



Cannabis Entrepreneur Activism Under The 45th President
MCBA Webinar No.4
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Participants: Betty Aldworth, Students for a Sensible Drug Policy
Mason Tvert, Marijuana Policy Project
Steph Sherer, Americans for Safe Access
Art Way, Colorado Drug Policy Alliance
Moderator: Seth Adler, Cannabis Economy, MCBA, Board of Directors

Seth Adler: That's Betty Aldworth, if audio just caught up with us, Betty Aldworth Students for Sensible Drug Policy, one of our esteemed panelists. Handing it over to someone that you worked with on Amendment 64, which came before Prop 64, California, folks. Mason Tvert, Marijuana Policy Project.

Mason Tvert: My name is Mason Tvert I am the Director of Communications for Marijuana Policy Project, which is the nation's largest organization working exclusively on marijuana policy. Our organization is working in Congress, in state legislatures and supporting state and local initiatives that replace marijuana prohibition with a more sensible system in which marijuana is regulated and taxed and treated similarly to alcohol and made available to seriously ill people who can benefit from its medical value.

Seth Adler: Excellent, thank you. Mason. Art Way from the Drug Policy Alliance.

Art Way: Hi, Art Way, State Director in Colorado for Drug Policy Alliance. I'm also a senior director for the national criminal justice reform strategy team. We're looking to end the drug war too. We believe there is an over reliance on the criminal justice system, an over reliance on morality and judgment when it comes to addressing drug policy and the potential harms of drugs. We're basically looking to establish a public health approach to deal with drug policy. Marijuana reform is one of three main issue areas. We don't believe you can have sound drug policy if your marijuana laws are all screwed up. We also are involved with broader criminal justice sentencing reform and harm reduction efforts.

Seth Adler: Okay, excellent. If we do have time we'll get to the fact that you've had a fair amount of change over the past couple of weeks as far as leadership at DPA, but we'll save that for the end. Steph Sherer, can you hear me? What are the chances? Well, Steph Sherer might be in Amsterdam and participating in this webinar. Maybe you can hear her, we can't, so we're going to just continue.

As far as what we're doing here today, this is about understanding what entrepreneurs can do, how can they activate? How can they become activists?



How can you become activists, especially under a new administration? The key is to understand what has been said by the administration officials that we have, or feel that we will have and then understand from the group, the panelists, what has been done in the past. Whether it be under an administration that seems friendly, or an administration that certainly doesn't.

As far as quotes are concerned, I am not going to read them. You can, hopefully, see them. My take is that our current president has kind of come down on both sides, saying positive things about medical cannabis, saying not so great things about adult use cannabis, but leaving it up for chance. As far as stated testimony, Senator Sessions, who is potentially the incoming attorney general has certainly not said anything positive. All of what he has said has been tremendously negative and has also said, or voted essentially against cannabis as an issue. Really understand that, panelists. These are the folks coming in. As I spoke to Mason before the webinar started, nothing has happened yet. We'll see. Understanding that basis of what we assume is reality, Betty. Take us through what's been done in the past to further cannabis reform with, maybe, adverse conditions.

Betty: Of course, my personal experience working with an administration on cannabis policy reform in particular has been entirely limited to working with the Obama administration. My entire career in cannabis policy reform has been with the Obama administration. It's an interesting juxtaposition. That being said, Students for Sensible Drug Policy has a long history with working with hostile administrations on issues like higher education attitude. The sorts of multi tactical long term strategies that it takes in order to have an impact with a hostile administration really requires an extraordinary amount of collaboration around issues, but also those working on intersections of issues as well. People are thinking about the sort of long term strategy that includes direct citizen lobbying, people calling their senators and representatives, people approaching those offices for direct meetings with the backing of the various organizations represented here today and others. Supporting those organizations, who have lobbyists on the Hill who are working offices as well as administration departments lobbying the various organs of the government.

Seth Adler: Organs, I love that reference.

Betty: It's really not an easy answer. If what we're looking for is what can a participant do right now to ensure that their values are being represented it's two primary things. First, pick up the phone. Pick up the phone every single day if you need to. Call your senators and representatives. Sending emails is fine, signing petitions is okay, all those things are really important facts in terms of making sure that we're providing this wholesome message to Congress.

