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ISSUE 80

# HIGH! CANADA MAGAZINE

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CANNABIS GAME  
IN CANADA**

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ZYRE BRANDS**

**PROUDLY CELEBRATING INTERNATIONAL WOMEN'S MONTH**





# International Women's Day

Together we can forge women's  
equality. Collectively we can all  
#EmbraceEquity.

March 8

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# International Women's Day



March 8



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March 8



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Nowhere on earth is as exciting as Germany right now when it comes to cannabis policy and industry. Europe's largest economy is trending towards legalization and launching the world's largest legal adult-use cannabis market. ICBC is Europe's largest and longest-running cannabis B2B event and serves as Germany's largest annual gathering of influential cannabis political and business leaders.

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ICBC Global Investment Forum is June 27, two days before the B2B. An unprecedented opportunity to present the unique nature and potential growth of your business to global investors. Find the capital you need to bump your cannabis business to an entirely new level.

# HIGH! CANADA MAGAZINE

*At High Canada Magazine Publishing Group, we are committed to providing our readers with the most current, relevant, and reliable information available.*

*To help us maintain the editorial excellence and integrity of our publication, we have assembled a qualified Council of dedicated experts and innovators and natural health and cannabis to serve on HCM's Editorial Advisory Board:*

*With the help of these industry authorities, HCM offers fresh timely and accurate information about natural health and wellness as it applies to cannabis. The board members lend their expertise to our process of developing and commissioning or editorial lineup, and a post-publication review of each issue which is invaluable in maintaining our more than nine year reputation as Canada's most trusted cannabis health and wellness resource.*

*Every effort is made to ensure that the majority of advertised products will be available for sale in Canada.*

*The information provided in this magazine is for educational and informational purposes only. It should not be used as a substitute for the advice of qualified and licensed practitioner or healthcare provider.*

*The opinions expressed here are not necessarily those of High Canada Media Group, it's affiliates or parent company. Different views may appear in future articles or publications. Articles in HCM are copyrighted and must not be reprinted duplicated or transmitted without permission.*

# HIGH! CANADA MAGAZINE

I S S U E 8 0 - M A R C H 2 0 2 3

Driven by a balanced approach to ensuring responsible cannabis choices and creating positive cannabis experiences for Canadians, HCM strives to inform and educate our readers.

HCM is not responsible for the actions, services or quality of the products and services represented within or reported on.

All material presented is intended for a mature 21+ audience and is intended for entertainment, educational and informational purposes only.

For more information on medicinal cannabis, please speak to your family Doctor.

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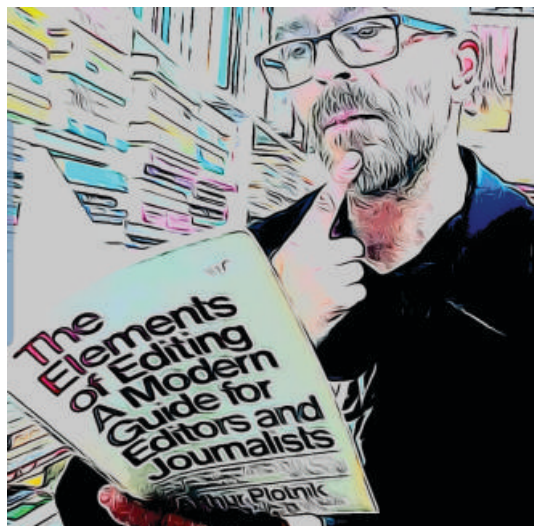
**W**e are excited to be celebrating the third issue of our 9th year of publishing **High! Canada Magazine**.

On behalf of our entire High! Canada Magazine team - scattered across this amazing country of ours - we would like to welcome you back to another issue of information and education centered around cannabis in Canada. As you know, we focus on the people behind the plant and we have an exciting issue for you full of phenomenal individuals and a very special focus on International Women's Day and Month. Our entire team has put forward nominations for the women in the cannabis space we would like to see celebrated and we have some simply amazing recommendations. We also have three phenomenal interviews with three leaders within the Canadian cannabis space. Amazing and inspirational to boot...

We have some amazing women on our High! Canada Magazine team



**"Didn't I tell you?  
Canadians make the best edibles!"**



and I would like to acknowledge and thank them for being the backbone, heart and soul of what we do month after month.

Much love and Happy International Women's Day!

**Cy Williams**

Publisher/Editor

**High! Canada Magazine**

editor at [highcanada.net](http://highcanada.net)

Digital Downloads available at

[www.highcanada.net](http://www.highcanada.net)

*Supporting*  
International  
Women's  
Day



International  
Women's Day

#EmbraceEquity  
#IWD2023



# International Women's Day



March 8



[internationalwomensday.com](http://internationalwomensday.com)

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March 8



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women's equality.  
Collectively we can all  
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# About International Women's Day

International Women's Day (IWD) is marked annually on March 8. IWD is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people. Learn more about IWD's history

Today, IWD belongs to all groups collectively everywhere.

All IWD activity is valid. That's what makes IWD inclusive.

IWD is one of the most important days of the year to:

- **celebrate women's achievements**
- **educate and awareness raise about women's equality**
- **call for positive change advancing women**
- **lobby for accelerated gender parity**
- **fundraise for female-focused charities**



## International Women's Day

# #EmbraceEquity



## IWD 2023 Theme

For IWD 2023 and beyond, each of us everywhere can

The IWD 2023 campaign theme seeks to forge worldwide understanding about why *Equal opportunities aren't enough!*

Equity isn't just a nice-to-have, it's a must-have. A focus on gender equity needs to be part of every society's DNA.

It's not just something we say. It's not just something we write about. It's something we need to think about, know, value and embrace. Equity means creating an inclusive world.

And it's critical to understand the difference between equity and equality. Equality means each individual or group of people is given the same resources or opportunities. Equity recognizes that each person has different circumstances, and allocates the exact resources and opportunities needed to reach an equal outcome.

We can all challenge gender stereotypes, call out discrimination, draw attention to bias, and seek out inclusion.

Collective activism is what drives change. From grassroots action to wide-scale momentum, we can all **#EmbraceEquity**

Forging gender equity isn't limited to women solely fighting the good fight. Allies are incredibly important for the social, economic, cultural, and political advancement of women.

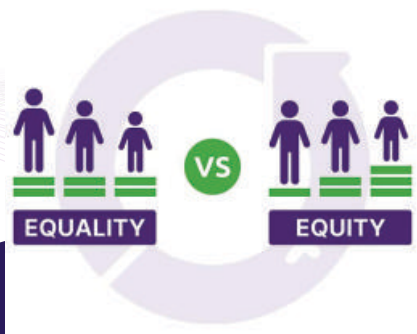
Embrace diversity, and we embrace inclusion.

to forge harmony and unity, and to help drive success for all.

Equality is the goal, and equity is the means to get there.

Through the process of equity, we can reach equality.

