

CALIFORNIANS TO REGULATE MEDICAL MARIJUANA

CALIFORNIA UNITY CONFERENCE & LOBBY DAY 2012

SACRAMENTO, MAY 19-21, 2012

Hosted by Americans for Safe Access

A faded, light blue-tinted image of the California State Capitol dome, showing its iconic architecture with columns and a large dome, positioned at the bottom of the poster.

www.RegulateMedicalMarijuana.org

WELCOME to the CRMM 2012 Unity Conference

Dear Unity Conference attendees,

Welcome to Sacramento! We are thrilled to have you join us for this historic event.

In the fall of 2011, various groups across California came together to push back on federal attacks and to unite behind a solution for safe access to medical cannabis. This group helped to create statewide legislation, and created a Political Action Committee called Californians to Regulate Medical Marijuana dedicated to passing AB 2312.

This weekend we hope to solidify our campaign to pass AB 2312 and to address other items in the legislature. But we also want to create a plan to meet the needs of our community as a united movement in the years to come.

Our lobby day on Monday will be the first of its kind for medical cannabis in Sacramento. We have the opportunity to show our California representatives that we are united and organized. The nation will be watching!

We look forward to a great weekend!

In Solidarity,



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A very special thank you to our conference sponsors!



SCHEDULE of EVENTS

FRIDAY, MAY 18

6:30-8:30 pm Early Registration and meet up

The Cyprus Grille @ Holiday Inn 300 J Street
Sacramento, CA

SATURDAY, MAY 19

Sacramento Central Labor Council, AFL-CIO

2840 El Centro Rd, Suite 111
Sacramento, CA 95833

8:00 am-10:00 am registration

10:00-10:15 Welcome and conference overview

10:15-11:15 What it will take to have safe access

Medical cannabis elected champions will share their perspectives from DC to Sacramento on what it will take to change the laws that stand in the way of safe access and activists from SF United will give a presentation on what unity has meant for their campaign efforts in San Francisco.

Video addresses from Congressman Dana Rohrabacher (R) Congressman Farr (D), Assemblyman Tom Ammiano (D), and Senator Mark Leno (D), SF United for Safe Access Campaign Stephanie Tucker and Tony Bowles

11:15-11:30 Break

11:30-12:15 The Future of Medical Cannabis

As our movement grows and gains more support, our ability to partner with more mainstream organizations and allies. New medical cannabis allies will present information about their organizations and how they are joining our struggle.

Dan Rush UFCW, Elan Suderberg AHPA

12:15-1:00 Lunch

1:00-1:15 Navigating the Legal Landscape

Update on CA and Federal Cases From Pack v. City of Long Beach to: People v. Colvin the CA courts are all over the map when it comes to safe access. Get an update about these cases as well as an update on ASA's Tenth Amendment and rescheduling lawsuits.

Joseph Elford ASA chief counsel

1:15-2:30 Regional Breakouts

Join conference attendees from your local region for a facilitated discussion on major issues unique to your communities

2:30-2:45 Break

2:45-4:30 State Strategies

AB 2312 and Beyond: From regional breakouts the group will come together and identify issues not addressed by AB 2312 and brainstorm on how we can remain united to solve these issues

Facilitated by Steph Sherer and Don Duncan

4:30-5:30 CA to Regulate Medical Marijuana Working Group breakouts

Getting Endorsements for Your Campaign

Facilitated by Steph Sherer and Lanny Swerdlow

Using Social Media to Promote your Campaigns

Facilitated by Jonathan Bair and Eugene Davidovich

Passing City Resolutions City Outreach

Facilitated by Don Duncan

7:30-10:00 ASA 10 year Anniversary Gala

Tickets only \$50 for ASA members and \$75 for non-members

Harlows, 2708 J Street, Sacramento

SUNDAY, MAY 20

Sacramento Central Labor Council, AFL-CIO
2840 El Centro Road, Suite 111
Sacramento, CA 95833

10:00-10:15 Welcome and Overview

10:15-11:30 Perspectives on AB 2312

A panel of stakeholders from the medical cannabis movement will discuss why they support AB 2312

Facilitated by Steph Sherer

Don Duncan, ASA; Kristen Nevedal, Emerald Growers Association; Dale Gerienger CANORML; Steve De Angelo, Harborside; Yami Bolanos, Purelife Alternative Wellness Center; Northern California Patient, Southern California Patient and a patient cultivator.

