

ELEVATE  
Northeast

# CANNABIS AND ME

COMMUNITY CONVERSATION SERIES: PART 1



AUGUST 22, 2019

FREE TO ATTEND - 21+ - THE DEWITT CENTER IN ROXBURY, MA

ELEVATE Northeast Events and Education Proudly Presents

# CANNABIS AND ME

COMMUNITY CONVERSATION SERIES: PART 1

August 22, 2019 - Roxbury, MA

Featuring a Panel of Medical and Community Leaders from Across the U.S.



**DR. RACHEL KNOX**

CERTIFIED CANNABINOID MEDICINE SPECIALIST



**HOPE WISEMAN**

YOUNGEST BLACK WOMAN DISPENSARY OWNER IN AMERICA



**KEBRA SMITH-BOLDEN, RN**

REGISTERED NURSE + BUSINESS OWNER



**TASHONDA VINCENT-LEE**

ELEVATE'S DIRECTOR OF COMMUNITY OUTREACH

# ELEVATE THE COMMUNITY

## ABOUT ELEVATE'S COMMUNITY CONVERSATION SERIES

Love it or hate it, marijuana is in the news and it's becoming an increasingly popular topic of conversation at the dinner table, on the streets, in our schools, and in our workplaces. But as legalization spreads across the country and marijuana businesses seek to open in our communities, everyday citizens not directly involved in politics or cannabis industry businesses are left with questions unanswered, and the long-standing stigma against the marijuana plant and the people who use and/or work with it remains, potentially limiting career and community impact opportunities.

As a parent, grandparent, guardian, teacher or community leader in Massachusetts, now is the time to take a proactive approach to understanding the many benefits of marijuana and why more states, businesses and individuals are welcoming new regulations. Empowered with a firm understanding of the science and data around cannabis and the reasons so many businesses and individuals are jumping into the new legal industry today, you can elevate the conversation at home and in your community while lessening others' fear and opening their eyes to new ideas.

## AUGUST 22 - CANNABIS AND ME - EVENT GOALS

1. To combat stigma associated with cannabis and its consumption by discussing the origins and racist motivations of the War on Drugs
2. To provide free education regarding the potential medical benefits of cannabis to individuals from areas of disproportionate impact from the War on Drugs
3. To promote understanding of human biological systems and how cannabis works
4. To provide a welcoming and accessible location in which to learn and connect with helpful resources

# SPEAKER PROFILES

## CANNABIS AND ME - AUGUST 22, 2019



**DR. RACHEL KNOX**

Dr. Rachel Knox is a certified Cannabinoid Medicine specialist who received her medical and business degrees from Tufts University after completing her undergraduate studies at Duke. She trained in Family and Integrative Medicine before pursuing additional study in the areas of Functional Medicine, Cannabinoid Medicine, and Endocannabinology - the study of the function, dysfunction and modulation of the most important physiologic system in the human body, the endocannabinoid system.

As a Cannabinoid Medicine specialist and endocannabinologist who has counseled several thousand patients in cannabis therapeutics, she has seen first-hand how significant a role cannabis and cannabimimetic modalities play in helping patients reclaim their health and overall sense of wellness, establishing renewed ownership over their lives. She has witnessed her patients safely use cannabis as adjunctive therapy to their conventional treatment plans, to wean from prescription drugs, find relief from the side effects of toxic therapies, or avoid conventional pharmaceuticals altogether.



**KEBRA SMITH-BOLDEN, RN**

Kebra Smith-Bolden is a registered nurse who leveraged her medical knowledge and decades of professional experience to create CannaHealth™, the first and only cannabis business owned by an African-American in Connecticut. She is also the Director of the New England Region of Minorities for Medical Marijuana.

Prior to joining the cannabis industry, Kebra worked as a psychiatric home care nurse, specializing in patients with mental health issues. She applies her background in mental health to support disadvantaged communities by studying the use of cannabis in conjunction with therapy for those suffering from complex traumas. Among many community and advocacy roles, Kebra is also the Co-Chief Nursing Officer of the Steering Committee for Huerfano County, Colorado's Faris Green Campus project to fight opioid addiction with cannabis. She attended Morgan State University, is a graduate of Excelsior College and received a certificate of competency in the cannabis industry from Northeastern Institute of Cannabis. She is currently studying to be an Advanced Practice Registered Nurse at Simmons College in Boston, MA.



