



**PRESS RELEASE**

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**MCCIA ANNOUNCES EXECUTIVE BOARD MEMBERS**

*Former Elected Official, Cannabis Attorney, CPA, and Serial Entrepreneur to advise the Monterey County Cannabis Industry Association*

**Monterey, CA** – The Monterey County Cannabis Industry Association (MCCIA) announced today that it has elected their Executive Board to steer the association, which brings together members and stakeholders providing needed industry representation, education, and leadership in this new industry.

The Executive Board members are Dave Potter, Former Monterey County Board of Supervisor, District 5 as President, Jennifer Rosenthal Iverson, cannabis attorney as Vice President, Chris Steinbruner, CPA as Treasurer, and Entrepreneur Pete Noto as Secretary. The four Executive Board members will provide oversight for the Board of Directors and its subcommittees, and will ensure that there is one unified voice on behalf of the cannabis industry. The MCCIA’s Board of Directors is comprised of cultivators, manufacturers, dispensary owners, distributors, attorneys and community and business leaders in Monterey County.

“It is critical to have an industry trade group working to advance not only the needs of the cannabis businesses but also the needs of the community,” said Dave Potter, Former Supervisor. “This is a historic time for the state of California and particularly Monterey County as agricultural leaders of the State and Country. We want to ensure that there is organized leadership representing the industry as a whole and that we are developing this industry with the best interests of the community always in mind.”

“These are exciting times for the cannabis industry and it is an honor to be a founding member of MCCIA. I find it a true privilege to serve as Vice-President and to help navigate the operators and those in our industry toward compliance in both Monterey County and at the State level,” said Jennifer Rosenthal, Law offices of Jennifer Iverson Rosenthal.

**About MCCIA**

The mission of MCCIA is to advocate and promote all aspects of the cannabis industry in Monterey County, with an emphasis on professionalism, collaboration, and safe access. The Monterey County Cannabis Industry Association (MCCIA) brings together members and stakeholders providing needed industry representation, education, and leadership. MCCIA strives to create a sense of community in the industry, providing a responsible outlet for sharing resources and talents and lobbying for the industry as a whole. [www.mccia.com](http://www.mccia.com)

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