Seth Adler: So you're saying pick up the phone?



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- Betty: Pick up the damn phone.
- Seth Adler: We're going to come back to that because we're going to get into actually, okay, now the webinar's over, now go do this.
- Betty: Right. The second piece is make sure that you're supporting the organizations who are doing the work because we are out there every single day making sure are voices are represented.
- Seth Adler: Right, inform yourself.
- Betty: Right, absolutely.
- Seth Adler: When Betty says, "We all have to find a way to work together as organizations," we have good experience doing that with the three of you guys, as well. Speak to that point though; Mason of this is how we all work together.
- Mason: All these organizations are working on their respective missions in various ways, some being local organizing, few of these are on campuses. We tend to be focused exclusively on marijuana policy and really made our ... Working at the federal level with these organizations and others to coordinate on federal lobbying. That's our thing, and everyone's doing whatever they can to reach out to the incoming, the arrived administration. It's really...the job doesn't change. This is no different than it was previously, we need to continue to push for state level change, we need to continue to build support among members of Congress, we need to continue to push the administration to take action. I think at this point, it would be a mistake to think that things are worse off than before. There's no reason, yet, to believe that. There may never be a reason to believe that. Things are actually much better than before when it comes to marijuana policy. I'm not talking about-
- Seth Adler: Anything else.
- Mason: Yeah.
- Seth Adler: That's exactly it.
- Mason: It's going to be the case that we'll be pushing for the same types of appropriations that have been up for consideration in the past. Things like the Rohrabacher reform, which will be to prevent the justice department from spending funds to enforce federal medical marijuana laws, but also now really increasing the push for reform, which is for all state marijuana laws, not just medical specific ones. We believe that there is more support for that than ever before. If the justice department is not able to use funds to interfere in these laws then it's somewhat, I don't want to say irrelevant, but less relevant who



the administration is. It's critical that we keep building support for those types of measures as well as broader comprehensive change at the federal level. Things like the CARERS Act in the Senate-

Seth Adler: From Senator Gillibrand...

Mason: Yeah. We saw a number of states adopt medical marijuana laws under the Bush administration. We saw an increase in support among members of Congress for reform during both the Bush and Obama administrations. Regardless of what happens, you can still move forward. The question is just how much and how fast?

Seth Adler: Got it. When we get to today, it's certainly gets broader and as I bring Art back in here, just a note, I can see that the view is not perfect. You're using Art's computer, not my computer. Art, thank you. I also know that the audio is not perfect and to that I say, we'll get it fixed for next time. We're downstairs in the BPA bunker curio in Colorado, so please bear with us as far as sound is concerned. However, if we do only look at the cannabis or marijuana as one single issue, when DPA comes into it, that's not what you do. You look at it as a more comprehensive issue and how it affects the other things that you're working on, so please speak to that.

Art Way: Yeah, we're a human rights organization so we engage in broader civil liberties, broader criminal justice reform and essentially session in the new administration to leave marijuana alone. We'll still potentially have problems in many other areas. We do not want to see the sentencing reform that took place under the Obama administration roll back to the Bush era and to the Reagan area. It's broader than marijuana for us, but at the same time, we try to build a base and say, "Hey, protect the marijuana reform that we helped establish over the last couple of years." The good thing is, it's state work, like Mason said. It's state work, it's local work. There are certain federal pieces that align to it and make that work a lot easier, but really we just need the federal government to back the hell up and let the states do their thing and continue to do their work.

Everybody continue your work on a state level, on a local level. Look to build broader coalitions that simply are not just a bunch of marijuana reformers, but even engage with your broader criminal justice groups, engage with your civil liberties groups. Always look to expand the Coalition for Marijuana Reform and Proper Drug Policy. We don't expect Sessions ... Well, actually we have no idea. The guy's record is just ... you couldn't pick a more poster child when it comes to tough on crime, old school Reagan era politics. You just don't know what to expect there, but his language has softened. His language in the committee hearings is not the same sessions that you heard 10 years ago.