# SPEAKER PROFILES

## CANNABIS AND ME - AUGUST 22, 2019



HOPE WISEMAN

At the age of 25, Hope Wiseman became the youngest black woman dispensary owner in the country. In September 2018, her dispensary, Mary and Main, opened their doors to Prince George's County with a purpose of serving and educating their clients about Cannabis.

Hope's mission is to continue to kill the stigma the country has created about Cannabis within the Black community and help African Americans realize the importance of their place in the cannabis industry.



TASHONDA VINCENT-LEE

TaShonda Vincent-Lee is a cofounder and Director of Community Outreach with ELEVATE Northeast. She also serves as an experienced consultant to minority-run businesses entering or expanding in the cannabis industry, helping them develop business plans and navigate complex state and federal regulations. Most recently, TaShonda served as TILT Holdings, Inc. Community Outreach and Events Manager where she oversaw company efforts to share TILT B2B + B2C brands and services through educational and community events and experiences. Always championing a spirit of enrichment, TaShonda joined TILT Holdings as the former Campaign Manager for The Committee to Elect Tito Jackson, a role in which she assembled key community stakeholders and political advisors to assist with campaign platform and initiative development, community engagement and outreach.

In addition to supporting officials of public service, TaShonda served as a Massachusetts MMJ Care Provider, and was a volunteer for the "Yes on Question 4" campaign in 2016. TaShonda continues to be an advocate for both state and national marijuana policy reform.

# ELEVATE THE COMMUNITY

## BE A PART OF ELEVATE'S COMMUNITY CONVERSATION SERIES

ELEVATE Northeast's Community Conversation Series was created to fill the public's need for accessible, local, and relevant cannabis education. Through partnerships with businesses, industry leaders, cannabis advocacy groups and other community-based organizations, ELEVATE will produce free events in areas of disproportionate impact from the War on Drugs, starting with our August 22 event at the new DeWitt Community Center in Roxbury, MA.

The Series will then move to other Massachusetts cities to ensure accessibility and exposure to a broad, yet local community population. Don't miss this opportunity to demonstrate your commitment to educating and empowering our communities... and your customers. Contact [team@elevatene.com](mailto:team@elevatene.com) to secure your sponsorship today!

## SPONSOR BENEFITS

Connect your brand to our in-person event audience and ELEVATE's email subscribers and social media followers as an event sponsor! Benefits include:

1. Sponsorships may be tax deductible (ELEVATE is a 501(c)(3) public charity)
2. Inclusion of your company's name and/or logo in event marketing materials (email, social media, press release and on-site posters, banners and other materials)
3. Opportunity to "walk the walk" by demonstrating your support of economic development in the communities most negatively affected by the War on Drugs
4. Achieve results for your business's Positive Impact Plan by funding community education
5. Attract new customers, employees, and clients to your business
6. Fund public cannabis education to inform and expand your customer base
7. Expose your brand to national and local industry and political leaders

# SPONSOR LEVELS

## COMMUNITY CONVERSATION SERIES

Contact [team@elevatene.com](mailto:team@elevatene.com) to secure your spot

### Presenting Sponsor - \$1,000 (4 available)

- Press release mention (via national wire distribution services | commitment required before July 25, 2019)
- Prominent logo placement on all event signage and communications
- Mentions and logo in event social media posts
- 1 six-foot display table
- Preferred event seating (Reserved seating for 8)
- 1 dedicated promotional email forward to ELEVATE Northeast mailing list (\$500 value)
- 5 tickets to a future ELEVATE Northeast networking event

### Exhibit Sponsor - \$500 (6 available)

- 1 six-foot display table
- Logo placement on event signage
- Mentions and logo in event social media posts
- Preferred event seating (Reserved seating for 4)
- Product/collateral piece in event bag
- 2 tickets to a future ELEVATE Northeast networking event

### Social Media Sponsor - \$250

- Sponsoring brands will be tagged in ELEVATE Northeast's social media event marketing and promotional posts pre- and post-event
- Logo placement on prominent event signage
- Product/collateral piece in event bag

### Event Bag Sponsor - \$150

- Logo on event bag
- Product/collateral piece in event bag
- Mention on social media

Contact [team@elevatene.com](mailto:team@elevatene.com) to secure your sponsorship!

