



# ERASING THE STIGMA



**'GREEN'  
KULTURE**

**CANNABIS FREEDOM DAY  
A CANNABIS INFORMATIONAL PANEL DISCUSSION  
HOSTED AT RCC CULTURAL ARTS THEATER  
MAY 20, 2022**



# **HISTORY = 'ERASING THE STIGMA'**

In 1938, NYC Mayor Fiorello LaGuardia requested that the New York Academy of Medicine conduct an investigation of marijuana.

The 1944 report, titled "The Marihuana Problem in the City of New York," but commonly referred to as the "LaGuardia Report," concludes that many claims about the dangers of marijuana are exaggerated or untrue.

Fast forward to 1970 - Controlled Substances Act Classifies Marijuana as a Drug with "No Accepted Medical Use". Marijuana is placed in Schedule I, which are drugs "classified as having a high potential for abuse, no currently accepted medical use in treatment in the United States, and a lack of accepted safety for use of the drug or other substance under medical supervision."

June 17, 1971 - President Nixon Declares 'War on Drugs'. Classified It as a Schedule I Drug.

**-50 YEARS LATER-**

**MARCH 31, 2021- MRTA PASSED IN NY**



# EDUCATION = 'ERASING THE STIGMA'

● Legalizing cannabis doesn't erase the stigma; EDUCATION does.

● Cannabis is classified as a Schedule 1 drug along with LSD, Ecstasy, Heroin.

**Cannabis is the only 'drug' in Schedule 1 which grows naturally from a PLANT.**

● African Americans & Hispanics are arrested for violating marijuana possession laws at nearly four times the rates of whites.

**Both ethnicities consume cannabis at roughly the same rates.**

● Over 50% of the US prison population is for drug offenses.

● Number of reported overdoses or deaths related to cannabis use= **ZERO!**

**National Drug overdose deaths= 103,598 reported 12/2021**

Ref: [cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm](https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm)

# CANNABIS FREEDOM DAY = "ERASING THE STIGMA"

May 20th, Percy Miller aka Master P and The Ice Cream Shop celebrate the life of Louisiana man Fate Vincent Winslow who was sentenced to life in prison for \$20 worth of marijuana.

Fate Vincent Winslow was sentenced to life in prison in 2008 after selling \$20 of marijuana to an undercover officer, his 4th felony offense. After 12 years in the Louisiana State Penitentiary also known as Angola, a huge prison industrial complex sitting on land that was formerly a slave plantation, he was released in December 2020, aided by Innocence Project New Orleans activists, resentenced to 12 years with time served.

Over 600,000 Americans are arrested each year on cannabis related charges

Approximately 40,000+ are still incarcerated even though cannabis is legal in 37 states and counting



# MEET THE MODERATORS:



## ANN LAURÉN

Ann Laurén is the CEO of Two Chicks and Flowers™.

Ann wears many hats, from real estate investor to CEO of Laurén Media Group, LLC an MWBE NYC based public relations & professional event production/ planning company. As a serial entrepreneur hailing from Brooklyn, 2C&F plans to change the face of the cannabis industry, one flower at a time!



## JOSEPH MONGE

Joseph Monge, VP of Marketing for Green Kulture is a Sales and Marketing professional born In New York, raised of Puerto Rican descent. Growing up in Spring Valley, Joseph graduated from Ramapo High School then went on to receive an associate Business Administration degree from Rockland Community College. He also attended Stella Adler Studio of Acting In NYC where he studied his love of theater.



**GREEN  
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# PANELISTS



## **RUBEN LINDO**

### **FOUNDER & PRESIDENT BLAK MAR FARM**

After his career start as a two-time All-American football player at the University at Buffalo and playing professionally for more than 10 years in various leagues. Ruben retired in 2005 and transitioned to Executive Management in the high tech and finance industries, before entering the hemp and legal cannabis industries. He founded Blak Mar Farms, a minority-owned and operated, multistate cultivation operation specializing in luxury craft cannabis products, in 2019, and is the CEO of Phoenix Nutraceutical, which houses the Aminatu CBD beauty brand and Blitz CBD sports recovery products. He is also the President and CEO of Herbn Couture, a luxury cannabis events production company.