Seth Adler: Not at all.



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- Art Way: I think that's a positive. I think when it comes to marijuana nationwide, the paradigm is simply shifting and I just don't see how this administration could somehow undo the paradigm shift that's taken place in when it comes to marijuana across the country. Like Mason said, a lot of things were done during the Bush years. Things even wrapped up more during the Obama years. If Sessions somehow tries to ... I don't even know if he can do this, but if he somehow tries to repeal current cannabis laws, I guess we have a problem. I don't want to see that happen and Trump, as bad as he is, he is a businessman. We saw that with Governor Hickenlooper here in Colorado. Once he saw an opportunity he kind of wanted to jump on it and see what it can do for that state. Maybe we may see the same thing with Trump as a business man in that matter.
- Seth Adler: Right. Just to make sure we kind of talk ... Hickenlooper was certainly against Amendment 64 during the campaign. Directly after the campaign, however established a task force, got behind it, and said, "If we're going to do this, if that's what that what the voters said, let's go ahead and do this." Okay, great, so we've got public sentiment on our side. Now, let's get back, Betty, to what your point was. Steph, I know that you're there, but I don't think I can hear you still.
- Steph: Can you hear me?
- Seth Adler: No. Technical difficulties abound but let's thank Steph for being here, at least in spirit. Betty, as far as what you were concerned about, actually calling your representatives, actually calling the folks that you are a constituent of. I've, on my podcast, Cannabis Economy, available on Google Play and iTunes, I've spoken with representatives, I've spoken with state senators who say basically two things. If you call me, I will hear you louder than if you email me, that's number one. The other thing is, if you are not my constituent, I'm not going to listen to you. I'm only listening to people that could vote for me, or worse, against me. Speak to that piece.
- Betty: Yeah, I think that, that's a really important point. For example, the National Cannabis Industry Association, which does lobby as an organization and with what we did in Maine, when you show up, even if your a non constituent, that's fine, your project and point of view are important and you're showing representatives the people care.
- Seth Adler: That's physical support, that's just me as a body.
- Betty: Right and telling your story even though it might be another state. In that sense, but when it comes to the phone call, a call from your constituent or they even voted for them, or they would consider voting for them , you can call and ask them to join the cannabis caucus in the House. Tell us whoever, whoever's staff



they are, explicitly, very explicit. That defines how the staff is prioritizing their work, in any given Tuesday, for example, 500 calls and they're going to really start paying attention for an issue to which they've attached themselves in the past. We're seeing this grow quite substantially as more and more states are taking on reform.

That's Mason's point about state level reform. State level reform gives us new investment members. When large numbers of people support cannabis law reform that's already happened in a state, these are the representatives of interest in the Capitol. Really prioritizing the work around what they are saying, what the provisional elected's are saying, what Washington's talking about because that's going to signal what you need to be talking about and then make that call and do it as often as you can. Write letters to the editor, right way to get the attention of the congressional leadership, but show up for public meetings and make sure that we have a substantial presence when we're there.

Seth Adler: As far as communicating you mentioned staff members. Mason, let's just talk about staff members and how, if I call someone's office and I don't get the state senator on the line, that's fine because I actually should be talking to the staffer.

Mason: Yes. I think that the message gets across regardless. I worked for a state senator as an intern in the office. I had to field those calls and emails and whatnot. It certainly is something that both the senior staff and the member themselves are going to be interested in. They are curious to know if something is being brought up by their constituents on a consistent basis and whatnot. I certainly agree with Betty's analysis with regard to also focusing on your own members and whatnot. I don't know what else to add to that.

Seth Adler: Okay, that's great. Art, can you speak further to the role of entrepreneurs in changing the playbook when it comes to effective advocacy.

Art Way: Entrepreneurs that realize that there's no need to change the game so far, it's been activists and organizations like ours, and many other people who have put us in the position that we're in. Just use the playbook and see if you can better it by talking about your issues with taxes, by talking about your issues as a small businessperson, but there's no reason to rewrite the playbook here. We got to this point, we got to the point where we have the industry, and now the question is, how can industry work together with the advocates and groups that got us to this point. I think a lot of that is staying on message, but at the same time, entrepreneurs have a way where they can refine that message for their own purposes, take it to another level, add another level to advocacy that social justice groups can't really talk about because we're not dealing with this cash based industry. We're not dealing with the ability not to.

