



VETERANS
CANNABIS PROJECT™



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WHY WE'RE HERE TODAY



The State of Veteran Health Reform



The Promise of Medical Cannabis



Challenges Moving Forward



Veterans Cannabis Project Impact

STATE OF VETERAN HEALTH REFORM

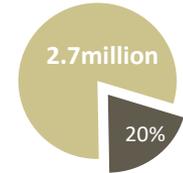
- **Years of combat overseas.** Our service members have endured over 17 years of constant warfare in the streets of Iraq, the mountains of Afghanistan and beyond.
- **New battles back at home.** Veterans face health and integration challenges as they struggle to safely heal both physical and psychological wounds.
- **An outdated & ineffective Veteran Health Affairs (VA) system.** The VA was ill-prepared for the type and severity of the latest round of war-related injuries.

SUICIDE



22 PER DAY

POST TRAUMATIC STRESS



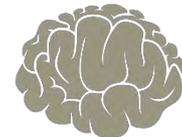
*IRAQ /
AFGHANISTAN
VETERANS

OPIATE OVERDOSE



2 X
NATIONAL
AVERAGE

TRAUMATIC BRAIN INJURY



300,000
IN 4 YEARS

The Result? Veterans and their families are in the midst of a health crisis.

THE PROMISE OF MEDICAL CANNABIS

- **Scientific proof.** Modern research supports the use of medical cannabis for safely and effectively treating PTS, chronic pain and opiate addiction.
- **Veteran support.** Over 80% of America's 22 million veterans support medical cannabis as a legal treatment option.
- **State support.** 30 states now offer medical cannabis programs.
- **Bi-partisan issue.** The VA is legally mandated to explore any and all means necessary to treat veterans' wounds.

The Result? Millions of veterans' lives have been positively impacted through medical cannabis.



CHALLENGES MOVING FORWARD

- **No federal support.** Although medical cannabis is legal in 30 states, it is still not an option for veterans at the federal level.
- **Severe legal implications.** Veterans face legal exposure in non-medical cannabis states and are often forced to break the law in order to safely and responsibly heal.
- **Impediments to access.** The VA, upon which veterans rely, does not prescribe medical cannabis, research its capabilities, or support its use.
- **Stigmatization.** Old, outdated stereotyping isn't helping veterans understand cannabis as medicine.

The Result? Many disabled veterans are forced to pay for their own medicine, and/or are unable to engage with treatment and turn towards dangerous and ineffective treatment options



VETERANS CANNABIS PROJECT

The Veterans Cannabis Project (VCP) is dedicated to improving veterans quality of life through the opportunity of cannabis.



*Capitol Hill Briefing,
November 2017*

"Every single day we are fighting to get cannabis recognized for the transformative, life-saving health treatment option that it is."

- Nick Etten, Executive Director, Veterans Cannabis Project Congressional Briefing, November 2017



HOW WE WORK

- **Educating those who matter.** We educate legislators, administration officials and key influencers on cannabis as a medical health treatment option.
- **Supporting policies for change.** We support reforms that remove barriers to full, legal access for veterans.
- **Building awareness.** We raise veterans' awareness on the power of medical cannabis as a safe, responsible and effective choice.
- **Shifting the paradigm.** We work to elevate cannabis, first and foremost, as a health policy issue.

The Result? We pledge an ongoing, tireless commitment to improving veterans' quality of life and changing elevating cannabis as a health policy issue.

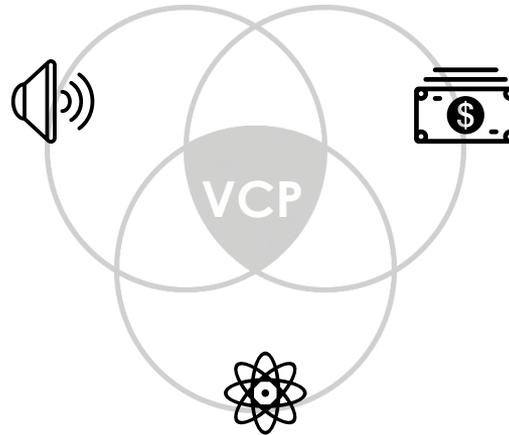


VETERANS CANNABIS PROJECT

VCP develops and operates programs that educate, advocate and change the conversation about medical cannabis.

ADVOCATE

Listening to Veterans' voices and amplifying them through the halls of Congress, the VA and the current administration.



CULTIVATE

Facilitating long-term career paths that are mutually beneficial for both the veteran and the new, emerging cannabis industry.