### #EmbraceEquity



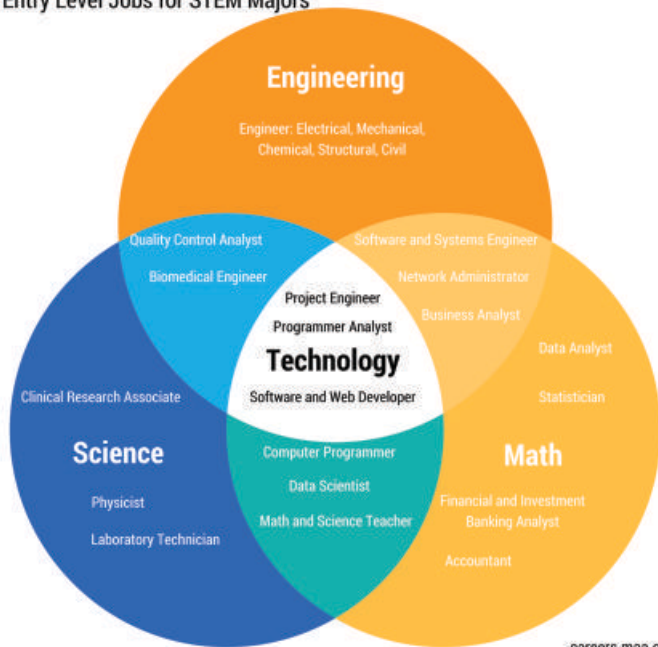
**M**arch 8th marks International Women's Day, a global celebration of the social, economic, cultural, and political achievements of women. This year, the focus is on DigitALL Innovation and Technology for gender equality, recognizing the need for change in a world that still struggles with gender disparities. While progress has been made in achieving gender equality, the reality is that the current "equal opportunities" are not enough.

Women in STEM fields are still very under-represented, with only 28% of women holding STEM-related jobs. Furthermore, the gender pay gap persists, with women earning only 82 cents for every dollar earned by men. Women continue to face discrimination, harassment, and bias, both in the workplace and in their personal lives.

However, despite these challenges, women have been at the forefront of technological innovation and are making strides towards gender equality. From developing apps that empower women and girls, to using technology to fight gender-based violence and discrimination, women are proving that they can be powerful agents of change.

One area where women have been making an impact is in artificial intelligence (AI). AI has the potential to transform industries, but it is only as good as the data it is trained on. If that data is biased, then the outcomes of the AI will be biased as well. Women are working to ensure that AI

### Entry Level Jobs for STEM Majors



## Top STEM Jobs in 2022

According to *U.S. News and World Report's* ranking of the best STEM careers in 2022, seven of the top 10 STEM jobs come with annual salaries above \$100,000. The number one position on the list is Information Security Analyst, with an average yearly income of \$103,590.

The list ranks jobs based on salary, unemployment rate, growth, and other factors.

- |   |  |           |    |   |           |
|---|--|-----------|----|---|-----------|
| 1 | <b>Information Security Analyst</b>   Bachelor's | \$103,590 | 6  | <b>Data Scientist</b>   Bachelor's              | \$98,230  |
| 2 | <b>Nurse Practitioner</b>   Master's             | \$111,680 | 7  | <b>Statistician</b>   Master's                  | \$92,270  |
| 3 | <b>Physician Assistant</b>   Master's            | \$115,390 | 8  | <b>IT Manager</b>   Bachelor's                  | \$151,150 |
| 4 | <b>Medical &amp; Health Manager</b>   Bachelor's | \$104,280 | 9  | <b>Operations Research Analyst</b>   Bachelor's | \$86,000  |
| 5 | <b>Software Developer</b>   Bachelor's           | \$110,140 | 10 | <b>Nurse Anesthetist</b>   Master's             | \$183,580 |

\*Details.sauc.edu | @psg2022 | www.usnews.com/careers/best-jobs/rankings/best-stem-jobs



is fair and inclusive by advocating for diverse datasets and developing algorithms that promote equality.

Another area where women are innovating is in the development of blockchain technology. Blockchain has the potential to revolutionize industries such as finance and healthcare, but it is also being used to promote gender equality.

Blockchain can be used to create secure digital identities for women, which can help to prevent gender-based violence and discrimination. It can also be used to create decentralized marketplaces that empower women entrepreneurs.

Despite these advances, there is still much work to be done to achieve gender equality in the tech industry.

Women need to be given more opportunities to enter and advance in STEM fields, and workplaces need to be more inclusive and supportive of women. We need to break down gender stereotypes and biases, and ensure that everyone has an equal chance to succeed.

Innovation and technology have the power to transform the world, but only if we ensure that they are used to promote gender equality.

*On this International Women's Day, let us celebrate the achievements of women in technology and commit to creating a world where everyone has equal opportunities to succeed.*

By Tammi Stanhope

The Conference  
Board of Canada

In partnership with



# Indigenous STEM Access Programs

Leading Post-Secondary Inclusion



Issue Briefing | December 9, 2020

[www.conferenceboard.ca/in-fact/how-can-more-indigenous-people-access-stem-careers/](http://www.conferenceboard.ca/in-fact/how-can-more-indigenous-people-access-stem-careers/)



# Happy International Women's Day



International  
Women's Day

#EmbraceEquity  
#IWD2023

Women have the power to make a positive impact in both their personal and professional lives. By lifting each other up and supporting one another, women can help to create a brighter future for themselves and for the world. Some ways that women can support, help each other grow and succeed in both business and personal life are:

**Network and Collaborate:** Building strong networks and collaborating with other women is one of the most effective ways to grow and succeed. By sharing resources, knowledge, and ideas, women can help each other to overcome obstacles and reach new levels of success. Whether it's through formal networking events or informal get-togethers, connecting with other women can provide valuable opportunities for growth and development.

**Share Your Skills:** Sharing your skills and expertise with other women can help to create a supportive and empowering community. By offering mentorship, coaching, and training, women can help each other to develop new skills, improve their performance, and achieve their goals. Whether it's in the workplace or in your personal life, sharing your skills and expertise can have a positive impact on those around you.



help women to stay positive and focused on their goals.

**Create Safe Spaces:** Creating safe and supportive spaces where women can come together, share their experiences, and be themselves is an important way to help each other grow and succeed. Whether it's through online communities, local groups, or informal get-togethers, these spaces provide women with the opportunity to connect, grow, and support one another. By working together and supporting each other, women can make a positive impact in both their personal and professional lives. From networking and collaboration, to sharing skills, celebrating successes, providing encouragement, and creating safe spaces, women have the power to help each other grow and succeed.

**Celebrate Each Other's Successes:** Celebrating each other's successes is an important way to support and empower women. By recognizing and acknowledging each other's achievements, women can help to build confidence and create a positive, supportive environment.

Whether it's through public recognition, personal notes of congratulations, or just a simple pat on the back, taking the time to celebrate each other's successes can make a big difference in helping women to grow and succeed.

By lifting each other up and empowering each other, women can create a brighter future for themselves and for the world.

**Provide Encouragement and Motivation:** Encouragement and motivation are key to helping women grow and succeed. By providing positive reinforcement and offering words of encouragement, women can help each other to stay focused and motivated, even when faced with challenges and obstacles. Whether it's through a supportive conversation, a motivational quote, or just a listening ear, providing encouragement and motivation can

*By Tammi Stanhope - High! Canada*



**Happy International Women's Day! I am honored to introduce you to an amazing group of women who are leading the way in the cannabis space around the world. These inspiring women are pushing the boundaries of what is possible in the cannabis industry, from entrepreneurs to scientists, activists to artists, and more. They are true trailblazers who are paving the way for the future of cannabis. Let's celebrate these inspiring women and their remarkable accomplishments!**

- Tammi Stanhope - High! Canada Magazine

## **POLITA PEPPER**

From Mexico - Co-founder of the civil association Cannativa, an association for multidisciplinary studies of medicinal plants and entheogens. She is a contributor to the cannabis culture magazines Cañamo, VICE and Haze . She is part of the driving group of the Latin American Network of Cannabis Women since its creation in 2016.

Polita is currently studying for a PhD in Social Anthropology at the National School of Anthropology and History (ENAH) and her research project is on the production of cannabis in indigenous communities. She is a Master in Social Anthropology from the Center for Research and Studies in Social Anthropology (CIESAS).



