

# Cannabis Beverage Association

*Drink it in.  
The future of cannabis is here.*

**TOWN HALL  
JUNE 2023**

**Put your state in the chat,  
we'll get started in a minute!**



# WELCOME!!

- **Meeting Kickoff**
- **Quick CBA Intro**
- **Introductions – Leadership & Membership**
- **Priorities Check-in**
- **Strategic Partner Updates - ForceBrands**
- **Breakout Session #1**
- **Committee Updates**
- **Breakout Session #2**



# WHO IS THE CBA?

**THE FUTURE OF CANNABIS IS HERE - DRINK IT IN.**

**The Cannabis Beverage Association (CBA)** is a national, non-profit trade association established to represent and support the rapidly growing cannabis beverage industry – Hemp and Cannabis.

**100% Volunteer-Based.**

**45+ Members.**

**15+ States Represented.**

**MISSION:** To unite cannabis beverage industry stakeholders and advance the collective interests of the industry through advocacy and education.

• **Government Affairs**

• **Industry Standards & Research**

• **Cooperative Marketing/Education**



# MEET THE TEAM

## Cannabis Beverage Association Board Executives

- **Diana Eberlein, Chair** - VP of Marketing & Business Development, SoRSE Technology
- **Jon Purow, Secretary** - Counsel @ Zuber Lawler, Editorial Board @ Global Cannabis Times, Host of “Cannabis Last Week” Podcast
  
- **New Board Members** – REXIS Biotech
  
- **Committee Leads**
  - **Marketing & Infused Beverage Awareness** – Jim Baudino, Sands Lane
  - **Government Affairs** – Chris Parrington, Zuber Lawler
  - **Industry Standards & Research** – Taylor Nguyen, Vertosa
  - **Strategic Partnerships** – Diana Eberlein, SoRSE Technology



## Chapter Founders

- **Massachusetts**
- **Connecticut**
- **Michigan**
- **Oklahoma**
- **North Carolina**

- HighTide Beverages
- Floating Islands
- WYNK
- PENDING
- PENDING



# 2023 PRIORITIES CHECK-IN

## Expansion

- 3 new chapters, 2 pending

## Accessibility

- Event participation

## Category Awareness:

- Hosted & sponsored event
- Panels / media

## Impact:

- Strategic Partnerships
  - Media, Associations & Events
    - Cannabis Media Council
    - Smithers / CannaReg 2024
    - ATACH – Association Support
    - ASTM – Industry Standards
    - And more!

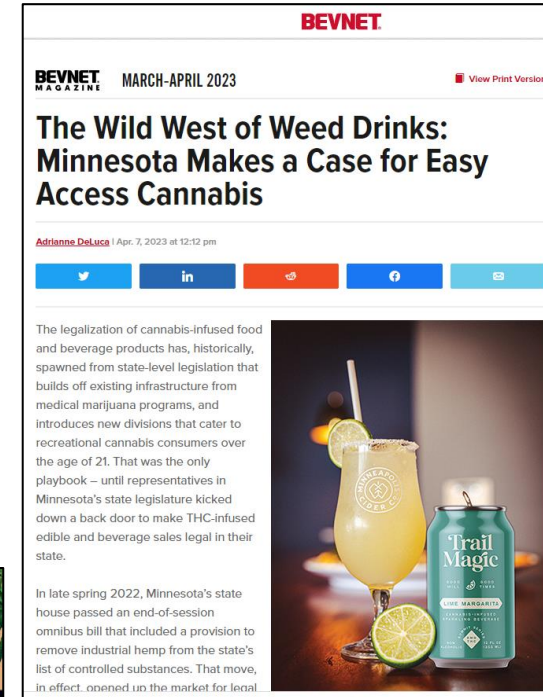
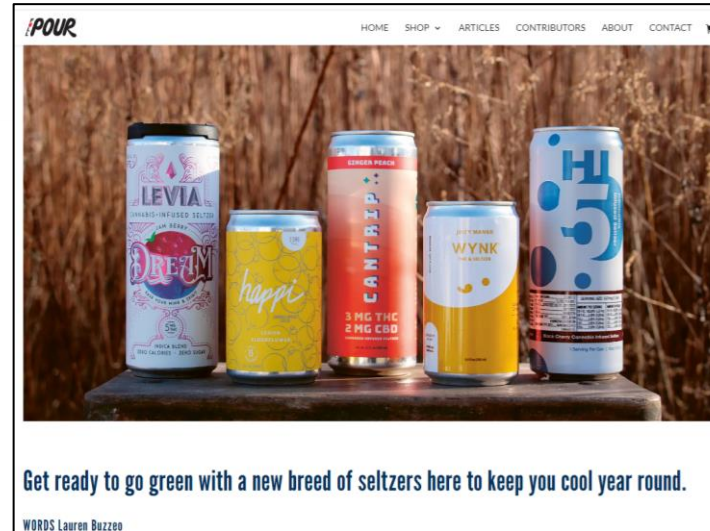




