



WEBINAR

It's Time To Take A Stand: Social Impact In The Cannabis Industry with Anthony Alegrete and Mitch Pfeifer

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/cannabis-social-impact/>

Today's Guests

Anthony Alegrete is the COO of 40 Tons and a respected philanthropist in the cannabis space.

Mitch Pfeifer is the CEO of Respect My Region and a music expert.

On How Cannabis Has Evolved Over Time

“Never did I think back in the day that I’d be able to be conversing about cannabis on cameras and make a living out of that. Back then, we couldn’t even talk about cannabis over the phone... The stories and the messages in this industry are important and they need to be heard.”
- Mitch P.

“There was a long period of time where cannabis was hidden and inaccessible to many people, our job now is to give this access to everyone.” - Guillermo B.



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How Can We Begin to Acknowledge Inequality in Cannabis?

“Cannabis and hip hop are two of the only cultures or communities I know of, maybe the only in the world, that includes everyone no matter the race, background, or demographic. It breaks all borders down.” - Anthony A.

“Community and communication are two of the most important factors right now. We, as an industry, need to continue to listen to the stories of others and open our minds to consider the experience of others who have different stories than our own.”- Mitch P.

On What Corporate Cannabis Can Do To Help

“If we don’t even have the tools and access to get in the game, that’s where there’s an issue. This is why social equity is so important, the lack of access, the systemic racism, these things that have been around for 100 years still impact us as an industry today.” - Anthony A.

“Outside of just funding, these corporations should default to the recommendations of the brands they seek to assist. Corporate cannabis can help by sharing their platforms or providing time too- it’s not just about funding. You win the game by making sure everyone eats.” - Anthony A.



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How Corporate Cannabis Can Meaningfully Connect with Consumers

“I think we’re opening a lot more opportunities for brands to get creative with their relationships with consumers. You know, in Washington we have consumption lounges that are very tied to music lounges specifically, for example.” - Mitch P.

“For brands, we will have more opportunities for brands to enter mainstream conversations. Brands should enter the conversation in a meaningful way, to propel the culture forward.” - Mitch P.

What Comes Next As Cannabis Grows?

“In alcohol, we saw families that had monopolies over alcohol for 50, 60 years. In cannabis, we have the opportunity to nip that in the bud and prevent it early on as an emerging industry.” - Anthony A.



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