Seth Adler: Exactly.



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- Art Way: Follow the playbook as much as possible, but at the same time look to refine it based on your own interest and then edit things that you bring to the table that we don't.
- Seth Adler: That's a great point Art. Can you tentatively represent a community when you're not in that community? This is something that anybody anywhere can absolutely do. I want to, for the umpteenth time, go back to the Amendment 64 days and talk about how important it was for your work ... You did so many different things, there was public messaging, there were billboards, there was the challenging of Governor Hickenlooper. A lot of what was important there was activating the community and connecting, making sure that folks understood what was going on.
- Steph: Can you hear me?
- Seth Adler: Yes I can, thank you for joining us. Can you hear me?
- Steph: Yes, I can hear you.
- Seth Adler: All right, great. We do have Steph. Steph, are you still there?
- Steph: Yeah, I'm here. I'm here, can you hear me?
- Seth Adler: Okay, great. Yeah, sure. Let's go ahead and just shift and make sure to hear from Steph.
- Steph: The audio is breaking up a little bit, but I've been following the discussion and I think we're not sure what to expect from this administration but I think that the important thing right now is that everyone stays tuned in and that if you get an email from one of the organizations on this call asking to, whatever it is, make a phone call, show up, that there's no room for people to sit on the sidelines on this one. We think about the 89% of Americans who support medical cannabis and the 55% that support legalization, that's a huge part of the US population. Really, as far as the day to day work goes, and who is pushing these policies, it's just a handful of people and that means you. If you're getting one of our emails, that means you're part of less than .001% that even knows how these policies are changing. We're going to need to be all hands on deck.
- Seth Adler: I absolutely have all hands on deck. Now I will kind of continue with where I was going. Those Amendment 64 days as far as all hands on deck and really activating the community. Let's just focus in on that. Talk about kind of key principles of doing that at the time, you guys kind of figured it was ... As you got closer to election day you kind of figured, maybe okay, maybe okay, but it's hard activating the community specifically.



Steph: Yeah, I think sometimes that we had going for us in Amendment 64 that has been lost in 2016 was the end of some of the grassroots. Lisa is the king of R&D media and the billboards and the estimate, so he gets to talk to about that.

Seth Adler: Sure.

Betty: Grassroots, tons of grassroots work, too. Ensuring that, from our perspective, the keys are making sure that people are being rapid response activated when we need to do something. One of the amusing things that we did during the campaign was actually specifically with the cannabis industry community. When we hosted a rally at the same time that "Downtown Denver", who has this partnership with other big business groups and the mayor, were hosting this big anti-64 event, we showed up in our suits with big signs talking about how beneficial the cannabis industry was to the state economy and really stole their show.

We were able to do that because we had developed a community of advocates that were ready to show up with us when we needed to do an event. We mobilized in like 24 hours, everybody was on message, everybody was interested in what we were talking about. Getting tied into the groups and activists who are leading the efforts, making sure that you're building those alliances if action isn't your job like it is for us, then you are saying tuned in to what we're up to and responding to those calls. In California, one of the key pieces to building public support for medical cannabis was ensuring every single time there was a DEA raid, there were people, many, many people, many of them ill who would show up on the property-

Seth Adler: Wheelchairs.

Betty: And demonstrate with a very visual response. How that got closure was going to effect to that.

Seth Adler: Steph, talk about that. Talk about activating.

Steph: I have to say, we almost took our Raid Program down off of our website last year and unfortunately as we were getting ready for this year, we knew we had to keep it up. It's something that involves everyone in the community, so on one side, businesses can go onto our site, the raid center, and they enroll to let us know if they're raided they want a response, they want us to show up. As soon as we hear a rumor of a raid, we go to that document and we start calling whoever the business wants us to call.