11:15-12:15 Learning from our opposition

Facilitated by Dale Sky Jones

Nate Bradley, LEAP; Mike Madrid, GrassrootsLabs; George Mull

12:15-12:45 pm Lunch

12:45-1:30 Local fights at the ballot 2012

Hear from activists on the ground working for and against ballot measures in Sacramento County, Imperial Beach, Butte County, Lake County and Kern County

1:30-1:45 Winning Messaging:

Messengers vs Message: A brief discussion on what messages are best based on polling and feedback from legislators and to explain that different messengers can have a unified message

Facilitated by Don Duncan

1:30-3:00 Lobby training

Practice lobbying to prepare for Monday lobby day

Facilitated by Steph Sherer

3:00-3:15 Break

3:15-4:30 Messenger break out

Break up into stakeholder groups and do role play exercises

4:30-5:30 Constituency meet up

Prepare for meetings on lobby day with other constituents that will be in meetings.

8:00 pm Candlelight vigil for medical cannabis POWs

Federal Building
501 I Street, Sacramento

MONDAY, MAY 21

Capitol Lawn, Sacramento

10:00 am Welcome and Constituency meet up and lobby packet pick up

12:00 pm Press Conference at Capitol

1:00-5:00 pm Constituency meetings

4:00-5:30 pm drop off legislature worksheets

SPEAKER BIOS

Assemblymember Tom Ammiano (D), (video) is the Chair of the Assembly Public Safety Committee, a member of the Assembly Education Committee, Health Committee and Human Services Committee. Additionally, he is a member of the State Legislature's LGBT Caucus and a member of the Environmental Caucus and the Assembly Coastal Caucus. He is the author of AB 2312.

Jonathan Bair is a consultant specializing in sensitive, critical and complex public communications. His experience includes working for nonprofit organizations, political candidates, and small and mid-sized businesses in a variety of industries. Passionate about environmental and progressive causes since he joined a youth advocacy organization in middle school, Jonathan is President of the Board of Walk Oakland Bike Oakland, Communications Director of the East Bay Young Democrats, and the former Chair of the City of Oakland Bicycle and Pedestrian Advisory Committee. A native of Oakland, Jonathan earned a B.A. in History from Reed College.

Yami Bolanos founded Purelife Alternative Wellness Center, which is widely regarded as a model facility and has been featured in numerous news reports and documentaries on medical cannabis. She is a co-founder and President of the Greater Los Angeles Collective Alliance (GLACA), a trade association for local medical cannabis facilities that promotes best practices in the field and lobbies for better regulations.

Tony Bowles has been a medical cannabis advocate for over ten years. He was a plaintiff in ASA's successful lawsuit against the California Highway Patrol. After helping pass sensible medical cannabis dispensing regulations in San Francisco as a ASA chapter member in 2005, he moved to

the Washington DC Metro Area, where he worked to help improve Maryland's medical marijuana law, and establish Washington DC's medical marijuana program. He is currently a San Francisco Community Liaison for ASA, serves as a Core Member of the San Francisco Chapter of ASA, and is also a lead organizer of the SF United campaign, a coalition of patients, activists, dispensing centers, and concerned citizens who have joined together to promote the need for safe access in San Francisco and fend off federal government attempt to shut down safe access in San Francisco.

