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CALIFORNIA
CANNABIS
INDUSTRY
ASSOCIATION

As the Board of Directors of the California Cannabis Industry Association (CCIA), our priority is to advocate for policies that support the growth of a legal and inclusive Cannabis industry. We strive to bring the industry together and to speak to legislators and leaders with a unified voice.

As our industry continues to quickly grow and change, it's not surprising that we sometimes have friction and disagreements. Unfortunately, this friction has recently manifested in misinformation regarding our legislative efforts. As responsible leaders in the cannabis industry, it's important for us to set the record straight. CCIA lobbies and advocates **for the cannabis industry and we work on behalf of our members.**

We are the most transparent statewide association representing the cannabis industry in California. A list of our member companies is available on the CCIA website, as is a list of our staff and board members. We openly discuss our priorities in our monthly member meetings and constantly gather feedback from our members through our policy committees or one-on-one conversations.

As a Board that is elected by you, our membership, we are responsible for providing direction to staff and consultants, and for the fiscal health of the organization. We're dedicated to this process, this organization and its mission. Since our founding in 2013, CCIA has achieved numerous successes and navigated many crises. In the last two years alone, we have been instrumental in promoting and protecting the cannabis industry on issues like COVID-19, illicit and counterfeit products, stopping tax increases, streamlining enforcement, elevating social equity, diversity and inclusion, reducing barriers to entry and many more.

Our experience advocating for the cannabis industry has given us a deep understanding of comprehensive policy reform and the path to get there. As your advocates, we ensure our members have a seat at the table to help policymakers understand how new laws and regulations impact our industry. The current divisions within our industry will not strengthen our voice in Sacramento. We invite our members to join ongoing discussions about our upcoming legislative priorities, regulatory concerns and pain points within the supply chain. There is so much work to be done in the coming months and years to stabilize and grow the legal cannabis industry and we invite all of you to join us in this effort.

CCIA hosts membership meetings every first and third Friday at 12pm PST. We welcome members to join us.