

**CANNABIS**  
**AND WOMEN**  
**IN THE**  
**INDUSTRY**

Silas Inskeep

## an emerging industry

As cannabis becomes mainstream, it begins to challenge the archetype of the entirely male-dominated industry. According to a survey by Marijuana Business Daily in 2017, there are just under 27% of executive roles in cannabis held by women. While this statistic is significantly down from 36% of two years previous, the cannabis industry is better than the rest of the US at a mere 23%. Gender inequality is very real, and there are evident problems under-representing women in this country.

The only way to move past this is to examine how we speak, think, and look at our prejudices. While I will never be able to identify with the hardships women endure, I know that my daughter has the right to equal pay and opportunity. She should never have to feel a pursuit is futile because she is a woman. We can have these conversations now and effect change now so that the next generation doesn't have to.

## The Equal Pay Act of 1963

"...prohibits sex-based wage discrimination between men and women in the same establishment who perform jobs that require substantially equal skill, effort and responsibility under similar working conditions."

# 79%

Women, as a whole, are paid 79% of what their male counterparts are paid.

# 47%

Women make up 47 percent of the U.S. labor force

# 59%

Women make up 59 percent of the college-educated, entry-level workforce.

# 14.6%

Only 14.6 percent of executive officers positions are held by women.

## leading the way



DINA ROLLMAN

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Women are occupying more and more leadership roles, and it is pride-inducing knowing the cannabis industry has such a strong female voice. We are an emerging industry that can be different, set new precedents, and progress equality to become the norm.

I had the opportunity to speak with one of those voices, Dina Rollman, founder of Illinois Women in Cannabis and GTI's Chief Compliance Counsel. Dina is an incredibly powerful and influential voice for women in cannabis.

She began her career in litigation, quickly progressing to become the Assistant Inspector General for the State of Illinois, going on to practice trial law, and eventually toward cannabis advocacy. Dina has been a part of GTI since 2014. As Chief Compliance Counsel, she oversees compliance for all markets nationwide.

She founded Illinois Women in Cannabis in August of 2014" *with the mission of ensuring that women would be at the starting line of Illinois' newest industry - an industry too new to have a glass ceiling - rather than playing catch up."*

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“ As companies wake up to the fact that women consume a lot of cannabis too... they will start marketing and catering to them... ”

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DINA ROLLMAN

GTI'S CHIEF COMPLIANCE COUNSEL AND  
FOUNDER OF ILLINOIS WOMEN IN CANNABIS

-How did you get into cannabis?

When Illinois legalized medical cannabis, I felt like I had to get involved. It was January 2014, and I wasn't quite sure how to use my legal skills to get involved - I wasn't even sure if it was ethical for a lawyer to do cannabis work. But I did my homework and got comfortable, and the more I studied the Illinois law, the more convinced I was that Illinois was going to have a great medical program and I couldn't just watch it happen, I had to be a part of it. In April 2014 a mutual friend introduced me to Ben Kovler, and somehow I convinced him to let me help him with GTI's Illinois cultivation and dispensary applications. Five years of blood, sweat, and tears later - here we are!

-What makes you believe the cannabis industry is different for women (or what gives it the potential to be different) than other industries ?

One of the things that really excited me back in 2014 was that there was no legal cannabis industry in Illinois yet, which meant that - unlike established industries - the paths were hypothetically wide open for women and minorities. I founded Illinois Women in Cannabis in August 2014 because I wanted to make women aware of the great professional opportunities that were ahead. I didn't want women to have to play a game of catch-up. There are a lot of women involved in the cannabis industry, but I would like to see more women at the ownership level and at the highest levels of leadership at cannabis companies.

-What has your personal experience been as a female in the cannabis industry? How does this compare to other environments you have worked in ?

My experience as a woman in the industry has been great. I think some of that is because GTI's founders supported me from the early days and gave me great opportunities and some of that is because my legal background gives me credibility. I think there is still a lot of room for improvement in this industry in terms of leadership opportunities for women.

-What trends do you see arising which directly or indirectly affect women in cannabis ?

As companies wake up to the fact that women consume a lot of cannabis too (medical and adult use), they will start marketing and catering to them more than they have in the past.

-How does GTI compare to the industry, Illinois, and the US as a whole?

We're the best, obviously.

-What exciting things is IWC working currently?

We just added some new board members, including GTI's own Gina Gault, and the board is working on hard on planning some great networking, educational and advocacy events for 2019.

Please follow us on social to stay informed!



ILLINOIS  
WOMEN IN CANNABIS

"Illinois Women in Cannabis is comprised of professional and entrepreneurial women in Illinois who are interested in working in the Illinois medical cannabis industry. There are opportunities in this industry for women of diverse backgrounds and interests, including advertising, marketing, law, finance, patient care-giving and agriculture, throughout the State."



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