Do they want us to call their baby sitter? Do they want us to call their attorneys just so that they can be present during that raid and make sure that they're being safe but know that someone else is getting help? Also, we also need



someone to confirm the raid. There were, definitely, during some of the most intense times with both the Obama administration and the Bush administration, we'd get lots of rumors that there were a raid and, of course, we didn't want to send patients somewhere because there was just a black vehicle in front of a dispensary.

When we verified that it's really a raid happening, then we sent text messages out to everyone in the area that signed up to get these alerts. At one period of time, everyone just had signs in their car said "DEA raid under progress," or, "The DEA is taking my medicine." Then we also alerted the media that it was happening as well. This meant one, that actions ... that they were being witnessed. Both so that we could build political support but also, I think we all know that police are better behaved when they're being observed. We've heard from lots of people that were inside during the raids that when they heard activists outside chanting, they knew that someone was there watching the events that were happening. That program is there and ready to activate. For businesses, whether you're on a cultivation site, manufacturing site, or on the retail side, if you want our support, it starts with you and then, of course, you are seeing customers on a daily basis and can be a big part of building out the response.

Seth Adler: Mason, I think I kind of spoke to your stunt ability. This is not about stunts, this is just about, "I've got a message and I need to communicate that message in as many different ways that I can." I also alluded to the fact that the joint versus challenge, talk to that. What the goal was, what the means were, and what actually happened.

Mason: Oh, for that specific-

Seth Adler: Just that specific thing, exactly.

Mason: It's an entirely context than what we're generally talking about here and it wouldn't be something that you would really encourage people to do.

Seth Adler: Fair enough.

Mason: I'd rather not get into the specifics of it with regard to 64.

Seth Adler: 64?

Mason: Warning people go out and do that type of thing because there are some people who are, I think, demonstrating ways that are less helpful than others.

Seth Adler: Yes, at the inauguration.



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- Mason: There's a thin line between what can be effective and what might be, not only ineffective but counter productive.
- Seth Adler: Fair enough. I'll take your point. I'd like to do with where the governor was, what his history was. It had to do with the message that marijuana is safer. It was the central tenants of the messaging borne out into [inaudible 00:32:38] something that would grab cameras. That's fantastic, but that is a great point. Maybe talk about, your personal thoughts about, on election day or on the inauguration day, there was some kind of activism that doesn't necessarily fit in with, "we were going with a playbook." Talk about that.
- Art Way: The whole thing is to try to change paradigms right, and so people have many different ways to go about changing paradigms, but at the same time, you have to look at the long game and you have to ask yourself, is what you're doing beneficial for the long haul and beneficial for the policies that we're trying to establish or are you just trying to get media attention and maybe shock some people? I think it's a delicate line. I'm not really familiar with what was going on in DC. I know our DC office has had issues with certain activism in the DC area and thought they may have been less than beneficial, but I'm not really clued in on the details. I think there was a hundred foot joint or something like that?
- Seth Adler: Something like that, and also many joints being handed out, but whatever. Why highlight it, Mason's point, if it's not what we want to see, or if it's not really helping?
- Art Way: Yeah, there is a cultural issue and then there's policy change. Some people are trying to go full on with the cultural issue. When are we just going get used to just smelling marijuana on the streets? Why can't we smoke at inauguration day? It's understandable, but at the same time, it isn't helping the policy advocacy? I think the jury's still out on that. I'm not in DC, so I'm not going to speak too whole-hearted on it. I enjoyed all the stuff Mason did back in the day. The Chickenlooper and all that stuff.
- Art Way: I think you've got to call people out and I think it was working at the time. Maybe even a safer message. You would think that is simply understood by a lot of people.
- Seth Adler: Marijuana is safer?
- Art Way: Well, not really that it's safer, but that the public health costs associated with alcohol are ridiculous and anybody who's ever been drunk or got into a fight ... We talked about this stuff when I was 11 years old. I was like, "Why are my uncles who smoke marijuana, why do they seem cooler than the drunks?" It's cool that Mason brought that message up because a lot of people, for whatever reason, didn't grow up as cool as I did and didn't have the conversations that I



had at 11 years old.

Seth Adler: Most people didn't.

