



# NHCC Media Kit 2021



## **National Hispanic Cannabis Council (NHCC)**

[www.nhccouncil.org](http://www.nhccouncil.org)

### **Mission Statement**

NHCC is a purpose-driven nonprofit organization to address the underrepresentation of the U.S. Hispanics in the cannabis industry. The organization is propelled by a passionate combination of educational spirit, cultural heritage and the advocacy of its members.

Our mission is to educate the U.S. Hispanic community on the health, wellness and economic aspects of cannabis to empower their support and participation in the industry by:

- Educating and empowering the cannabis professionals who serve Hispanic Consumers
- Advocating for public policy that supports the council's mission
- Facilitating relationships among industry stakeholders

### **Social Networks**

**Facebook**

<https://www.facebook.com/NHCC-National-Hispanic-Cannabis-Council-110228667804484>

**Instagram**

<https://www.instagram.com/nhccouncil>

**Twitter**

<https://twitter.com/NationalHispan1>

**LinkedIn**

<https://www.linkedin.com/company/nhccouncil>

## Leadership

Antonio Valdez, Executive Director

Co-Founders:

Michael Feldenkrais, Can It Industries, LLC  
Mark Slaugh, Can It Industries, LLC *representative*  
Art Estopinan, Can It Industries, LLC *representative*  
Mykel Selph, Cresco Labs  
David Sanchez, Cresco Labs  
Yair Rodriguez, Cresco Labs  
Jose Hidalgo, Folsom & Forge  
Gerardo Hidalgo, Folsom & Forge  
Jordan Lams, Moxie,  
Jordan Lams, Moxie  
Billy Maddox, Moxie  
Fro Burger, Trulieve  
Lynn Ricci, Trulieve  
John Velasquez, Trulieve  
Brian Vicente, Vicente Sederberg LLP  
Jennifer Cabrera, Vicente Sederberg, LLP  
Fátima Thibou, Vicente Sederberg LLP

## Publications

*Cannabis Unido Digital Newsletter*



## Frequently Asked Questions

### **What is NHCC?**

National Hispanic Cannabis Council, a purpose-driven nonprofit organization created by progressive thought leaders in the cannabis sector business to address the current underrepresentation of U.S. Hispanics participating in the cannabis industry and help to demystify through educational programs the health and wellness power of cannabis to break down long held cultural taboos and beliefs.

The organization is propelled by a combination of educational spirit, Hispanic cultural heritage, and passion for the Hispanic market.

### **What is the mission of NHCC?**

To educate the U.S. Hispanic community on the health, wellness and economic aspects of cannabis to empower their support and participation in the industry.

### **What are the goals of the NHCC?**

- To conduct Hispanic consumer primary market research and market data analysis to better understand attitudes and behaviors towards cannabis
- To conduct direct-to-consumer engagement to demystify cannabis through content and educational programs to educate the Hispanic market on the health and wellness benefits of cannabis
- To establish cannabis Hispanic networking community in local markets by hosting professional networking events to create opportunity for sponsors to promote their products, services and community outreach efforts at the local level
- To advance Hispanic career opportunities in the cannabis business by creating “how-to-platforms” and additional resources for potential Hispanic entrepreneurs to enter the cannabis business (i.e. procure the various licenses available, job training, certifications standards for the industry, etc.)
- To become a repository of Hispanic minority cannabis businesses
- To highlight the quality of member products by focusing on their environmental standards held for product manufacturing
- To elevate the industry by supporting policy efforts which increase Hispanic access to the cannabis market and economy

### **What are NHCC policy positions?**

The National Hispanic Cannabis Council (NHCC) focuses on a number of key policy issues which have a direct impact on the Council's ability to accomplish its mission.

### **How is NHCC governed?**

NHCC is governed by a National Board of Directors that determines the mission and purpose of the organization, provides financial oversight, ensures adequate resources, ethical integrity and accountability, and determines, monitors and strengthens the organization's programs and services. NHCC Directors are professionals within the cannabis industry (directly or indirectly)