

# GREENWAY

THE MISSOURI CANNABIS INDUSTRY PUBLICATION

**OVER  
2,100 APPS**

State anxiously awaits  
licensure of medical  
marijuana facilities

**P.9**

**INDUSTRY  
SURVEYS**

Applicants, applicant  
consultants and patients lay out  
their experiences and hopes

**P. 11, 37**

ON THE COVER:  
Jamie Kacz, president  
of KC NORML, after  
their August meeting.

**P.25**

# RECOGNIZING ADVOCATES

ISSUE #2

AUGUST/SEPTEMBER 2019

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\* After Party & Charity Auction require paid admission ticket available online or at the conference.

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- ✓ We'll discuss your employment rights, dealing with employers, neighbors, law enforcement, and avoiding DHSS audits as a home MMJ cultivator.

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Director of Medical Marijuana

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MOCIA reserves the right to change or substitute seminar topics, subjects, or speakers based upon availability of subject matter experts.



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PHOTO/CHRIS SMITH

# contents

- 7 Letter from the Publisher
- 9 **2,163: State receives facility applications**
- 11 **Applicant survey data**
- 13 **2020 Con + Expo taking shape**

### Insights from...

- 17 MoCannTrade
- 18 Siegfried Bingham
- 19 StudioKC
- 20 Green Leaf Insurance
- 22 CANA

### 25 **Recognizing Advocates**

### 37 **Patients**

- 37 Patient Survey Data
- 38 Alternatives to Smoking
- 39 Home Grow in Mind



### photo of the month

**Tom Mundell convinces Dan Viets to stop and smell the flowers after the NCIA social in St. Louis.**

PHOTO/CHRIS SMITH

### every issue

industry headlines	14
insight	17
by the numbers	40



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# MARK YOUR CALENDAR

**August**

17 KC NORML – The Union, Kansas City – 2:00 – 4:00 p.m. Speakers: Keven Mahmalji of National NORML and Show Me Pot Law’s Paul Anderson talking compliance  
17 WeedSquad Medical Cannabis Cultivation & Consumption Seminar – South Broadway Athletic Club – 3:00-7:00 p.m.  
20 NCIA Missouri Industry Social – St. Louis  
27 Heartland Credit Union Association Cannabis Conference – Canterbury Winery, Holts Summit  
31 Bloomfest – Women’s Cannabis and Health Summit – Artist Art, St. Louis

**September**

9 MoCann September Meetup – Springfield Brewing Co, Springfield – 5:30-8:00 p.m.  
10 MoCann September Meetup – The Guild KC, Kansas City – 5:30-8:00 p.m.  
11 MoCann September Meetup – D. Rowe’s Restaurant and Bar, Columbia – 5:30-8:00 p.m.  
12 MoCann September Meetup – 4Hands Brewing, St. Louis – 5:30-8:00 p.m.  
14 HempStaff Dispensary Training – Embassy Suites St. Louis Airport  
19 Missouri Hemp Trade Association Meetup - Kansas City  
21 MCIA Medical Marijuana Patient and Caregiver Seminar - Tiger Hotel, Columbia  
25 Missouri Hemp Trade Association Meetup - St. Louis  
26 Screening: Women of Weed – Alamo Drafthouse, Kansas City – 5:30-8:00 p.m.  
29 Missouri Cannabis Art Fair – Mad Art Gallery, St. Louis

**October**

12 HempStaff Dispensary Training – Embassy Suites KCI  
12 Missouri NORML Fall Conference - Innovation Hall, St. Louis

**November**

20-21 The Cannabis Industry Showcase - The Oliver, Kansas City

More online at [mogreenway.com/calendar](http://mogreenway.com/calendar)

# letter from the publisher

For the first time, Missouri did not receive a “F” from Americans for Safe Access on their annual State of the States Report. Missouri got a C. At first I thought that was decent, considering our program isn’t off the ground - facility licenses haven’t even been awarded. How could they have possibly graded Missouri at all? At the time of release, Missouri was nowhere near the over 8,500 patient applications they have now. But, then I read their assessment of how they came to the conclusion to give this state that I love dearly a hardly-passing, judgment-garnering “C.”

I talked to several industry thought leaders about this grade and the general consensus: underrated and pre-mature. It’s a report that lacks a local magnifying lens - in fact, the only local anecdote they utilize is about a Missouri patient having their room searched after the passage of Amendment 2. This search was before rules were promulgated or any part of the program took effect - yet the report forced that moment, without the context of a timeline, into relevance in this nationally-distributed industry report, giving other states a skewed perception of this state’s program.

What this report doesn’t tell the rest of the industry in this country about Missouri is deafening and, in talking to people I deem much smarter than me, I realized that they missed the most important part of Article XIV completely.

“In the professional judgment of a physician, any other chronic, debilitating or other medical condition, including, but not limited to, hepatitis C, amyotrophic lateral sclerosis, inflammatory bowel disease, Crohn’s disease, Huntington’s disease, autism, neuropathies, sickle cell anemia, agitation of Alzheimer’s disease, cachexia, and wasting syndrome.”

Let me emphasize - “In the professional judgment of a physician, any other chronic, debilitating, or other medical condition...”

This was referenced by Dan Viets when I called and asked him about his views on the state by state report card. Viets said that Missouri is unique, not only because certification is up to the judgment of a physician, but also because physicians do not prescribe - they certify that the patient does, indeed, have a qualifying condition. Additionally, Viets contended that because other states have had to go back and add conditions to their program, Missouri’s

uniqueness gives it additional strength.

“These factors are so important and I think the ASA has underrated the program,” Viets said.

Greenway distributed three surveys the day after applications closed - one for applicants, one for applicant consultants, and one for patients. Whereas, a survey is not a good scientific assessment - there was a variety of information that I found interesting, including almost one-fifth of surveyed patients received their certification from their primary care physician. The other four-fifths went to cannabis clinics - of which, there are many around the state. To me, this indicates that the early concern of healthcare provider openness is not as big of a deal as originally thought. Physicians are available who are open to certifying - in and outside of cannabis clinics - and they are certifying patients left and right. Missouri is on track to blow patient estimates out of the water - just like every other state with a medical marijuana program has already done.

I met a doctor last month through the lovely Dr. Mimi Vo. He’s a specialist in St. Louis. He’s never smoked cannabis - or used cannabis via any other method of consumption. He did research and, despite having no personal experience, has started certifying his patients who have shown chronic symptoms. Someone who may not, at first glance, seem like they would be open to the medicinal powers of cannabis is opening the door for patients, making cannabis a treatment option for their own ailments.

But what struck me more, beyond an unexpected new contact, was less than a week later, I read about The Collyn Turner Foundation that Collyn is working on. He has shared that the last time he went to his gastroenterologist - don’t forget, he had Crohn’s - his specialist dismissed his miraculous recovery from debilitating Crohn’s as a change in diet. This physician - and even a second physician, Collyn’s mom, Wendy, tells me - just couldn’t accept that cannabis saved Collyn.

This state’s industry is unfolding right before our eyes and, in my opinion, Missouri is in great shape - between a wonderful framework of the program, strong leaders - in advocacy, government, and business - and with a growingly supportive medical community. Between Dr. Vo and Dr. Paul Calliccoat’s continual

medical outreach and the onslaught of new, reassuring studies, it is overwhelming that patients in Missouri - whether they’re suffering from a chronic, debilitating, or other medical condition - will soon find a new source of relief after dispensaries open their doors next year.

Emily Branch, the fearless leader of Green Clinics, made a post on the clinics’ Facebook page the other day that has stuck with me. It showed silhouettes of the “male bathroom symbol” - one with crutches, one in a wheelchair, one with a cane, a couple figures with amputations, and so on. Then there was the stereotypical silhouette below. The meme read, “Some disabilities look like this...some look like this.” This post so perfectly captures what Article XIV will do for the spectrum of Missouri patients - and will effectively do based on the track record presented by industry leaders and the Department of Health and Senior Services. Everyone wants this to work...for everyone.

A better anecdotal story for the ASA to use? Missouri Highway Patrolmen giving patients with cards their cannabis back after searches just weeks after patient cards became available. Most people know the timeframe for home cultivation...and based on the general timeline, patients are maybe able to start curing their own medicine around the time this hits mailboxes.

To be clear, I mean no disrespect to ASA when I write this, but Missouri should have an “incomplete” for 2019 - the state is hard at work. Give the state an A next year - everyone is working hard to earn it.

Quality first,

Rachael Dunn  
Publisher, Greenway Magazine  
[publisher@mogreenway.com](mailto:publisher@mogreenway.com)

# To all Missouri license applicants

# Congratulations!!!

## You made it, time to rest...



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# 2,163

## Over 2,100 medical marijuana facility applications submitted

The State began receiving medical marijuana facility applications on August 3.

Cultivation, manufacturing, dispensary, and testing applications were to be accepted until August 17, 2019, at 11:59 p.m. Many expected a flood of incoming applications in the first few hours, but 48 hours later the department had received just 12 applications.

Many who had pre-filed had abandoned or reformed their facility plans. Some said capital requirements, the addition of questions regarding physicians and pharmacists, or the application itself had scared off many in the industry and Missouri would be drastically underserved. Still, industry thought leaders continued to estimate between 700-1,000 applications to be received by the State for scoring and eventual license.

As the week progressed the numbers slowly climbed, but a few reports of hiccups from those filling out and submitting the required paperwork sent

DHSS to issue cautionary advice and encourage applicants to submit applications early.

"The Medical Marijuana Program is anticipating a high volume of facility application submissions near the end of the application window, and applications

**"...the astounding number of applications we received represents the level of interest and enthusiasm from people who want to be a part of this with us."**

LYNDALL FRAKER

will not be accepted after 11:59 pm on Saturday, August 17. Furthermore, program staff will not be available on Saturday, August 17, to answer questions, applicants are encouraged to submit their applications before COB on Friday, August 16," the state said on their website.

Public frustration with the close of business falling on a weekend with no

staff available, knowledge of high volumes, a potential for system errors, and a significant glitch would cause DHSS to change the timeline, and cause an unexpected backlash.

On Thursday, August 15, DHSS announced they would extend the facility application deadline from Saturday at 11:59 p.m. to Monday, August 19 at 4:30 p.m. What many viewed as an opportunity or a preventative measure to reduce the possibility of problems was met with immediate backlash online. As news of the extension circulated, the reaction was not what was expected.

One Facebook user commented, "We have been doing 18 hour days for 2 weeks to make sure we finish on time so the state should make themselves available on the due date."

Another user echoed the sentiment, "If someone pre-filed and can't meet the window, they should be out of luck, it's a competitive process and a deadline is a deadline."

Dozens of other posts from Twitter, Instagram, Facebook, and other social media platforms reiterated the same common thoughts.

Greenway asked Dan Viets, New Approach Missouri President, MCIA Board Chair and MO NORML Coordinator, about speculation as to why the state may have moved the deadline, with some industry insiders saying it could have to do with the low number of completed applications and worry about reaching the constitutionally required numbers for facilities and the backlash about the extension.

"I don't think that's a problem, I believe [DHSS]. I think they had some technical issues and as they said in the press release they wanted to have staff available to take calls," Viets continued, "I don't know this as true, but I've heard that [DHSS] were afraid their website might get overburdened. That's an awful lot of data to be filing all at the same time."

In regards to sentiment surrounding the decision to move the deadline, Viets was surprised to hear that some applicants and onlookers were having such a negative reaction.

"I don't see how this disadvantages anyone," Viets said. "[Applicants] had notice well before the deadline that it was going to be extended, so if people wanted to take more time, they could. But if they've already filed, then obviously, they didn't think they needed all the time that they had."

MoCannTrade Executive Director Andrew Mullins said that members had mixed reactions.

"Some members were very excited to have the additional time, but many others who considered themselves prepared for the turn in were frustrated with the extension. For the most part, this extension provided the only real criticism of the department thus far from members. Some were surprised and even critical DHSS scheduled the close of the application window on a Saturday in the

first place with no office or technical support. It would have made more sense to end the window on Friday the 16th at 4:30p from the beginning. But that is really it, all other feedback has come in the form of praise and compliments on how timely and smoothly the program is being implemented.

"Overall, MoCannTrade agrees with the compliments. Considering everything that needed to be accomplished in such a short time and the actual lack of issues or missed deadlines, we applaud DHSS and are hopeful the application process completes without issue."

The medical marijuana facility application period closed at 4:30 p.m. Monday, and Missouri's Department of Health and Senior Services (DHSS) received 2,163 online applications for the state's medical marijuana program. The application system received over 1,200 applications in the final three days, including over 800 applications in the final 24 hours. DHSS received over \$13 million in application fees.

"I am extremely proud of the team we have built who have been responsible for getting us through this pivotal point for implementing a medical marijuana program for Missourians," said Lyndall Fraker, director of DHSS Section for Medical Marijuana Regulation. "I am confident that we are developing the best program in the nation, partly through the help of so many collaborative citizens, and the astounding number of applications we received represents the level of interest and enthusiasm from people who want to be a part of this with us."

As established in Article XIV of the Constitution, taxes on medical marijuana sold and money collected by DHSS through fees--after covering the program's operating expenses--will be transferred to the new Missouri Veterans' Health and Care Fund.

"We greatly appreciate the input and feedback we have received from so many Missourians that have helped us

implement Article XIV of the Constitution," said Dr. Randall Williams, director of DHSS. "While our main goals have always been putting patients first and maintaining the integrity of the program, we also think this exemplifies good governance in implementing a complex initiative passed by the overwhelming majority of Missouri voters."

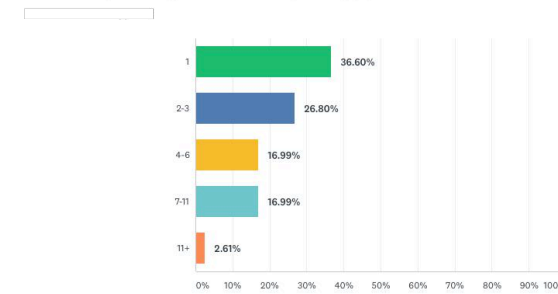
A third-party blind scorer will soon begin reviewing and scoring the Evaluation Criteria Scoring Questions for all facility applications, stripped of any identifying information. DHSS will then license 60 cultivation facilities, 192 dispensaries, 86 medical marijuana-infused manufacturing facilities and 10 testing laboratory facilities. Applications must be approved or denied for licensure by DHSS within 150 days of the application submission date.

But even with the enormous boost of applications, the deadline extension, and the availability of staff - not everyone was able to successfully complete the process. DHSS has responded to inquiries about failures to submit applications due to technical error with the department's system with a letter requesting applicants, "submit all supporting documentation and other information that you believe to be relevant as to the timeliness of your application to mm-ogc@health.mo.gov or hand-delivered to the Office of General Counsel, 912 Wildwood Drive, Jefferson City, MO by no later than 10 a.m. on August 27, 2019. The Department regards your correspondence as a request for a waiver from the stated deadline. Please include the Entity Name, License Type, Facility Location and Facility Application ID number for each facility a waiver is being requested for. Finally, please indicate if a facility representative made contact with the Medical Marijuana Program or Compla regarding your issues on Aug. 19, 2019, if so who initiated the communication and in what manner (e-mail, phone or both)."