Art Way: Most people aren't having those talks at 11. You've got to change the paradigm of it but you just have to make sure you're not doing it in a way that's going to impact the long game.

Seth Adler: Right, this really does. Our last slide here. The takeaways from folks on the call. What can I do right now? What would be the suggestion of these four organizations? Before we get to that, if we're all going to be on the same page, what's a centrifugal message for SSDP?

Betty: Right now we are highly focused on stopping nomination of Jeff Sessions. We know that Sessions is probably going to be unhelpful for or could be unhelpful for marijuana, but for us, our issues are much bigger. We're looking at internal justice reform; we're looking at broader drug policy.

Seth Adler: Mm-hmm (affirmative), Asset 42 (Asset Forfeiture).

Betty: Asset 42, which is a huge issue with the Jeff Sessions. He is opposed to smart sentencing reductions and, if I remember correctly he actually believes that not enough people are in prison, and this is offensive to a degree that I can't even describe. I am so distressed by his statements on criminal justice and human rights and particularly, of course, racial justice. We've got to focus right now on stopping Sessions. We're asking people to pick up the phone, call their senators and let their senators know that they are opposed to the Sessions nomination.

Seth Adler: No, let's do that and then I'll come back around because that's so-

Betty: That's today.

Seth Adler: That's today.

Betty: What you're doing today? Call your senators and ask them to stop Sessions.

Seth Adler: Precisely, exactly, okay. MVP as we go into January 2017, what do I need to know, if I'm an entrepreneur, what's the messaging? What do I need to be saying or understanding and then what can I do about it?

Mason: First, you need be aware that it's February 2017.

Seth Adler: Look at that. That's a key point.

Mason: I mean, we are generally focused on, from our perspective, it's not as if, if



Sessions doesn't end up getting confirmed that we're going to see some marijuana all star being brought forward as the possible replacement. That's not to say we support the Sessions nomination in any way, but from the perspective of marijuana policy in a vacuum, whether Sessions or whoever else Donald Trump would theoretically nominate, the issues would be the same.

Seth Adler: He's not nominating Ethan who might have time for that now.

Mason: Yeah, exactly. I'd say that right now that would be, it's important if people are asking their members of congress to support the types of appropriations, amendments that are going to be brought forward to prevent the justice department from spending funds on interfering in state marijuana laws. You should be looking to see what your members' positions have been, if they've already been supportive of it, then thanking them for that, encouraging them to continue. If they have supported the Rohrabacher-Farr Amendment to prevent spending on interfering with medical marijuana laws, encourage them to also be supportive of the McClintock-Polis Amendment, which would expand that to all state marijuana laws. Of course, encourage them to be supportive of anything to related to the areas, there's also appropriations limit for that the use of funds to enforce that policy that will punish doctors if they talk to their patients about medical marijuana.

Open that up so that they can start making recommendations. Certainly, encouraging them to support states rights to establish their own policies. It's very difficult to do direct action from a citizen perspective when it comes to the administration. There's not really anything to say to the administration yet because we don't know what they want to do, are planning to do. Quite frankly, I think that the less barking that is done at Sessions now, the better because if everyone's saying, the marijuana community, so to speak, businesses, are demanding something, is just Sessions, or whoever, wanting to appear as if they are caving...

Seth Adler: Clear message for senators. Mason just gave you your message for your Congressmen and women. Art, do you have something maybe for the local folks, state senators?

Art Way: We've heard over the last 20 years a lot about states rights. That usually comes from the Republican side of things. Now is, of course, time to really test if they mean, if they're really about states rights. A lot of our efforts not only focus on state level but focus on local. The way Colorado and Washington were the pioneers of democracy for me, they wanted legalization, we're hoping to establish certain policies on a city level to where certain cities can be laboratories of democracies for the rest of the states. New drug strategies, law enforcement assisted diversion programs. The fight is always and kind of has been on the local level. I think, under this administration, we need to really



need to hammer on more so on the local level and call out Republicans on their whole thing about states' rights, see if they mean it.