## **ALICE REIS**

A proud California Latina, Alice brought her psychology degree and her harm reduction skills to transform the way we educate in cannabis. Alice is the Founder and CEO in Girls In Green, an educational media company that specializes in marketing and content production.

As an international speaker, hashmaker, cultivator and teacher, Alice has tried hashish from all over the world in the last nine years. In 2019, Alice went to study agronomy at a college in the Humboldt County region, one of the largest in marijuana production in California, and in 2022 she won 1st Place alongside Flynn Abeln at the Emerald Cup for their "Personal Use Solventless Category - Wooksauce Winery Screaming Mints



# SISTER LUNA

Co-Founder of Sisters of the Valley Mexico

Sister Luna is one of two sisters of Mexico and the co-founder of Sisters of the Valley Mexico. She was born and raised in Puebla. In 2018 she moved to Ensenada to start and operate a small online store, while studying for her masters.

She has a BA in Biology and a Masters in Biomedicine. Her research has focused on cancer and the development of cancer vaccines. Luna has worked in hospitals with transplant patients.

She worked for several years developing environmental, social, and urban impact studies for the private sector.

Her research goal right now is to be able to focus on treatments with Cannabis, and the whole of all cannabinoids found in the plant.

As a woman of science, she recognizes the limitations within the field of science as there are still too many stigmas and stereotypes against the cannabis plant.

The lack of research and scientific recognition of Cannabis is something that has motivated her to be a spokesperson and activist who defends the properties and medicinal use.



# SISTER CAMILLA

A proud California Latina, Alice brought her psychology degree and her harm reduction skills to transform the way we educate in cannabis.

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Supporting  
International  
Women's  
Day



## **KIMBERLY HOOKS AKA MADAME CANNOLI**

CEO -Frenchy Cannoli Brand: Aroma & Flavor Specialist, Educator  
Teaches: Assessing Cannabis Flower & Concentrates for Gangier Council

Kimberly Hooks, aka Madame Cannoli, is the widow of the late famed hash-maker Frenchy Cannoli. Frenchy and Kimberly met while traveling in Nepal and India in the early 1980s, where their travels ultimately lead them to California. Frenchy began teaching hash-making, writing hash-making-related articles, and making his small batch VSOP (Very Special Old Press) line of hashish from plants grown by multi-generational Emerald Triangle cannabis farmers. To honor Frenchy's legacy and continue his work, Kimberly has established the non-profit Frenchy Cannoli Foundation and the completed documentary Frenchy Dreams of Hashish is the Foundation's first project release in honor of Frenchy. Frenchy's book on the history of cannabis concentrates is slated to be released by the Foundation this year and Madame Cannoli teaches "Assessing Cannabis Flower & Concentrates" exclusively for the Gangier Council



# LUNA VARGAS

British Columbia/Brazil

Luna Vargas has a Masters degree in Anthropology and Ethnomusicology and since 2020 is a Cannabis Educator at INFLORE – the first Cannabis training in Portuguese. She has developed a methodology called “From the plant to the market” which aims to deliver an overall view of the cannabis industry based on science and real world experience. Luna’s mission is to increase the knowledge about cannabis in its many facets inside and outside the industry, which leads to increased safety and demand for higher quality products. She has already trained hundreds of students who are based in more than 15 countries, across 3 continents, which in turn are now spreading that knowledge in the different cannabis markets in the world. The focus of her work is education. Here in Canada, it’s to bring science closer to the market, and, in Brazil, to open people’s minds to the possibilities of the cannabis industry.



# JULIE CHIARIELLO

Owner/Editor-in-Chief at Skunk Magazine



As a woman in business for the last 26 years, Julie has enjoyed bringing green, cutting edge products successfully to market and empowering others to succeed. She is a medical cannabis user, a certified herbalist of 25 years and believes in the use and protection of herbal medicines in all their forms.

She is a champion of new style business that upholds the tenets of sustainability, empowered consumerism, philanthropy and a more intelligent use of our collective resources. In her work as Owner and Editor-in-chief at SKUNK Magazine for the last 10 years she has empowered small businesses to succeed and has given a voice to the unseen and unheard that continue to suffer and be torn apart by this heinous public crime. She is devoted to a green renaissance, not a green/greed rush.

**I love the energy and passion I see coming out of the Canadian cannabis space - #embraceequity - Here are some of my favourite women in the space... Happy International Women's Day!**  
- Cy Williams - High! Canada Magazine



## **ELIZABETH BECKER**

As the tenacious and passionate Founder and CEO of HiBnb, Elizabeth has always been an advocate for the legalization of cannabis and in 2018, when Canada became the first G7 country to federally legalize cannabis at the recreational level, Elizabeth jumped from 25+ years as a writer and director in film and television to become an internationally recognized award winning innovator / disruptor. Elizabeth combines her passion for the focused growth of the cannabis community with her highly-honed creative and communication skills. Operating at the intersection of cannabis, hospitality, and technology, Elizabeth is devoted to supporting a stigma-free cannabis lifestyle and cultivating a global cannabis positive community where people from all walks of life can generate increased revenue or a secondary revenue stream.

## **PAULINE HYDE**

Pauline's passion for the legalized cannabis industry is what led her to join her husband David Hyde in 2013 as they built Canada's foremost cannabis security consultancy – David Hyde and Associates (DHA). With over 9 years of experience in the cannabis space, Pauline has established an extensive network within the industry allowing her the privilege of working with 100's of Cannabis companies on key aspects of their business. Pauline has seen and experienced first-hand the remarkable benefits of Cannabis in the medical field; from end-of-life pain management to chronic pain relief. Pauline's work in the cannabis sector is fueled by her personal experiences and desire to help those in need. As President and Founder of HAI and Managing partner at CannaNavigators, Pauline brings her 9 years of hands-on



cannabis industry experience coupled with her extensive knowledge of business optimization, financial corporate development, team building, and client satisfaction to our clients and partners.



## **AMY PRENTICE**

Amy Prentice is a member of the founding team at PINNRZ™ and has worked in the cannabis industry for the past nine years. She is a senior communications strategist with experience leading corporate, product, executive, and high-profile communication campaigns. Amy was a publicist in the publishing industry for over a decade where she honed her ability to promote, convey stories, and build brands.



March 8

*Happy*  
International  
Women's  
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#EmbraceEquity



International  
Women's Day

[internationalwomensday.com](http://internationalwomensday.com)

**I think these women from our industry truly do deserve a shout out for all of the work they do. Cheers and Happy International Women's Day!**

**- Sara Jane Wilson - High! Canada Magazine**

## **JACQUI CHILDS**

Jacqui Childs is a HIGHLY awarded influencer and international best selling author, with an online audience of millions. She co hosts the cannabis community's favourite podcast "The Green Room." Jacqui also holds the position of Chief Content Officer at Cannabis Wiki , where she helps to create stigma ending content and conversations.

Her passion and dedication to this community has taken her around the globe. Jacqui speaks from the heart about her health struggles, both mentally and physically, and the incredible difference cannabis has made in her life.

Jacqui does not claim to be an expert, rather a storyteller helping to de-stigmatize plant medicines and invisible illnesses.



## **SHERI AUBIN**

Sheri Aubin worked with BC Cancer for 25 years in various roles when the opportunity arose to apply for a cultivation license with her husband, Jeff. With the hope of providing a job they could do together, they began the life-changing process. It was a challenging journey for them, to say the least. The full extent of their dream was finally realized when Sheri was able to retire from the public sector and dedicate herself fully to Smoker Farms. Sheri has only been able to appreciate this new life for a short time but is loving being involved in the cannabis industry and experiencing its' exciting opportunities. She has had the honor of meeting some amazing women in the industry and is beyond proud to be a part of it. She looks forward to moving Smoker Farms forward and seeing where this journey takes her.