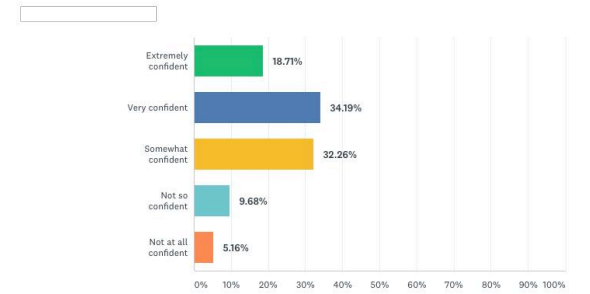
# APPLICANT SURVEY DATA

From Monday, August 19-23, Greenway Magazine distributed three surveys - one for facility applicants, one for patients, and one for applicant consultants via online channels. This survey is in no way scientific and results are provided for informational purposes only.

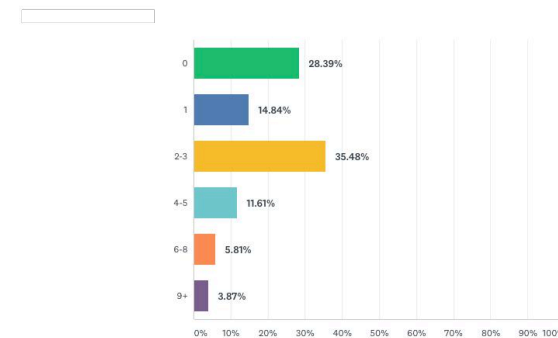
How many facility licenses did you apply for?



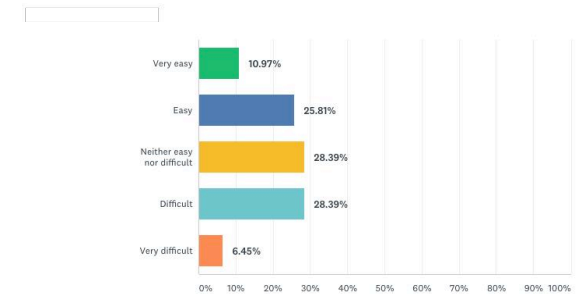
What is your confidence level in receiving at least one license?



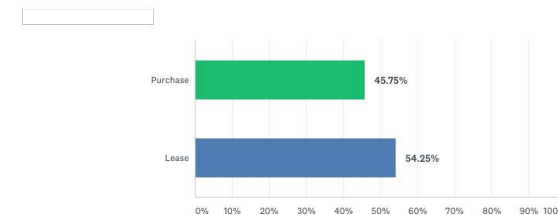
How many individual consultants did you hire to assist with your application(s)?



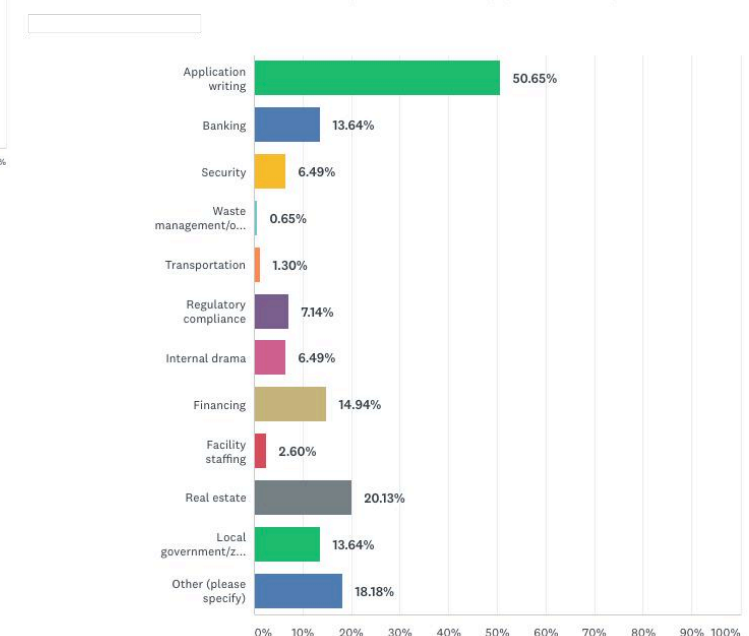
What was your frustration level with the application portal?



Did you purchase or lease your property/ies?



What was the most difficult part of the application process?



# Midwest Canna Expos at work on 2020 MoCannBizCon + Expo

Early bird tickets for attendees and booth space is popping for the MoCannBizCon+Expo 2020, taking place at St. Louis Union Station on March 2-3.

Last year's conference has been universally deemed by the industry as a success Midwest Canna Expos, led by CEO Karin Sprinks Chester, sold out the expo floor in 75 days for the 2019 event.

"If exhibitors want premium booth space, they need to act fast," Chester said. "I have absolutely no doubt that we will have a completely packed expo floor and space will be at a premium. Booking early means you get to choose your spot."

The 2019 conference saw industry service providers as the primary vendors, including Cana Advisors, BioTrackTHC, and Hummert International.

"I expect it to be much the same next year, with a much larger show room floor," Chester said. "Once licenses are awarded in December, I expect for some of the commercial growers and manufacturers to reach out. We will showcase everything from insurance to software to human resources solutions."

Beyond education and opportunity, Chester said 2019's conference was motivating.

"There was an energy in the air that I

cannot explain," Chester said. "An excitement about the opportunity that was being presented, and the possibilities to be involved in such a dynamic and controversial industry, that has not only the potential for a profitable business but in the process, will help so many people find relief from illnesses and elements that have no other viable treatment options. There is this urgency to what we are trying to accomplish, so that patients can benefit and find the relief they need, coupled with the unprecedented opportunities that cannabis and the industry offer all of us."

Last year, the best part for Chester was seeing so many people from Missouri "come together in one place with the common purpose of building the foundation for a new, emerging market." Chester said the Midwest Canna Expos team is reaching out to the greater midwest, hoping to see a presence from other legal states to not only participate in the expo, but share their experiences and form more connections to uplift the midwest industry as a whole.

If last year's conference is any indication, next year's should be a raving success.

"Next year will be bigger and more dynamic - and I can't wait!" Chester said, saying she is most looking forward to meeting all the new people. "Over 2,100 applications were filed and that is a lot more than anyone expected. Hopefully

now, some of the people who have been operating behind the scenes will come out and be part of the community that we have been building."

Chester said those interested in the midwest cannabis industry should make plans to attend the MoCannBizCon+Expo 2020.

"The educational sessions will be presentations from pioneers of the industry, experts in their subject matter, and well-seasoned veterans from legally operating states," Chester said. "The expo floor will be full of people who can offer them value, whether through goods or services, and the connections and partnerships they will forge while attending this event will be instrumental."

"I am currently setting the agenda and we have confirmed Max Montrose from TrichomeInstitute as our Monday afternoon keynote speaker," Chester said. "We will be hosting a panel on how states are transitioning from medical to adult use markets, and day two will once again feature a women in cannabis keynote session."

Chester reminds those who are looking to attend that they can get their early bird tickets now and MoCannTrade association members can get a double discount. Tickets can be purchased online at [midwestcannaexpos.com](http://midwestcannaexpos.com).

## The Coltyn Turner Foundation

Creating a world where we don't have to convince anyone that cannabis is medicine.

For too many years doctors have said to Coltyn that there is no proof that cannabis relieved the inflammation from his severe Crohn's disease. That there was no scientific mechanism that showed efficacy.

How many times have you heard, "There's no research"?

We're going to change that.

The Coltyn Turner Foundation is dedicated to raising funds for the research that this country is lacking, creating surveys to support observational and anecdotal evidence, and educating everyone about the benefits of cannabis.

[www.TheColtynTurnerFoundation.org](http://www.TheColtynTurnerFoundation.org)

Find The Coltyn Turner Foundation on Facebook.

Learn more about Coltyn's journey at [www.coltynscrue.org](http://www.coltynscrue.org).



photos/submitted

# industry headlines

## New hemp laws effective August 28

New hemp laws effective August 28 The state law regarding hemp cultivation takes effect August 28. Once the bill is effective, the Department of Agriculture will begin work to implement emergency rules and modify the pilot program application for hemp permits. Stay tuned to [mogreenway.com](http://mogreenway.com) and the October/November edition for coverage.

## Missouri Hemp Trade Association announces next events

MHTA, led by Tyler Morgan, has announced they will have two meetups in September - on the 18th in Kansas City and on the 25th in St. Louis - both from 6-8 p.m. Stay tuned to their website and social media for locations. The association will also host a one-day seminar in October, details to be announced.

## Landrace Bioscience acquires 40,000 square foot processing facility

Landrace Bioscience, an industrial-scale hemp processor, has acquired a 40,000 square foot manufacturing space to be used as a processing facility for the production of wholesale consumer hemp products.

Landrace has also contracted to purchase 350,000 pounds of raw hemp.

Officials say the raw purchase will be processed into hemp distillate and oils.

"When we founded Landrace, we did so to become the premier processor of pharmaceutical-grade hemp products for consumer goods in the country," said Landrace Bioscience CEO, John DeMoss. "As the hemp and CBD industry rapidly expands, there is an ever-growing need for trusted, high-quality hemp oils and distillates that can be incorporated into consumer goods. Our bulk quantities of USDA Organic hemp and our adherence to Good Manufacturing Practices (GMP) ensures our clients that Landrace products can be trusted to be used in the expansion of their existing brands."

Landrace offers full-spectrum hemp oil, full-spectrum distillate, zero-THC broad-spectrum distillate, and nano-emulsified water-soluble oil for wholesale and white label purposes.

Landrace also touts research and development and formulation services for CBD integration for new and existing product lines.

## Harvest 360 adds Vashon Ferguson as Director of Operations

Former Red Tractor COO Vashon Ferguson has been selected as the new Director of Operations for Harvest 360.

Ferguson was hired in mid July but has been acclimating to his new role and finalizing details.

"I'm really excited to be a part of the Harvest 360 team because I know this company is going to make a huge impact in the cannabis space, both on the business side and as a Veterans advocate. One of the biggest reasons I joined Harvest 360 was because Todd Scattini (CEO) and I both share a passion to develop cannabis as an effective medicine for the people who really need it, as well as a drive to get more Veterans employed in this space."

Harvest 360 has demonstrated historically their dedication to veterans as over 50% of the company is comprised of military veterans.

Ferguson's responsibilities as Director of Operations will focus on operationalization of Missouri licenses.

"But as with any rapidly growing company, everyone wears a lot of hats, so my responsibilities are pretty flexible and open," Ferguson said.

## Uncle Bud's becomes exclusive CBD retailer to The Vitamin Shoppe

Uncle Bud's Hemp announced at the beginning of August that The Vitamin Shoppe will be the exclusive home of their CBD range products.

In return Uncle Bud's will be the sole CBD-infused personal care brand carried in more than 770 The Vitamin Shoppe locations.

Sharon Leite, Chief Executive Officer of The Vitamin Shoppe, said, "At The Vitamin Shoppe, we continually strive to bring our customers innovative new products with exceptional quality. As we expand both our ingestible and topical CBD hemp extract offerings to become the most trusted destination for CBD hemp extract and education, we're proud to be partnering with Uncle Bud's on this exciting line of personal care products. Adding Uncle Bud's and Miss Bud's to our assortment reflects our mission to provide our customers with the most trusted solutions, guidance, and services to help them become their best selves, however they define it."

Uncle Bud's now has availability in four countries and over 8000 brick and mortar locations. Uncle Bud's states that one of their

products is now sold every 15 seconds.

The Vitamin Shoppe CBD product offerings include skincare, pain relief, body care and sun care.

All of the products in the line are set to be made in the US in FDA-approved facilities.

## Charlotte's Web Hemp CBD expands to 22 more states via grocery giant Kroger

Charlotte's Web Holdings, Inc., the market leader in hemp CBD extract products, announced earlier this month that Kroger will carry Charlotte's Web in a total of 1,350 store locations in 22 states (Arizona, Arkansas, Colorado, Georgia, Illinois, Indiana, Kansas, Kentucky, Michigan, Missouri, Montana, Nevada, Oregon, South Carolina, Tennessee, Texas, Utah, Virginia, West Virginia, Washington, Wisconsin, and Wyoming).

Charlotte's Web products will be available at the Kroger Family of Stores, including: Kroger, Dillons, Fry's, Fred Meyer, King Soopers, Mariano's, Pick 'n Save, QFC and Smith's.

Charlotte's Web retail distribution in the United States now surpasses 8,000 locations.

## Aurora cannabis partners with UFC for clinical CBD trials on athletes

Aurora Cannabis Inc. and UFC announced in July, the launch of a joint clinical research program.

The research will examine the use of hemp-derived CBD as an effective treatment for pain, inflammation, wound-healing, and recovery on MMA athletes.

The partnership aims to help understand and explain key health and recovery needs of elite athletes. Data collected during the research study will be used in the development of hemp-derived CBD topicals.

Research coincides with and directly contributes to the launch of ROAR Sports.

ROAR will serve as Aurora's athletic brand, marketed as scientifically formulated CBD products with elite athletes in mind. ROAR will also be branded as the "Official CBD product of UFC."

The multi-phase clinical study will take place at the UFC Performance Institute in Las Vegas and will be led by Dr. Jason Dyck, Chair of Aurora's Global Scientific Oversight Committee; Dr. Kelly Narine, Aurora's Vice President Global Research and Medical Affairs; and a team from the UFC Performance Institute, led by Dr. Duncan French, UFC Vice President of Performance.

The study will accept volunteer athletes from the active UFC roster, and will help establish peer-reviewed, publishable research.

All products developed by ROAR will be fully compliant with U.S. federal law and with UFC's anti-doping program, which adheres to WADA and USADA regulations.

"Our partnership with UFC is about committing to the science that will educate and advocate," said Aurora CEO Terry Booth. "We are going to work together to change the way people think, to change the industry, and to launch the first hemp-derived CBD products that are backed by scientific research. The brand-building and product development are all part of our move into the U.S., and in collaboration with UFC, and we intend to play a major role in that market."

"We know anecdotally that professional athletes across sports disciplines are turning to hemp-derived CBD treatments to assist with physical recovery, with varying degrees of success," added Jason Dyck, Chair of Aurora's Global Scientific Oversight Committee. "The work we do in partnership with UFC will create an evidence-based, science-backed pipeline of consistent, and 'clean' hemp-derived CBD topicals that the high-performance athletes of UFC can rely on to treat the pain, inflammation, injury and other conditions associated with competing at such a high level."