Nate Bradley, LEAP was a police officer from 2003-2009 and a deputy sheriff. During his time in law enforcement he worked patrol, background investigations, and the gang task force. Most of his career was spent proactively working with the local community to reduce crime and neighborhood problems. In 2010 he became a speaker for Law Enforcement Against Prohibition and served as a spokesman for the Yes on Prop 19 campaign. In 2011 Nate founded Lawmen Protecting Patients, a non-profit advocacy organization dedicated to protecting the rights of medical cannabis patients. Since founding LPP, he has personally influenced numerous pieces of legislation at the CA State Capitol. Nate also runs a strategic consulting company and is a licensed private investigator.

Eugene Davidovich brings a wealth of experience and wisdom to serving patients. Eugene grew up in San Diego and served in the United States Navy aboard the USS John S. McCain with deployments to the Persian Gulf, Yokosuka, Japan, and numerous other campaigns. After becoming a medical cannabis patient, he helped start a dispensing collective in San Diego in 2008. The next year, as part of Operation Green Rx, Eugene was falsely arrested, his home was raid-

ed, and he was charged with four felonies. Eugene mounted a successful campaign, and in a jury trial, was found not guilty on all charges. As the San Diego Chapter Coordinator and Chair of the local chapter board Eugene has been very successful in growing this group of patients into a large and potent political force. Eugene also serves on the Board of Directors of Canvass for a Cause a San Diego.

Steve DeAngelo, Executive Director of Harborside Health Center, in Oakland is a cannabis industry leader, movement strategist and lifelong activist. Steve writes and speaks widely on the subject of cannabis, and his creation of the world's model medical cannabis dispensary has been extensively covered in national and international news media. His past accomplishments include organizing I- 59, Washington D.C.'s medical cannabis initiative; Hemp Tour; and Ecolution, Inc. A Summa Cum Laude graduate of the University of Maryland, Steve is a founding, charter member of ASA (Americans for Safe Access); on the board of the Emerald Growers Association and the star of the Discovery Channel mini series, "Weed Wars" which is currently rolling out internationally.

Don Duncan is a founding member of the Board of Directors and California Director of Americans for Safe Access (ASA), the nation's leading medical cannabis patients' advocacy organization. He is a twelve-year veteran of the medical cannabis field, having opened dispensaries in Berkeley, West Hollywood, Los Angeles, and Palm Springs. He is a leading consultant in the field.

Joseph Elford is chief counsel for ASA. After graduating from Yale Law School in 1996, Joe served as a law clerk for the Honorable Vaughn Walker of the United States District Court for the Northern District of California before working in criminal defense. In 2003, after assisting in all facets of the highly publicized prosecution of Edward Rosenthal and, later, his appeal, Joe joined ASA as the organization's attorney. In addition to compelling the California Highway Patrol

revise its policy regarding the seizure of medical marijuana from qualified patients through a civil action in 2005, Joe has served as counsel for Gary Ross in his challenge to the indiscriminate firing of medical marijuana patients by private employers, which is pending before the California Supreme Court. Joe has also trained public defenders throughout the state how to defend medical marijuana patients.

Congressman Sam Farr (D) (video) is the U.S. Representative for California's 17th congressional district, serving since 1993, Farr serves on the powerful House Appropriations Committee, which oversees the distribution of the federal budget. Farr is the Ranking Member of the Appropriations Subcommittee on Agriculture, Rural Development and Food and Drug Administration, as well as sits on the Subcommittee on Military Construction and Veterans Affairs. Rep. Farr co-chairs the Congressional Organic Caucus, Congressional Travel & Tourism Caucus, Defense Communities Caucus, House Oceans Caucus, and Unexploded Ordnance Caucus

Dale Gieringer has been the state director of California NORML since 1987. In this capacity he has spoken with thousands of medical marijuana users and is the author of "Marijuana Medical Handbook." He is Vice-Chairman of the national NORML board of directors. He is also director of the California Drug Policy Forum (DPFCA) and treasurer of the Oakland Civil Liberties Alliance (OCLA). He has published research on the economic benefits of legalization, medical marijuana usage, the history of marijuana and drug prohibition, potency testing, marijuana and driving safety, and drug urinalysis. He sponsored path-breaking R&D on vaporizers as a smoke-free delivery system for cannabis. He has testified before the legislature, local governments, and courts on issues related to marijuana. He was one of the original co-authors of California's medical marijuana initiative, Prop. 215, the proponent of Oakland's Measure Z cannabis initiative in

2004. a sponsor of California's pathbreaking legalization bill, AB 390, and a consultant on numerous other cannabis reform campaigns.