I am honoured to introduce some Trail Blazing women for International Women's Day! I am grateful to learn and grow in an industry which enables women to go above and beyond and continue to break barriers in our wonderful industry!

TrimQueen® - Sabrina Mohamed High Canada Magazine



## CATHERINE DYCK

Artist , Ancient Lake Designs  
Manitoba, Canada.

Cannabis has been in my life since the very beginning. My parents were both artists, and they loved 'grass' and consumed it regularly. My house had that sweet smell growing up.

When I was 15, I smoked my first joint and fell in love. Cannabis has been my go-to gal for 30 years now, and I don't see us ever quitting each other. She lifts me up and supports

me when I'm low. She makes my days and nights better. We've been through so much together. Thank you to cannabis for making life better.

## CYNTHIA LABELLE

JMF Growers  
Drummondville, Québec

When my mom was sick with cancer, her body wouldn't metabolize the pain medication. She was going through a lot of pain and I knew CBD in inhalation form or suppositories would have helped her. Unfortunately, she passed away in pain because the doctors couldn't give her anything else other than what was assigned to the protocol. When I was approached by JMF Growers to be one of the owners and the CEO, I knew this would be my new mission: save people because I couldn't save my mom. Everyday, I motivate our team in the direction to help others. We have created a wonderful medical virtual counter for cannabis patients to medicate themselves and we are very proud of what we have accomplished.



## LINDA BIGGS

Art/ Cannabis QueenRX  
Sparks, MD, USA

Cannabis means endless opportunities. Cannabis Actually saved my life, after a tragic car accident. It was the healing medicine I used to get me back on my feet. I made suppositories of RSO and it minimized my pain, and reduced inflammation. I did not know at the time that it changed my path and I began celebrating cannabis in my art. That is how my Cannabis Accessory Company began.



## ANISHA REINDORF

HighKu.Co - Edmonton, AB, Canada

Cannabis is a lifestyle for me, & rightfully, it should be. From seed to leaf and everything in-between we are able to use this plant. I was able to see it's healing benefits at a young age & was taught, "Don't smoke weed to just get high, smoke weed to meditate" and that is a mantra I live by. For me, cannabis is a clear Catalyst to repair this current world we live in. By healing the mind, bodies, & hearts, through herbs and plants. I am here to help education & empower it by breaking the judgment & stigmas.



## NATALIE COX

Growing With Natalie/Earth Cellar Farms - Toronto

Cannabis means I can finally sleep again after decades of insomnia. Being able to sleep led to a productivity I wish I had when I was raising babies. Cannabis means I have control over my medication; as a grower. Cannabis is a way for me to bond with my adult children. It's wild after years of policing their use, I now grow for my adult children. My quest to grow weed brought me to college for Horticulture Technician, again for Horticulture Food and Farming. I met my three new business partners in college, and we've just started Earth Cellar Farms Inc., as a group of urban farmers ready to tackle serious issues like food insecurity and lack of youth and seniors programs.



## NATALIE SOPHIA

NA Skincare - Kitchener, Ontario

Cannabis has been a part of my life for many years. Especially the last seven years. This is when I decided that there were so many people tired of Big Pharma. Realizing they only made money if they kept you sick. This is when I thought it would be a great idea to infuse my skincare line. I have been able to assist several people with relief from Chronic Pain, Nerve Damage, Fibromyalgia, Anxiety, Depression, Cancer & so much more. On a personal note, it has helped me get through & over an abusive relationship. Cannabis helped me get out of my head & know my worth. I am a much happier & well balanced individual and I want to spread that positivity to the masses.



## MILA JANSEN

The Pollinator Company  
Amsterdam, the Netherlands.

My life has been full of cannabis - hashish to be more exact. I started smoking hashish in 1964 and never stopped. In 1994 I invented the Pollinator, the first machine to separate trichomes from the plant material. Press these trichomes and Lo! Presto! you have hashish. The Pollinator made me so famous, they call me the Hash Queen. Now I'm 78 and spend time with my family and my business in Amsterdam. I also give Dab-a-doo parties around the world, enjoy my life and have written a book about it all. Wishing all you beautiful ladies a fantastic Women's Day!



## MELISSA PHAM

Digital Content Creator/ Edible Recipe  
Creator  
Toronto, Ontario

There was a time when cannabis to me brought me the vibe of 'togetherness' from the grey world and the legal side. Both worlds had an unspoken rule to respect and allow each other to decide who they want to work with and go about doing their hustle. Then the pandemic hit. Then the culture changed. The business mindset from a lot of people changed. Then the numbers changed and also the quality and just the mass quantity that's been over produced. Cannabis has helped with my anxiety when it's the right strain grown properly. It helps a lot with my depression and sex life. It has taught me knowledge and the benefits it has to offer. It brought food to the table. I don't consume it with many people as much as I use to. It definitely still brings more positives than negatives into my present life. Just have to spot the bad seeds and remove them before they get mixed into the good ones.

7TH ANNUAL

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**Happy International Women's Day!**  
**These are some of the kick ass women I want to recommend!**  
- Rainbow Smithe- High! Canada Magazine



## **KARLI THIESSEN**

Living Leaf Remedies - BC

Advocate, Activist - A fighter who champions cannabis and cannabis culture with every breath. She has been in the industry for 15 years and is certified to help canines with cannabis as well as people with cannabis. Her favourite thing about cannabis is that it brings people together and it saves lives!



## **TERRA MAIBACH & SONJA RIDDLE**

Violet Wild Cannabis - BC

Sisters, founders, advocates, entrepreneurs and community leaders.



## **LISA PETTY**

Marketing Director | Owned Assets |  
MCI - Lift Events and Experiences

Savvy, stylish, smart and the on top of her game, Bringing new life into Cannabis focused events and conferences.



## **LETI OLMOS**

Budtender at Inspired Cannabis -  
Vancouver, BC

Representing the future of Cannabis in  
Canada

**Happy International Women's Day!**  
**It is my honour to nominate the following women for being excellent role models and real life super heroes.**

- Onell Crawford - Cannabis Related Podcast

## **JOCELYN SHELTRAW**

Jocelyn is the CEO of Budist, a cannabis product reviews and ratings platform launching soon. Prior to Budist, Jocelyn spent 4.5 years as the Head of Industry Relations at Headset, the leading data and analytics company for the cannabis industry.

Jocelyn currently serves on the Board of Directors of the California Cannabis Industry Association, the Advisory Board for American National Standards Institute, and lectures at StartSe University, an international business school. She is a recognized industry thought leader, influencer, and public speaker.

Prior to the cannabis industry, Jocelyn spent 10 years working in mobile advertising and technology developing advertising and monetization strategies for apps including: Flipboard, Spotify, SoundCloud, Pandora, and Uber to name a few.



## **STEPHANIE HONIG**

Stephanie was born in Havertown, Pennsylvania and grew up in Buenos Aires, Argentina. She graduated from Florida International University and Oxford University.

She has worked Marriott Corporation, Clicquot, Inc., and Rudd Winery building a career in the wine and spirits industry. She earned the Wine & Spirit Education Trust Diploma and later produced and imported her own wine brand from Argentina to the USA.

In 2006, she moved to Napa Valley and married Michael Honig. Stephanie travels the globe developing Honig's international and national presence. She is the founding President for the Napa Valley Cannabis Association and consults for alcohol beverage companies entering in the cannabis industry.

Stephanie co-founded Yolo Brand Group, a house of cannabis beverages brands. She lives in Rutherford with her husband Michael and their 4 children.







## ANNIE DAVIS

Annie is a Clio award-winning business strategist, marketing leader and investor with nearly 20 years of experience building lasting teams and brands for companies spanning consumer packaged goods, renewable energy, natural products and cannabis.