"Collaborating with Aurora is the best way to educate ourselves and our fighters about the impact of CBD on MMA athletes and our sport," said Dr. Duncan French, UFC's Vice President of Performance. "We want to apply science and see where it leads us. Ideally, these studies will give us the clarity we need to determine the effectiveness of hemp-derived CBD on athlete health and injury recovery."

"Although CBD is allowed under USADA and WADA regulations, we want to be the leaders on educating UFC athletes on CBD use," said Jeff Novitzky, UFC Senior Vice President of Athlete Health & Performance. "Athlete safety is a top priority for UFC, and we will collaborate with Aurora to ensure that any new products are third-party tested for all WADA-prohibited substances to make certain they meet WADA standards."

## FDA slams Curaleaf over CBD claims

The Food and Drug Administration announced in July it had issued a formal warning to Curaleaf Holdings, Inc. for illegally selling unapproved products.

This letter is to advise you that the U.S. Food and Drug Administration (FDA) reviewed your website at the Internet address <https://curaleafhemp.com> External Link Disclaimer in April and June 2019 and has determined that you take orders there for the products "CBD Lotion," "CBD Pain-Relief Patch," "CBD Tincture" (5 versions), "CBD Disposable Vape Pen" (5 versions) and "Bido CBD for Pets" (3 versions), all of which you promote as products containing cannabidiol (CBD).<sup>1</sup> We have also reviewed your social media websites at [www.facebook.com/CuraleafHemp](http://www.facebook.com/CuraleafHemp) External Link Disclaimer and <https://twitter.com/curaleafhemp> External Link Disclaimer; these websites direct consumers to your website, <https://curaleafhemp.com> External Link Disclaimer, to purchase your products. FDA has determined that your "CBD Lotion," "CBD Pain-Relief Patch," "CBD Tincture," and "CBD Disposable Vape Pen" products are unapproved new drugs sold in violation of sections 505(a) and 301(d) of the Federal Food, Drug, and Cosmetic Act (the FD&C Act), 21 U.S.C. 355(a) and 331(d). Furthermore, these products are misbranded drugs under section 502(f)(1) of the FD&C Act, 21 U.S.C. 352(f)(1). FDA has also determined that your "Bido CBD for Pets" products are unapproved new animal drugs that are unsafe under section 512(a) of the FD&C Act, 21 U.S.C. 360b(a), and adulterated under section 501(a)(5) of the FD&C Act, 21 U.S.C. 351(a)(5). As explained further below, introducing or delivering these products for introduction into interstate commerce for such uses violates the FD&C Act. You can find the FD&C Act and FDA regulations through links on FDA's home page at [www.fda.gov](http://www.fda.gov).



The FDA has issued similar warning letters in the past, but this is the first since the agency began studying how it regulates CBD.

The FDA has announced that it will report on its regulatory approach this coming fall.

Earlier this year the FDA held a public hearing and received nearly public 4,500 comments.

CVS Health, one of the nation's largest chain retailers to offer CBD products, issued a statement as outlining plans to remove Curaleaf CBD products from store shelves following the announcement of the FDA warning.

Curaleaf, which operates in 12 states, released a statement, but not before seeing its shares fall 8% as a result of the FDA warning.

"Curaleaf is committed to the highest standards of quality and compliance, and will work collaboratively with the FDA to resolve all issues addressed in the agency's letter. The Company will respond to the FDA letter within the required 15 working days. Compliance is a top priority for Curaleaf and the Company is fully committed to complying with FDA requirements for all of the products that it markets. We can affirm that nothing in the letter raises any issues concerning the quality and consistency of any Curaleaf product or calls into question the high safety standards of the Company's cultivation and manufacturing processes. Curaleaf CBD products are all derived from hemp and meet the requirements of the Farm Bill."

## Former U.S. Surgeon General joins CBD brand

Kadenwood, LLC, a privately-held California based consumer CBD brand, announced the addition of former U.S. Surgeon General, Dr. Richard Carmona, to its advisory board.

Dr. Carmona, who served as surgeon general from 2002 to 2008, was appointed by former President George W. Bush and oversaw a landmark 2006 report on secondhand smoke.

"We are dedicated to establishing Kadenwood as a notable brand that consumers can trust and recognize for high-quality CBD as we roll out product offerings across personal care, food & beverage, pet care and more," said Erick Dickens, CEO and Co-Founder of Kadenwood. "It is imperative that we work to create the best process from farm-to-shelf and set the standard for the industry on safety within the very confused CBD space. Dr. Carmona will help us in leading the way to introduce trusted products into the health and wellness market and under his guidance, we are confident that we can shift the perception of CBD working alongside the right government officials to truly set new standards for product introduction."

"I am pleased to join Kadenwood's team because of their commitment to ensuring the highest quality products for consumers. The CBD market is fragmented, driven largely by non-scientific anecdotes and needs a trusted national product based on the best science that consumers can recognize and believe in," said Richard Carmona. "I am confident in the strength of Kadenwood's executive leadership to not only create vertical products that provide a safe and effective use of CBD, but I believe in their passion and mission to create better consumer education, awareness, accessibility and product efficacy to help provide transparency within the market."

## University researchers first to unlock access to pain relief potential of cannabis

Angela Mulholland | News Service Officer, University of Guelph

University of Guelph researchers are the first to uncover how the cannabis plant creates important pain-relieving molecules that are 30 times more powerful at reducing inflammation than Aspirin.

The discovery unlocks the potential to create a naturally derived pain treatment that would offer potent relief without the risk of addiction of other painkillers.

"There's clearly a need to develop alternatives for relief of acute and chronic pain that go beyond opioids," said Prof. Tariq Akhtar, Department of Molecular and Cellular Biology, who worked on the study with MCB professor Steven Rothstein. "These molecules are non-psychoactive and they target the inflammation at the source, making them ideal painkillers."

Using a combination of biochemistry and genomics, the researchers were able to determine how cannabis makes two important molecules called cannflavin A and cannflavin B.

Known as "flavonoids," cannflavins A and B were first identified in 1985, when research verified they provide anti-inflammatory benefits that were nearly 30 times more effective gram-for-gram than acetylsalicylic acid (sold as Aspirin).

However, further investigation into the molecules stalled for decades in part because research on cannabis was highly regulated. With cannabis now legal in Canada and genomics research greatly advanced, Akhtar and Rothstein decided to analyze cannabis to understand how Cannabis sativa biosynthesizes cannflavins.

"Our objective was to better understand how these molecules are made, which is a relatively straightforward exercise these days," said Akhtar. "There are many sequenced genomes that are publicly available, including the genome of Cannabis sativa, which can be mined for information. If you know what you're looking for, one can bring genes to life, so to speak, and piece together how molecules like cannflavins A and B are assembled."

These findings provide the opportunity to create natural health products containing these important molecules.

"Being able to offer a new pain relief option is exciting, and we are proud that our work has the potential to become a new tool in the pain relief arsenal," said Rothstein.

Currently, chronic pain sufferers often need to use opioids, which work by blocking the brain's pain receptors but carry the risk of significant side effects and addiction. Cannflavins would target pain with a different approach, by reducing inflammation.

"The problem with these molecules is they are present in cannabis at such low levels, it's not feasible to try to engineer the cannabis plant to create more of these substances," said Rothstein. "We are now working to develop a biological system to create these molecules, which would give us the opportunity to engineer large quantities."

The research team has partnered with a Toronto-based company, Anahit International Corp., which has licensed a patent from the University of Guelph to biosynthesize cannflavin A and B outside of the cannabis plant.

# Apps are in - what's next?



Mullins

**Andrew Mullins**  
Executive Director  
MoCannTrade (Missouri Medical Cannabis Trade Association)  
[www.mocanntrade.org](http://www.mocanntrade.org)

For those who just hit "submit" on your state applications, as well as team members, partners and service providers ... CONGRATULATIONS! You've made it past the first big hurdle in joining the Missouri medical cannabis industry. Now we all wait together to see which of the 2162 applications receive one or more of the 348 licenses awarded later this year.

Though much of the industry will go into a quiet period while awaiting licensure, MoCannTrade continues its mission of ensuring a compliant and successful program implementation.

For the past 286 days, we have worked tirelessly to bring the industry together as one voice while also educating, connecting and preparing our member-applicants. With that in mind, here are just some of the activities and efforts MoCannTrade has in store in the coming months.

After a break in August to allow members as much uninterrupted time as possible to file their applications, our monthly members-only meetups return the second week of September, kicking off in Springfield on 9/9, Kansas City 9/10, Columbia 9/11 and concluding in St. Louis on Thursday, 9/12.

For these meetups, we'll be focusing on the testing and manufacturing side of the business including presentations on lab testing standards and requirements, compliant packaging and labeling, and infused-products manufacturing. Speakers include Brian Lutmer, DHSS State Public Health Laboratory manager; Jerry Kiske, Jr., president of Mulligan Printing/Color Label and Peter Sims, Director of Operations at REAL Cannabis Co.

We're also excited to announce the rollout of our Medical Cannabis Primer for Healthcare Professionals, an accredited continuing medical education (CME) course created by MoCannTrade board physicians for Missouri physicians. Our panel of educator physicians include specialists in emergency, family and internal medicine, as well as geriatric care, rehabilitation, obstetrics and gynecology and pharmacology.

The free training is available upon request and is intended to provide context to health professionals across Missouri on what it means to certify under Article XIV, understanding the endocannabinoid system, terpenes and cannabis as medicine. Past presentations have included audiences of practitioners at hospital systems, associations, clinics, schools of medicine, civic and community forums across Missouri.

In October and November, look for us to focus our attention on workforce development, with plans to connect prospective licensees, owners and operators with aspiring employees at a series of informal "job fairs" at our monthly meetups, as well as a MoCannTrade website MMJ Careers portal.

We know once licenses are awarded, the rush to market will be intense, and we want our members to be able to hit the ground running with a capable labor force.

MoCannTrade has also commissioned, in cooperation with the St. Louis Regional Chamber, a more rigorous and detailed economic impact study of the Missouri medical cannabis industry to better reflect the potential (and likely transformative) impact of MMJ in the Show-Me State.

So much for the so-called post-application filing "quiet" period.

Which brings us to the last piece of good news. In only seven weeks, more than 6,500 Missouri patients hold a DHSS-issued medical marijuana card. With each week, that number continues to climb as patients seek out safer, more effective medical treatment options and relief.

Our industry has one overarching goal to provide these patients with the absolute best medical cannabis program in the country. So far, we're doing an excellent job, and this could not be possible without the support of our members who share that vision.

Thank you for your willingness to come together to ensure our industry relentlessly and proactively speaks with one voice.

# 4 legal reasons why MU is wrong on medical marijuana

Christopher M. McHugh and Andrew J. Goodwin  
Seigfreid Bingham PC

Relatively recently, the University of Missouri – using “a regression to obtain the predicted value of the fraction of population who are qualified patients” – attempted to predict the number of medical marijuana patients Missouri will have in the first three years of the state’s new medical marijuana program. The numbers it came up with – 19,000 in 2020, 22,500 in 2021, and 26,000 in 2022 (or about .5 percent of the population) – were strikingly low, much lower than those projected by the industry or indicated by recent patient numbers in states like Oklahoma, which has a patient count over 130,000, or three percent of the population, less than one year into its medical marijuana program.

It is possible MU may have greatly underestimated patient numbers because it failed to properly consider the legal differences and similarities between Missouri’s program and that of other states, such as:

The definition of “qualifying condition.” In its analysis, MU may have given a much too conservative legal reading to the definition of “qualifying condition” in Article 14 of the Missouri constitution, on medical marijuana. While the MU study correctly pointed out that a Missouri resident must have a qualifying medical condition to legally purchase medical marijuana in the state, it failed to understand that – unlike many other states – Missouri’s definition of “qualifying condition” is not limited to a list of specific medical conditions, but ends with a catch-all provision, which states that any “medical condition” can be a “qualifying condition” if so designated by a physician in his or her “professional judgment.” This makes Missouri’s definition of qualifying condition one of, if not the most liberal in the country, and very similar to Oklahoma’s medical marijuana law, which allows a physician to recommend a patient for medical marijuana using “the accepted standards a reasonable and prudent physician would follow when recommending any medication to a patient.” But MU specifically excluded Oklahoma from the data set it used to estimate Missouri’s patient numbers because it concluded that Oklahoma’s “medical marijuana law is more liberal than Missouri’s ...”

Legal restraints on the types of marijuana sold. Missouri has placed no legal restrictions on the type of marijuana products that a dispensary can sell. In fact, the Missouri constitution now explicitly guarantees the right of patients to purchase marijuana raw flower, capsules, vaping products, extracts (concentrates), teas, oils, infused products, ointments, balms, transdermal patches, and even suppositories. In its study, however, MU used data from states with severe restrictions on the type of medical marijuana available for sale, without any attempt to adjust for those restrictions. For example, MU used patient counts in Minnesota in part to estimate Missouri’s patient numbers. But Minnesota prohibits the sale of any dried flower for smoking, which is by far the most popular marijuana product in both medical and adult use markets. In 2017, about 50 percent of all the state legal marijuana sold in Colorado, Washington, Oregon and California was raw flower.

Tight legal restrictions on distribution. Missouri will at least initially have 24 dispensaries in each of its eight congressional districts, or 192 dispensaries statewide, which works out to about one dispensary for every 30,000 people. But MU’s analysis used data from some states with much tighter legal restrictions on retail distribution, which allow only very low numbers of dispensaries. For example, MU used patient data from Maine in part to try and estimate patient numbers in Missouri, but Maine’s medical marijuana law limits the number of dispensaries to only eight for the entire state, or about one dispensary for every 165,000 residents. Again, MU included no adjustment to try and correct for this difference.

A detailed constitutional right. Many people do not realize the constitutional amendment legalizing medical marijuana in Missouri, passed overwhelmingly by ballot initiative last November, was not simply a paragraph or two but a 13-page single-spaced complete legal framework demanding the quick rollout of a medical marijuana program designed to ensure a steady supply of an array of medical marijuana products for Missouri residents. That type of program, enshrined in the state’s ultimate governing document – the constitution – gives a level of predictability and comfort to both Missouri marijuana businesses and patients alike because any future change to the law in Missouri of any

substance is only possible through another constitutional amendment. Some other states have seen legislative and administrative “fiddling” with their marijuana laws by way of repeated statutory or regulatory changes. That is largely impossible in Missouri, as evidenced by the relatively quick defeat of all 10 marijuana bills introduced in Missouri after the passage of Amendment 2. Logically, this constitutionally mandated fast and stable rollout will result in higher patient numbers as well.

Consideration of and adjustment for all these legal differences would result in much higher patient estimates than those in MU’s study. In fact, given the similarities between Missouri and Oklahoma, it seems likely Missouri’s medical marijuana program will exceed MU’s patient estimate for the year 2022 (26,000) in its first six months. We won’t have to wait long to see who is right. The Missouri Department of Health and Senior Services will start accepting medical marijuana patient ID card applications on June 28, 2019.

