

WOMEN OF MAITRI  
**SAM**  
DIRECTOR OF OPERATIONS

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

My cannabis journey started young. As a naturally angsty youth, I found that cannabis helped me cope with the stressors of life. It was pivotal in shaping a healthy perspective on the world outside of my control. As a young adult, I became very engaged in sustainable living and permaculture. I started working on CSA farms and learning agronomic skills. It only made sense to start growing my own medicine. As my passion for cannabis horticulture grew, I felt the need to travel to the Mecca of the U.S. Cannabis industry. I spent 7 years in Mendocino California running my own farm and co-producing The Emerald Cup. I found a unique and beautiful community of cannabis farmers and activists to share my passion with. I wasn't the only one searching for this cannabis Mecca. Many people with severe illness also left their native land in search of a place where the weed flows freely. Connecting with the people who get relief from cannabis plant magic is what continues to inspire me. Suffers from cancer, epilepsy, glaucoma, Parkinson's, chronic pain, fibromyalgia, depression find so much relief from cannabis. I've seen people break down into tears because of the love they have for this plant. That is what motivates me to continue in this field.

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

Find a meritocracy with values and strive for excellency

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

Dorje Bond - Dorje is a retired stage designer. She's planned ambiance and stage design for bands such as Led Zeppelin, The Doors, The Grateful Dead, Rolling Stones etc. She spent a year practicing meditation with Maharishi. She's a devout Buddhist and smokes weed like a chimney. Through the 1960's and 1970's she spent her young life spreading high quality cannabis throughout the world. Eventually she found her self serving 5 years in federal prison for cannabis distribution. Dorje is pure goodness through and through. She always does what she thinks is good and right, even when it's the more challenging option. Dorje has been one of my biggest cheer leaders and greatest female inspiration in this industry.



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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?**

In an analysis of Fortune 500 senior leadership roles, researchers found that women hold 64% of chief communication officer roles and 76% of chief inclusion and diversity officer roles. While they hold only a pittance of the higher-paying more prestigious titles including CEO at 10%, COO at 11%, and CFO of 18%. Fair representation means equitable representation at the highest levels. Key decision making and earning potential are still inequitable. Women's history month is a time remember that women have only had the right to vote for 124 years. They have only had the ability to safely choose motherhood for the last 64 years. Achieving those rights was no cake walk. I think about the women who put their lives on the line to provide their daughters with autonomy and choice. In their honor, we need to finish the job of achieving absolute parity here and across the world. This is a good time to remember those women, their hard won battles, and the remaining yards to cover.