In 2018, she transitioned her career into the legal cannabis industry. Through her strategy consultancy, Growing Impact, she has helped numerous cannabis clients across marketing, business development, and sales strategy including CannaCraft, Project CBD, Humble & Fume, Rebel Spirit, Garden Society and Cresco Labs.

She is a fierce advocate for ESG (environmental, social, governance) and diverse representation in cannabis. Annie is a founding Board Member of the Cannabis Media Council, and serves as a mentor to under-represented founders through Our Academy. As a Fund Advisor with West Creek Investments and Receptive Capital, Annie also advises and invests in early-stage cannabis companies.



## JOYCE CENALI

Joyce leads operations at Big Rock Partners, a strategic advisory firm serving investors and companies at the intersection of food, hospitality and cannabis. Big Rock owns and operates Sonoma Hills Farm, a premium craft cannabis farm and organic culinary garden nestled on 60-acres in Sonoma Valley. A long time craft cannabis cultivator, she co-founded an Emerald Cup winning operation and began angel investing in various women-founded early stage cannabis start-ups.

With a mission to advance a modern regulatory model that unites capitalism with inclusion, she was co-chair of the Sonoma County chapter of Women Grow and recently co-founded the Cannabis Media Council. In 2020, she was recognized by San Francisco Business Times as a Most Influential Women in Bay Area Business.

# RALINA SHAW

Ralina is the CEO of House of Tyne, a fashionable and functional vape battery brand that aims to make every puff a statement.

A lifelong entrepreneur, Ralina always felt like something was missing in the market.

There were lots of products available, but none of them had a style that spoke to her as a modern consumer.

So Ralina dedicated herself to crafting stylish designs that would be enjoyable for all levels of consumers.

With House of Tyne, Ralina is changing the vaping landscape; get ready to turn up your style, one puff at a time!



# WHITNEY BEATTY

Whitney is a dynamic former reality television development exec turned cannabis entrepreneur. Her cannabis storage company Apothecary Brands, Inc. was selected for the first cohort of Canopy San Diego cannabis business accelerator and won the ArcView Groups 2017 Los Angeles pitch prize.

She also serves as founder & CEO of Josephine & Billie's, the first dispensary focused on the recreational and medicinal needs of women of color, which was selected as the first investment for the TPCO Social Equity Fund.

Whitney is a fierce advocate for equity and women of color in the cannabis space, and serves as VP for Supernova Women and the Cannabis Equity Retailers Association.





## FELISA ROGERS

Felisa Rogers was raised by outlaw growers in the mountains of Oregon. During the medical years, she worked on cannabis farms in the Pacific Northwest, while simultaneously building a career as a journalist.

She has written about cannabis for The Guardian and is the founding editor of MJBI, which she grew into a trusted source of news and intelligence in the cannabis space.

She has used MJBI as a platform to advocate for diversity in the industry, and to amplify the voices of women writers, as well as female business owners, equity license holders, and legacy operators.



## IKA WASHINGTON

Ika is a public health professional and has worked with marginalized, racialized and underrepresented communities in Canada. She is the principal consultant and founder of DiversityTalk, where she works with stakeholders on equity-focused policy and program development work within health and cannabis. She is actively involved at federal, provincial and local levels in promoting health and social equity and justice, promoting the inclusion of underrepresented groups in research and practice. Ika is a doctorate student in Health Policy and Equity, focusing on community engagement and policy development.

[www.highcanada.net](http://www.highcanada.net)

**HIGH!**  
**CANADA**  
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## SHEREE CARELLA

Sheree is, first and foremost, a Mama to a crazy four-year-old. Following her main baby comes her family, dogs, and her career.

She is a Partner and Sales & Marketing Director in the cannabis and hemp space for two technology and manufacturing companies: One offering large-scale extraction systems and the second a consumer device for kief and trichome extraction and cuts.

Her passion is for innovation and providing solutions for the industry while loving to build relationships in the industry and connect others with complementary synergy.

She thrives in the art of staying busy, along with boxing, fishing, and hiking.



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positive visibility  
of women**

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**GEETA PASSI SHOURIE**  
**WOMAN IN WEED**

# Geeta Passi-Shourie

Founder | CEO



MANTRA

[www.mantracannabis.ca](http://www.mantracannabis.ca)



**W**hat an honour to speak to Geeta Passi-Shourie, the founder of the Mantra Cannabis Brand for this special issue dedicated to the amazing women in the Canadian cannabis industry.

A Geologist by education, an MBA by background a finance professional by designation, her work in Risk Consulting with an international

consulting organization, experience in internal Audit with a major chartered bank, and customer service experience in various industry sectors, have prepared her well to start a new venture in the new and exciting Cannabis industry. She is also a mother of two teenagers and a “woman” in the Cannabis industry.

Geeta - it is a real honour to speak with

you - how did you get involved with cannabis?

I am East Indian and grew up in India in the land of Ayurveda surrounded by plant medicine. I grew up knowing about cannabis as part of a ceremonial drink used during the festival of Holi. I have always been fascinated by this plant and wanted to learn more about it.

As medical marijuana starting gaining



popularity in Canada grew, my interest in knowing more about the industry also grew. So, when the legalization happened, I took this opportunity to become involved in the industry as retailer.

As a retailer I learnt a lot from the resources available as well as from my customers. I had opportunities to identify the gaps in the market and decided to introduce more products in the market that could enhance the medicinal and wellness impact from this amazing plant.

### **How does cannabis factor into your everyday life?**

Cannabis has become part of my daily life. I have used cannabis in my own wellness journey to deal with migraines, IBS and anxiety. I suffered from migraines for many years and practically lived on pain killers to get through my day. Once I introduced cannabis into my daily routine, I was able to deal with not only my migraines but also all the side effects of prolonged use of pain killers. After 3 years I am a much healthier version of myself and no longer suffer from migraines. Since using cannabis I am also sleeping better and have better focus.

### **Have you encountered any challenges or adversity as a cannabis user?**

No, I started my cannabis use with the same principle that we advise all the new users to “start slow”. I started with very small dose of THC and CBD and slowly increased the levels to what worked best for me. I have not experimented with higher doses as I am not using cannabis to get high.

### **How did you move past these challenges?**

As I have not encountered any negative experiences or challenges I can not speak to that. However, as retailer I do encounter customers who would share negative experience from time to time. In such cases, I directed them to learn more about the plant, encouraged watching the dosage, paying attention to the own body’s responses to different levels, strains and terpenes as well as purchasing from legal and reliable sources to ensure the purity of the product.

### **Advice for other women entering the cannabis space or thinking about trying cannabis for the first time?**

For the first time user, my advice is to start slow, buy legal and document their

experience to understand what works best for them.

For women entering the cannabis space, I would encourage them to embrace the industry. The journey is not easy as the industry is very male dominated. However we need to balance the scales and have more women leaders entering the cannabis industry.

### **Last question - What are three things that you think everyone needs?**

That is a philosophical question. Everyone needs good health, good support system and a career that they love. I base this answer on the fact that without health - everything else in life becomes insignificant.

A good support system consists of people you can rely on and this is your family or friends who you can count on in the time of need.

Lastly, the career that you choose is where most of your time is spent - so it should be something you love doing. This is one of the things that I love about cannabis industry - that it is full of people who are passionate about what they are doing because of their own personal journeys and the ways this plant has helped them in their life.