Chris McHugh and Drew Goodwin lead Seigfreid Bingham PC’s Cannabis Law Practice Group, which is dedicated to helping plant touching and plant adjacent businesses meet all the different legal challenges in the marijuana and hemp industries.

This article is general in nature and should not be constituted as legal advice. Readers with questions should contact the authors of this article at 816-421-4460.

# What is the biggest consideration licensees should give to facility design?

**SKC** Katherine E. Ramsey, IIDA  
Studio KC Architecture

While there is no “one size fits all” in most design, Studio KC focuses on designs being approachable and accessible to all client types that is vital to provide an inclusive experience:

- First and foremost, consider a design firm with experienced and certified Interior Design capabilities along with Architectural and Engineering resources to ensure your project is feasible in all aspects.
- Consider a consultation and education room for patients that may not want to discuss their cannabis questions in an open environment due to noise levels or lack of acoustical privacy.
- Seating at the cannabis consultant stations should be available for patients that may be unable stand for long periods of time or just relax and enjoy their shopping experience.
- Think about your exterior surroundings to include lighted parking for security, possibly a rear parking lot for people that want to shop discreetly.

## What inspires you when designing a facility?

The branding and logo design of a client are a driving force for us. SKC incorporates branding, marketing strategies, and logos into the “feel” of the space. Is it edgy and contemporary? Spa-like and medicinal? Warm and inviting? What do you want your clients to feel when they shop at your facility? We enjoy the process of exploring the answers to these questions with our clients, we are comfortable with this process and we know how to make it fun and

interesting.

## What should licensees should know about working with an interior designer?

It’s not like HGTV! Seriously though, it takes a little time to create a beautiful, cohesive, and functional space and the process should be enjoyable. Collect and provide pictures and images that you like from visits to cannabis facilities and internet searches. A variety of examples from any type of location, material or scenery can be helpful to convert your preferences into a unique product SKC designs just for you.

## How did you come to designing cannabis facilities?

A very important client invited us to join New Approach Missouri, a remarkable organization connected to the passage of the Medical Marijuana Program in Missouri. We support the program as a firm because we have family and friends that have benefited from medical cannabis and CBD in the treatment of serious conditions. We also joined the Missouri Medical Cannabis Trade Association, a terrific resource for business entrepreneurs and service providers in the industry. Connecting with the cannabis business experts, it became evident there is a real need for professional design services in the industry.

SKC invested heavily in the cannabis industry through consulting partnerships, owner relationships, and trips to hundreds of dispensaries, manufacturing, and cultivation facilities in the U.S. and Canada. We know what works in the industry, we have seen things that don’t, and we are open to new approaches!

Our 60 years of interior design, architecture and engineering experience in health care, industrial, corporate, hospitality and retail brings value to our clients in this emerging cannabis industry. We are

absolutely entrenched in this work, we love it, and we have worked hard to become experts in the field.

## What is an interior designer? What do you offer clients?

The definition of a licensed interior designer is as follows: “NCIDQ Certified interior designers have distinguished themselves by demonstrating a specific set of core interior design competencies, supported by verified work experience and a college degree. They have proven their knowledge of current standards established to protect public health, safety and welfare, as well as mastery of aesthetic considerations. They have earned the industry’s highest standard of proficiency in interior design principles by successfully passing the NCIDQ Examination.” - Council for Interior Design Qualification

But it’s more than that. We apply creative and functional solutions within a space, create an environment that is not only functional and code-compliant, but also beneficial and enjoyable for the occupant. We help create the emotional vibe or “feels” of a space, creating an environment that people WANT to revisit again and again. We understand budgets. We understand timelines. We are your advocate.

At Studio KC, we are about quality projects, quality relationships with our clients, and never losing sight of the fact that the space belongs to our client - not our egos. We deliver all of this at arguably the most competitive rates in the country, you won’t find the “green markup” at SKC. The combination of all of that makes for loyal clients that often become friends; and we could not ask for anything better than that!

# BREAKING DOWN INSURANCE Exceed the demands of the state with peace of mind

**Jim Clodfelter**  
Green Leaf Insurance

With Missouri's state law legalizing medicinal cannabis, regulation of the insurance market in the state of Missouri was authorized. Carriers are now able to provide coverage across the state. However, with cannabis still being illegal at the federal level, it has created barriers for those looking to protect their business with commercial insurance policies. Due to the reluctance of national banks to enter the market because of federal laws, the cannabis industry has a larger loss exposure of cash. With cannabis being illegal and the federal level and the cash oriented nature of the business, large national insurance carriers aren't expected to enter the cannabis marketplace quickly. Where does this leave those seeking commercial insurance for their cannabis related business risks?

Cannabis business owners are left with a couple of options. First, to seek insurance through a brokerage where policies are pieced out through several carriers. In this scenario, one insurance brokerage might underwrite the property while a second insures the liability and possibly a third insures the directors and officer's professional liability.



**GREEN LEAF  
INSURANCE**

This can create some issues in the event of a loss as each carrier might disagree with who is responsible for payments of certain claims. Typically, coverage through a brokerage can also come at a higher cost, and they are not regulated in the same manner as admitted direct carriers by the state. This can come in the form of numerous policy exclusions. The second option is to find a direct

carrier. Direct carriers are insurance companies that have decided to develop insurance policy options directly for cannabis related risks. Direct carriers are willing to package a majority or all of a cannabis related risk under a single package policy that is tailored specifically to the business exposures. Unfortunately, there are only around 26 direct carriers worldwide that are willing to insure cannabis related business risks. Finding an agent who represents one of these carriers can be very difficult. Even when you do find an agent willing to help insure your business risk, the application process and security requirements can be very stringent and difficult to understand.

Cannabis risks also present some unique loss exposures that may require coverage that is not typical of other businesses. For instance, the state of Missouri has five areas of insurance that are listed on the applicant scoring process. They are as follows:

**Will the business have professional liability for its principal officers?** Typically, this coverage is referred to as directors' and officers' liability coverage. The wording in this scoring section needs better clarification from DHSS. Professional liability is for business professionals that are advising or acting in a professional capacity to advise their clients. For instance, a doctor that performs the wrong surgery on a patient would be covered through professional liability. Whereas, an officer on the board of the hospital may be sued for hiring the doctor that performed the wrong surgery. In the latter example, coverage would be provided through directors' and officers' coverage. The officers are not acting in a professional capacity to be covered through professional liability, but making decisions that could affect the indemnity of the business that should be covered by directors' and officers' coverage.

**Will the business have product liability?** Product liability is very important for those in the medical or recreational cannabis industry. Should a customer or client claim to become sick or injured as a result of a product, product liability will cover your

business and the defense cost of a lawsuit. It will also cover for an actual injury or illness as a result of a product.

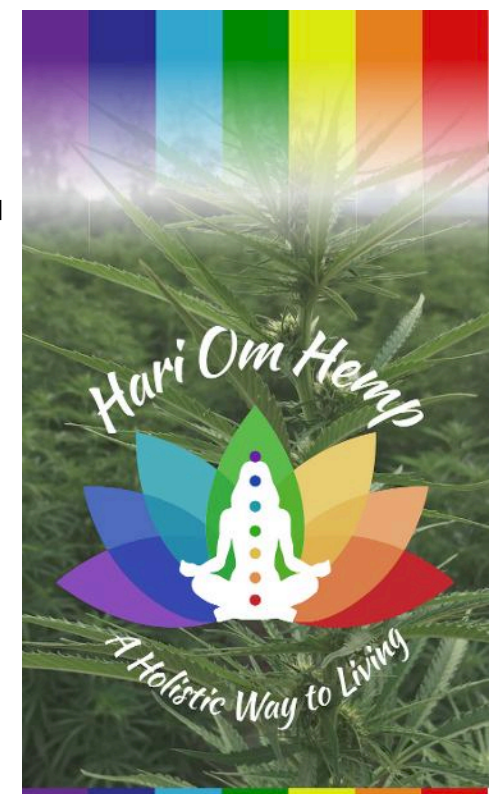
**Will the business have business interruption insurance?** Business interruption insurance can also be called Business income and Extra expense coverage. This coverage protects your business from financial loss in the event of a covered peril. Covered perils include items such as fire, theft, wind and hail damage that cause property damage that results in temporary shutdown, or relocation to a temporary facility while your building is being repaired. This coverage would cover your loss of income during the shutdown, allowing you to continue to pay your key employees, have the finances to start the business back up and build your clientele back to pre-loss levels of income.

**Will the business have property insurance? and Will the business have property insurance to cover cannabis loss?** There are several types of property insurance that are available to cannabis risks. Like any typical commercial business risk, coverage for building and contents is necessary. These limits should be reviewed frequently with your agent. Any equipment purchases, building additions or expansions can quickly change the loss exposure of your business. As your business grows and evolves, having a working relationship with your insurance agent will be very important. Crop coverage is also listed in the states scoring system. Since cannabis is not legal at the federal level, it is not eligible for federal crop coverage like commodity crops. However, it can be covered for a number of perils by some insurance carriers. Most carriers break cannabis crop coverage into three areas- living plants, goods in process and finished stock. Living plants are plants that are still attached to the roots and in medium. Goods in process are harvested crops that are in the drying process. Finished stock are crops that have been packaged.

Outside of the coverages listed in the applicant scoring process, there are several other loss exposures that should be considered. This includes

worker's compensation, product recall, commercial auto liability, cyber liability, employment practices liability and inland marine.

At Green Leaf Insurance, a DBA of Clodfelter Insurance, our agency has contracts with direct carriers and brokerages that will provide insurance for the cannabis marketplace. Our agency can cover dispensaries, cultivators, manufacturers, laboratories, armed guards and secured transport. We have several licensed agents and certified insurance counselors that are able to guide you through the process making it simple and painless to obtain the coverage you need to protect your business. Our insurance agency is located in Missouri and has been in business for over 36 years specializing in covering unique commercial insurance risks. We are licensed to write insurance in Missouri, Colorado, Oklahoma, Illinois, Arkansas, Iowa, Nebraska and Kansas. We can cover your cannabis business risk in all the areas listed in Missouri's applicant scoring process, and provide you with several other options to make sure you are fully insured. Our agents regularly attend several trade association meetings, expos and conferences across the country. Green Leaf Insurance are members of the MoCann Trade Association and frequent monthly meetings. We pride ourselves on the working relationships with our clients and going above and beyond on customer service. Our agents have quoted very competitive pricing and coverage for hundreds of cannabis risks in Missouri, and we wish the applicants best of luck in the scoring and licensing process. For more information or to speak with one of our licensed insurance professionals, visit us at [www.greenleafins.com](http://www.greenleafins.com) or call (660)744-5385.



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# SECURING YOUR PERIMETER

## Malware and ransomware – we’re all targets

*You lock your doors, set the alarm, make sure the cameras are recording, but you may be trusting one of your most valuable assets to an Internet provider’s basic security device that simply can’t keep up with today’s threats.*

By Mark Turpin

What if all your seed-to-sale data was taken and the only way to get it back was to pay someone a ransom in Bitcoin? What would it mean to your business if someone held for ransom your camera system and storage for recordings, putting you in violation of DHSS regulations?

Chances are, you have heard of malware and ransomware. The US Department of Health & Human Services reported that in 2016 there were 4000 attacks each day, a 300% increase from 2015, and those numbers have only continued to grow. Consider that in more than 54% of reported cyber-attacks on small businesses, the attack resulted in financial damages exceeding \$500,000 via lost revenue, customers, out of pocket costs, and related fees. That’s an astounding number for a small business to cope with. For many businesses, it means the end of operations.

All types of businesses, governments, and organizations have fallen victim to an attack in recent years. There have been breaches such as Equifax (\$650 million settlement) and cannabis-specific ones such as MJ Freeway in 2016 and 2017. In the case of MJ Freeway, they were unable to process transactions from over 1,000 dispensaries and could not track sales and inventory for weeks. This reiterates the value of the data on your network – these types of attacks aren’t just targeted at companies that take credit cards. The nefarious people and groups behind these types of attacks prefer your business. They are betting that you will not have the protection mechanisms in place to thwart their attack.

Threats today are constantly evolving and whether you know it or not, there are

people attempting to get into your network every minute of every day. Many forms of malicious software operate silently, or lie in wait, periodically checking in and waiting for the command to wreak havoc on your network and all the systems connected to it. Because of this stealthy, predatory behavior, many businesses don’t know they have a breach until months or years later – if detected at all.

When you pick your security appliance, top of the list requirements should include real-time analysis of traffic to detect malware and ransomware. Security appliances with these features can detect malware when you click a link or attempt to download a file. Upon detection of malware, the system should immediately interrupt the action and prevent you from inadvertently opening your systems up to a bad actor.

It is important to note that malware/ransomware detection of traffic passing through your network from the Internet is only one attack vector. In fact, the most prevalent attack vector is email, but we will discuss email security in its own article. That said, if you allow your employees to connect to your internal network with their own personal devices, plug in a USB key someone gives you, and so on, you are potentially exposing yourself to an internally originated threat.

Therefore, we suggest a multifaceted approach to your malware/ransomware strategy which should include:

- An email scanning service (basic scanning is included in Microsoft Exchange Online/O365 plans, while better-advanced threat detection is available from others for a quite nominal fee)
- A network security appliance capable of identifying and stopping malware/ransomware attacks and downloads
- Endpoint (PC, iPad, etc.) security for any device you allow on your network or containing business information. There are many standalone endpoint security vendors in the market, but few that incorporate both the security appliance and the endpoint; the latter is our recommended approach.

### The need for advanced controls

The basic purpose of the network firewall is to provide you controls over what traffic should be allowed in & out of your network. There are valid reasons to allow traffic into your network from the outside. For example, your cannabis business may have a camera system you wish to access remotely. That access should only be allowed from certain places, like your home office, and not accessible by the entire Internet. Your network firewall will give you the ability to lock down the access to the camera system based upon IP address ranges.

You also need to control what’s allowed to leave your network for the Internet. You may have a point of sale system that only needs to talk to internal devices on your network and should not be talking to the Internet. Using your firewall, you would apply controls to prevent your point of sale system from communicating with things outside your internal network.

This basic level of functionality is incorporated into some Internet providers’ access device, but that device on its own is not intelligent enough to know whether traffic like “HTTP” (web browser traffic) is really HTTP traffic, or something harmful that could hijack your systems. We need something that can inspect the web traffic to ensure our browser session has not been compromised.

“Next-generation” firewalls (NGFW) are application-aware; this means they know what an email connection, web browser connection, or Internet phone call, should behave and look like on the network. If they detect, for example, that the webserver you’ve connected to isn’t behaving as it should, they can help protect you from what might be a compromised site.