# CANNA-BEV AWARENESS

## “Cannabis Drinks Exist?”

- Minnesota Case Study
- 820 – National Drink Cannabis Day
- Media Partners / Beverage Supporters



**Darn right, it's a gateway.**

One thing we weren't prepared for in our older years is the shift from a rainforest to a desert. Then we did some research and learned the thing we were taught would turn us into burnouts actually helped us slide back into our old ways. And while it might not be for everyone, we're certainly feeling randier.

**ImHighRightNow™**

IS THE POTENCY RACE LIMITING THE INDUSTRY'S POTENTIAL?

## MARIJUANA VENTURE

#1 MARIJUANA BUSINESS MAGAZINE

LEADING NEWS SOURCE FOR RETAILERS & GROWERS

**40% UNDER 40**

CELEBRATING RISING STARS IN THE CANNABIS INDUSTRY

Janic Jorgensen, Culture CPA

PESTICIDE SHUTDOWNS

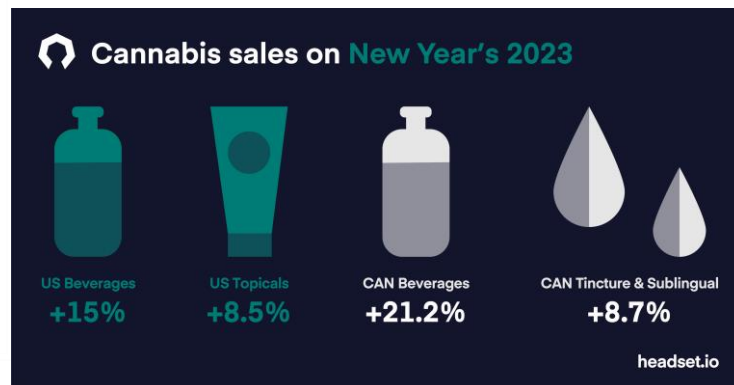
CONSUMPTION LOUNGE PROTECTIONS

PACKAGING FEATURE:

© Going Green © The Regulatory Elddie © Anti-Contaminant Measures



The Wild West of Cannabis Beverages: Minnesota



# CBA PODCAST

## DRINK IT IN.

**Theme:** Beyond the Beverage - From Concept to Can to Consumer.

**Goal:** Consistent infused beverage conversation that educates on all aspects of working and consuming infused beverages – the good, the bad, & the tasty.

**Producers / Co-Hosts:** HighTide Beverages' Shea Coakley & Joshua Grab

**Timing:** Shooting: Late July/Early August Start  
Launch/Airing: 10 - 12 Weeks leading up to MJBizCon

- Production • Investment • Distribution • Legal
- Consumer Perspective • The Technology/Formulation

[SUBMIT YOUR TOPIC TO US!](#)

