services and Consulting

Ancillary

Member since May 2013

Candidate Bio:

A celebrated chef turned cannabis entrepreneur and executive, Jaime Lewis boasts more than a decade of experience leading dispensary operations, business development ventures, and infused-product operations in cannabis markets around the country. Jaime is CEO of

Coldwater Consulting, which provides experience-driven licensing, startup and operations consulting for cannabis businesses nationwide.

Jaime is also founder and executive chef at Mountain Medicine, an award-winning medical and recreational cannabis edibles producer in Colorado, where she oversees strategic planning, business expansion and product research and development to provide patients with artisanal, hand-crafted edibles of unparalleled quality, consistency, and flavor. She also served as vice president of operations at Toronto- and New

York-based iAnthus Capital Holdings, which provides investment capital and management services to licensed cultivators, processors, and dispensaries throughout the United States.

Having trained at Le Cordon Bleu College of Culinary Arts in XXX, Jaime began her career in cannabis in 2006. While working as executive chef at the Michelin-rated Front Porch restaurant in San Francisco, she began crafting medicated edibles for local HIV and AIDS patients. The venture led her to Colorado, where, along with launching Mountain Medicine in 2009, she worked for six years as chief operating officer for Good Chemistry, one of Colorado's most respected dispensary operations. While there, Jaime managed strategic planning, business development, governmental affairs, and community relations for the rapidly expanding enterprise, plus led the development, licensing and build-out of the company's second location.

Jaime remains committed to assisting medical marijuana patients and promoting corporate responsibility, compliance, and community engagement within the cannabis sector. She's a founding member of the Cannabis Business Alliance, an influential trade group that functions as the Colorado industry's chamber of commerce, and serves the chairwoman of the Board of Directors of the National Cannabis Industry Association, where she's functions as a national spokesperson for the regulated cannabis industry. She also served as a member of Massachusetts' Cannabis Advisory Board, the organization tasked with developing marijuana regulations for the state.

Why do you want to be on the NCIA Board of Directors?

I have a been chair of the NCIA Board of Directors for three years. I want to continue my work at NCIA addressing the pressing issues we have been diligently working on over the past year. I also want to continue my efforts on the board to tighten up NCIA's organizational infrastructure, to allow the association to become an even stronger voice for the cannabis industry. Finally, I want to continue to work to ensure women have a fair and equal voice in the industry.

Where do you see the cannabis industry in 3-5 years?

I believe we will see much-needed unfettered access to banking, as well as at least ten states with flourishing adult-use cannabis markets. These steps will allow us to further the movement towards cannabis decriminalization and full legalization nationwide.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have 15 years of experience as a cannabis operator, a background that has helped me lead the way in the development of industry-wide rules and regulations. Among other efforts, I have been active in developing rules and regulations in cannabis markets in California, Colorado, and Massachusetts. I have also been active in NCIA's federal lobbying efforts since the founding of the association, including co-chairing NCIA's national cannabis packaging and labeling committee. In general, my work focuses on the implementation of new cannabis rules and regulations from the standpoint of cannabis operators.

What other qualifications do you hold that would make you an excellent board member?

I bring to the table CEO experience as the owner of a small, women-led craft cannabis company that has thrived in an extremely competitive market. I have also drafted and won licenses in many of the most demanding licensing application processes around the country. And I have a keen understanding of the risks and opportunities that are emerging as the cannabis industry continues to thrive and grow.



Olivia Mannix Cannabrand

Denver, Colorado

Industry Sector: Marketing, Branding, Consulting, Brokerage and Public Relations

Ancillary

Member since June 2014

Candidate Bio:

Olivia Mannix is the Founder, CEO and Chairman of the Board at Cannabrand.

Olivia Mannix is a cannabis industry pioneer and cannabis marketing and business expert. At 23 years old, she founded Cannabrand –an award-winning, full-service marketing agency and business consultancy and the first to specialize solely in the cannabis industry. Cannabrand has successfully gone through a merger and is now not only a marketing agency but a consultancy that aids cannabis companies with business operations and capital services as well as mergers and

acquisitions resources. The agency has played an integral role in shaping cannabis brands since its launch in January 2014 (at the onset of the burgeoning adult-use market), and helps clients to establish their unique brand identities so that they might position themselves competitively in the marketplace.

Olivia predicted the future of the cannabis industry by creating a company that “rebrands” cannabis, bettering its image while opening up cannabis use to broader demographics through information and education. She is also an advocate for the medicinal benefits of cannabis and the adult use market.

Olivia’s passion and drive are magnetic. The Cannabrand team features top talent from big brand companies like: Osprey Packs, Merrill Lynch, Starbucks, AT&T and Disney.

Why do you want to be on the NCIA Board of Directors?

I want to be on the board of NCIA because I think that my skills and expertise in Marketing, PR and bettering the cannabis industry as a whole are crucial for the greater good of the industry. I would like to be more involved with the cannabis industry on a political level and have skills and assets to represent the industry. As a women CEO, former collegiate athlete, consumer of cannabis, and owner of a successful company, I believe I’m a good steward and positive example of what the cannabis industry has to offer.

Where do you see the cannabis industry in 3-5 years?

I see the industry growing and thriving, continuing to follow the meteoric trajectory, I’ve witnessed over the years. Increased investment in the space by entrepreneurs and institutional investors alike will continue to push for increased professionalism and market standardization will continue to advocate someone in office who pushes for federal legalization of cannabis.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

Professionally, I have been advancing the cannabis industry for over 5 years. I have talked to countless reporters and people regarding cannabis and MMJ as a whole. I have defended the industry on many levels, especially when journalists ask questions regarding outdated cliches.

What other qualifications do you hold that would make you an excellent board member?

I'm the Founder, CEO and Chairman of the board at Cannabrand. I single handedly founded and operated the first Cannabis Marketing Agency, with a mission to better the image of the cannabis industry and have been an advocate for adult-use for a long time. I am very comfortable speaking on behalf of NCIA and supporting the organization. I am also a public relations expert and have been speaking to media for years - educating them and the population as a whole on cannabis use. I have successful been through a merger with Cannabrand as well as raised capital for our sister company Moji Lab.