### Stop it before it happens with intrusion prevention

Cannabis businesses, like any business, need Internet connectivity to support operations. The fact is, once you connect to the Internet, malicious actors are scanning your IP address(es) around the clock, always looking for a way in. They may not necessarily know what your

business is, or what is on the other side of your Internet access gateway or firewall, but they are going to attempt exploiting any vulnerability they can detect to get access to your network. In order to detect and block these attempts, you should leverage a system that knows what an intrusion attempt looks like and will stop it before it goes any further.

An intrusion prevention system (IPS) is more than just a firewall. Vendors will have a subscription that will go along with their firewall which includes access to IPS signatures. These signatures are traits of a network exploit so the IPS can identify when an intrusion attempt is occurring, what kind it is, and how to stop it. This subscription is necessary to receive updates to new signatures as attacks evolve. Unlike the firewall basic in/out rules, the IPS is inspecting traffic in real-time to determine whether traffic that should be normal Internet traffic, is indeed such. Vendors that sell NGFW devices will generally have a subscription you can purchase that includes the IPS capabilities.

### Content filtering and geography-based security

There are undoubtedly thousands of things that can be done on the Internet, but there’s likely only a few that your employees should be doing while at work. For example, you may wish to block adult websites, lock down Netflix, but specifically allow Instagram and YouTube so you can upload videos of your latest harvest, buds, etc. With URL content filtering you can control what sites, and types of sites, your employees can access on your Internet connection.

Beyond the categories and sites, you can also block certain countries. You may not want employees visiting sites in countries that are known for high-risk traffic such as North Korea, Russia, and China. You can setup country-level blocking to restrict access to sites in these countries and always unblock a certain site if you find it is necessary for your business.

The ability to filter content and countries will generally be included in the NGFW platform, though it could require the purchase of a subscription in order to stay up to date with all the “movie streaming” sites, and the IP addresses that exist in North Korea, as these change over time.

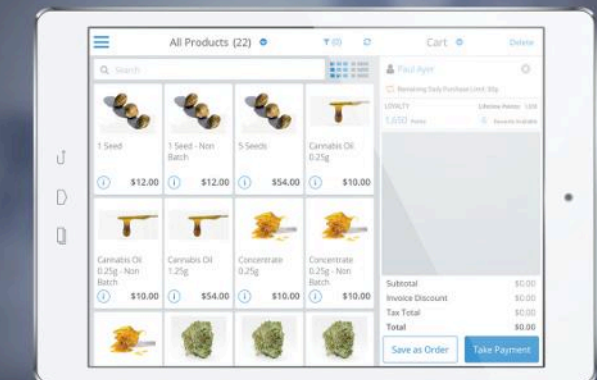
### In conclusion

Security appliances are a key component in protecting your business from cyber threats, both internal and external. It is important to remember that a layered approach to security is necessary; the security appliance is just one layer. Email security, endpoint security, sound procedures, and diligent attention to the alerts you receive from the security tools, are all layers that when combined will significantly put you ahead of would-be attackers. Work with vendors you trust and remember that as with most things, you get what you pay for. Security isn’t cheap – but the alternative could be orders of magnitude worse.

*Mark Turpin began his IT career in 1995. He is the founder of Covene, a Cisco Premier Partner, and the CANA brand, which serves the legal cannabis industry. Mark serves on Cisco Systems’ Small & Medium-sized Business (SMB) Advisory Board, Tech Data’s SMB Advisory Board, Tech Data’s Software Advisory Board, and is a member of the PROMO Board of Directors.*



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# recognizing advocates

One of the heaviest honors and curses bestowed upon any publication is the discretion to shine a light. Greenway Magazine accepted advocate nominations from readers for over two months. Greenway has selected a handful from those nominees whose stories touched so many and include undeniable influence into the reality of reform. In the process, the Greenway team got to know a precious and unique spectrum of people.

Many people can claim a piece of success when it comes to advocating for major marijuana policy reform in Missouri. In the next pages, find 10 features on 10 parties who have been influential in medical marijuana becoming a reality for thousands of patients. As Missouri's cannabis industry publication, Greenway will continue telling the stories of the advocates who turned the movement into an industry.

Unless otherwise indicated,  
**all photos by Chris Smith of Agonist Cannabis,**  
another interesting and valuable advocate for medical marijuana.  
Read his story in the June/July edition of Greenway Magazine or online.

# Coltyn Turner

Coltyn Turner is the Founder and CEO of The Coltyn Turner Foundation and Coltyn's Crue. Turner hasn't been a cannabis advocate or activist for as long as some of the individuals you'll find in this edition, but he has spent a larger portion of his life in this position than many - he got an early start. He has been using cannabis since he was 13 years old and started advocating for others shortly after. It's a family affair.

"I have Crohn's Disease, Rheumatoid arthritis, and Lupus. When all other pharmaceutical medications failed to keep me healthy, my parents researched

Turner so passionate. "Advocacy means so many things to me. It means passing inclusive laws so everyone who can benefit has access, it means educating everyone: doctors, lawyers, patients, business owners, grandmas, and grandpas. So we need advocates who understand and are educated in cannabis to educate lawmakers so they can create comprehensive laws, rules, and regulations that will benefit everyone. Education and research are the keys to understanding this plant. Every day someone who is sick contacts us desperate for help and healing, as an advocate for cannabis and health, I take

educating people seriously, sick people need to know what's going into their body and because I am being asked to help I need to stay current on the newest research and trends in the cannabis community."

"The main challenge I've faced is finding the right cannabis and dosing it. It's trial and error and we've had a lot of errors. We didn't

have much help with all that. I am the first pediatric Crohn's patient to use cannabis legally, so we were pretty much alone in this journey. Now my dosage is the industry standard for Crohn's patients and that's pretty cool. That is why I created a formulation for Mary's Medicinals called the Remedy 1:1 by Coltyn, that is why I share my journey every chance I get, that is why I am creating a survey for Crohn's patients with PharmaACE that will be available for participation as soon as the funding comes through, that is why I want to help raise funds for Sue Sisley and many other researchers out there that believe in the power of cannabis, that is why I exist. If my parents wouldn't have believed all this, I wouldn't be here today."

For Turner, advocacy goes beyond education and reform extends beyond the criminal justice system, as he explains - his medical treatment put his parents in constant jeopardy for their other children. "The other challenge is Child Protective Services, I was 13 when we tried

cannabis, 14 when we left for Colorado. My brother was 15 and my sister was 11 and if the government should have ever decided that my parents were harming me, in any manner, they would have taken me out of their custody and I would have been put on another biological medication that has horrific side effects. But they wouldn't have taken just me, my brother and sister would have been removed, too, and all that is just wrong. We hope to remedy that with federal deregulation."

Turner says that he's excited for regulatory oversight in Missouri. "DHSS is doing a stellar job with the rules and regulations. I really believe its going to be a very accessible market for the patients and fruitful for the industry. Now we just have to get the doctors on board, but in Missouri, I think it won't be too hard."

Turner's predictions for Missouri? "Healthy patients. Happy people. And A lucrative industry that helps the patients by not sticking them with high prices for medicine. I also feel like a lot of research will come out of Missouri. And for Missouri and Illinois, I'm excited about the hemp industry. We host some of the most fertile and promising farmland in the country and my hope is that they use that land to cultivate hemp for not just medicines but also textiles. I really believe hemp can save the world."

"I am alive. I am healthy. And I believe that everyone should have that chance," Turner concludes.

To learn more about Turner and his organizations check out Coltyn's Crue and the recently launched a non-profit organization, The Coltyn Turner Foundation.

"One day recently I had to go to the gastrointestinal (GI) doctor for just a check-up. I don't have a regular GI here yet. This doctor flat-out told me that it wasn't the cannabis that took away my inflammation in my gut, it was my diet, and that there is no clinical evidence that suggests cannabis can be used successfully for Crohn's disease." That experience was all the motivation needed for Turner and his family, "I want to walk back into that doctor's office 5 years from now and hand him a stack of research showing clinical evidence that cannabis does fight inflammation from Crohn's disease and is a viable option for those who are pharmaceutically intolerant."



alternative medicines and found a study from Israel that was very promising. So my Dad and I moved to Colorado to see if maybe cannabis would work for me, and it did." It didn't take long for Turner to go from patient to advocate. "We got connected to advocacy when we realized very quickly that the laws surrounding cannabis in each state were changing. As I started fighting in Colorado for continued access, my mom was in Illinois helping pass the law there, making sure it wasn't just a CBD-only law. I take THC also, and to be able to come back home to Illinois, the law had to include THC and Crohn's as a qualifying condition. My parents are the strongest and kindest people I know. They have fought against all odds to keep me healthy and surgery-free, and even when I do get sick, which happens because I have an incurable disease, they are always by my side. They have taught me that every person matters and every person deserves to be healthy."

It's this history and exposure, his parents' example, and his own health that makes

# Dan Viets

**He is President of New Approach Missouri; Missouri NORML Coordinator; Secretary, NORML national Board of Directors; Chair, NORML Foundation Board of Directors; and Chair of Missouri Cannabis Industry Association Board of Directors, a practicing criminal defense attorney, and was selected by Missouri Lawyers Media as one of the 2019 Lawyers of the Year for advocacy leading to the legalization of medical marijuana in Missouri.**

"My mission is to bring truth and enlightenment to those who have the idea that marijuana is somehow a threat to them. We need to assure those who will never use cannabis that they have no reason to be worried about those of us who do."

Who is Dan Viets?

Dan Viets is an attorney and marijuana law reform activist. His list of titles and credentials is almost as long as his list of accomplishments and experiences. He has been actively involved in the pursuit for legalization of marijuana for the better part of the last five decades.

Viets has spent most of his life as the man championing for marijuana in the Bible Belt. Before Woody Harrelson in the 90's and Snoop Dogg and Martha Stewart at the turn of this century, there was a young attorney in the Midwest that was the scourge of misinformation, prohibition, and stereotypes.

"It is always a challenge to combine activism and making a living. I went to law school because I was inspired by many lawyers who are also activists, with NORML, and other groups. I find that combining the practice of law with public advocacy and activism is a logical and useful approach. It is always a challenge to overcome the decades of prejudice which government propaganda has created in the minds of many regarding marijuana and those who use it."

"In 1973, I was President of the University of Missouri-Columbia student body. I attended a National Student Association conference in Washington, D.C. The first national conference of NORML took place that same weekend in D.C. I had an opportunity to meet Keith Stroup, the founder of NORML, and that began my lifelong activism for marijuana law reform."

Viets speaks highly of everyone when asked, but there are few he holds in more regard than Keith Stroup, in particular and Ethan Nadelmann, founder of the Drug Policy Alliance, whom Viets counts among his, "inspirations and role models."

Are you an advocate or an activist?

"Advocacy is taking on a cause and trying to persuade others to a certain point of view. Activism means actively participating in the public debate and discussion and promoting a political position," Viets sees himself as both. "Because cannabis is widely used by people who do not deserve to be treated like criminals. This is especially true of those who need cannabis as medicine, but also true of all adults who use cannabis responsibly."

Through the years Viets has battled more than the law and reefer madness, he has also



battled against social stigma and negative perception. "When I came to college, I realized that people who use cannabis are generally very bright, energetic, creative, and fun to be around!" The stereotypical "stoner" seen in movies and television can be harmful in its own way. As society moved away from the notion that smoking or consuming cannabis turned you into a crazed, violent threat, there needed to be new deterrent. The lazy, often dumb, "burnout" was born. But the reality is, like any other substance cannabis users come in all shapes and sizes, all career and passion types, and in all stages of dedication and tenacity.

What's next for Missouri?

"I am excited about the fact that thousands of patients who have been subjected to persecution and prosecution will now be free to use a relatively harmless substance which provides great relief from symptoms of disease and injury," Viets says, discussing the implementation of the medical marijuana program in Missouri. But there is more to come Viets says, "I see a continuing struggle with the Missouri General Assembly. I see that, at some point, when the public is ready to accept it, adult use and cultivation will be legalized in our state, as they have been in 11 other states at this point."

A bit of advice.

"While cannabis remains a prohibited substance, be cautious. It is extremely important not to have the false impression that marijuana is already legal. It is not. People continue to be prosecuted throughout the state of Missouri and across this nation for victimless marijuana offenses. People need to always keep in mind that exercising their Miranda rights is the most important thing to keep in mind when dealing with police officers. Everyone knows they have the right to remain silent, but no one does it! The only thing we should say to a police officer who suspects us of a crime is that we want to speak to an attorney. When one invokes one's right to legal counsel, every police officer in America knows that he or she should stop asking questions. Never consent to a search. Never allow police officers into your home without a search warrant."

# Josh Mitchem

It's not often anyone sees a businessman on the grassroots circuit, but Josh Mitchem has been present at association meetings, fundraisers, and more. The Mitchems contributed to the New Approach Missouri campaign and applied for licenses - but in between, Mitchem and his team have been actively promoting their brands and Clovr around the state.

**Most people in your position do not bother at all with industrial grassroots. Why do you bother with grassroots?**

Grassroots is about passion, not money. We could've thrown more money at the Amendment 2 effort, but we believe that it's passion that wins races. Grassroots also gives 'the little guy' an opportunity

20,000 flyers and within a few days they were coming back for more. It was a lot of fun to be a part of their love for the stinky flower.

**You've been described and described yourself as a capitalist, but you're navigating a very compassionate industry. What can capitalists learn from the cannabis industry?**

I am a Capitalist. Capitalism to me is more than just 'Show me the money.' I'm a Capitalist in terms that I'm going to treat my business as a business. There are a lot of people that have opened cannabis shops around the country because they love cannabis. Generally speaking these people don't have the best business acumen, and what ends up happening is their customers suffer due to poor execution and poor product.

**You didn't just cut a check for the campaign - you were active. What inspired you to personally get involved?**

Quality of life. What I'm about to say next isn't the most popular statement in certain circles, but cannabis doesn't cure anything. It does however GREATLY improve the quality of life for patients that use it. Cannabis alleviates symptoms from countless ailments. I've seen the positive effect first hand, and wanted to do all I could to bring relief and freedom to my fellow Missourians.

**Why is it important for this state to have a strong, compliant industry?**

I think the only way to eradicate the stigma that has been placed on cannabis is through regulation and compliance. (again not a popular comment with the hardcore believers) We've seen states haphazardly roll out programs, and they've faced massive backlash in the form of lawsuits and bad PR. I love being from the Midwest, and I would love nothing more than to show the rest of the country what a proper, controlled, educated, and most importantly, successful roll out of a cannabis industry looks like. The DHSS has done a fantastic job in the rule making process, and through their understanding of the symbiotic relationship between operational needs and compliance, I have no doubt that Missouri will become the envy of the United States cannabis industry.

**What do you hope to see from Missouri's cannabis industry in 5 years?**

Through my work with MoCann Trade, I have met dozens of applicants. I would hope that each of the groups I've met across the state are wildly successful. I would hope that Missouri is the envy of the national cannabis industry. I think most importantly I would like to see the groups that do receive licenses working together to educate, not just our patients, but anyone that views cannabis negatively that this is not a drug to be feared. It has many medical benefits and can help fix this nation's opioid crisis.