EDUCATE

Educating the veteran community on medical cannabis as a safe and effective component of a comprehensive health treatment program.

VCP EDUCATES

VCP utilizes “social sharing” to educate veterans on the benefits of medical cannabis as an effective compliment to their treatment options.

STORYTELLING CAMPAIGN (FALL 2018)

- **Welcomes** veterans to share stories and become role models for those on a similar journey
- **Leverages** short, curated video testimonials that highlight moments that matter & inspire
- **Educates** those looking for change on the benefits of medical marijuana
- **Partners** with reputable, targeted distribution channels that amplify our reach



*Sergeant Dakota Meyer
USMC, Medal of Honor
Winner*

"Medical cannabis works...I've seen how quality of life is vastly improved when a veteran struggling with PTSD can use medical cannabis to quiet their mind and sleep. It's time we move away from the old-school mentalities...**I see legalization of medical cannabis as a huge step in fighting the opioid crisis. "**

TASK & PURPOSE

VICTORY MEDIA

Military.com

WE ARE
THE MIGHTY

VETERANS
CANNABIS PROJECT

VCP ADVOCATES

VCP amplifies veterans' voices through the halls of Congress, the VA and the current administration.

Operation Plant the Flag

Fall 2017

The Objective

- To fight for veteran access

The Strategy

- Met with key lawmakers in Washington D.C. to share stories, educate and advocate for legal access to cannabis

The Result

- Lawmakers listened and asked us to return

Operation Legal Access

2018

The Objective

- Build momentum in the fight for veteran access

The Strategy

- Continue to meet with key lawmakers and influencers in Washington D.C.
- Invite more voices to join the fight; a highly curated and trained team of advocates

The Result

- The national conversation continues

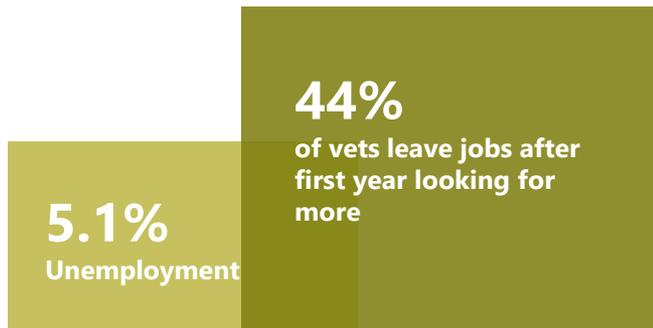


VCP Advocacy Team at the Department of Veterans Affairs, October 2017

VCP CULTIVATES

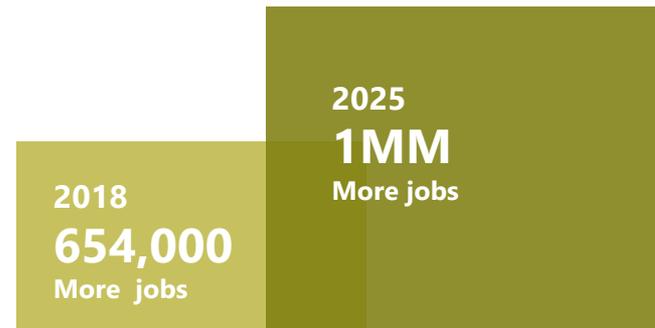
VCP facilitates long-term career paths that are **mutually beneficial** for both the veteran and the emerging cannabis industry.