Dale Sky Jones is based in Oakland, CA and is focused on enhancing the debate for cannabis policy reform throughout the country. She is developing cannabis education courses and teaching for Oaksterdam University to help support sustainable growth with quality training for the cannabis industry. Important initial steps include establishing the political climate that will encourage cannabis policy reform. After the recent retirement of the founder, Richard Lee, Dale has taken over as President and CEO to take the school to the next level. Dale is serving on the Steering committee for the Unity Coalition, is on the board of directors for the National Cannabis Industry Association and the Medical Cannabis Association. She is the Chairwoman of the Board for the Coalition for Cannabis Policy Reform, previously Spokeswoman for the Prop 19 Campaign in California.

Senator Mark Leno (D), (video), was elected to the State Senate in 2008, representing California's 3rd Senate District encompassing all of Marin County, and parts of Sonoma and San Francisco Counties. Senator Leno chairs the Senate Budget and Fiscal Review Committee.

Mike Madrid, Grassrootslabs has been changing the outcomes of political campaigns throughout the country for over 15 years. His active involvement in local, state, and federal races has helped him to develop a keen insight into the successful characteristics of winning campaigns. He is a nationally recognized expert on Latino voting trends. The completion of his thesis at Georgetown University in Washington DC on Latino voters became the basis for his pioneering work on Latino communications and outreach strategies in California, Texas, Florida and nationwide. He has served as the press secretary for the California Assembly Republican leader and as the political director for the California Republican

Party.

George Mull is a fifth-generation Californian practicing law in Sacramento. Since 2010, he has served as the President of the California Cannabis Association, a trade group made up of not-for-profit organizations providing access to medical cannabis to qualified patients in the state. He received a Juris Doctor with Distinction from University of the Pacific, McGeorge School of Law. As an attorney, George has counseled dozens of collectives as to formation and operational issues, and has successfully defended them in court and administrative actions. He has also been instrumental in the formation of a medical cannabis testing lab and edibles manufacturers. George has worked closely with other champions of patient's rights and continues to be involved in the development of legislation at the state and federal levels.

Kristin Nevedal is the Chair of the Emerald Growers Association. Kristin moved to Humboldt County in 1996 to attend the Heartwood Institute. In 2001 she became a residential faculty member in the Asian Healing Arts Program. In addition to her background in healing work, Kristin is an avid gardener with several years of experience working in the nursery industry in Humboldt County. Kristin was a founding member of the Humboldt Growers Association in the spring of 2010, then joined the Board of MendoGrown in the fall of 2011 and is now Chair of the new regionally focused Emerald Growers Association. In these roles, she has focused on regulatory policy and best-practices cultivation standards that promote a healthy, sustainable and environmentally friendly medical cannabis industry.

Alison Sterling Nichols is the Executive Director, Emerald Growers Association. Alison has spent over 20 years working in environmental activism, habitat conservation and endangered species protection. She moved to Humboldt County 18 years ago to attend graduate school at Humboldt State University in Natural Resources

Management. In 2006, frustrated with the political state of the nation, she shifted her environmental focus to politics and was the campaign manager for the Humboldt County District Attorney's successful re-election campaign. She is dedicated to promoting the region's high-quality medical cannabis while working to ensure the local biological resources and natural beauty of the region flourish.

Congressman Dana Rohrabacher (R) (video) is currently serving his 12th term in Congress, Dana Rohrabacher represents California's scenic 46th District. Congressman Rohrabacher serves as Chairman of the Investigations and Oversight Subcommittee of the House Committee on Foreign Affairs and is a senior member on the House Committee on Science.