**Where do you hope to see your companies in 5 years?**

Where do I see our companies in 5 years? At the top of the mountain.



for their voice to be heard. Missouri was the first state in the country to have competing ballot initiatives for the legalization of cannabis. All 3 groups were throwing money behind ad campaigns, billboards, commercials, etc. I don't want to take anything away from the incredible work that guys like Jack Cardetti and John Payne did at New Approach, but Amendment 2 won because of grassroots. The grassroots volunteers across the state were so passionate and energetic, we could hardly keep up with getting them the resources they needed. We would run

Because I'm driven by bottom lines, it pushes my team to provide the best product and service day in and day out. Please don't think for one-second that we don't care. The reason we have been successful in other markets is because of how much we do care, and how much we believe in life changing qualities of cannabis. I think other Capitalists could learn that that it's not ALL about the bottom line. This industry is about compassion, product consistency, and patient care. If you take care of those 3 things, the dollars will come.

# Mitch Meyers



photo/submitted

Mitch Meyers is a former maven of marketing - when she was at Anheuser-Busch, she was responsible for making Bud Light happen. She opened her own agency and sold it years later, seemingly retiring.

Meyers found herself vacationing in Colorado upon retirement, engaging with a friend who had become a medical marijuana caregiver. With no medical background, Meyers' contact was treating patients with "this plant," and Meyers was inspired.

"I was blown away - she would bring the PET scan and show me," Meyers said.

Her inspiration led to her own research, which led her to joining a group that entered the Illinois legal market after winning single a dispensary license.

"I am happy that my first training was in a state that was very regulated and difficult to manage," Meyers said. "In the

beginning, it was also difficult to get patients."

Not too long after, Meyers' attention was drawn to then-state Sen. Eric Schmitt's CBD bill that authorized the state Department of Agriculture to license limited facilities to grow, process, and package CBD oil for intractable epilepsy.

"Four months later, there's a little thing on the Department of Agriculture website," Meyers said. Her group applied for one of the licenses and was one of two groups to be awarded a license by the department to be a one-stop shop for CBD production in Missouri.

One could think that the limited licenses would allow Meyers' group and the other to dominate, but a strange legislative climate federally left Beleaf, where Meyers' is CEO, with 50

patients for their medical-grade cannabidiol oil.

Meyers credits the boom in popularity and the profound effectiveness for patients of CBD as a gateway for a state to explore and develop a medical marijuana program.

Beleaf has been held back from the initial CBD rush caused by the federal farm bill changes and their state license. "We're behind, but I like our product." Just in the past several months has Beleaf been readily available across Missouri and not just to patients with intractable epilepsy.

"Beleaf is still not profitable because we had fifty patients under the epilepsy bill," Meyers said, toting the support of investors keeping the company afloat during regulatory shifts. "We didn't care if it was only one patient that we helped - it is worth it."

Meyers laughs, saying the Missouri

application process has been reminding her of her last state application process for a facility in Illinois - another highly regulated, competitive market.

"If a state has chronic pain as a qualifying condition, you tend to have more patients initially," Meyers said, observing that Missouri may have a wider initial breadth of patients compared to other states. It seems her luck with low patients numbers may change, should her group win facility licenses in Missouri. Beleaf may be behind, but Meyers notes that 6 months is like 7 years for the cannabis industry. Everything is developing and changing at lightning speeds.

Meyers is currently going from personally knowing the accounts of her company's 50 patients, taking calls at any hour from parents or patients to having a mainstream CBD product created in Missouri - all while waiting for news about her group's facility license applications. Being one of few professionals in the state with legal market experience exclusive to Missouri, Meyers is taking from both her Illinois and Missouri - and marketing experience - to see the state's path ahead.

"We are going to try to stay the course and try to keep a very high quality product," Meyers said. Beleaf grows their plants indoors hydroponically, controlling each part of the environment that effects the growth and development of the plants. "There's always going to be a craft upper end, and there's always going to be a Natty Light."

Meyers believes once patients are educated beyond the initial intrigue of THC levels in medical marijuana, terpenes are what is going to shine - and terpene profiles will be able to be developed for different effects for different conditions.

"Those terpenes are so important," Meyers says.

It seems Meyers' trailblazer paths in marketing and medical cannabis may merge soon when she sees clearly the Missouri patient demand.

# The Callicoats

# Chris Chesley



photo/submitted

The Callicoat Family is behind Sarcoxie Nursery, a former fine flower nursery in Southwest Missouri that they are converting to a cultivation facility. Seemingly present all across the state, the Callicoat's - Dr. Paul, Wendy, and Jonathan - have put their growing company out as an industry leader.



Family affair, but before applications and industry beginnings, the Callicoats were involved in New Approach Missouri, organizing patient-first fundraisers. Paul had no problems speaking to groups as a doctor, Jonathan gathered signatures, and Wendy became the area volunteer coordinator. The family was involved early with the Missouri Cannabis Industry Association - and continues their involvement to this day.

The Callicoats looked around at properties on and off the internet for a long while before finding the Nursery by chance. Following the geographic maps to trace power lines, Wendy convinced Paul by chance for them to drive over and check out the old Sarcoxie Nursery. The property had been vacant for a few years. They loved what they saw and got the real estate agent on the line immediately.

Sarcoxie Nursery is now a Callicoat

Their planned facility takes up the bulk of

the original nursery, which even includes a water tower. The original nursery was founded in 1875 and cultivated peonies - Sarcoxie was once the peony capital of the world, they share. The family's booths at events boast banners with pictures of the nursery grounds, which include perfectly planted rows of trees.

"The local support for our project has been overwhelming and we are so excited to be bringing life back to this beautiful spot," Wendy said.

Paul is quick to start to talk about their state of the art plans for the facility - but Wendy is quick to remind him that most of their plans are currently hush-hush. One thing is for certain - their plans are for cultivation and manufacturing at the nursery with a dispensary off-site. As far as the family's plans for the nursery, they say there is only one other facility in the country that is anywhere near as sophisticated. Modern as their plans may be, their website and new sign (pictured, left) nod to the property's past as "purveyors of fine flowers."

"Our mission is to be the best," Paul said.

Chris Chesley is the Deputy Director at Greater St. Louis NORML, but before the title, there was a passion to move the needle in the right direction.

Like many, if not most, in the cannabis industry, Chesley's initial exposure was from other teenagers and wasn't intended for medicinal use. "I originally got into cannabis for recreational use as a teenager because I saw it as a safer and less destructive form of recreation than alcohol."

Chesley says his use of cannabis exposed him to more than just teenagers and college students partying, "The more people I met as I got into my twenties I found a lot of people weren't just using (cannabis) for fun at parties; but also for pain, anxiety, stress, nausea, cancer, and to deal with the side effects of treating cancer along with many other conditions."

Just as he began to familiarize himself more with the medicinal properties of marijuana and explore the history of the plant, tragedy would hit close to home. "In 2005 my aunt Kathy was diagnosed with pancreatic cancer. Watching what she went through was one of the most heartbreaking things I've ever seen. When she told me that the only thing that helped her feel better was cannabis, I saw cannabis for what it really is, one of the safest most versatile medicines being denied to millions of people all over the country. My aunt Kathy passed away in 2006."

After the passing of his aunt, Chesley set out to find a purpose for his passion and gain a better grip on his understanding of marijuana. He told Greenway that the more he learned, the more he felt betrayed. "Personally, I've never seen something with so many benefits and so much potential so heavily demonized and have such legal consequences as cannabis," Chesley says, "I felt like I was being lied to, and so was everyone else. When I started learning more about the drug war, the families that were being torn apart, that people of color were being arrested and incarcerated at a much higher rate than white people despite there being no difference in use between the two groups, I was mad!"

Chesley says he wanted to come back home and help Missourians, but he wasn't sure where to begin. "My cousin was very involved in the beginning stages of legalization here in Missouri and when I was talking with him he pointed me in the direction of Show Me Cannabis around 2009."

"When I started working on legalizing medical marijuana I thought advocacy was something people did just to fill time. But now, I look at it

as a group of strong passionate people that believe they can make a difference. So to me, advocacy is standing up for something in hopes of making other people's lives better."

Not every experience turns out the way you hoped and not every encounter is a win, Chesley says that during the campaign there were struggles.

"With the campaign it was educating people that the propaganda they grew up with was wrong, and trying not to get mad when they come back with things that have been proven wrong for years. Having to always be able to not only cite my sources but also tell them how they can easily find it themselves."

so much work in hopes that we could change the law and they didn't give up after we missed making the ballot in 2016."

With the passage of Amendment 2 in 2018, the fight wasn't over, but it was different. "I think everyone just needed to breathe." He explained that with the primary goal achieved many volunteers returned to their normal lives for the first time in almost three years. The daunting process had left many weary, and anxious to see what the state's new medicinal marijuana program would become.

"There is no one thing I'm most excited about. We already have patients legally growing their own medicine at home and Missouri passed



But the role of an advocate can be taxing on more than your mental well being, "For me personally, balancing my work and personal life while volunteering with New Approach Missouri and NORML. I never thought I would get so involved with this, but next thing I knew, this was something I was doing every day. I almost missed a surprise party my friends were throwing me because I had heard about an event that I thought might be good for signatures. Finally they had to tell me what was going on so I would show up. A lot of things like that started happening in the 2017 and 2018 campaign after we missed the 2016 ballot by only a few hundred signatures." Chesley says that after that 2016 loss the volunteers were heartbroken, but rebounded and almost immediately threw themselves into the push for 2018. "Over the last 10 years there have been many people that have inspired me and kept me from giving up. It was patients like Ayden M, Lonnie K and people with the campaign like John Payne, Ann Rohan and Karin Chester. I worked closely with them during the campaign, they all put in

medical marijuana just over 8 months ago, our patient count is already in the thousands and DHSS even started issuing patient cards ahead of schedule! It's all really exciting to see happen in Missouri. It has all been very exciting to watch."

For Chesley, the mission continues, "I'm now working with a team going for dispensary and cultivation licenses in the St. Louis area. I think our team is very well rounded and I am happy to be working with a group that is focused on bringing high quality cannabis to Missouri patients. My mission is still the same one I started with and that's to get cannabis legally in the hands of patients then once the program is fully up and running I'll start eyeing adult use. I would like to think we will see adult use passed in 2022 and with that, having all marijuana convictions expunged. It's just the right thing to do and other states are already starting to do it, let's not fall behind again when we are just starting to catch up with the rest of the country."



# Lance Lenau

Lance Lenau is the Communications Director of Mid-Mo NORML, the Communications Director of Missouri Cannabis Industry Association, and the Social Media Manager of Missouri NORML. Lenau was one of the top signature gatherers for New Approach Missouri, and is dedicating his life to educating about and advocating for medical marijuana.



# KC NORML

Jamie Kacz is the Executive Director of NORML KC. Kacz is also Board Secretary for New Approach Missouri, Affiliate Secretary for MO NORML, and Co-President of the Missouri Cannabis Industry Association. She's a mother of two, a recognized and revered advocate and activist, and one of the hard-working women that propelled NORML KC, as a whole, onto the list for the Greenway Advocate Series.

The rest of the board is made up of those exceptional women. Jessica Kelly serves as Communications Director, Paula Prentice chairs Community Outreach, and Julita Latimer serves as the Event Planner.

Greenway had the opportunity to speak to the women who comprise the board of NORML KC as well as chapter member Candace Baier about advocacy, passion, and what the future holds for Missouri.

Kacz has received her share of recognition; named one of Women Grow's "Game Changers" in 2017, Freedom Leaf's 2017 Canna-Women Impact List, featured in High Times magazine as a notable Freedom Fighter, featured in Her Canna Life Publication, and was honored as NORML's National Advocate of the Year in 2017. But when Greenway asked for nominations for our advocate series several names were submitted time and time again alongside Kacz, those were the names of the ladies who make up the board of NORML KC.

Kacz says her advocacy journey began in 2015 when she founded the Kansas City, Missouri chapter of NORML. "I had been a long-time supporter of cannabis legalization, but I was a closet supporter. After seeing people I loved being unable to access cannabis for conditions that could be helped by the plant, I decided that enough was enough. I started talking to friends about cannabis and I started to do research. Information I found brought me to a Missouri NORML/Show Me Cannabis conference in the summer of 2015. Attending this meeting was the moment I knew that I needed to help make a change. I remember hearing Dolores Halbin tell her story about how the war on drugs affected her and her husband, Gene. I was shocked by what happened to them and knew then that I had to get involved. I needed to help be a part of the change across Missouri. Seeing a real need for a central cannabis advocacy group in Kansas City, I started the NORML Kansas City chapter, where I made quick work on affecting change. I saw laws that were unjust and knew I had to do something about it. As a result, we went about changing the laws. We started out locally in Kansas City, MO. We turned possession of 35 grams or less into a \$25 ticket. Then we took on the State, with one less prohibition state as a result. It all started with thinking locally."

For Summer 2019 NORML KC put together a free 3-Part Summer Series for patients and supporters. "We want to provide information for patients to know how to apply for their medical card and how to have a successful home grow while being compliant. We want our attendees to walk away feeling empowered and confident knowing that they have gained

knowledge to assist them. It was important for us to host these events for free, because this should be information that anyone can access," Kacz said

With Amendment 2 legal, NORML KC is moving forward. Kacz says that the organization, "will continue to advocate for our patients and consumers while remaining the voice of cannabis advocacy in Kansas City. We just helped mobilize the Kansas City effort to reduce the medical marijuana dispensary setback from a proposed 750ft to 300ft. We also have plans to advocate and mobilize support for Parental Rights during the 2020 legislative session. On September 26, we will be hosting "Mary Jane, The Women in Weed", at the Alamo Drafthouse.

NORML KC will also continue to host monthly educational events and socials."

One of the next big issues facing NORML KC is the fight for parental rights and protections.

"Advocacy does not end after legalization, there is still much work to be done. In legal states, there are few protections in place for medical cannabis patients that are parents. Families are being separated because one or both parents are medical cannabis patients. This is something that is horrifying and no patient should have to endure," Kacz finishes.

### How did you get into cannabis?

Baier: My son Harper was diagnosed with a rare form of intractable Epilepsy. His syndrome and seizures do not respond to pharmaceutical medication. I remember seeing a news story by Sanjay Gupta many years ago discussing cannabis and its medicinal properties. I started to read and research cannabis as much as possible.

Kelly: In 2009 I was diagnosed with an autoimmune condition called Interstitial Cystitis which, for me, included debilitating chronic pain. Over the years I sought out countless therapies and tried around 30 different medications, almost all of which caused devastating side effects. I was incapacitated, overly-medicated, depressed and, despite all of the meds, I was still experiencing severe pain. My life was completely upended. At one point a friend convinced me to try cannabis and I found it incredibly helpful. I began to wean myself off of some of the heavier duty meds I was on and the fog of despair began to slowly lift. Cannabis gave me hope for finding a quality of life, and a life worth living.