GEETA PASSI SHOURIE  
WOMAN IN WEED

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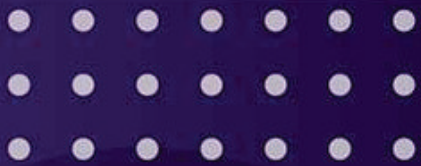




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# HIGH! CANADA MAGAZINE



# KAITLIN MACAPAGAL WOMAN IN WEED

**H**igh! Canada was very happy to get the opportunity to speak with Kaitlin Macapagal, well known and respected Brand Communications and Public Relations Manager at Tilray, headquartered out of the Toronto office.

Her work spans some of Tilray's major brand stories including RIFF, Solei, Broken Coast, Good Supply,

Canaca, Tilray Medical, and more. From product launches, portfolio updates, and overall company announcements, she crafts press releases, and pitches, alongside PR event concepts, strategizing and planning how to effectively amplify Tilray's latest news and ensure they consistently connect with the right audience and communities that

support Tilray's brands so that they can thrive long-term.

**Kaitlin, How did you get involved with cannabis?**

I've always been fascinated by flowers and plants and the beauty of their life cycles, and prior to legalization, I always circled back to cannabis no matter what I did or where I went. If I were to pinpoint my official involvement, it



started years ago when I had friends that worked at a few dispensaries in downtown Toronto.

Around this time, I started working freelance jobs as a creative consultant, design and branding, and social media content marketing; I'd find myself purchasing products more frequently as it provided many benefits for me firsthand. I then started to find interest in the fact that at the brink of legalization, brands would be looking for creative guidance in the legal market.

Fast forward, I came back from solo traveling

to Europe and was looking for another industry to tap into.

*I went from years of working in music and fashion sales and marketing, to working in cannabis retail doing sales and visual merchandising.*

I went to many events, learned so much about regulatory affairs, and met a handful of great people who became my clients.

From here, I worked with a few smaller LPs as a marketing manager, to now working as a PR specialist for one of the

largest cannabis CPG companies in the world.

**How does cannabis factor into your everyday life?**

Cannabis is a way for me to creatively explore new ideas when I'm writing, coming up with brand campaigns, and overall expressing myself through visual arts. With that being said, it serves a purpose in my daily rituals.

**Have you encountered any challenges or adversity as a cannabis user?**

When it comes to consumption, I've found that it's beneficial to



really get to know yourself and your limits as you would anything else. As I got older, I started focusing on understanding what my mind and body needed and how much of that would affect me

depending on what my day or week has in store. I realized I had to adapt and revisit my consumption habits and remember that our systems operate differently, and there's nothing wrong with that.

We're human!

Along with that, occasionally, I still get questions from people who may not understand cannabis to its fullest extent yet, resulting in an approach to cannabis



with a layer of stigma. This reminds me that we still have a lot of work to do around cannabis education and can continue pushing boundaries to make changes for a better industry.

On top of that, being an Asian in cannabis is also a broad topic to cover in terms of challenges and adversity, but I'll just keep it short and say, although it hasn't been an easy ride, it's teaching me a lot about myself.

### **How did you move past these challenges?**

I've learned to say no when needed, and to find balance with consumption. I had to accept and recognize that self-managing my consumption was never a bad thing and there's nothing wrong with knowing when you've had enough – even though I've dealt with feeling an odd sense of shame that I couldn't consume as much, or the way I did before.

As cliché as it sounds, for me it was re-defining my self-confidence, and turning

these challenges into opportunities; having open-minded conversations with people about cannabis became fulfilling because the reality is that it allows us to create room for change as we connect on many levels with others. These conversations reinforce the fact that this plant provides a space for community, and I have hope that we're shifting things for the better.

*Being able to bring my knowledge and experience to the table with confidence and having a voice to catalyze change, has empowered me to move past the fact that I am a person of colour – mind you, in a corporate work environment, choosing to use my challenges and adversity as fuel for more growth and inspiration for the future of cannabis.*

### **Advice for other women entering the cannabis space?**

Despite the common 'boys club' mentality or culture in the business of cannabis, I believe this industry has many opportunities for women to thrive and become meaningful leaders whose voices are amplified with the support from others you meet along your journey.

Though the legal industry is still in its infancy, the reality is that it also provides an undeniable space for us to shake things up, establishing a stronger foundation for the future and setting standards built on better values and practices. As more women enter the cannabis space, I'd say – keep your head up and don't forget to be proud of yourself through the challenges you face; you're part of something way bigger.

**Last question - What are three things that you think everyone needs?**

It sounds cheesy, but LOVE and Self-Love! which I've learned spills into every aspect of your life.

Inner child mindset or approach when times are tough, never forgetting to have fun and being as present as you can be because time truly flies.

Having people around you / in your life that honestly love you for you – those who genuinely support you and want to celebrate your wins and milestones like they're theirs too.

There's a different kind of respect, appreciation, and happiness that shows up when you're able to share the process of growth and witness people you love achieve their goals and live out their dreams; it's infectious in the best way possible, and I think everyone needs people who also truly surround themselves with that kind of warm energy that allows you to be 100% your unapologetically silly self, but also be that badass that you are in whatever you do, pushing you to be the best version of you that sometimes gets lost among life stresses and pressures that we put on ourselves.

For me, I'm grateful for my partner, my family, my friends who show up for me this way and never let me settle.

**Thank you Kaitlin - it was a pleasure!**



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# ZYRE

**THE TOP OF THE  
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IN CANADA**

**AUDREY  
WONG**

**FOUNDER + CEO,  
ZYRE BRANDS**



**I**t is our absolute pleasure to have the opportunity to shine some light on one of Canada's top cannabis leaders and entrepreneurs. High Audrey! Can you introduce yourself and tell our readers a little more about yourself

Hi! I'm Audrey Wong CEO & Founder of Zyre Brands, the tiny BC cannabis company making the top-selling, ultra-smooth, all-ceramic flavoured cured resin vapes.

### **How did you get involved with cannabis?**

My entry into cannabis and its evolution has been a combination of right place, right time and some good old fashioned manifestation. I left my career in law for an amazing opportunity at the BC Liquor Distribution Branch (they also run the BC Cannabis Store). So here I was, the youngest ever member of their Executive Management Team and getting immersed in the inner workings of government operated distribution and retail of regulated goods. Before this I had very little understanding of how much bureaucracy and



politics played a role in government regulated goods. I can't express how invaluable those 4 years were in prepping me for legalized cannabis. Honestly, props to those who've managed to get to market and succeed without this background.

I heard rumblings about Trudeau legalizing cannabis and I honestly thought he was full of it, I have to happily eat my words from the talk I gave to the heads of other government liquor (now cannabis) boards when I so confidently, and wrongly, said legalization wasn't happening.

Well when it was announced, I knew that the time come for me to assume my rightful seat as Her Royal HIGHness, I eagerly took on the role of leading cannabis legalization activities within the LDB, but I saw how quickly the large

*ideas*

OH

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ENGLISH BAY



cannabis companies at the time were staffing up. I knew that my experience with the distribution and retail of alcohol would be valuable to the cannabis industry and that I'd be a juicy hire.

It was crazy time, nobody knew what they were hiring for and while none of these mega companies actually had a job posting for my position - they were all interested.

Aurora Cannabis was the first to make me an offer. Getting to lead the legalized roll-out into Canada was a wild ride and constant chaos, I actually laid down on the floor of my office to try and calm my mind many times during this period, but looking back I feel so privileged to have been leading the charge.

Now with **Zyre**, I finally get to make products that I can stand by and actually buy for myself and proudly share with my friends.

### **How does cannabis factor into your everyday life?**

Aside from championing the industry and expanding my cannabis community with like-minded, high performing individuals on the daily? It's actually not a



part of my everyday life, while to be good at what I do I have to be highly knowledgeable about the plant and the market, from a consumption basis I'm an occasional cannabis consumer, social occasions and maybe an occasion pull on **Zyre's Recline 1.0** when I'm particularly amped after working into the late evening.