RISING VETERAN UNDEREMPLOYMENT

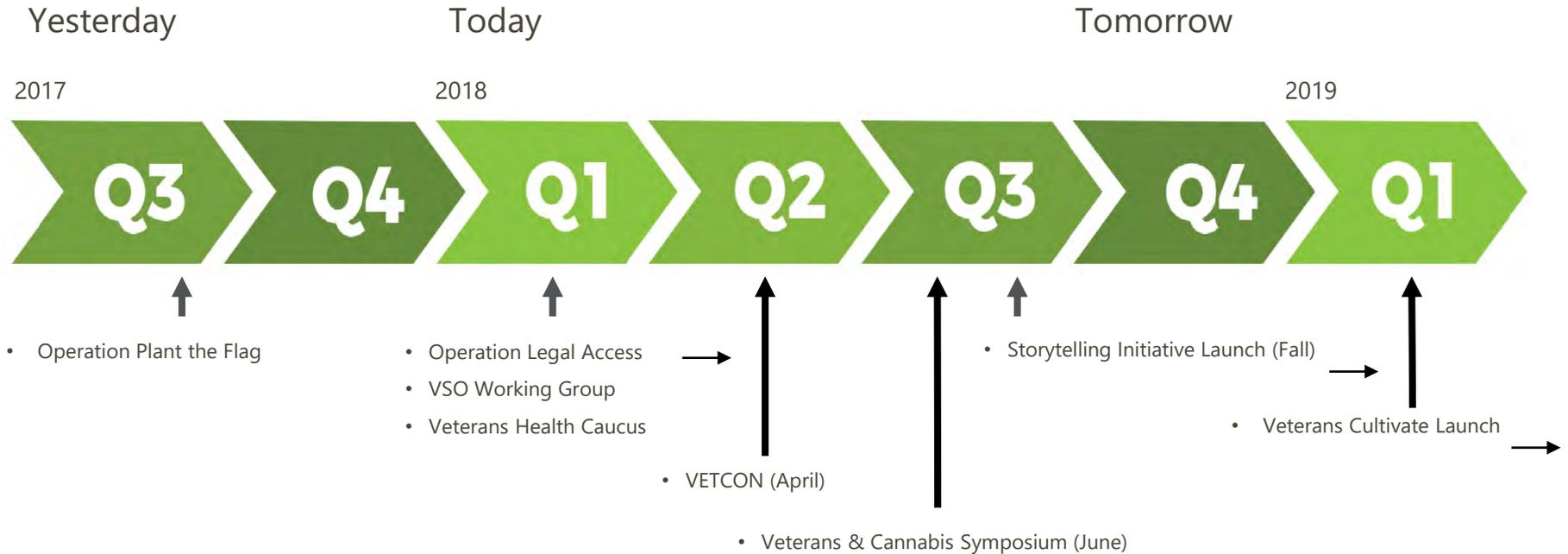


*POST 9-11 VETERANS

WITH FULL LEGALIZATION TODAY



IMPACT TIMELINE



EVERYONE IS TALKING ABOUT VCP

MilitaryTimes

In Medical Marijuana Debate, More Veterans Head to Capital Hill

A Navy SEAL in a suit is the perfect person to convince lawmakers that marijuana isn't crazy. (Etten) is part of a growing coalition of veteran groups trying to jump start the issue on Capitol Hill...reception, especially among Republican lawmakers, has been positive.

 **The New York Times**

Veterans Groups Push for Medical Marijuana to Treat PTSD

Veterans groups draw a straight line from obstacles to medical marijuana research to the doorstep of Mr. Sessions. 'He is putting politics, antiquated policies and his own personal opinion ahead of the health needs of veterans in this country,' said Etten.

The Washington Post

VA Says it Won't Study Medical Marijuana's Effect on Veterans

"What America's veterans need prioritized right now is for cannabis to be treated as a health policy issue, said Etten, "We're desperate for solutions for the conditions we're dealing with."



MEET THE TEAM



NICK ETTEN

Executive Director
Veterans Cannabis Project

- Former Navy SEAL
- 25 years of operations, private equity and non-profit experience
- US Naval Academy
- MBA Northwestern University



GEORGE HODGIN

Veterans Advisory Board

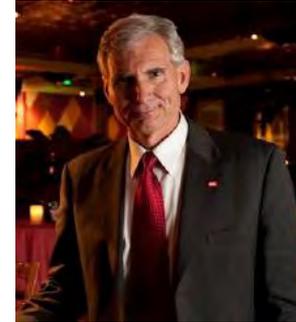
- CEO, BP Research Company,
- Working toward a federal research cultivation license
- UNC Chapel Hill (BA)
- Stanford GSB (MBA)
- Navy SEAL officer
- Decorated OIF/OEF Veteran



MARGO ELLIS

Veterans Advisory Board

- EELA Solutions
- 10-year USMC
- Georgetown University (BS), Arizona State University (MA)
- Department of VA US Senate Liaison
- Student Veterans of America



MAJOR GENERAL DAVID J. SCOTT

Veterans Advisory Board

- USAF (Retired)
- Deputy Director , Center for Special Operations, U.S. Special Operations Command, MacDill Air Force Base
- Deputy Commanding General, Joint Special Operations Command, Fort Bragg
- Served in Germany, UK, Panama, Afghanistan and Iraq
- US Air Force Academy



RYAN MILLER

Veterans Advisory Board

- CEO, Field,
- US Military Academy
- Harvard Business School (MBA)
- Harvard Kennedy School (MS)
- Army Infantry Officer
- Decorated OIF/OEF Veteran
- Purple Heart recipient

WHY US, WHY NOW

- **Veterans matter.** Veterans are in the middle of a health crisis and cannabis is a *transformational solution*.
- **Right voice, right message, right audience.** We need federal-level changes to cannabis policy and veterans' health is a bi-partisan issue.
- **Lawmakers are looking to veterans for leadership.**
VCP is the voice for change that congress needs and wants.

