

WOMEN OF MAITRI
REBECCA
GENERAL MANAGER

WHAT INSPIRED YOU TO PURSUE A CAREER IN CANNABIS, AND WHAT MOTIVATES YOU TO CONTINUE IN THIS FIELD?

My journey in the cannabis industry began as a child when my Buba practiced her own homeopathic remedies and passed them along through the family. I continued this tradition with my family and even make my own natural products such as soaps and lotions. Then when my husband saw a dispensary was going to open nearby he said I HAD to apply! I sent in my resume, drove into Pittsburgh for the interview, and spent an hour talking with two of the founders of Maitri. From Patient Advisor to General Manager, one of my favorite things is talking to patients to help them find products and being a part of their success stories. Now, five years later, we patiently wait for PA to embrace recreational use. I watch other states move forward successfully. When this occurs we will welcome even more people to Maitri. I love seeing the stigma blown to pieces by the countless people who walk through our doors. I know cannabis will come back to its roots, as a natural part of our society as the amazing plant is intended.

WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN WHO ASPIRE TO PURSUE A CAREER IN CANNABIS?

The industry is young, however competition is high. Apply to job openings whenever possible. Try and make contact directly with the people you would work with and introduce yourself. Highlight your positive attitude, strong work ethic, and ability to adapt to a rapidly changing industry. Study cannabis, the endocannabinoid system, terpenes and all things marijuana! Above all, don't give up!

ARE THERE ANY FEMALE MENTORS OR ROLE MODELS WHO HAVE INFLUENCED YOUR CAREER IN CANNABIS? IF SO, HOW?

One of the founders of Maitri, Corinne Ogradnik, amazed me in all she had to accomplish to even get Maitri off the ground. The process of getting a license from the state, the continual need for fund raising, and creating a burgeoning business from scratch was a monumental task. At my initial interview with her, we spoke for an hour about the cannabis industry, the vision for Maitri and how excited we both were for the success of this new company. Two years later, Corinne interviewed me for General Manager at which point she said to think of our Uniontown location as a ship of which I was the captain. To this day I think of that analogy as we steer through the sometimes choppy waters of change and reassure the crew that with our team effort, all will share the benefits of our success.



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LASTLY, HOW DO YOU BELIEVE CELEBRATING WOMEN'S HISTORY MONTH CAN POSITIVELY IMPACT THE REPRESENTATION AND RECOGNITION OF WOMEN IN THE CANNABIS INDUSTRY?

Legalization of cannabis has been a long time coming, with many states still fighting for medical and, ultimately, recreational use. Women who help build the cannabis industry mark a time in history that includes significant impact on social/legal implications, financial growth, and our ability to consume cannabis as we see fit for ourselves!