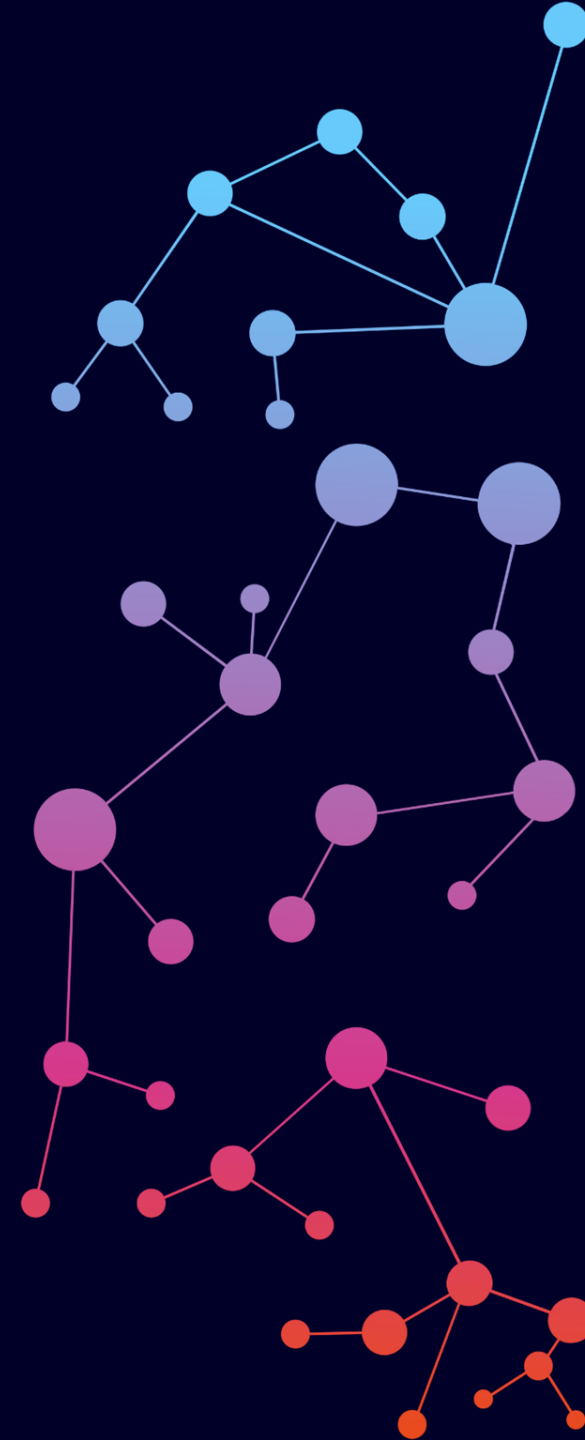


**gohire**



POWERED BY  
*ForceBrands*

PREFERRED PARTNERSHIP







# BUILDING BETTER COMPANIES THROUGH LEADERSHIP

As a valued goHIRE partner, we'd like to build something bigger together, joining Forces to identify, lift, and integrate today's most formidable executives into today's most innovative brands and companies.

A direct connection between our unrivaled networks of consumer professionals



# STRATEGIC HIRING SOLUTIONS

End-to-end support identifying C-Suite, board, and executives to self-service entry-level needs.



## impactful

C-suite and board-level executive search for purpose-led brands



## DIRECTHIRE

Recruitment for executive-level and senior-level management positions



## JOB BOARD

A platform for junior roles and high-volume hiring reaching 250K consumer professionals, nationwide

# impactful **EXECUTIVE SEARCH**

**For C-suite, board, and executives**

Impactful Search® is a specialized executive search solution and advisor network that delivers leadership talent for companies that strive to amplify social and cultural impact.

Our executive directors identify, secure, and strategically integrate dynamic leaders to propel the company to the next level of growth while honoring the founder's legacy and increasing brand equity.



- Hand-selected experienced team
- Access to advisor network
- Immersion into your business to
- Post-placement integration

*ForceBrands*

# DIRECT HIRE

## For executives, directors, and senior managers

Our direct hire solution identifies high-performance executive and senior management talent with the skills and mindsets required to drive success in high-growth and mid-market brands.

Our carefully-curated team of consumer brand veterans has a deep understanding of market fluidity, challenges, organizational design, and the unique competencies necessary for building teams that go the distance.



- Permanent hires for key management and leadership roles
- Speed to market leveraging our network of pre-qualified talent
- Communication and responsiveness
- Experience that respects your time and confidentiality

*ForceBrands*

# JOB BOARD

## For entry to junior-level positions

The ForceBrands consumer brand job board directly connects you to a powerful network of 250K entry to junior-level consumer brand professionals, nationwide.

Built in features to maximize your hiring productivity include real-time access to job posting performance and activity, applicant matching, tiered account access management, and tools to sync your ATS (applicant tracking system) or existing career site seamlessly to the ForceBrands platform.



- Unlimited subscription or single job posts
- Self-service interface and notifications
- Tools to showcase employer brand
- Dedicated client strategy support





## Cannabis Beverage Association

Our mission is to unite cannabis beverage industry stakeholders and advance the collective interests of the industry through advocacy and education.