I have been awarded top 50 PR Influencers by PRWeek and Top Brand Influencers by AdWeek.

I have also done countless speaking engagement and fundraisers for the industry. Cannabrand is also a large benefactor in sponsoring Quarterly Cannabis Caucuses around the country.



Michael Minardi Minardi Law

Riverview, Florida
Industry Sector: Legal Services
Ancillary

Member since September 2015

Candidate Bio:

Michael C. Minardi is the Senior Partner at Minardi Law. For over 15 years, Michael has dedicated his practice to fighting for clients charged with cannabis crimes. His passion has

driven him to learning and understanding medical cannabis laws in the State of Florida and throughout the country.

Michael's practice represents clients in corporate cannabis consulting, application preparation, lobbying, forfeiture matters, and criminal matters. He has won many medical cannabis cases, including several landmark high profile cases in Florida. He won the first and second jury trials in Florida presenting the medical necessity defense to cultivation and possession of cannabis charges. Michael has represented many patients, including veterans, facing charges for using marijuana as medicine. He successfully defended Kristoffer Lewandowski in Oklahoma, a ten-year marine veteran, who was facing two-years to life in prison for five plants.

He is leading the charge to Regulate Marijuana Like Alcohol as the Campaign Manager of Regulate Florida. Michael continues to be at the forefront in Florida in educating the public on the safety of cannabis, and

bringing light to the harm being perpetuated by current laws. He was named the October 2016, Freedom Fighter of the Month in High Times magazine for his fight for cannabis freedom.

Michael has been a member of NCIA since 2015, and continues to support the organizations push for reform on the Federal level. He is also on the NORML Legal Committee, is a board member of The Silver Tour, Minorities 4 Medical Marijuana, and Board member and Legal Director of NORML of Florida. Michael earned his undergraduate degree Cum Laude from the University of Rhode Island in 1998, and graduated Summa Cum Laude from Nova Southeastern Shepard Broad Law Center in 2002, where he was a Senior Staff Member of the Nova Law Review.

Why do you want to be on the NCIA Board of Directors?

I believe that reform needs to happen on all levels. I am leading the charge in the second largest state in the country as the Campaign Manager of Regulate Florida and believe our efforts, and Florida's impact on the national level will help push federal policy. My entire career has been centered around advocating for and defending patients arrested for using cannabis, and I have and will continue to do everything I can until that no longer happens. Being part of this board and allowing Florida to have a voice on the national level, I think would give me the ability to put me in a position to educate and influence those that still refuse to listen.

Where do you see the cannabis industry in 3-5 years?

In 3-5 years, I plan to have lead our ballot initiative to the 2020 election, and passed adult use. Florida would then become the 2nd largest state in the country with legal adult use cannabis. After that time I will continue to advocate for implementation of Regulate Florida's petition, 3 years 2021-22. Thereafter, I plan on running for Florida Senate and beyond to influence cannabis legislation from the inside.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

As long as I can remember, over 20 years. After reading Jack Herer's book The Emperor Wears no Clothes in high school, I began questioning the logic of our government and started reading High Times and other materials to educate myself on this miraculous plant. I then became interested in the law and decided the best way to change the law was to learn the law. I had a bumper sticker for years as inspiration that simply said, "Learn the System, then Change It." With that in mind, my desires became clear at an early age, go to law school, learn the system and then use that platform to reform the cannabis laws. Every paper in college and law school was done to educate myself on the laws surrounding cannabis, the benefits medically and industrially for the plant and do everything I could to educate and change peoples minds. Since becoming a lawyer I have won landmark cases defending patients, educated legislators, and continue to fight for the freedom for all people to use cannabis responsibly.

What other qualifications do you hold that would make you an excellent board member?

In addition to advocacy skills, education of the plant, and running a law office for 15 years, I believe I bring a passion, love and desire to help create reform for this plant. Through the practice, I have seen the first hand impact of the drug war on our people and patients and bring a unique insight from their perspective as to why reform is necessary. My experience in public speaking, organizational skills, and ability to lead a movement would be a great addition to helping this organization to create the reform needed for this industry to thrive.



Mark Passerini

The Om of Medicine

Ann Arbor, Michigan

Industry Sector: Medical Cannabis Provider

Direct-to-plant

Member since May 2013

Candidate Bio:

Mark co-founded the Om of Medicine as a place to change hearts and minds about cannabis as well as focusing on the latest research illustrating the medical efficacy of the plant. Om of Medicine is the only dispensary in the country that has collaborated with a major university (University of Michigan) on an IRB-approved cannabis research study that was published in the Journal of Pain. The study showed a 64% decrease in opioid use and a 45% increase in quality of life amongst participants.

Mark Passerini is a graduate of the University of Michigan and co-founder of the Ann Arbor Medical Cannabis Guild. He currently serves as the government liaison for the Michigan chapter of Americans for Safe Access (ASA), board member of the Green Wolverine, and member of the Ann Arbor Wellness Coalition. Mark is also an early member of the ArcView group, a private cannabis investment and market research firm. He was instrumental in crafting local licensing and zoning ordinances with the City of Ann Arbor. He has presented on the topic of responsible dispensary operations in a variety of venues including NCIA's first Midwest Cannabis Business Symposium. Over the past 6 years, Mark has had the honor of organizing and emceeding Hash Bash, the nation's longest running cannabis reform rally. This event has grown to over 10,000 attendees and boasts a robust line up of professional athletes, medical doctors, local & national politicians, advocates, entertainers, and patients all calling for sensible cannabis policy.

His interest in the cannabis sector stems from his passion for the promise of a natural, holistic alternative. In his spare time, Mark volunteers at Open Heart Magic, a non-profit organization dedicated to using the therapeutic power of magic and laughter to energize and strengthen critically ill children at U of M's Mott Children's Hospital.

Why do you want to be on the NCIA Board of Directors?

I would be humbled to serve this industry and community I care so much about.