Dan Rush is the National Director for the Medical Cannabis and Hemp Division of the United Food and Commercial Workers International Union (UFCW). A native of Oakland California, Mr. Rush is a medical cannabis industry pioneer and authority. Dan is the spokesperson for the 2012 California Medical Marijuana Regulation, Control and Taxation Act (CMMRCTA) and the board secretary of the Coalition for Cannabis Policy Reform (CCPR).

Steph Sherer is a medical cannabis patient and the founder and Executive Director of Americans for Safe Access. She has worked with community development, education, social justice, human rights, peace, social change, labor and youth programs. She is a powerful advocate, a skilled spokesperson, and an energetic initiator of campaigns. Steph is a nationally recognized activist in the global justice movement and is a guest lecturer at University California, Berkeley and George Washington University, DC.

Elan Suderberg, American Herbal Products Association (AHPA) and CEO of Alkemists Laboratories, holds a degree in Chemistry from California State University Long Beach and has authored numerous journal articles on phyto-

chemistry and analytical techniques for the natural products and nutraceutical industry. At the age of 18 Elan began to study botanical microscopy and is now the instructor for the American Herbal Products Association (AHPA) Seminar on Microscopic Identification of Popular Botanical Materials. He is a board member of AHPA's Education and Research on Botanicals Foundation and is the chair of the Hemp and Medical Marijuana committee. He also serves as a technical advisor for the American Herbal Pharmacopeia.

Lanny Swerdlow, RN LNC is a member of the Board of Directors and Founder of the Inland Empire Patients Health and Wellness Center in Riverside - a unique medical marijuana collective that operates a farmer's market as part of its medicinal marijuana distribution system. This is the collective whose case is now before the California Supreme Court that will decide if it is legal for cities to ban the operation of collectives under their zoning laws

Stephanie Tucker is the co-founder of the San Francisco United Coalition and is the elected spokesperson for the San Francisco Medical Cannabis Task Force/ MCTF. She is a native San Franciscan and comes to the medical cannabis community with over 15 years of experience as a political and grassroots organizer in the Bay Area. Working with success on a wide range of social justice and civil rights issues from renters' rights to immigration, from protecting music and cultural events to safe access to medical cannabis. Tucker also founded the San Francisco Late Night Coalition/SFLNC a political Action Committee dedicated to protecting and preserving music and art culture in San Francisco. The SFLNC is also responsible for creating the San Francisco Entertainment Commission, which is still in existence today.



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California NORML:

An original sponsor of the Compassionate Use Act of 1996,
Proposition 215, the nation's first medical marijuana law

Participated in the statewide commission that developed SB420,
which legalized collectives and dispensaries in California

Pioneered studies on vaporization, the benefits of CBD,
and laboratory testing for medical marijuana

Exposed the abuse of drug testing to deny patients
access to pain medication, jobs and driver's licenses

Initiated the original consumer listings for medical marijuana
collectives, doctors and attorneys at www.CaNORML.org

Co-authored petitions to reschedule marijuana
for medical use at the federal level