# ELEVATE THE COMMUNITY

## ABOUT ELEVATE'S COMMUNITY CONVERSATION SERIES

ELEVATE's Community Conversation Series was designed to meet the public's and cannabis industry's shared need for education relating to the cannabis plant and related laws, opportunities, challenges and various benefits as a medicine. Beginning with our kick-off event in Roxbury in summer 2019, these events are free for the public to attend, and are made possible in part by the generous support of businesses, cannabis industry leaders, and community advocacy groups.

Please contact [team@elevatene.com](mailto:team@elevatene.com) to inquire about how you can get involved as a speaker, sponsor or community partner at the next Community Conversation or other ELEVATE event.

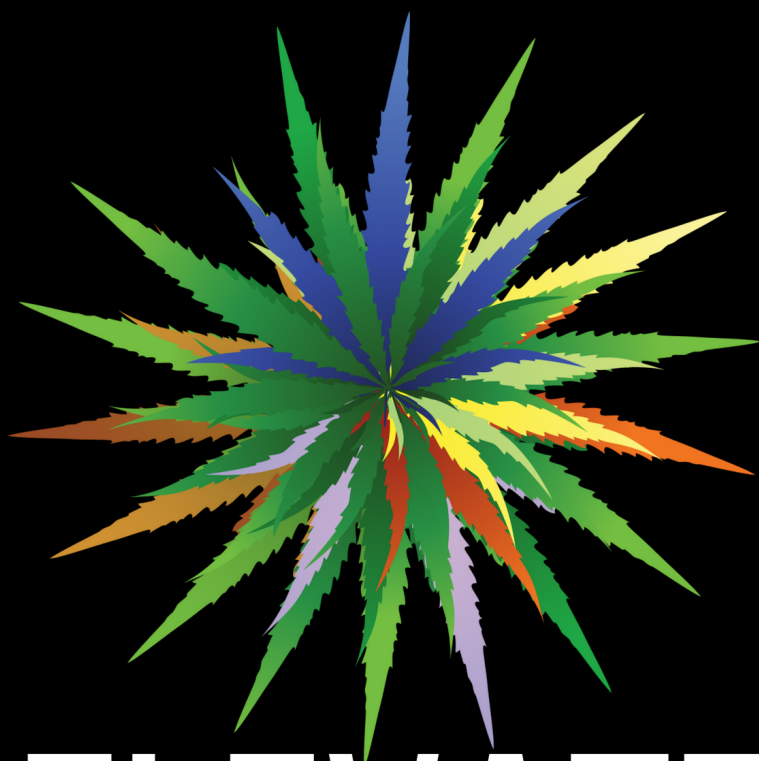
## ABOUT ELEVATE NORTHEAST EVENTS & EDUCATION

*"Your mind shines brightest when you enlighten others; your heart, when you encourage others; your soul, when you elevate others; and your life, when you empower others." – Matshona Dhliwayo*

As a 501 (c)(3) nonprofit organization created to support the Northeast US's growing cannabis industry and the corresponding need for workforce and community education, advocacy and networking, ELEVATE provides a variety of exceptional events and experiences that connect attendees and elevate the perception of what cannabis professionals are and can do.

And because cannabis reform and cannabis businesses cannot succeed without inclusion of multiple perspectives, an educated community, and informed customer base, ELEVATE's mission is to empower underrepresented populations to work and lead in the cannabis industry, and to empower our communities to be educated customers and responsible consumers. Together we are breaking stigma and creating opportunities, for good. Learn more at [elevatene.org](http://elevatene.org).





# ELEVATE

## Northeast

[elevatene.org](http://elevatene.org)