Latimer: Four years ago I began researching dispensaries which included going to Denver for my first conference. The first 3 speakers at some point talked about activism and advocacy. I came back to KC looking to get involved when Jamie Kacz asked if I would be interested in joining the board and I said yes.

### Why cannabis?

Latimer: Why not cannabis? It's a healing plant. It's heartbreaking to know sick children and adults can

not get the medicine that could help them have a better quality of life. As I learned more, I realized bringing cannabis to the sick was something I wanted to do.

Baier: Cannabis is a natural medicinal therapy that helps treat many symptoms associated with numerous diseases. Pharmaceutical drugs are not designed to work synergistically with your body, therefore causing kidney failure, liver damage, new and additional symptoms, and even death. There is no research indicating any type of those reactions when a patient uses cannabis.

### How did you get connected cannabis advocacy?

Prentice: I had been involved with cannabis for a long time, but I really got involved in activism when my husband suffered a spinal cord injury and nothing seemed to help with pain issues unless he wanted to live on opioids, which was not an option we wanted. I began searching for answers and I came across NORML KC. I immediately signed up and it opened my eyes to so much more than I ever imagined. It was then I also signed up as a volunteer for New Approach I became involved and never looked back I started petitioning for medical marijuana, it turned out to be the most rewarding experience for me. It was at that point I became an activist.

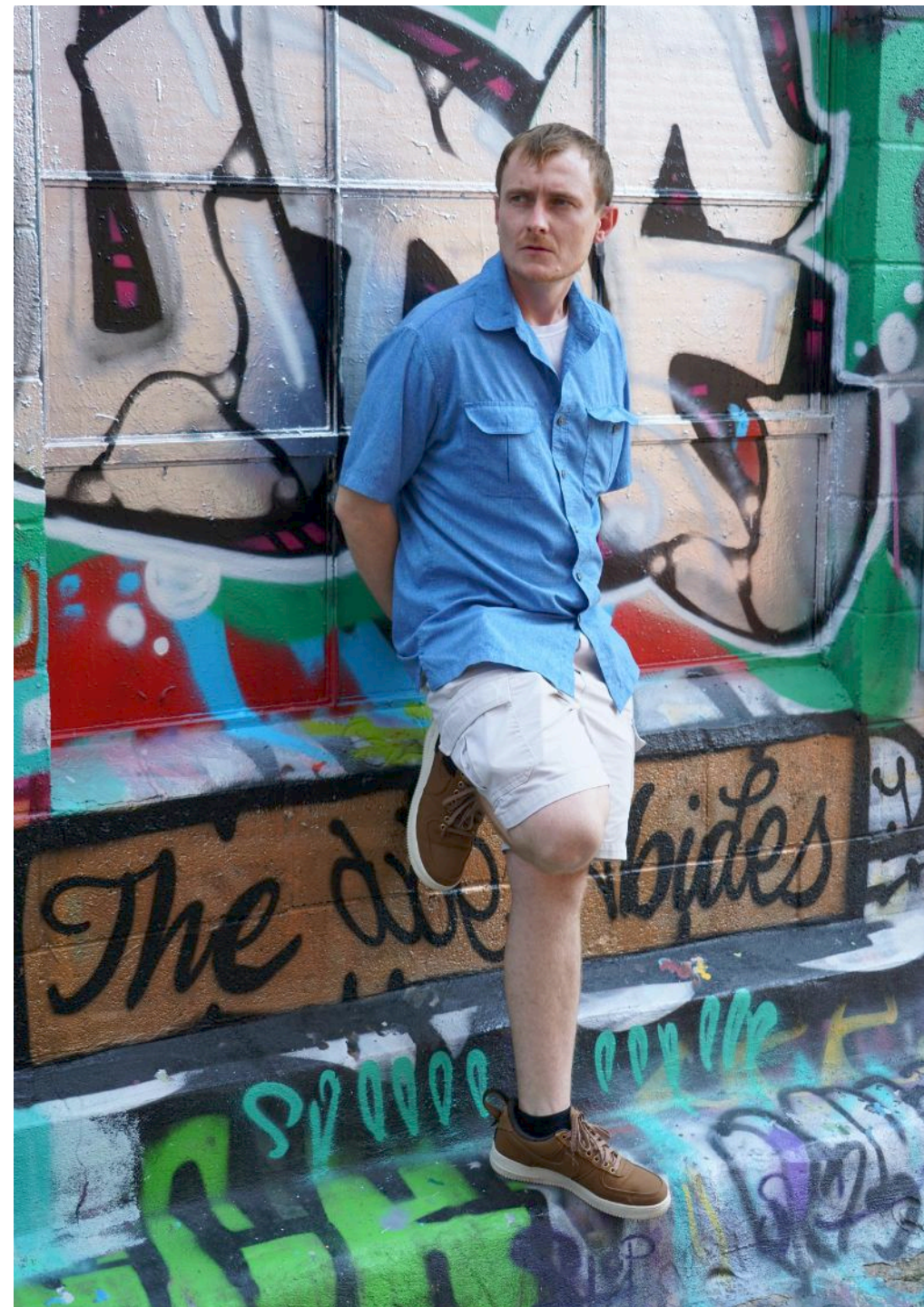
Kelly: Once I experienced first-hand the benefits of cannabis as medicine I was determined to get involved in reform efforts so that I could medicate legally without fear. I began researching medical cannabis, cannabis reform, and advocacy groups. I came across NORML KC and attended my first meeting in 2015. I soon joined the board of directors as Co-Secretary and then as Communications Director. At the time I was living in Kansas, which is unfortunately limited in its ability to reform laws because there is no citizen ballot initiative process like there is in Missouri. I felt like I had a better chance helping over the state line. At NORML KC we worked on the first New Approach Missouri medical cannabis campaign, successfully organized and passed the ballot measure to decriminalize 35 grams in KCMO, held many educational and social events, and ultimately helped lead the NAM Amendment 2 campaign to victory. Recently we also worked with KC Mayor Quinton Lucas and the City Council to reduce the buffer zone for medical marijuana facilities.

### Do you consider yourself an activist or an advocate?

Prentice: I am an advocate! I want to help as many people as possible. I was able to talk with so many Missouri residents who shared personal stories of family members, or themselves, who could benefit from using medical marijuana, that is what motivated me even more.

Baier: I consider myself both. I very much support cannabis reform so I consider that advocacy. I also

Continued at mogreenway.com



"I decided to become politically active to legalize medical cannabis after my own diagnosis of HIV in 2011," Lenau says that he had experimented with cannabis when he was younger, but learning about the medicinal benefits of marijuana and facing his own treatment plan spurred him toward advocacy and to the front lines of the fight for patient access in Missouri.

"I joined Mid-Mo NORML in January 2017. After the New Approach Missouri campaign narrowly missed the November 2016 ballot. I sought out my local NORML chapter and they were assisting the New Approach Missouri campaign in the collection of signatures." When Lenau speaks about New Approach Missouri and the campaign for Amendment 2 his eyes light up and a thin smile spreads from ear to ear. He wears his experiences like a badge of honor, not for in a ploy recognition, but as a souvenir and proof of his dedication. "I faced intimidation while petitioning for the campaign, the heat in the summer and the cold in the winter, all while juggling my own health in the meantime."

Lenau speaks softly, and at times it's difficult to hear him over the hum of others in a crowded diner, but his hands and face fill in the blanks. He talks about the importance of pursuing full legalization and continued activism from Missourians.

"I consider myself both a cannabis activist and an advocate for other seriously ill people who need medical cannabis, too. It means the world to me. It means more than just making Facebook posts. It means actually putting the work in."

As Lenau talks about the implementation of the new medical marijuana program and discusses the ability for patients to grow at home he becomes more vibrant and excitable. He talks about the process for patients to apply and discusses what's next for Missouri in the years to come.

"I'm most excited that we were able to join 32 other states in legalizing cannabis. Patients will now have access to cannabis, without the fear of arrest and prosecution. Law enforcement can now focus on more pressing matters in our state. The toothpaste is now out of the tube and there is no way of putting back in. I see a more prosperous future for our state. More resources will be freed up in regards to law enforcement and the patients will have another natural option for treatment. (I want) to stay engaged with Missouri NORML and legalize the adult use of cannabis statewide. We will get there. It is only a matter of time. My ultimate goal is to help end the failed experiment of marijuana prohibition."

# Karin Chester

A Rheumatoid Arthritis diagnosis at age 35 for Karin Chester started a journey through heavy pharmaceuticals to cannabis advocacy that belied her history as a volunteer fundraising coordinator for Narcotics Anonymous and as a Hillsboro band booster mom.

At one point, Chester was taking 46 pills a day. In 2014, she started using marijuana "to help with the side effects from the meds," eventually landing her autoimmune diseases in remission. She joined the Greater St. Louis NORML chapter, got on board with the 2016 and 2018 campaigns, and even photographed a series of patients in need of medical marijuana.

While serving on the litigation committee in 2016 for the first campaign, Chester met Ashley Markham and her son, Ayden.

"When I met them, everything changed for me," she said. "I kept thinking that if everyone could see this kid, they would realize why this is so important."

She photographed Ayden first for the Missouri Patient Project and had the series, which included a girl with Gervais Syndrome and a woman veteran, printed to take it to public events, such as county fairs, to say, "these are the people we are talking about."

"For some reason, the fact that marijuana makes you feel better bothers some people," Chester said. After the Project, she got to work collecting signatures and helping the campaign any way she could, starting to plan fundraising events - and finally, a trade show.

Chester's first trade show raised \$25,000 for the New Approach Missouri campaign.

"I had a crazy idea to do a trade show to raise money for the campaign - I had never done a trade show," Chester said. "The one day seminar in St. Louis was very successful. We stayed up late the night before stuffing bags and pre-printing badges. We happened to raise \$25,000 for the campaign. We did it again in September, right before the vote, and we again raised a little bit of money for the campaign."

The processes has taught the now expo-planning CEO that volunteer committees don't work for very large, successful, money-making events.

"I realized if we wanted to do this the right way with 2,000 people instead of 200, there was no way to do it with a committee of volunteers - not to do it professionally and do it well. I wanted to do events that were educational,

entertaining, and engaging, and professionally produced and executed"

And so, she started her company.

She worked with the trade associations, ultimately landing herself in an agreement with MoCannTrade to pull off the 2019 MoCannTradeBizCon+Expo, which brought in over 2,000 people before facility applications had even been crafted by the state - over a year out from when dispensaries might open their doors.

Chester has taken her lessons from activism to her business, still advocating for the industry. Since medical marijuana has become a reality, Chester has become vice president of MoCannTrade and CEO of Midwest Canna Expos. Between the campaigns, association meet ups, and event organization, Chester has put hundreds of thousands of miles on her car and doesn't show any sign of stopping.

"I'm a big picture person - that's my superpower - I started thinking about if we have medical, there will likely be an adult-use bill in 3-5 years," she said. "Every state that has had medical and then legalized adult use has lost quality medically. I want to hold Missouri to a higher standard. It is really important that the people making money off of cannabis have a responsibility to help provide medicine to patients who can't afford it."

She's put her money where her mouth is, having planned a summer fundraiser in Kansas City for Ayden's Alliance, an organization that helps families afford costs related to need and use of medical marijuana.

"That's what motivates me and that's what gets me up in the morning," she said. "Being a business owner is a heavy responsibility - motherhood is the only thing that comes close. I don't worry about my paycheck, I worry if I can pay my staff."

Chester and her staff at Midwest Canna Expos are now hard at work planning the 2020 MoCannBizCon+Expo. Her events continue to contribute a portion of proceeds to organizations like Ayden's Alliance.

She continues her involvement with MoCannTrade, where she can be seen at almost every monthly meetup at the front table. She zig zags the state constantly, connecting with other advocates she has met along the way.

# Chip Sheppard



MoCannTrade board in 2018.

Before the 2016 and 2018 campaigns, the City of Springfield enacted decriminalization after a citizen-led petition. They repealed it a month later. This move was questioned by supporters as illegal and the petition organizers called Chip Sheppard, a Springfield-area business attorney. They called Sheppard because he had recently sued the City of Springfield and won in federal court - and the petitioners wanted him to do it again.

They said, "Well, you're not afraid to sue the city."

Sheppard led mediation for the petitioners, the American Victory Coalition led by Miranda Reynolds and John Payne, and the City wrote a check for \$240,000. They used a large chunk of the money to conduct statewide polling on medical marijuana.

"The statewide polling came back that said a medical effort would pass with over 60 percent of the vote," Sheppard said. "With the success of the polling, we got a commitment from out of state funders if we could raise the first money locally."

Payne and Dan Viets asked Sheppard to join the board of directors for New Approach Missouri in what he calls a "slippery slope." And so, a business lawyer became an advocate. Sheppard was involved in the heartbreak 2016 campaign then the successful 2018 campaign, which turned into Sheppard joining the

"People some would call greedy business people were not that at all."

Sheppard has had a front seat to medical marijuana dreams becoming a reality. The most exciting part for him was to see a doctor's prediction come true.

Dr. Frederic Hamburg, a long time pediatrician and head of pediatrics at a local hospital, illegally using as a terminal cancer patient, walked into Sheppard's office in 2015 and told him that he thought medical cannabis may be "the most important medical find since penicillin."

"Because of the endocannabinoid system in your body, it's just wonderful to see this many people helped. It's the most Christian thing I've ever been a part of," Sheppard said. "You're probably helping a couple hundred thousand people get medicine for the rest of their lives. When you get a chance to meet some of those patients during the campaign it brings it all home how important this effort was."

Sheppard is still the quintessential attorney, but if you ask Sheppard if he ever thought he would work to legalize medical cannabis, he almost stumbles with a, "No...yeah, no."

To him, the most important part of Amendment 2, now Article XIV of the Missouri Constitution is, "Any medical condition or symptom in the professional judgment of a physician."

"This is a return to normalcy," Sheppard said. "Marijuana was a medicine for 3,000 years - only snuffed out in the last 7-8 decades for the wrong reasons. It will be exciting to see the research back up all the anecdotal evidence from around the world. Israel is way ahead in that regard."

To this day, Sheppard sometimes wonders if they should go thank the leaders of the Springfield City Council for providing the seed money for what is now a reality for thousands of patients.



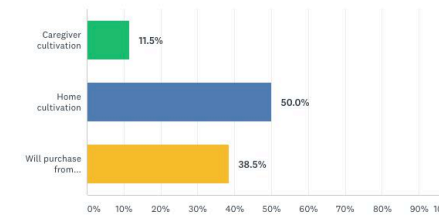
photo/kaycee barry - greenway



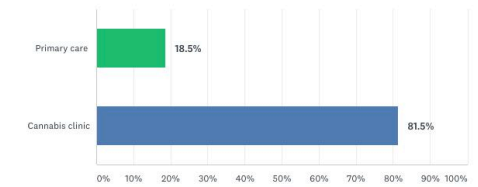
# PATIENT SURVEY DATA

From Monday, August 19-23, Greenway Magazine distributed three surveys - one for facility applicants, one for patients, and one for applicant consultants via online channels. This survey is in no way scientific and results are provided for informational purposes only.