Like every region of this country, the Midwest has its own unique challenges and opportunities. My home State of Illinois has struggled to add qualifying conditions to its program resulting in a very low patient population. Meanwhile, the State of Michigan has the second largest patient population in the country (after California) and is on the verge of becoming the first Midwest state to pass adult-use.

I see this as an opportunity to positively affect change for generations to come.

Where do you see the cannabis industry in 3-5 years?

I'm expecting to see a federal shift on cannabis reform in the next few years. The adult-use initiative has been approved for the November ballot in Michigan and will be the straw that breaks the Federal

Government's back. A de-scheduling will open up research and we will be another step closer to having evidence-based policy. I am optimistic that with hard work in DC we can get this accomplished by 2022. I also believe that the cannabis community has the opportunity to become intentionally inclusive of women and minorities who, historically, have been left out of other industries.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

My partner and I started the Om of Medicine in 2010 with the intent on breaking the stigma, normalizing the plant, and focusing on the science. We are the ONLY dispensary in the country that has collaborated with a major university (University of Michigan) on an IRB-approved cannabis research study that was published in the Journal of Pain. This study showed a 64% decrease in opioid use and a 45% increase in quality of life amongst participants.

From day one we set out to be the most transparent and compliant facility in the state. Our 'open-door' policy with legislators has been a factor in changing our elected official's hearts and minds. We've hosted our Chief of Police, City Attorney, entire City Council, 30+ state legislators and staff, and even 2 members of the US Congress! We can confidently say that each and every time they've walked out with a much more favorable outlook on our movement.

What other qualifications do you hold that would make you an excellent board member?

Simply put, I'm persistent in everything I do.

In 2012, I formed the local NCIA affiliate in Illinois. I was able to bring leaders from all parts of the nascent community together to fight for sensible regulations during the rule promulgation period. ILCIA held numerous educational forums that updated the industry on everything from policy to patient care.

As lead organizer of Ann Arbor's annual Hash Bash (the nation's longest running cannabis reform rally), I've worked to expand the event to include national figures, professional athletes, medical professionals, politicians, musical acts, and cultural icons. In addition, we've added an educational panel at the University of Michigan focused on science, research, and reform.

I am currently a board member of the Green Wolverine, a student group focused on cannabis at U of M's Ross School of Business. I've also sat on the Open Heart Magic Professional Board, a non-profit operating in Chicago, Ann Arbor, and Cleveland.



Erich Pearson

SPARC

San Francisco, California

Industry Sector: Medical & Adult Use Cannabis Provider

Direct-to-plant

Member since November 2010

Candidate Bio:

Erich Pearson is a renowned leader in the cannabis industry – a long-time advocate, policy adviser, dispensary operator, and cultivation expert. He has served on the board of the National Cannabis Industry Association (NCIA) since its inception in 2010 and is a founding member.

In 2010 Erich launched SPARC, San Francisco's largest licensed operator, now four cannabis dispensaries dedicated to providing safe, consistent and affordable cannabis. SPARC is built on the mission of San Francisco Cannabis Collective, which Erich co-founded in 2001, to fill the needs of low income qualified patients whose doctors had prescribed medical marijuana to address serious illnesses.

Erich's vision for SPARC has been realized in both its effective treatment delivery and its radiant environment. SPARC's award winning design by Larissa Sand of renowned Sand Studios has been featured in the New York Times, Wired Magazine, and was cited by FastCompany as, "The Apple Store of Marijuana Shops".

Since 2010, SPARC has blossomed into a vertically integrated cannabis organization totaling 4 dispensaries throughout the Bay Area. After pioneering some of the first licensed indoor cultivation facilities in the country, located in San Francisco, SPARC has moved away from the indoor production of cannabis, and focused on cultivating sun-grown, biodynamic cannabis at its estate farm in the heart of Sonoma Valley's wine country.

In San Francisco, Erich served on the District Attorney's Medical Marijuana Advisory Group and was instrumental in the passage of San Francisco's historic Medical Cannabis Dispensary Act and the relegation of marijuana offenses to law enforcement's lowest priority. As a result of Erich's leadership, he was appointed in 2007 to sit on San Francisco's Medical Cannabis Working Group. Erich currently sits on San Francisco State-Cannabis-Legalization Task Force where he serves as the sole dispensary owner on the Task Force.

Why do you want to be on the NCIA Board of Directors?

I'd like to be on the board of NCIA in order to offer my unique perspective on the industry, and on the challenges many long-standing operators in Northern California face. As NCIA accomplishes the goals it has currently set, to normalize the industry by allowing for banking and 280(e) reform, soon other industry issues will become forefront. Regulations in California have created a landscape most easily navigated by large businesses. Overnight, the industry is set to be operated by a few. As resources allow within NCIA, I'd like to represent the mid and small-size businesses in California struggling to merely exist.

Where do you see the cannabis industry in 3-5 years?

Cannabis law reform is happening at an unprecedented rate. I expect we'll to continue to see more states legalize cannabis, whether that be medical or adult/recreational use. Additionally, I expect to see federal law change at a minimum allowing states to regulate cannabis as they see fit - without interference from the federal government within 3 years. For better and in some cases worse, larger businesses are becoming the market mainstream, displacing smaller businesses. This is a concern of mine, and something that is to some degree inevitable, yet something I look to minimize through my work on the NICA Board.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have been working in the cannabis industry after arriving to California in '98. Advocating for and implementing best practices has been a focus of myself and SPARC, the organization I founded. For almost two decades I have been working with bureaucrats and elected officials in an effort to bring cannabis into the mainstream. I've been elected or appointed to numerous task forces in San Francisco designed to recommend cannabis policies to decision makers. Currently I represent dispensary operators on the San Francisco Cannabis Legalization Task Force.

What other qualifications do you hold that would make you an excellent board member?

As I small business owner who's company has evolved to a mid-sized company with over 150 employees, I bring real-life knowledge of the challenges facing business in what I believe is an over-regulated industry. These many years of cannabis business experience allows me to bring a unique perspective the Board.