1

Jobs

9

Companies

Employer Sign In

Powered By ForceBrands

Jobs Companies

Search companies

Search



### Cannabis Beverage Association

Other



### Cannabistry Labs

Skokie, IL

Beverage



### Ceria Brewing Company

Denver, CO

Beverage



### Focused Fluids

Oklahoma City

Beverage



### Harmony Craft Beverages

Beverage



## Cannabis Beverage Association

INDUSTRY

Other

VISIT

Website

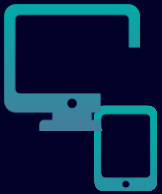
The Cannabis Beverage Association (CBA) is a national, non-profit trade association established to represent and support the rapidly growing cannabis beverage industry. Our mission is to unite cannabis beverage industry stakeholders and advance the collective interests of the industry through advocacy and education.

The CBA has four core areas of focus:

- **Government Affairs** - To use public processes to educate and address inequities impacting the cannabis beverage industry.
- **Education** - For the purpose of public health and safety, develop informative education programs about cannabis beverage
- **Industry Standards + Research** - To undertake development of industry standards, and conduct scientific research on cannabis beverages, including the study, analysis, and the accumulation and dissemination of information obtained from such research.
- **Cooperative Marketing** - To build awareness of cannabis beverages and the CBA through advertising and marketing.

Jobs

## FEATURES



### **CUSTOM BRANDING**

A branded **job board** experience—logos, colors, fonts—hosted on your domain



### **SELF-SERVICE JOB POSTING**

Quick & easy job posting available to your member community



### **DATA & INSIGHTS**

Real-time visibility into the hiring activity of your community.



### **TALENT MANAGEMENT**

Dashboard tools for reviewing and managing resumes.



### **ATS SYNC (APPLICANT TRACKING SYSTEM)**

Sync to existing career sites or talent platforms.



### **PRIVACY & SECURITY**

Gated and secure login for member companies.



### **CUSTOMER SUCCESS**

Onboarding, training, and ongoing tech support



### **AMPLIFICATION & REACH**

Promote job board listings to the ForceBrands job board, reaching 300K consumer brand professionals.

## HOW IT WORKS

# THE COMPANY EXPERIENCE

- Member company dashboard log in
- Create and publish job opportunities
- Customize a company profile
- Review applicant resumes; view job posting activity
- Set multiple recipients to receive applications and invite any team members to the account



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1

Jobs

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Companies

Employer Sign In



## Staff Accountant

COMPANY

SoRSE Technology

LOCATION

Seattle, WA

Mid-Level Finance/Accounting

Apply

Staff Accountant Description:

The Staff Accountant will be involved in many aspects of the accounting process including month end close journal entries, full cycle accounting, inventory, cost accounting, and profitability analysis. The ideal candidate will be an energetic and analytical self-starter, who loves problem solving and working in a dynamic, fast paced environment. Excellent written and verbal communication skills and an eagerness to learn are critical to the success of this role. This position will report to the Controller.

Primary Responsibilities:

- ☑ Perform month-end, quarterly, and annual closing activities and financial reporting duties, including accruals, adjustments, reconciliations, flux analysis and documentation for parent and multiple subsidiaries
- ☑ Reconcile bi-monthly payroll and benefits processed through Gusto and expense reimbursements through Expensify, reconcile previous quarter payroll tax filings, ensure transactions are accurately included in the general ledger integration
- ☑ Prepare B&O tax returns, sales and use tax returns, and other returns as necessary
- ☑ Perform monthly bank reconciliations, reconcile weekly credit card statements

# PREFERRED PARTNER BENEFITS



## Impactful Search

For member/portfolio company:

- New client incentive, 20% discount on first search
- 30 minute board of director/C-Suite org design strategy talk

## Direct Hire Recruitment

For member/portfolio company:

- New client incentive, 20% discount on first search

## Force Job Board

For member/portfolio company:

- 20% discount on postings (\$200/post)





# CBA SPECIAL OFFER

- 30 min strategy session to discuss “**How to Match your Talent Strategy to your Growth Strategy**” with **Eric Rosen**, resident cannabis expert at ForceBrands
- Must sign up by **Friday, June 9**
- Email [erosen@forcebrands.com](mailto:erosen@forcebrands.com) to sign up!