## **COLLEEN MARIEAD HUGHES**

### **DEPUTY DIRECTOR OF NYC NORML**

### **SOCIAL EQUITY COMMITTEE FOR NYCCIA & HVCIA**

Colleen is considered a NY cannabis industry veteran having consulted for & worked in nearly every department of vertically integrated medical cannabis MSOs for three corporations in NY since 2015. Her passion for cannabis activism began in the mid-1990's having met Jack Herer at a signing of his The Emperor Wears No Clothes book. This book highlighted the hypocrisy of prohibition and ignited a fire of passion for legalizing a plant that has so many benefits both for health, society, ecology, and economy.



## **STEVEN PHAN**

### **CO-FOUNDER COME BACK DAILY**

### **CO-FOUNDER BODEGA INK**

New York City-based entrepreneur Steven Phan has been an activist in the cannabis space for nearly a decade, where he also spent time working for a CBD company and noticed a need for peer-to-peer interaction. While operating the company's live chat, even after providing extensive customer service, individuals still wanted to see and speak to someone physically. In 2018, he opened Come Back Daily, an experiential CBD retail store in Tribeca.

# PANELISTS



## **NADIR PEARSON**

**FOUNDER , STUDENT MARIJUANA ALLIANCE FOR RESEARCH & TRANSPARENCY**

**CO-FOUNDER & CHIEF INNOVATION OFFICER, HYBRID**

**EAST COAST PROJECT LEAD FOR CANNACLUSIVE**

A recent graduate of Brown University, Nadir is the founder of SMART (Student Marijuana Alliance for Research & Transparency) a national college cannabis community. After his freshman year, Nadir was forced to retire from his Division 1 football career after suffering his sixth concussion. and made the pivot from a full-time student-athlete to an entrepreneur. He's been featured in Forbes, Huff Post, and Entrepreneur. Nadir has also given a TED Talk on cannabis. You can learn more about SMART at <https://studentmmj.com/>



## **NICOLE RICCI**

**PRESIDENT, NY SMALL FARMA LTD**

A NYer who has cultivated cannabis and made edibles for decades and is an advocate for freeing the plant for all. One of her goals while serving on the Board of NYSF is to educate people about the nexus of social justice, environmental justice and the economy and to ensure the new cannabis community uplifts and regenerates people, communities, and the environment. She is an ardent proponent for bringing redress to communities most harmed by racist enforcement of the drug prohibition policies and for promoting sun grown, regenerative, small-scale, craft cannabis. She opposes large and industrial-scale cannabis and extractive economic models. Prior to 2015, Nicole worked in the field of High Seas fisheries. Nicole is a published scientific author, an award winning-documentary filmmaker, and a Fellow Member of the Explorers Club.



## **AARON GENUTH**

**FOUNDER & PRESIDENT DARKHEI REPHUA**

Aaron Genuth is the founder and president of Darkhei Rephua, a nonprofit focused on reconnection to community and nature that focuses on cannabis and entheogenic Jewish culture and history. He is a former Monsey resident and student at Yeshiva of Spring Valley. His cannabis experience includes journalism and advocacy at High Times and Decriminalize Nature NYC, and he currently serves as director of outreach and policy for the Hudson Valley Psychedelic Society.

# PANELISTS



## **GRANT VALENTINE**

**DEPUTY MAYOR FOR THE VILLAGE OF CHESTNUT RIDGE**

**TRUSTEE BOARD OF ROCKLAND COMMUNITY COLLEGE**

**CO-FOUNDER OF WESTCHESTER ROCKLAND CANNABIS ALLIANCE**

**NYS CANNABIS ASSOCIATION OF MINORITIES AND WOMEN PROFESSIONALS**



A graduate of Concord Law School & Queens College, Grant Valentine is described as a leader in science of re-entry, criminal justice and community affairs with the power of voice, courage and vision for the citizens of Rockland County & NYS. Grant is actively involved in the Rockland County community as three term Trustee and Deputy Mayor for the Village of Chestnut Ridge, current sitting Trustee and Community Liaison of the board at RCC, sitting Board member of the Rockland County Youth Bureau, Ten(10) year member of the Chestnut Ridge Planning Board, former Consultant to the Rockland County District Attorney office on community policing, developed and delivered the 21st century policing curriculum for the Rockland County Sheriff Department.

## **CLAIRE HANKIN, ESQ.**

**NYS CANNABIS ATTORNEY**

**MINORITY CANNABIS BUSINESS ASSOCIATION**



Experienced commercial litigator, cannabis attorney and advocate, with a history of working in complex litigation, alternative dispute resolution, regulatory and policy frameworks, and transnational law, who excels at delivering creative and efficient solutions to a variety of legal challenges faced by both small and large businesses in the Cannabis Industry.