Ean Seeb Manna Molecular

Denver, Colorado

Industry Sector: Professional Services, Consulting, Cannabis Cultivation, Cannabis Providers, Medical Cannabis Providers, Infused Products and Extractions

Direct-to-Plant

Member since March 2011

Candidate Bio:

In early 2009, Ean Seeb co-founded Denver Relief which was one of the first regulated dispensaries in the nation and was also one of NICA's earliest members. After playing an active role in creating both a medical and adult use regulated market,

Denver Relief successfully sold their store to Terrapin Care Station and their cultivation/processing facilities to Willie Nelson in July 2016.

Ean also co-founded Denver Relief Consulting, a nationally recognized boutique cannabis consulting firm who has secured licenses in over a dozen states and is an operating partner with several licensees in multiple states.

He is a founding board member of Boston Based Manna Molecular Science who he is PROUD to represent on NICA's Board. Serving in his 3rd two-year term, Ean is both the former Vice-Chair and Chairman of the

NCIA Board of Directors. In addition to his board seat, he's on the NCIA Policy Council.

Manna Molecular Science is one of the most disruptive and forward-thinking companies in cannabis. In just one year with Ean's help, Manna went from licensing in only one state to operating licenses in more than 10. Manna has secured multiple patents as well as award winning formulations from some of the world's leading pharmaceutical companies.

He is currently on the Board of Directors for Dymapak, Lighthouse Strategies, Vapor Slide and is the industry ambassador for National Association of Cannabis Businesses.

He has testified on behalf of the industry at local and state levels and has had dozens of high-level meetings with federal legislators on topics such as federal banking and tax code reform. Ean sits on the Marijuana Education Oversight Committee under appointment by Colorado's Governor Hickenlooper. He's made multiple inroads with state and federal legislators and hopes to continue to be able to serve in his role as a Board Member.

Why do you want to be on the NCIA Board of Directors?

I wish to continue serving on the Board of Directors because our work is not done. Because we continue to have challenges as an industry and we are still not treated like other businesses in our country. Even after almost 10 years in myself, I continue to face discrimination. I've lost over 25 bank accounts, 401Ks, have failed to secure mortgages, insurance policies, even prohibited from supporting local organizations in the community.

My story is just one of hundreds of thousands and I consider it an obligation to play an active role in seeing all of this change. Seeing discrimination melt away. Seeing our brothers, sisters, mothers, fathers, loved ones and friends who have been locked up and ripped away from their families return home. Seeing the end of prohibition of cannabis as we know it.

I've been a dedicated member and board member ever since first joining NCIA. I've invested thousands of hours to the organization and have travelled all over the country meeting with members and attending and speaking at events. I've attended all but the very first Lobby Days. I've even visited DC on multiple occasions for lobbying visits setup through our Government Relations team. I've formed relationships with Senators and Representatives which have led to authoring and co-sponsoring of several bills. Changing the world through marijuana reform is my calling.

Where do you see the cannabis industry in 3-5 years?

So long as NCIA continues to be the Voice Of The Industry, we shall move forward. As more states move to abolish out of touch and fundamentally flawed laws, at the Federal level I see the main reforms in taxes and banking changing first. This will create a boon for business almost immediately. Investment will thrive. The current strategically competent operators will survive but many will get sucked up and either acquired or go out of business in an industry vacuum that has been limited in its ability to grow naturally. After business reform laws have changed, criminal and civil reform laws will follow. NCIA will play a pivotal role in seeing that those who are disenfranchised, and perhaps even victims of the drug war have an opportunity to participate in the fastest growing industry of our time.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have been involved in marijuana policy reform since I was in high school, attending my first rally on the steps of Colorado's capitol in September of 1993. I've represented myself in court for possession tickets as a young college student arguing against the silliness of a record and large fines for punishment.

I became a patient in 2008 after a major ski accident and another traumatic injury made me realize prescription meds/opioids were not as good of a cure for me as medical cannabis. I quickly began to share my process with others, helping dozens of patients as a caregiver and eventually Denver Relief was born. When we started, there were no laws explicitly permitting nor prohibiting the sale and distribution. There were no Cole and Ogden memos, no FinCEN guidance... nothing!

I had to get involved in creating and enacting local and state regulations if we wanted to exist as a flourishing industry that we all now know is possible. So, I did. Attending local workgroups and hearings. Learning about lawmaking. Testifying frequently. Being proactive and not reactive. And it worked. Soon, even before state regulations existed Denver Relief was the first licensed dispensary in Denver. Since then, I've applied for and served on several formal state workgroups and serve on the states first Congressional Caucus. I've been appointed by our Governor to serve on the Marijuana Education Oversight Committee which produced the "Good to Know" educational campaign.

In 2017, Manna Molecular Science was one of just eight organizations invited to DC to speak to Congress about the advancements of the industry.

If elected, I will continue to play an active role in advancing cannabis policy reform and therefore the industry.

What other qualifications do you hold that would make you an excellent board member?

In addition to my industry qualifications, I also hold several leadership positions in my local community. I've been on the Board of Directors of the Anti-Defamation League - one of the oldest civil rights organizations in the country for almost 10 years and the Rocky Mountain Jewish Historical Society. I'm a Wexner Heritage graduate which is an intensive two-year leadership program founded by Les Wexner of L Brands and Victoria's Secret. I've received several awards and acknowledgements for my dedication to philanthropy and community service. I have extensive public speaking and media experience. I'm a husband and new father and dedicated, incredibly passionate individual. If re-elected, I will diligently serve my fellow industry members.



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 additives that enable growers to maximize the yield and health of their plants. Mammoth P® - Growcentia's first product, was developed by its founders at Colorado State University and is a patented multi-consortia 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, 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 Board member of ArcView and a member of the Advisory Board of the Institute of Global Leadership at Tufts University and he serves as a Board member of the Simon School of Business, University of Rochester, NY school's Venture Capital Fund. Gregg is a past member of the Board of Governors of the Weizmann Institute of Science in 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.

Why do you want to be on the NCIA Board of Directors?

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 ability to bring deep value to the NCIA Board and all of our members.

Where do you see the cannabis industry in 3-5 years?