I 100% don't believe you need to be a frequent consumer of any product to be an ambassador or advocate for it, cannabis included.

In fact, I think I'm the poster child for what most cannabis consumers' consumption patterns will be as the legal industry evolves. Someone who occasionally uses cannabis products to complement their activities and the vibe they're looking for.





## Have you encountered any challenges or adversity as a cannabis user?

Coming from an Asian Canadian community that has had little exposure to positive cannabis figures. I've definitely encountered a lot of discomfort from others as I've made a point to treat my career the same as when I did anything else. I won't shy away from talking about weed and will bring out my vapes for show and tell in restaurants and other public settings.

The discomfort from others can be noticeable, but I see myself as an ambassador for the plant. The fact of the matter is being a lawyer and having had a big business career seems to balance out the "lazy stoner" caricature that's been embedded through decades of reinforcement. In fact, I now regularly have people express to me that they'd like to try cannabis.

## How did you move past these challenges?

Well becoming the top selling full-spectrum vape brand in BC and the #1 selling women-owned brand in Canada pretty much puts the naysayers to rest. I can't say my mom is



proud, but at least she's stopped threatening to take me out of the will. ☺

## Advice for other women entering the cannabis space or thinking about trying cannabis for the first time?

There's something to be said about finding inspiration from those who remind you of yourself, and while I've found amazing support in this industry from people who don't look like me or remind me of myself, I'm particularly uplifted and feel deep kinship when I find peers and mentors that look like me and share my lived experiences. Unfortunately, finding women, let alone Asian women running the show in cannabis has been uncommon but I'm hopeful that will change soon.



But for the younger, up and coming women I'd say look for mentorship, especially if you can find someone who has already accomplished what you hope to accomplish someday. Be purposeful about your intentions and goals from that mentorship.

Having a network is amazing, and will build you lifelong allies, but if you add to that an understanding of what is it you want to learn from people and ask them meaningful questions, you're maximizing both of your time. That way you get tangible learnings in addition to a

lifelong ally. Remember gratitude, sometimes we can get so caught up in executing and getting things done, that we forget to really reflect on those who've helped along the way (even if it now seems distant and vague) to genuinely appreciate and thank them.

Success and ongoing success really is built on the relationships that you've formed. They can be the only thing you'll have to right yourself, if things every go sideways.



*So be purposeful in forming meaningful relationships with people who you relate to (be it gender, ethnicity, age, similar interests, lived experience) that inspire you.*

Take yourself out of your comfort zone and put yourself out there.

**Last question - What are three things that you think everyone needs?**

Well, how fitting that there are 3 Zyre product lines.

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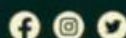
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**G**ood Supply has launched its latest innovation of 'MONSTERS' infused pre-rolls. The company has stated that MONSTERS pre-rolls are made from a combination of two of its most potent signature strains, frankensteined together in an innovative way.

We had the opportunity to try the Golden Guy Good Supply Monsters Infused Pre-Roll and we were absolutely astounded at the potency, burn, taste and incredibly clean ash. This super-sized pre-roll was incredibly potent, tasted great, burned well and lasted well past the 20 minute mark.

**FIVE STAR  
PRODUCT**



Hits like a Sasquatch! Not for the inexperienced.  
This review is for information and education only.

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# HIGH! CANADA MAGAZINE

## H O M E G R O W N A N O U T P O S T O F C O M M O N S E N S E

BY @TFPRUDENTHEWRITER

**H**ello neighbour,  
and welcome.

The ides of March are yet ahead, as I write to you this month. And for the record, I write this feature myself, without the aid of artificial intelligence. Which, along with the other medium now destroying our society, social media, in all its abundant forms, is the subject of this month's column.

To keep things on the square, I'm telling you it's also a fact that I'm a staunch supporter of the DIY. With most things, too, aside from stuff like medicine and science. That's because, as a farm kid, I often think it better to do for myself. At least, I do when reason makes it right, and possible, too.

If you've read the column before now, though, you'll also know I enjoy growing my own. Here, the home grow is but the tip of a proverbial iceberg. Because in these parts, the DIY is a habit often indulged.

From grinding coffee beans to making pizza from scratch, my usual approach is to look first for a method by which I can do things.

By now, however, much like the internet giants I call Big Tech, I've figured out that most people prefer convenience over learning something new. Likewise, many of us seem to believe convenience is much better than freedom nowadays. And so, the oligarchs behind the social media platforms make it as

easy as possible to use their stuff, while at the same time hiding its true purpose.

Which is to perpetually track us and use the resulting data to reduce our behaviors to a few known and predictable outcomes.

Nowadays, it's mostly done without our being aware of it. Though our grant of permission is surely there, hiding in plain sight among the fine print of every user license agreed to when using someone's 'free' software.

An online practise perfected by social media, data tracking and sales are now a worldwide routine. With the life of their companies often at stake, many find it impossible to



do otherwise, if they're to compete.

That's the common refrain, anyway, when faced with charges of ripping off personal data from their customers. Likewise, Big Tech cries ignorance whenever we find out their platforms are often used for domestic terrorism and spying by foreign powers.

Lately, the specter of AI is on the rise. Once a pipe dream reserved for science fiction, the rapid rise of this new and dangerous tool of Big Tech also threatens people everywhere, in ways known, and many not yet imagined. Yet, despite the ongoing examples made by the twin nightmares of bitcoin and Canada's legal cannabis industry, the latest corporate cash-grab pushes its way onto Big Media's front pages worldwide.

So it is, that with an ever-quickening pace, we now build the prison into which our descendants will later be born. Soon enough, these wild-west days of early adoption, before the machine-age ratcheted up the pace of the race to end freedom, will be looked upon with fondness by those in chains.

If there remains anyone left who can think for themselves, that is. Because the race to replace us with greedy, mindless, but consuming automatons, just moved into a higher gear.

It's also true the sky isn't falling. Yet. Not only that, but there are near as many opinions about the dangers and merits of AI as there are people expressing them. Because we live in a monkey-see, monkey-do world. And we're now also **c u r s e d** by the extraordinary demand for a response to the intense navel-gazing required by social media worldwide.

*Meanwhile, the corporate dictators behind the AI takeover of our world remain blind to everything but profits. Because what is most sought after by the oligarchs behind Big Tech is the death of independent thought and creativity.*

What seems to have escaped everyone's attention, however, is that such a goal is also sure to end progress for our kind. That is, if it hasn't already. I mean, how many people must be harmed before a

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populace will stand and defend itself from a real and present danger? Sadly, that's a question easily asked, but not so quickly answered.

Anyway, while there's time, I'm adding my voice to those opposed to the unfettered hegemony given to Big Tech companies nowadays. Because they seek only to exploit our ignorance in service of ever more obscene profits. While also being quite willing to destroy the planet, and everything living on it, to grab more of them.

Over time, our kind have learned that in all things, moderation is best. In days gone by, that included managing our progress. Because while a change can be as good as a rest, it's not always so. And right now, the unfettered capitalism of the internet oligarchy is using AI and social media to throw out more babies than bathwater.

For the sake of the greater good, Big Tech must be

financially penalized in those instances when the public interest is or has been betrayed.

As they've shown many times, by now, if we won't act, they will. Because, so far, they've been largely unopposed by us, the people. Instead, they've used Big Media to promote their cause, bought the politicians needed to get rules and regulations removed, and laughed all the way to the banks they own with billions in profits.

It's not too late. We can stop them from stopping the progress and evolution of our species. All we must do is act. By not acting. Because if we limit our use of their stuff, and we restrict their development and implementing of AI, and enforce regulations upon their social media platforms worldwide, we can preserve our future.