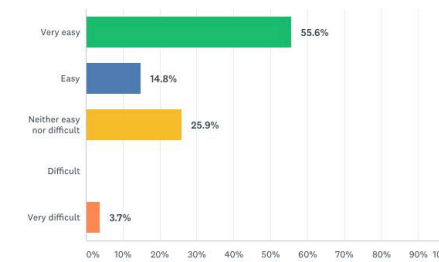
If you have applied for a card, do you have a caregiver or are you cultivating yourself?



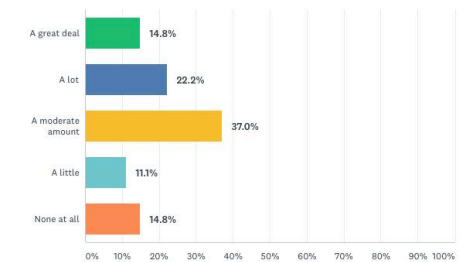
Did you go to your primary care provider or a cannabis clinic for a patient care card consultation?



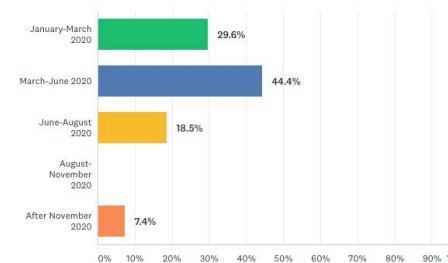
What would you rate the level of ease in obtaining a patient care card?



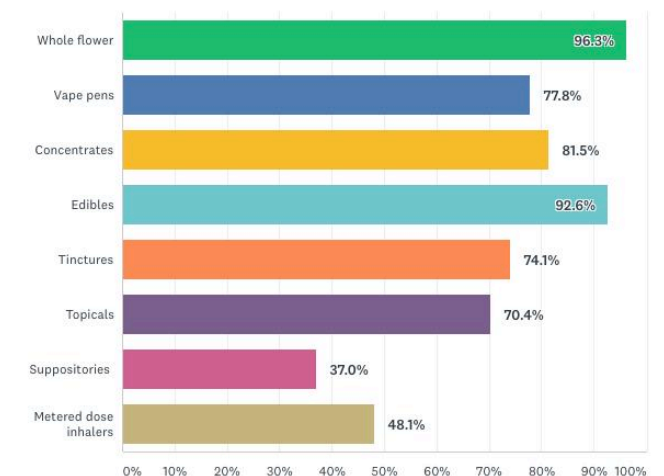
What is your level of confidence in the facility application process?



When do you think the first dispensaries will open?



What do you hope to see available at dispensaries?



## Working for Special Needs Families

We help special needs families afford their children's medical cannabis expenses.

Ayden's Alliance is a patient advocacy organization that exists to help Missouri residents afford access to medical cannabis. Whether it is application, physician or treatment expenses, our mission is to provide free or low-cost solutions. As an organization that consists of special needs parents, grandparents and therapists, we know what it's like to fight for your loved ones so that they may have the best quality of life possible.

[www.AydensAlliance.org](http://www.AydensAlliance.org)



Ayden's Alliance is a 501(c)3 charity, donations and sponsorships are tax deductible

# Alternatives to Smoking Cannabis

Mitch Greene, Feel State

**feel state**

You have probably heard of the many medical benefits of cannabis but may be apprehensive to try it yourself. Many people think cannabis is only

consumed by using a pipe, bong, or joint. However, you now have more options than ever, and it is up to you to explore and determine which works well for you.

There is no "best" way to consume your medicine – what works for one patient might not actually work best for you. It is important to take into consideration your health and the experience you are looking to achieve through using cannabis and it is up to you to experiment and test the results. If

## Vaporizing

Vaporizing or "vaping" cannabis flower or oil, is one of the more popular methods of consumption and replaces the act of smoking. Vaporizers are available in a wide selection of brands, sizes, and portability. You can purchase larger units for using at home, or discreet pens which fit in your pocket. Vaporizing typically delivers quick relief, is less harsh on the lungs, and doesn't emit as strong of an odor as smoking cannabis flower.

## Capsules or Pills

Some patients feel more comfortable taking cannabis in a pill or capsule form, as it feels more like traditional medicine. It is hard to determine exactly what dose will be most effective, but ensuring products are made with whole plant cannabis extract is a great start. Starting with a low dose and slowly increasing your dosage is important to ensure you don't overconsume.

## Tinctures

Tinctures are an alcohol, glycerin, or oil-based liquid concentration of cannabis and an excellent way to benefit from the medicinal properties of cannabinoids. Tinctures are similar to medicine droppers and are consumed by placing a few drops under the tongue. The effects usually occur very soon after using if they are absorbed sublingually. Tinctures come in various formulations and are also available in CBD-only for those looking for non-psychoactive effects.

## Topicals

You don't need the psychoactive effects of cannabis to receive the plant's medicinal benefits. Topicals are lotions or creams that have been infused with cannabis oil that are used for pain relief and inflammation. Topicals are becoming increasingly popular among athletes, women, and older patients who want to experience the medicinal properties of cannabidiol (CBD) and low doses of tetrahydrocannabinol (THC). Topicals can treat symptoms such as eczema, psoriasis, joint, and muscle pain.

## Transdermal Patches

Cannabis transdermal patches are a patch that delivers cannabis straight into your bloodstream. Patches have a slow-release and can be targeted specifically for daytime or nighttime use. Just like other methods, you can choose a patch that utilizes different ratios of cannabinoids to produce your desired effect. If you're looking to reduce inflammation for example, you may opt for a CBD patch, while those looking to help with insomnia might choose a CBN patch.

## Edibles

The key ingredient to medicated edibles is the cannabis infused butter or oil. Unlike vaping or smoking, you typically won't feel the full effects of edibles for up to a few hours. With all cannabis products, and especially with edibles, it is recommended to start low and go slow until you are comfortable with the outcome. When making edibles at home always remember less is more!



# Patients getting certified with home grow in mind

Missouri now has over 7,500 approved patient and caregiver applications.

Clinics – including Green Health Docs, CannaTherapyMD, and the Kathmandu Clinic – have been certifying patients since patient applications could be submitted a few months ago, starting June 24.

"People want to get legal," Randy Shaffer, marketing manager for Green Health Docs, said. "They want to have that card in hand, and all the legal protections that come with it. They also want to take part in Missouri history and show the public that medical marijuana patients come in all shapes and all sizes, backgrounds, ethnicities, as well as a different religious and political philosophies."

Shaffer said pain and post-traumatic stress disorder are easily the most common conditions of patients, followed by cancer.

"There are various reasons that patients are coming to us early," said Dr. Radhika Ratnabalaraj, a.k.a. "Dr. Rad" of CannaTherapyMD in Clayton. "The most popular reason is to get 'ahead of the rush.' In other states that have legalized medical marijuana, as soon as dispensaries opened the supply sold out quickly. Our patients have waited long enough and do not want to run into the problem of undersupply. They want to be first in line to receive their medication."

"Our patients frequently comment on how they did not think medical marijuana would be legalized in Missouri in their lifetimes," said Dr. Rad. "They are encouraged by recent legislation and thank us for providing this service to them."

Dr. Rad said they've seen patients with cancer, epilepsy, and multiple sclerosis, but an overwhelming amount of patients who also express a desire to stop using opiates.

"Many of the older patients are getting their cards just because they can," Dr. Pratista Strong, DO, of Kathmandu Clinic in Kirkwood, said. "They have been using cannabis as medicine for, some odd of 40 years, a while and they really are a low risk at getting caught. They are getting their cards as a way of supporting the cause."

Dr. Strong said she has been seeing anxiety and depression, pain from other conditions or

surgery or injury, and also multiple sclerosis, Crohn's and even Parkinson's from patients.

Patients can apply for home cultivation along with their patient applications. Patient care cards cost \$25 and the home cultivation allowance is another \$100 each year.

Dispensaries will be licensed by the state before December 31, 2019, but must pass inspection before opening their doors. Estimates for dispensary openings are from February to June 2020.

Without dispensaries being available to patients now, some patients are getting their cards because "they can," while others are looking towards home cultivation. Shaffer said the leading factor of patients coming in many months before dispensaries are open is for home cultivation. Dr. Rad said a large portion of her patients are also interested in cultivating.

"I actually encourage it. It gives better control of the plant, there are many uses for the plant, especially from an Ayurveda perspective, as what I practice. Cleaner, less dependent on dispensaries. I have convinced a number of patients to cultivate when they didn't even know that option existed."

Dr. Rad said there is certainly interest in how to get started and how to have successful home cultivation and a sizable population of their patients are hoping to cultivate. "We are hopeful that experts in the field will provide grow classes in the future to assist these patients."

Patients can have a rotating 90-day supply of medical marijuana grown at home from 18 plants - 6 clones under 14 inches, 6 non-flowering, and 6 flowering. After the flower is harvested from cannabis plants, it must be cured before use. It takes, on average, 3-6 months from seed to usable medicine. Home cultivation consultants, such as Home Grow Solutions and Weed Squad, can provide patients with insights to be compliant and successful.

"Most patients seem excited about home cultivation," said Green Health Docs' Shaffer. "We've had many already submit their applications. And we've been helping patients apply since the process can be complicated."

Though patients can apply for their cards and grow at home upon approval from the state,

many primary care doctors are still hesitant to certify patients as having a qualifying condition to the state, yet doctors who will certify are readily accessible. Clinics such as Green Health Docs, Green Clinics, CannaTherapyMD, Medical Marijuana Card Missouri, and Kathmandu specialize in cannabis as medicine and actively certify. Other doctors around the state, such as Dr. Lisa Roark from Cassville and Dr. Kim Wood from Joplin, are also promoting that they will certify patients with qualifying conditions. Telehealth networks, such as HelloMD, also provide patient consultations and certifications.

Some clinics, such as Green Health Docs and Green Clinics, have locations throughout the state. Green Health Docs has clinics in St. Louis, Kansas City, Springfield, and Columbia. Green Clinics has locations in Kansas City, St. Louis, St. Joseph, Butler, Versailles, Poplar Bluff, and Trenton.

Cannabis clinic doctors are quick to recommend physicians to consider cannabis research and certification for their patients.

"We encourage physicians to ask questions and perform their own evidence-based reviews of current research, just as they would with any other newer medication," Dr. Rad said. "If physicians feel unfamiliar with the pros and cons or have concerns, we encourage them to reach out to us. We are your colleagues and work in the emergency department on a regular basis. Therefore, it is important for us to respect your ongoing relationship with your patients while working to incorporate a potentially helpful new medication to their regimen."

State applications only require physicians to provide the state with a certification that a patient does have a qualifying condition for medical marijuana use, not to recommend the use or dosage. Two or more doctors can recommend increased supply availability to the state for patients, as well.

"Do it. It's easy. It helps your patients," said Dr. Strong. "They are already using cannabis, and the more open you are with your patients, the more lasting relationship you can have with them. If you're scared, send them to me!"

**"Most patients seem excited about home cultivation," said Green Health Docs' Shaffer. "We've had many already submit their applications. And we've been helping patients apply since the process can be complicated."**

**Read more about home grow from an interview with Home Grow Solutions' Josh Loftis at mogreenway.com**

# by the numbers

**19,000**

number of Missouri patients Mizzou study predicted by the end of 2020

**61,713**

number of qualified patients in 2020 according to the Mizzou study calculated by adjusting the error margin to replicate Arizona, this number is hardly ever mentioned publicly

**2,163**

total facility applications accepted by DHSS at the close of the application process

**12**

total number of applications completed in first 48 hours

**\$13+ million**

application fees collected so far by DHSS

**7,519**

approved patient applications as of 8/23

**8,546**

total applications for patients and caregivers filed as of 8/23

**309,000**

the number of licensed acres designated to grow hemp nationwide

**\$200-500**

price per pound on average for hemp flower

**\$40-100**

price per pound for hemp whole-plant biomass

**\$1,350**

average indexed wholesale price per pound for marijuana



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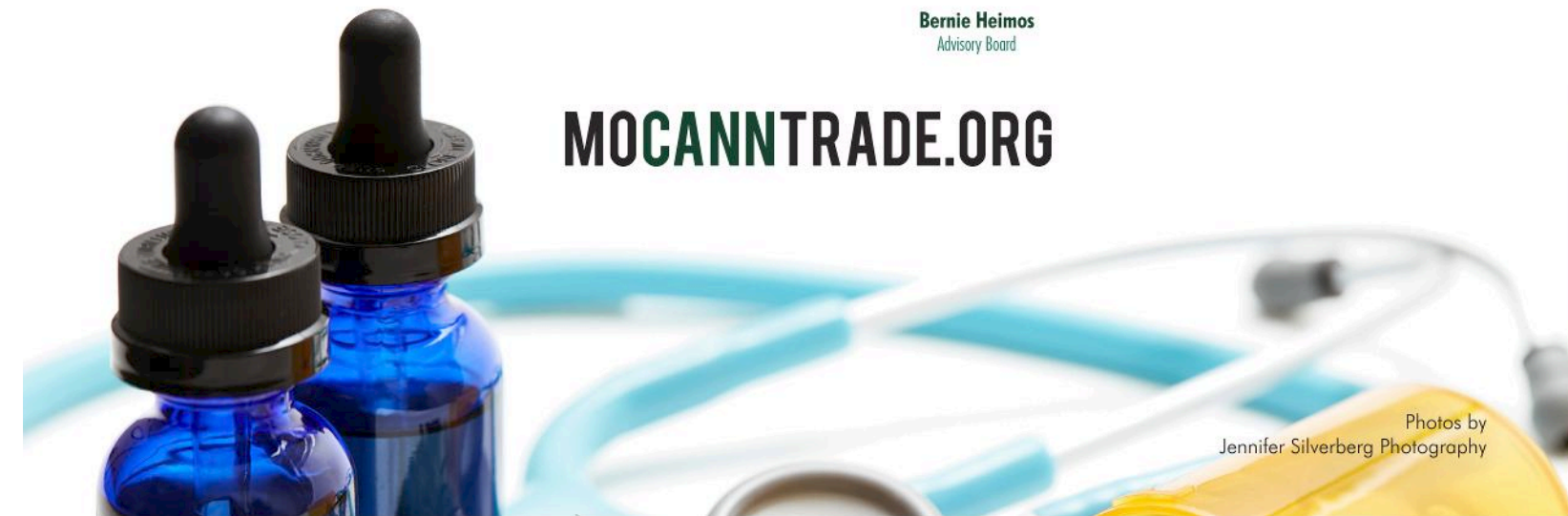
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*Best of luck to all 2,163 applicants.*