Mainstream. Over this past year together with myself and members of our Growcentia team we have spent time around the globe from Australia to Israel, Spain to Colombia, Chile to the UK and many places in between. The wave of sweeping regulatory reform sweeping the world is exhilarating and pointing to a clear sea-change on an unprecedented scale. This tidal wave of change is creating substantial opportunities for companies and individuals. We can look at the Canada market to get a glimpse into what is possible as many Canadian firms are extending their reach globally due to the void made available by the federal regulatory environment in the US. I believe (and we can look to other industries for examples) that the change needed in the US to provide US companies the same opportunities as those north of the border will come first and foremost from the education and voices delivered to legislators, industry and media from the NCIA and its members. In 5 years these efforts will have led to our industry being mainstream.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have been involved in the industry for decades and most recently over the past 3 years in advancing growing methodologies that bring organic and sustainable products into a grow to enhance both the health and yield of the plant and to improve the quality of the products ultimately going to the end consumer. I have been deeply involved with ArcView and currently sit on its Board of Directors. I have

been and am a sustaining member of NCIA, ran for the Board last year, attended lobby days last year (and this year as well) and I sit on the NCIA's Marketing committee. I speak at events around world continually working to progress and accelerate the reform movement.

What other qualifications do you hold that would make you an excellent board member?

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.



Michael Steinmetz **Flow Kana**

Oakland, California
Industry Sector: Medical & Adult Use Cannabis
Provider, Processor
Direct-to-plant

Member since November 2015

Candidate Bio:

Michael Steinmetz is the CEO and founder of Flow Kana, a business and community leader who believes in building mission-driven companies that embrace California values and the small farmer ecosystem. Michael's unique, hands-on approach has been instrumental in developing Flow Kana's value creation model, as well as the tools and infrastructure needed for farmers and partners to compete successfully in a regulated, legal marketplace.

Prior to founding and leading Flow Kana, Michael built and sold a Venezuelan national brand management company Distribuidora DanMic that manufactured and distributed food products which grew in popularity as innovative, unique, value-added products quickly becoming the leaders in their categories.

Michael blends deep business strategy and community outreach skills that leverage his diverse background and experience, including prior roles as an investment banker at Merrill Lynch and as an engineer at NASA's Jet Propulsion Laboratory.

He is originally from Caracas, Venezuela, and pursued a double major in Mechanical Engineering and Economics with a minor in Business at Carnegie Mellon University.

Why do you want to be on the NCIA Board of Directors?

I am hopeful and enthusiastic that we can build an industry we can all be proud of nationwide. One that creates the successes we wish to see for ourselves, our businesses, our partners, patients and customers. As a California distributor and processor, working with a network of more than 100 independent farms and more than 180 licensed retailers currently, Flow Kana touches all pieces of the supply chain and understands the nuances of operating, from farm to consumer sale, in the massive California market and the realities of the current environment.

By sitting alongside you on NCIA's Board of Directors, I hope to represent the voices of the California's sustainable cannabis supply chain - our network of farmers, retailers, brands and partners - that are all striving to build an industry based on the sum total of all our goals.

The opportunity is grand, but the responsibility is even bigger- and I am hopeful I can join your board and help guide this industry into what it deserves to be.

Where do you see the cannabis industry in 3-5 years?

As I sit in California, just 4 months into our regulated market, I know the next 3-5 years can only be transformative beyond imagination. I hope that we, as an industry, have been able to create a different type of industry. One that has learned from the mistakes of all the other businesses that have come before us and embraces the opportunity before us to truly build from the ground up an industry that can be smarter, environmentally responsible, and move humanity forward.

In California, we are working to preserve the immense biological diversity of the cannabis plant that exists in our small farmer ecosystem and build a large supply base that is not destroying our planet in the process. This preservation is critical to our country's contribution to the larger evolution and adoption of cannabis worldwide for the advancement of sustainability, medicine and wellness.

In 3-5 years, the states that have legalized will continue to collaborate and share learnings with the new states, furthering improvements in the regulatory structure and industry operations. Partnerships and alliances will be created that can shape a nationwide and global, movement that will move at a rapid pace. What has been a state by state build, will quickly show itself as a global community stimulating local economies, research and health. We must position the U.S. appropriately in this global community.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

In 2015, I officially launched Flow Kana, creating the first sustainable, sungrown cannabis brand that embraces California values and the small independent farm ecosystem. We have spent the last five years (2 yrs before launch), helping these multi-generational farms in Mendocino and Humboldt counties become compliant and compete in the regulated California market by bringing their high-quality craft cannabis to market.

We recently opened the Flow Cannabis Institute, the world's first cannabis campus and processing center that brings together the entire cannabis supply chain (lab testing, processing, distribution, manufacturing) in a hyper-efficient facility, providing small farmers the scale and operational efficiencies. Flow Kana's Flow Cannabis Institute offers partners a range of processing, co-packing and white label services to companies who strive to provide consumers with organically cultivated, clean, compliant and sustainable cannabis products.

In this time, we have been part of the largest trade organizations of the state and contributed capital and human resources to the main organizations. Between my other cofounders, my head of policy and myself we sit at the board of the largest trade organizations of the state and local level. Sitting at board level at the main organizations in the Bay Area and in Los Angeles. At the state level we've been board members of California growers association for the last three years, have become board members of CCIA in the last few months, also sit at the board of the international cannabis farmers association since the beginning and sit at the board of the mendocino cannabis industry association. We spend a lot of time at the intersection between politics and business as the success of this industry lies in these two worlds coming together successfully.

What other qualifications do you hold that would make you an excellent board member?

I've been an entrepreneur my whole life, and getting the opportunity to be involved in the shaping of an industry is something I have always dreamed of. The opportunity for this industry to lead a new agriculture reality in the 21st century, change the way we treat our ailments and diseases that humanity is currently facing and also shake up the energy sector and the world of fabrics is an incredibly empowering future. At Flow Kana we are committed to building an industry we can be proud of, with the infrastructure we have built in the state, the different seats we hold at the political level I think we are uniquely positioned to add value to this industry and feel excited about the opportunity to do so at the federal level.