By retaining the ability to choose. While at the same time, saving us from the devolution sure to follow the desire not to think or create for ourselves.

So, let's say NO to the unregulated growth of AI. And while we're at it, let's say NO to exposing children to social media of any kind. Instead, let's dance with what got us here, individual creativity and imagination. And stop acting like mindless slaves living on pabulum served by the billionaires behind Big Tech.

Here, with my home grow and as much of everything else I can manage, I choose the DIY approach. I also limit my social media exposure and, despite reclusive personal habits, often choose to remain physically involved with people, not software.

That doesn't mean I'm a Luddite. After all, I'm writing this column using word processing software on a laptop computer. It does, however, mean that I limit the

degree of intrusion and control Big Tech's software is allowed to make either into or over my life.



Sometimes, it's a minor inconvenience. Because it means I must do some things for myself, instead of letting software do it for me. Other times, it forces me to reach out and interact with a person. In that way, I'm forced to make decisions about my life and remain involved with the world beyond the keyboard. It also keeps me from becoming a mindless slave to mysterious software.

As a result of having to make those many choices, and staying involved in the daily minutia that compose my life, I also have far less time available for navel-gazing. And believe it or not, that seems to make life less anxious, and more interesting.

But you don't have to take my word for it. Because you can DIY. By disengaging from one social media program at a time. And saying no to unregulated AI. And by letting family, friends, neighbors, and your elected representatives know how you feel.

Here, I live it that way. I encourage you to do the same.

Until next time, smoke 'em if you got 'em, and happy growing.

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March 8

*Supporting*  
International  
Women's  
Day

#EmbraceEquity



International  
Women's Day

[internationalwomensday.com](http://internationalwomensday.com)

# International Women's Day

March 8

Together we can forge  
women's equality.  
Collectively we can all  
#EmbraceEquity.



[internationalwomensday.com](http://internationalwomensday.com)



# MARCH'IN TO THEIR OWN BEAT.

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by **ZARA BOORDER**

@the.fit.canna.mama

In the Canadian retail marketplace, Cannabis is sold at either...

Multi-store franchises with the big name (artist and/or athlete attached) to them, and can often be found next to other familiar, big named chain stores, or within high traffic, multi-plaza commercial areas, province wide.

The big chain with staff decked-out in merched uniform; hoodies, fitted hats, and name-tag ready to impress.

Google reviewers noted that they feel more talked to with

scripted facts when product demo'ing by employees at franchise stores. Also reviewers noticed feeling rushed and impersonal connections in the form of greetings and good byes. Or sold at (the alternative choice canna stores) individually owned, often times family-run, local shops.

They're known mainly to the community it serves and across social settings online and irl via active followers and gleaming personal reviews, Google

would be forced to make an 'EXTRA Like' button, for.

These unique spaces are your neighbours nestled amongst local bakeries, historical landmarks, and vintage clothing shops.

They're seen lining hip, pedestrian-familiar, gentrified streets and on pathways many times wandered over by eager tourists' footsteps, maneuvering the chase of the city's icy chill.

But once inside, its all warm smiles and greetings from your friendly canna friends.

This type of big-hugs-energy in a cozy ambience, welcoming of new faces, and first-name-basis-regulars, alike.

So what type of high bar-setting goes on behind the scenes of these sheathed storefronts, that make weathering a -15° storm to shop, worth it?

In my experience at every independent solo owned store I've visited, I notice employees, not just spewing out the product knowledge facts or quickly upselling to the highest brand mention before knowing the consumer's full needs. I've experienced up close and personal handling of product demos. Patient ears that tune into customer inquiries, and thoughts re: feedback.

I've noticed subtle promoting, gently guiding brand awareness in non traditional sales-y ways. And mainly I've noticed connecting one to one on consumption likes and dislikes of current market products. It's the number one thing independent stores pride themselves on. And you'll find one to one personal interaction ratios at their highest in these community driven spaces. Have you visited a local mom and pops canna shop recently? Tell us your experience...

Canadian Canna Mamas from Province to Province...

I had the best time this year so far, putting together the monthly canna mama features and highlighting these lovely ladies.

Each are uniquely Dope Moms! They are your everyday consumers, the regulars who buy, the shoppers of the home, the ones who potentially want, like, or dislike what the cannabis market, has to offer.

The thing about us Canna Mamas is,

"We March to our own beat."

***See us.***

***Believe in Us.***

***We make changes happen with purchase power & choice.***

***Ask us.***

***Trust in Us.***

We break stigmas daily, inclusive of all forms of consumption, of the flower&apos;s abundant blooms.

Happy Spring!.... just around the corner and Happy Spring Feature to our March Canna Mama, Sheron Hibbert, chilling and blooming in her artistry...

as well as booming styles from the busy city streets of Toronto, Ontario.

**by ZARA BOORDER**  
**@the.fit.canna.mama**

# MEET THE CANNA MAMA Sheron Hibbert



## ABOUT ME

<b>Years Old</b>	fifty +
<b>Years Consuming</b>	thirty +
<b>Residence</b>	Toronto, Ont
<b>Occupation</b>	Actor/Performer
<b>Children</b>	Adult Children

## FAVOURITES

<b>Strain</b>	Pinnacle Express
<b>Food</b>	BBQ Meats
<b>Exercise</b>	Dancing, swimming and Zumba

### Time of day for a session

After work or during a lunch break

## RE: CONSUMING

I started smoking it at 16 yrs old...  
Yes, it was fun times with friends as a teenager.

As an adult smoking it helps me to relax and calms me right down. The times when I can't sleep it's right there to put me to bed. The CBD helps with getting my body to relax.

## FAVOURITE EXPERIENCES

Laying on the beach with a nice big spliff listening to some great tunes.

I enjoy going to different weed stores.

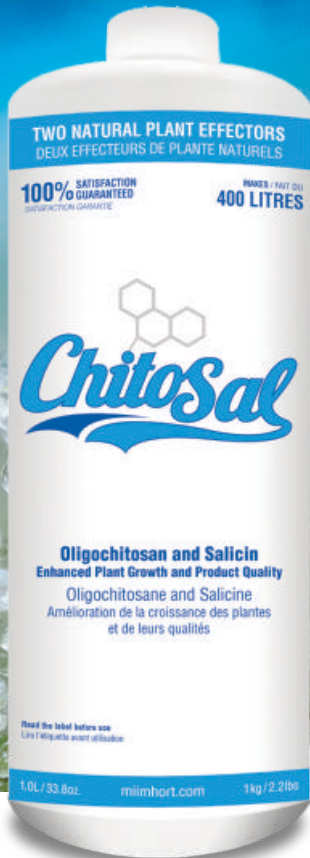
Depending on the week...\$30 is my average spent consuming product."



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ChitoSal is an exciting scientific breakthrough in plant biology specially developed to improve plant immunity as well as vigour. It is composed of natural sources of oligochitosan and salicin. Both are powerful and proven plant effectors, which effect beneficial change at a cellular level within the plant.







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- FASTER VEGETATIVE GROWTH • INCREASED PLANT HEALTH AND VITALITY • THICKER STALKS AND STRONGER BRANCHES • INCREASED YIELD • HIGHLY EFFECTIVE WITH ALL NUTRIENT PROGRAMS AND GROWING MEDIA
- CERTIFIED ORGANIC & CFIA REGISTERED



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# International Women's Day



March 8



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# International Women's Day

Together we can forge women's  
equality. Collectively we can all  
#EmbraceEquity.

March 8



International  
Women's Day

[internationalwomensday.com](http://internationalwomensday.com)

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