# BREAKOUT SESSION #1

## **BREAKOUT #1**

## **SEGMENTED BY REGION**



# COMMITTEE - MARKETING

**Lead: Jim Baudino**

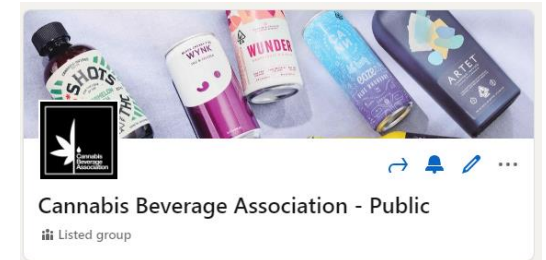
**Goal: Provide opportunities for the hemp and cannabis infused-beverage sector to gain category awareness and accessibility.**

- Category Awareness
- Member Engagement
- Event Participation
- Media / Public Relations



**Cannabis**  
DRINKS EXPO

**Lift**  
EVENTS & EXPERIENCES  
*lifting the cannabis community*



# COMMITTEE – GOVERNMENT AFFAIRS

**Committee Lead: Chris Parrington, Zuber Lawler**

**Goal: Represent the sector to ensure infused beverages are regulated appropriately**

- Template Regulations
- Support Hemp Beverage Alliance & Other Regulatory Partners
- Provide Feedback on Suggested Bills

**CBA CURRENT SUCCESSES:**

- **AB 623 (Chen)** – Testing for Low Dose Products
- **Minnesota: State #23** - Submitted Feedback on MN Legislature

**Submissions for Focus/Questions:**

[cparrington@zuberlawler.com](mailto:cparrington@zuberlawler.com)

Or you can submit through this [Government Affairs Committee Form](#)



# COMMITTEE – INDUSTRY STANDARDS

**Committee Representative: Taylor Nguyen, Vertosa**

**Goal: To create and influence industry standards that maintain or elevate the quality, safety, and innovation of cannabis beverages.**

- Laboratory Testing Standards for Infused Beverages
- Cannabis Beverage Research & Development
- Cannabis Beverage Manufacturing QA/QC Recommendations
- Collaborate with other Beverage & Standards Trade Organizations  
(AOAC/ASTM)

**New Leadership! Who wants to join?  
[info@cannabev.org](mailto:info@cannabev.org)**



# BREAKOUT SESSION #2

**BREAKOUT #2**

**COMMITTEES**





# BECOME A MEMBER OF THE CBA

## OVERVIEW OF MEMBERSHIP TIERS

### **PAID MEMBERSHIPS\*:**

- “A La Carte” Donation Partner
- Supporting
- Contributor
- Associate
- State Chapter Founder

### **IN-KIND OPTIONS**

- Volunteers
- Media Partners
- Associations/Philanthropy/Cause
- Industry Data Providers
- Academic / Research
- Government Affairs

*All members and partners will be required to sign the CBA Code of Conduct and Antitrust Statement.*

\*Accredited Social Equity Groups receive 50% discount



# MEMBERSHIP - DONATION

## “A LA CARTE” DONATION

- No monthly commitment
- **One-time payments** in exchange for exposure, including, but not limited to:
  - \$200 – CBA hosted content\* (1x share on blog and newsletter inclusion)
  - \$500 – Sponsorship of CBA Speak-easy or Virtual Educational “Happy Hour”

*\*All content is subject to approval by the CBA’s marketing committee.  
Brands must also sign the CBA Code of Conduct.*



# THANK YOU FOR JOINING US!

**For more information about the Cannabis Beverage Association:**

Diana Eberlein: [president@cannabev.org](mailto:president@cannabev.org)

Jon Purow: [secretary@cannabev.org](mailto:secretary@cannabev.org)

Jim Baudino: [marketing@cannabev.org](mailto:marketing@cannabev.org)

Chris Parrington (Government Affairs): [cparrington@zuberlawler.com](mailto:cparrington@zuberlawler.com)

General Inquiries: [info@cannabev.org](mailto:info@cannabev.org)

[WWW.CANNABISBEVERAGEASSOCIATION.ORG](http://WWW.CANNABISBEVERAGEASSOCIATION.ORG)



# JOIN US!

**Join the Cannabis Beverage Association today and  
make 2023 the year for infused beverages!**

**[Sign Up Today!](#)**