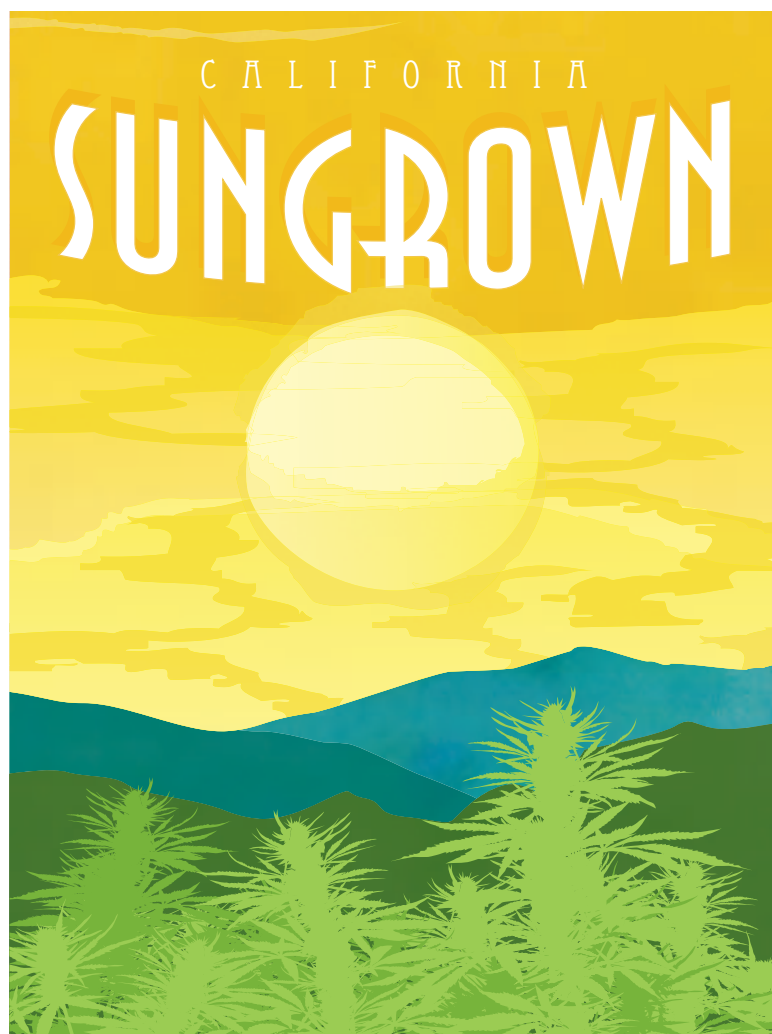
Supports patients' rights to cultivation and access
through our 100-member legal committee

Urges all to protest the federal crackdown on medical marijuana
in California by visiting www.CaNORML.org/obama

**California NORML supports AB2312,
The Medical Marijuana Regulation and Control Act**



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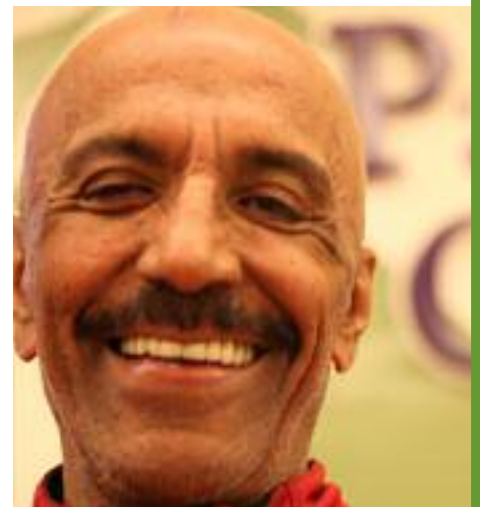
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Solidarity with the Medical Cannabis Industry

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UFCW Local 770 Supports Assembly Bill 2312

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Safe Access for Patients

Good Jobs and Revenue for California

One Uniform Code for Law Enforcement to Respect

Ricardo F. Icaza, President John M. Grant, Secretary- Treasurer

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**ProCann Partners Congratulates Americans for Safe Access
on its 10th Anniversary and its
Extraordinary Founder, Steph Sherer**



We at ProCann are dedicated to providing cannabis industry leaders with best practices that support a responsible and sustainable business sector. We salute Americans for Safe Access and join them in celebrating the California Unity Conference.
Urge your State Assemblymember to support Assembly Bill 2312.

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Thank you for attending the Unity Conference 2012

More Resources to help you with your advocacy:

Raid Response Campaign: AmericansForSafeAccess.org/RaidResponse

Activist Training Center: AmericansForSafeAccess.org/TrainingCenter

Federal Advocacy Project: AmericansForSafeAccess.org/FederalAdvocacy

California Campaign for Safe Access: AmericansForSafeAccess.org/CaliforniaCampaign

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