

DIRECTOR OF STRATEGIC INITIATIVES

THE PEOPLE'S ECOSYSTEM

FREDERIKA MCCLARY EASLEY ADVOCATE FOR SHIFTING POWER DYNAMICS IN FAVOR OF THE PEOPLE



"I am here to shed light and give perspective on issues, build partnerships to agitate the status quo and be an agent of change.

- **Content creator and host** of The People are Blunt. A weekly newsletter and podcast centered around discussing all things associated with cannabis culture and highlighting our legacy operators who are doing their part to ensure its integrity.
- **Thought leader** for equitable and inclusive language and policy through racial/social equity committee involvement and coalition building.
 - **Lead and contributing author** of NYCCIA-HVCIA Social Equity Pillars for New York's Cannabis Regulations white paper
 - **Co-Chair of NYCCIA-HVCIA** Social Equity Committee and member of the Amnesty Committee
 - **Organizing Member of NCIA's** State Regulatory Committee
- **Contributing** to the cannabis industry over a decade of experience as a strategist, campaign creator and crisis manager impacting public and private partnerships.

Frederika is a certified vinyasa and pre-natal yoga instructor dedicated to holistic healing and body knowledge. She graduated from State University of New York College at Buffalo