Ian Stewart, Esq. Wilson Elser Law Firm

Los Angeles, California
Industry Sector: Legal Services

Ancillary

Member since April 2017

Candidate Bio:

I am Senior Partner and Deputy Managing Partner of the Los Angeles office of Wilson Elser, an 800 attorney law firm with 36 offices in the United States and abroad. Wilson Elser is ranked in the Am Law 200 and in the top 50 of the National Law Journal 500. As a firm, we have attorneys with specialized degrees in business, engineering, medicine and accounting, as well as extensive on-the-ground professional experience, which translate into client solutions that work in the real world.

For the past 20 years, I have defended complex litigation in state and federal courts with a focus on product liability, complex general casualty, transportation, data privacy and intellectual property litigation. With respect to my product liability practice, I have defended dozens of nutritional supplement companies over many years. There are many important parallels between the nutraceutical/herbal market and the cannabis market from a risk management perspective.

I am chair of Wilson Elser's Cannabis Law practice. In that capacity, I work with licensed cannabis operators to comply with their obligations under the law and to develop risk management best practices. I also regularly consult with insurance companies to assist with cannabis-related underwriting practices and the development of new policy forms. Currently, I am the incoming chair of NCIA's Finance and Insurance Committee, and vice chair of CCIA's Insurance Committee. I regularly speak to trade groups within the cannabis, insurance and litigation management industries on topics involving cannabis legality and risks, and have published a number of white papers and legal articles relevant to the cannabis industry.

Why do you want to be on the NCIA Board of Directors?

Over the past few years, my professional life has become fully dedicated to working with the cannabis industry in its transition to a mature and fully legal market. As incoming chair of NCIA's Finance and Insurance Committee, and past vice chair of that committee, I have come to consider NCIA as the indispensable cannabis industry group uniquely positioned to meaningfully educate cannabis operators across the state regulated markets. A national trade group like NCIA is critical to the industry as cannabis brands expand across jurisdictions, and as national third-party standards develop in the absence of federal legislation. As chair of Wilson Elser's national cannabis law team, I have spent the past three years educating clients and business groups nationwide about the true nature of the cannabis industry, assisting clients with new cannabis-related opportunities, and creating new programs that will benefit the market. Our team represents a wonderful cross-section of new cannabis brands, large companies from other sectors that are entering the space, and the insurance industry that will protect the businesses. This has been the most rewarding period of my career and it would be a great honor to represent the NCIA on its Board. After all, NCIA and Wilson Elser share the same goals – a commitment to education and responsible industry growth.

Where do you see the cannabis industry in 3-5 years?

In 3 to 5 years, I see a currently skeptical public having embraced the cannabis industry because it has taken compliance seriously and has embraced public safety as a core value. Large companies have continued to enter the space, and consolidation has been inevitable. However, the state regulated markets have allowed small entrepreneurs the space to continue to play a meaningful role, and "craft" cannabis operations have continued to thrive. Litigation, unfortunately, has increased as cannabis deep pockets with insurance coverage became targets of the plaintiff's bar. Though product liability remains a primary concern of the industry, consumer claims have become a more pervasive problem. These include claims of unfair competition, deceptive trade practices, false advertising, mislabeling, contamination and adulteration. The litigation has caused disruption and bankruptcies, similar to what took place in the dietary supplement/nutraceutical market some years ago. The cannabis industry has nevertheless responded by adopting best practices from other industries, such as Good Manufacturing Practices (cGMP) and Enterprise Risk Management (ERM), which reduces loss and eases public concerns. Full federal legality has become a reality through Congressional action that creates a federal regulatory scheme. There has been a transition period from a state regulated to federally regulated market.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

My advocacy and passion for the industry began nearly a decade ago with California's Prop 19. At that time, Prop 19 caused the London insurance market to focus on insuring the industry. My firm has a deep relationship with the London market and we assisted certain insurance syndicates with a new approach to underwriting the emerging risk. At that time, however, the traditional old-school law firms – including my own – and their clients, were not ready to publicly acknowledge working in the space. Subsequently, in 2014, I had the honor to present on cannabis risks at a key industry group called the Professional Liability Underwriters Society (PLUS). This opened the door for multiple opportunities to educate traditional insurance organizations and their constituent carriers and firms. By early 2016, in collaboration with several of my partners, we formally announced the creation of Wilson Elser's national cannabis law team. By early 2018, the team has grown to almost 40 members in 15 of our 36 offices across the country and abroad. In collaboration with our partner firms in the "Legalign Global" network, we explore international opportunities in Europe, Canada, Israel, Australia and elsewhere.

This has resulted in exciting new opportunities to work with the best that the cannabis industry has to offer. By way of example, our team serves as General Counsel for Next Wave Insurance Services, which leads the cannabis insurance industry through the backing of Hanover Reinsurance Company and Protective

Insurance. We are in the process of creating (confidentially) several new insurance programs with well-known carriers that will greatly expand the depth and breadth of coverage available to operators starting as early as mid-2018. We have had the opportunity to work with a number of distinguished cannabis brands such as Canna Royalty, Mary's Medicinals, Siva Enterprises and others. Most recently, I am leading the U.S. due diligence for the Canadian private placement of the MedMen IPO in Canada. In sum, my team's passion and advocacy for the cannabis industry has allowed us to materially assist the trailblazers, and we are excited for the future of cannabis.

What other qualifications do you hold that would make you an excellent board member?

I believe those who know me would agree that I am a collaborative person who always looks for ways to share opportunities with my professional friends and colleagues. I am organized and committed to follow-through on tasks undertaken. I hope that my prior efforts on the NCIA Finance and Insurance Committee and CCIA Insurance Committee demonstrates my commitment to the industry. If selected for the Board, I would also commit to serving as the conduit between NCIA and the deep resources of an 800 person international law firm and its global network of experts, insurance carriers, risk managers and other professionals who will be working with the cannabis industry sooner than they think!