Seth Adler: There you go. In fact, you can call your city officials, your town officials, your state representatives, your state senators and women and give them that exit. This is what I want to see from you, please, because I have hope for you and I can also vote against you.

Art Way: And I want you to tell the feds to back off.

Seth Adler: Yes. This is our town.

Seth Adler: Steph? What might you add as far as an ASA perspective, as far as what to do about it?

Steph: I agree with what everyone said, that our local and state officials need to know that we're going to need them and interface with federal government or members of Congress and the Senate, there are going to be medical cannabis issues in front of them, and I think because of the entrepreneur community that's listening to this, I think that, in the same way that an elected official is really changed when they meet a patient, they're also changed when they meet individuals that own one of these businesses. I know within our own community they differ, cannabis seems like a pretty regular thing, how they know what it means to an entrepreneur. The reality is unclear.

Seth Adler: Steph, we're actually having a tough time hearing you, if you could go ahead and mute because anything but your voice is coming through. Thank you so much. It turned into not being able to hear you at all. As we round up and refocus with one thought: I am an entrepreneur and an activist, I encourage you, I know what I'm going to do as soon as I hang up. A philosophy that I can run with throughout the year here as far as my internal monolog, what should that be? Betty, what would you suggest as far as my impression? I'm an activist; this is what I think about all day long.

Betty: I suspect that most of the folks who are on this call are entrepreneurs who are far more active, the entrepreneurs who understand where the industry came from and that they're only going to be able to represent strong social justice values if we are actively inserting them into our work, every single day. I really encourage the entrepreneurs on this call to make sure that they are broadcasting that message, that philosophy, that approach to their peers. That means there are so many different ways that you can do that.

I was talking to some investors the other day and I said, "At what point do you ask companies that you're looking at about their advocacy plan? When do you ask them what they're doing to address racial injustice in the cannabis industry?"



The people who you're partnering with, what do you demand of them in order to make sure that these values of the creating more justice in the world are actually able to be realized?" The people who are listening on this call, if you believe that we can create justice, that we can actually make this into the kind of industry that we've been talking about for years, you need to get active on that in your day to day life when it comes to inscribe that throughout the industry and making sure that those are the questions that you are always asking.

Seth Adler: Everybody.

Betty: Everybody.

Seth Adler: Including the money guys and gals.

Betty: Make sure that the people who are investing in your company believe in that vision too.

Seth Adler: Excellent, thank you Betty. Mason, a philosophy that I should be taking with me as I go through every day this year?

Mason: I think that people should be making sure that this is an issue that they remain aware of, that they know what's happening in their area and nationally and that they are talking about with ... not just business owner with your employees and with your managers. If you are one of the employees who are working on a daily basis meeting customers, coming into a marijuana business, talking to customers about it. Really, people having those communications with their friends and their relatives and the people that they see on a daily basis to just make sure that the issue remains in people's minds and that they're thinking about what's happening and talking to other people about it and making sure that other people are thinking about it.

That's the worst thing that could happen is that people start to lose sight of this issue and put others at a disadvantage. That's not to say this is the most important issue per se, but my job is to make sure that people think it's as important as possible. Yeah, people should be continuing to build support and build momentum. That means continually educating the people around you about this issue so that they think it's important, that they then talk to others about it. That's really what's going to result in change occurring, with peer pressure. It's not just for participating in marijuana, it's for getting people to-

Seth Adler: Change marijuana policy.

Mason: Yeah, exactly. If you tell someone that you did something, "Oh, I was going to



contact my legislator. I did this, I talked to my father in law about this." Then that person's going to think, "I've never talked to my father-in-law about that, maybe I should."

Seth Adler: Yeah, maybe I should.

Mason: Just making people think about it, that is important.

Seth Adler: Friends, family, and everyone else. What philosophy would you add to that?

Art Way: You need to fight the stigma at every level, so I definitely agree with that. I think cannabis activists, entrepreneurs, need to continue to incorporate their efforts with broader drug policy efforts. I don't think we'll be in a good place if we continually look to ... Honestly, that's amongst all of the industry and everybody. I think some people are looking to try to exceptionalize marijuana beyond so many other substances and beyond the broader drug policy movement. I don't think it's good for the industry if we're living in a world where civil asset forfeiture continues to run rampant, where low level drug possessors with cocaine and hit with felonies are doing more time than people who are murdering and raping people.