## **MICHEAL MAGUIRE.ESQ.**

Founder & CEO, Stable Gardens

Hudson Valley Cannabis Industry Association

New York City Cannabis Industry Association

Chair of Home Cultivation Committee

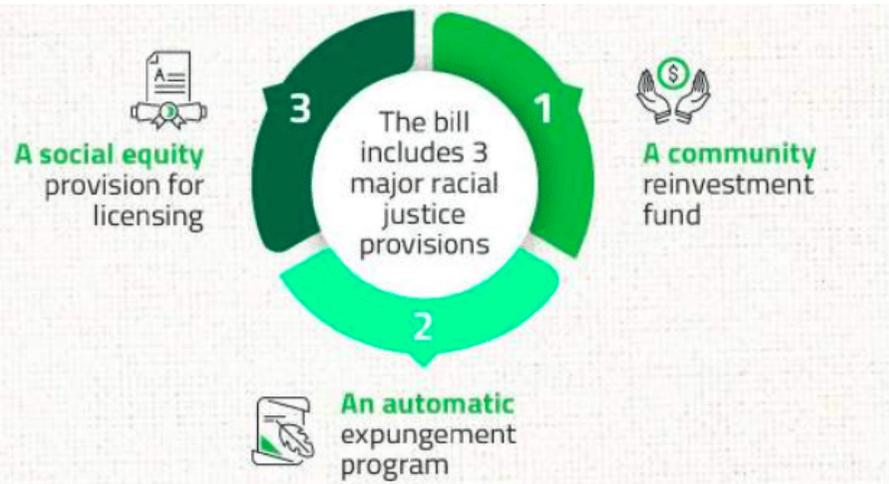
NYS Attorney



# WHAT IS SOCIAL EQUITY?

The act of ensuring that **ALL communities** are treated fairly and given EQUAL opportunities to participate in the planning and decision making process, with an emphasis on ensuring SYSTEMIC Inequality groups are NOT left behind!

## NYS SOCIAL EQUITY PLAN



**40%** of the sales tax revenues will go to reinvestment fund

**50%** of licenses must be issued to communities harmed by cannabis criminalization

Eligible groups include:

1. People of color
2. Women
3. People with past cannabis convictions
4. Disabled veterans
5. Some farmers

> SURETY BONDS DIRECT

## NYS SOCIAL EQUITY PROGRAMS

Social Equity programs Includes low and zero-interest loans, reduced or waived fees, assistance preparing applications.

*\*All Information provided are subject to changes by NYS OCM*

**Visit [www.cannabis.ny.gov](http://www.cannabis.ny.gov) for updates.**

# NYS CANNABIS LICENSURE 101:

## NY CANNABIS LICENSES TYPES:

1. Cultivator
2. Processor
3. Cooperative
4. Distributor
5. Retail Dispensary
6. Microbusiness
7. Delivery
8. Nursery
9. On Site Consumption

## HOW MUCH IS A NYS CANNABIS LICENSE:

1. Non-refundable application fee.
2. Fee amounts may be based on the type of license, volume of product, or other factors
3. There will also be a biennial (every other year) license fee
4. Fees will be waived or reduced for Equity applicants
5. Note: NY Medical Marijuana applicants are required to submit:  
\$10,000 non-refundable fee  
\$200,000 refundable registration fee

## LICENSING PROCESS:

1. Business Plan
2. Financial Statements
3. Inventory Control Plan
4. Security Plan
5. Quality Control Plan
6. Premises Information
7. Proof of Surety Bond
8. Background Check (including fingerprints)
9. Racial & Ethnic Information
10. Applicants will be required to affirm that their application is true under penalty of perjury

*\*All Information provided are subject to changes by NYS OCM*

**Visit [www.cannabis.ny.gov](http://www.cannabis.ny.gov) for updates.**

**Like for alcohol, only adults 21 years of age or older may possess and use adult-use cannabis.**

**Adults 21 years of age and older may possess up to 3 ounces of cannabis and 24 grams of concentrated cannabis (like vaporization oil or an edible).**

# GREEN KULTURE TEAM



**GREEN  
KULTURE**



**RULLS ST. HILAIRE**  
CEO, GREEN KULTURE



**DALE JOHNSON**  
COO, GREEN KULTURE



**HERK SMITH**  
CMO, GREEN KULTURE



**BENSON ISIDORE**  
CTO, GREEN KULTURE



**JAVAN DAVIS**  
HEAD OF SALES & MARKETING

# THANK YOU.....



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