Kimley Svendsen
Waterstone Staffing Holdings, LLC

Chicago, Illinois
Industry Sector: Consulting, Human Resources and Staffing
Ancillary

Member since November 2015

Candidate Bio:

Kimley leads Waterstone's Retained practice, helping clients build talent teams from the director-level through C-suite and across all functions. As a veteran of internal companies and leading services firms, Kimley excels in diverse industries (CPG, software & technology, manufacturing, financial services, advertising, and healthcare) and companies ranging in size from startups to the Fortune 100. She has placed executives with industry leaders, led the college recruiting

function for CNA, and the talent function for both GATX and Capital H Group. In these roles, working arm in arm with her C-suites during rapid expansion, Kimley learned the direct correlation of talent, fit, and survival.

She attributes her versatility and longevity to, first and foremost, strong relationships, as well as a love for systems, processes, and decision-making. Her curiosity for how people relate, work, and make decisions earned her success in recruiting, and is bolstered by her master's degree from Northwestern's School of Education and Social Policy. Immersed in the application of business systems to human capital, she has continued to learn new ways to help clients win by aligning talent with company culture.

Placing candidates into the c-suite, Kimley earns respect from all parties for her consultative candor, uncommon courtesy, and fearless diligence. She treats discovery phases as sacred, and uncovers the reasons roles come open, the obstacles facing the business, and the systems likely to support future success. By leading with questions rather than assumptions, Kimley endears herself to professionals, who feel heard and understood, as well as clients, whose dignity and experience she honors. As a trusted advisor, and self-described “completionist,” Kimley leverages her deep network of relationships to relentlessly serve her clients, often coaching them through systemic challenges rarely solved through hiring alone.

The same integrity and sincerity keep Kimley grounded in her life away from work. She finds meaning in service to her family and community, where she is active with the Lincoln Park Community Shelter. A Chicagoan for decades, Kimley was born in Montana. So when she steps away, she is likely out west, savoring huckleberry pie or hiking a remote trail with her husband and three daughters.

Why do you want to be on the NCIA Board of Directors?

I would like to serve on the Board for two salient reasons. First, my passion for the plant and what I believe it can do for humanity. Second, I believe education within the industry is key and I would like to do my part to help the space flourish. I believe from a personal and professional perspective that this is a truly critical time for cannabis, and we have the opportunity to influence the space in a positive way through many channels.

Where do you see the cannabis industry in 3-5 years?

The honest and short answer is the sky is the limit, but I really don't know. If you were to ask me where the stock market is going to be in 3-5 years I would give you the same answer. If you were to ask me where will the cannabis industry be in 10-15 years, I can tell you that I see an industry flourishing in a responsible and thorough regulatory environment, providing good jobs and tax revenue for good government works, and most importantly for me, established research practices and principles will be possible and people will be able to heal themselves in ways that extend beyond our imagination. I am a longer term thinker, but understand we are taking small and larger steps along the way.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

While I am new to the cannabis space specifically, I have been doing work in and around in for the industry now for quite some time. It was an irrigation company that led to me thinking I'm already doing cannabis work and I just haven't realized it until now. Specifically in this space, we have attended several conferences and exhibited at the NCIA Seed to Sale conference in Denver. We've attended the Midwest coffee stays local events. Really the greatest efforts have been in the 101 sharing with growers, operators, investors and ancillary businesses. This is 100% a relationship building business, and people want to see you face-to-face on a consistent basis as confirmation that you are all in and not treating this as a fly-by-night endeavor – I enjoy the process of earning that trust.

What other qualifications do you hold that would make you an excellent board member?

The most significant qualification I bring to the NCIA Board of Directors is breadth of experience. The cannabis industry is unique in that it covers so many different business sectors – technology, artificial intelligence, autonomous, agriculture, manufacturing, marketing, medical, legal, compliance, financial and regulatory - you literally need to touch every different type of business to be an operator within the cannabis space. Through my recruiting experience and building my own firm, I have touched on all of these sectors. I bring in-depth knowledge and experience from a human resources and recruiting perspective and I don't see this depth of experience anywhere else in the industry. It would be my pleasure and honor to serve on this board.



Manndie Tingler Papa & Barkley

Los Angeles, California

Industry Sector: Infused Products and Extractions
(Medical & Adult Use)

Direct-to-plant

Member since January 2017

Candidate Bio:

My name is Manndie Tingler, and I am interested in the nomination for the NCIA Board of Directors.

I am a mother of 2 children. I have a BA in Psychology, BA Non-profit business, and a Master's in Marriage Child and Family Therapy. I have worked in the cannabis industry for 4 years now and I am very passionate about the work I do.

My pre-cannabis industry work experience includes working as the Executive Director of a Non profit counseling organization in Roseville, CA. I served on the Roseville Chamber of Commerce BOD and also have been an active member of the Rocklin Chamber of Commerce. From 2003-2009 I worked as a social worker for people with developmental disabilities for the regional center and then moved over to work as a mental health provider for the people of Placer County from 2009-2012. Both roles allowed me to see the impact that a non-regulated cannabis market was having on people from all walks of life. This is where I became an advocate and decided to get involved in California Cannabis.

In our industry I currently serve as the Director of Business Development at Papa & Barkley, where I handle all B2B relationships, and also actively handle our government relations and special events.

I am an Advisor to the Board for the Fenix Group and SVN10 Creations which just received their licensure this month. Additionally, I also serve as VP of the Eden Gathering which is a Northern California cannabis networking group for heart centered leaders, and I am also the President of the Kriya Society, which is a society for women leaders in Sacramento Cannabis Business. Prior to these roles, I worked as the VP of Sales and Marketing at Canapa Brands for two years in Sacramento. Canapa manufactured and distributed for several well known brands in our industry. I'm also proud to share I have been fortunate enough to have 14 various industry product awards under my belt and I feel confident that I know what it takes to grow a cannabis business.

Why do you want to be on the NCIA Board of Directors?