I don't think that the industry will survive in that type of context and that type of political environment. I think cannabis entrepreneurs and activists need to get involved with broader drug policy reform because the more we establish drug policy and public health, I think, the better the political context will be for the industry, for marijuana legalization. That's the main thing I think I would want to share with your group is to ... Don't go down to the courthouse and testify that accidental overdoses should end up in death penalties for the guy who sold the heroin. That's just not a good look as a marijuana entrepreneur and that's really not going to help your cause in the future because the more you try to blame and put down other substances, the more you're creating an environment that may undercut you as a new industry that is still federally illegal.

Seth Adler: You're making a hard sell for me Steph My race horse has those blinders on, they should take those off?

Art Way: Yeah, and I'm not saying marijuana is not an exceptional substance. I'm not saying marijuana is not the most least addictive substance. I'm not saying it's not a beautiful plant, I'm not saying that at all. I'm just saying that there are some people who use these other substances that are supposedly so dangerous they use them responsibly, and they do so in a way that we shouldn't make felons out of them. We should look to really help those who are on that chaotic end of the use spectrum. I think with Kayvan Khalatbari here and what Denver Relief has done in conjunction with other, I mean, that's where it's at. Two



blocks from our state capital, we have a syringe access program and three dispensaries and they all work together, and they talk to the police. That's the type of world that we need and I think that world betters the marijuana industry as opposed to the few people who always want to throw every other drug under the bus. Obviously I got person issues, I've seen this legislature that, it just blows my mind. Yes, the marijuana train is rolling fast; it's leading the drug policy train, but let's not separate it from the drug policy train.

Seth Adler: Let's remember the other cars and the caboose.

Art Way: And the folks in the caboose.

Seth Adler: Steph texted me, folks should go out of their way to meet product safety standards and have sound businesses practices. She says that folks should make strong alliances with clients and patients and talking about and then she did a little bit of a pitch on ASA conference, April 7th to 11th..

Betty: Our SSDP 2017 conference coming up just a few weeks before that in Portland, Oregon. We're super stoked about this one, that's March 24th - March 26th.

Seth Adler: Okay.

Betty: SSDP.org/SSDP2017.

Seth Adler: Perfect. Mason, anything to promote other than-

Mason: We encourage people to go to MarijuanaPolicy.org and check out what's going on in your state so you can see what legislation is being considered and then from there, take action and contact your local legislators and encourage them to be supportive of whatever state you're in.

Seth Adler: There you go. Attending conference and going to websites and looking to activating yourself and making calls. Also, donating is fine, right? I'm sure you folks have the DPA website somewhere.

Art Way: Yeah, DrugPolicy.org. We just launched a hell of a fundraiser, but I'm pretty sure he'll stick around and help to-

Art Way: Make sure the organization stays afloat. Also, the Senate committee just passed it so now it's onto the Senate floor. Reach out to your Senators. You don't even have to mention the word marijuana.

Betty: Yup, exactly.

Art Way: You can oppose sanctions on broader civil liberties issues, broader criminal



justice issues; you don't even have to mention the word marijuana.

Seth Adler: There you have it. I can't thank each of you enough for all the work that you have done, for all the work that you continue to do. You guys have given this industry a lifeblood and we really have you guys to thank for where we are now. That does not get said enough, even if it's said every day, so thank you these folks. We'll reach out to the organizations If you're listening and participating in this webinar reach out, you cannot do better than being aligned with these core musicians. Just as a note apologies for technical difficulties at the beginning, apologies for what I imagine is substandard audio. Remember, the content is here.

Cannabis reform is not perfect and we demonstrated that with the technical capabilities of this very webinar. If you'd like to get in touch with any of the panelists, Please go ahead and send an email, we'd love to hear what you thought We'll be back March 1st with Dr. Rachel Knox, talking about the endocannabinoid system, so thanks so much for paying attention. Have a long and fruitful day at work and we will see you next time.