Becoming a member to the NCIA Board would be an honor that I would take very seriously because of the importance of the work that NCIA does for our community. As I have watched our industry grow, I have found the cannabis industry to be a beautiful culmination where my professional development, education and passion collide. Simply put, I want to evoke change and be a reasonable and respectful voice for those who need it. Being on the NCIA board will allow me to have a larger voice with regards to policy making and providing educational opportunities and outreach to a larger group of people.

Where do you see the cannabis industry in 3-5 years?

My vision for the cannabis industry in 3-5 years is inclusive of seeing legislation for cannabis use both medicinally and recreationally for all 50 US states and for our country to become a leader in cannabis policy, cannabis research, and accessibility. I would also like to see a significant decrease in the illicit market, and more fair and reasonable taxation for those who operate legally.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I have spent my last 4 years working toward community education and the last 2 years participating in the NCIA, CCIA, CGA, CDA, and the BCC sub committees as we all push toward solidifying the regulated marketplace.

What other qualifications do you hold that would make you an excellent board member?

Other qualifications include:

General practice rules for Robert's Rules of Order

Large social media presence

My personal network of cannabis businesses

Major event planning

Charitable Organization knowledgebase

Marketing and Sales background

I'm a connector

I have a desire to educate everyone about cannabis. I find it a privilege to be in a leadership position in this industry and don't take the responsibility lightly. I have aspirations to be in a room full of law enforcement officers, doctors, and politicians providing education for them about the legalities and intricacies of our industry and helping them to better execute their jobs when they interact with our industry. I feel that this is not too far off from where I am now, but hoping that the other members of the NCIA board would like to work toward that goal with me.



Taylor West COHNNABIS

Denver, Colorado

Industry Sector: Marketing, Branding, and Public Relations

Ancillary

Member since October 2014

Candidate Bio:

Taylor West is senior communications director for COHNNABIS, a full-service brand, marketing, digital, and public relations agency dedicated to the unique needs of the cannabis industry. Prior to joining COHNNABIS in August 2017, Taylor spent three and a half years as deputy director of NCIA, where she oversaw the organization's marketing, communications, and media relations, often serving as a spokesperson for the organization and for the industry as a whole. During that time, NCIA's membership expanded by nearly 500%, reflecting both the importance of NCIA's mission and the explosive growth of the industry itself.

Before joining the cannabis industry, Taylor spent four years working in Washington, D.C., first as a strategist for a variety of policy and regulatory reform efforts, and then as communications director for National Journal, a highly respected national media organization. She is also a veteran of several high-profile political campaigns and has appeared as a commentator on MSNBC, Fox News, CNBC, PBS, and NPR. Taylor first became involved in drug policy reform 20 years ago with an internship at DRCNet, now known as StoptheDrugWar.org.

Why do you want to be on the NCIA Board of Directors?

I believe deeply in the importance of both a membership-based, unified voice for the cannabis industry and a professional, sophisticated, and welcoming community of businesses. NCIA serves both of those missions at the national level, and the entire industry benefits when NCIA is strong and successful.

My time as a senior staff member at NCIA introduced me to an industry full of incredible people with big ambitions, bold ideas, and strong values. Joining the cannabis industry through my work for NCIA was a gift for which I will always be grateful. Joining the board of NCIA and helping it continue to build on its strengths would be my way to give back to an organization and industry that have given me so much.

With my background in politics and policy, my experience within the industry, and my deep understanding of the day-to-day work of running NCIA, I would bring a uniquely valuable perspective to the board. Now is the time to position NCIA for long-term industry leadership, and I want to contribute to that critical work.

Where do you see the cannabis industry in 3-5 years?

We are rapidly approaching a watershed period in the cannabis industry. Infusions of capital and economies of scale are dramatically changing the predominant business models. Thanks to the work of NCIA and our allies, political headwinds are suddenly turning into tailwinds. Expansion is happening everywhere, even as many individual businesses are finding it harder to stay afloat.

Recent political developments make it possible that we could see cannabis descheduled at the federal level within the next 2-4 years. That would free up an enormous amount of capital and unleash investment in the industry that will dwarf what we've seen so far.

Not all of these changes are good. Not all of them are bad. But none of them can be ignored.

It seems likely that, in the future, the cannabis industry will segment itself in much the same way we've seen in other industries. There always have been, and always will be, customers primarily driven by price, and there will be companies with the resources, technology, and reach to focus on those customers. But there always have been, and always will be, those looking for something more - higher quality, medicinal value, reliable effects, a brand that fits their values - and the opportunity is there for the craft producer.

At NCIA, we can help shape the industry by bringing new members into the culture of advocacy, social justice, and responsibility that have made it special. But we can't pretend that the industry of five years from now won't look very different than it does now. It will be critical that NCIA can adapt and evolve with the changing industry so that it can continue to be both a powerful advocate and cultural influencer.

How long and in what way have you been advancing the cannabis industry or the marijuana policy reform movement?

I officially joined the NCIA team on January 1, 2014, just as legal adult-use sales began in Colorado. Since then, the cannabis industry and the politics and policies that affect it have been the focus of nearly all my work. Even when I made the hard decision to leave NCIA and start a new adventure with COHNNABIS, it

was important to me that I was joining a company that was a well-established NCIA member with a commitment to its values.

I'm very proud of the contributions I've made to changing perceptions of our industry among policymakers, the media, and the general public. I'm also constantly aware of and grateful for the many, many people who came long before me and laid the foundation for our successes with their advocacy.

What other qualifications do you hold that would make you an excellent board member?

I believe that my personal history, both with NCIA and before, has uniquely qualified me to be a valuable addition to the board. On matters of politics and policy, I can contribute insight from my years in Washington, D.C., and working on campaigns. On business issues, I bring both the broad perspective on the industry that I got during my time working for NCIA as well as the specific experience I now have as an ancillary business executive. On organizational questions, I can offer perhaps a more native understanding of NCIA's operations, strengths, weaknesses, challenges, and opportunities than anyone else.

I won't shy away from calling out the ways NCIA can improve and adapt to better serve the mission. And I won't hesitate to point out the quiet ways the organization is succeeding and moving the needle on a daily basis.

I would be proud to put my qualifications to work for the membership of NCIA and for the strength and long-term success of the organization.

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