The Result? A changing battlefield demands an evolution in approach- the VCP methodology.



APPENDIX



Veteran Stories

VETERANS SPEAK

Name: Tyler D*****

Service Branch: US Army

Years Active: 5

US Congressman: Rep. Pete Sessions

Please tell us your story: I am a retired 1st LT, US Army. I have stopped all meds for PTSD and chronic pain with my utilization of the cannabis plant. *The VA, at one point, prescribed me 12 different pharmaceuticals. I currently live in Texas, where the benefits of deregulation is not yet fully realized.*

I would like to donate my time to the deregulation of cannabis, in all forms, federally and ensure all 50 states in this union support veterans like me, by establishing proper medical cannabis care through the Department of Veterans Affairs.



VETERANS SPEAK

Name: Jeremy A*****

Service Branch: Army National Guard

Years Active: 12

US Congressman: Rep. James Langevin

Please tell us your story: 12 years in the Army, 6 of them as an officer, 2 combat tours (Iraq and Afghanistan), Ranger School grad, Bronze Star, etc.

Why Cannabis? At one time, I was under the age of 30 and on nine daily prescriptions, all prescribed by Army and VA doctors. Pills didn't work. They worsened my symptoms, both physically and mentally. Cannabis has changed my life. I'm ready to share my whole story with whom ever will listen.



VETERANS SPEAK

Name: Dallas R*****

Service Branch: US Navy

Years Active: 4

US Congressman: Tom Cole

Please tell us your story: I choose to support the Medical Marijuana Access for Veterans because I have seen first hand how so many young men and women of the armed forces have benefited from the use of medical marijuana to help symptoms of PTSD, anxiety, depression, chronic pain and many other illnesses and injury's related to their military service.

I myself can not get the medication I need as a veteran with a federal job. *I have make a choice everyday to either keep my federal job and benefits to provide for my family and take a mouth full of toxic pills or break the law and and use marijuana to help my medical symptoms and lose my job.*



VETERANS SPEAK

Name: David A****

Service Branch: US Army

Years Active: 2010-2016

US Congressman: Rep. Robert Aderholt

Please tell us your story: I have been a 100% disabled Veteran living in Alabama and have struggled with PTSD. So I have longed for the legalization of cannabis however, I fear my state will refuse to do so. I have discussed cannabis with the providers at my local clinic, and have gotten mixed reactions.

I have always been straightforward, honest, and vocal on my advocacy concerning cannabis. Anything I can do to help, I will do so gladly. I have seriously thought of moving to a cannabis approved state.



VETERANS SPEAK

Name: Joseph G*****

Service Branch: US Army

Years Active: 12

US Congressman: Unknown

Please tell us your story: I'm a 40 year old disabled combat veteran.

I served two overseas combat tours honorably, and was awarded the Bronze Star. I live alone with my dog, Noodle here in northeastern Pennsylvania where I suffer with (Chronic Severe) PTSD. For years and years I've tried with minimal success to utilize the medications the VA has prescribed to me. Some potentially addictive with long term dangers. Most with nasty side effects.

Thankfully Pennsylvania has allowed me to participate in their medical marijuana program. So far, the results have been GREAT! I have a MUCH more positive attitude towards my daily life using this great medicine.

Unfortunately, as a 100% disabled veteran I'm on a fixed income. So the VA will not help with the cost of this program that has helped me so much. I've tried other ways. But the government will not help me.



VETERANS SPEAK

Name: Joy Craig

Service Branch: USMC

Years Active: 23

US Congressman: Rep. Mark Sanford

Please tell us your story: I didn't want to admit that I was struggling when I retired after 23 years in the US Marine Corps, but I was. It wasn't until both my Navy and VA therapists' (off the record) recommended cannabis that things began to change. *With the assistance of cannabis I was able to process my trauma and work through it. Additionally cannabis makes the chronic pain I endure more bearable.*

My new mission is to help sway public opinion so other veterans, and the public at large, can access this beautiful medicine legally and without stigma. I'm relocating to California this summer to begin career in the industry and advocate for veterans access to cannabis.



VETERANS SPEAK

Name: Rick B*****

Service Branch: US Army

Years Active: 31

US Congressman: Rep. Jon Tester

Please tell us your story: In Special Operations for 31 years. No let up. Much, much trauma, physical and emotional. Difficulty adjusting to civilian life. Lost my family before I realized I have PTSD. After that I became concerned that I would end up in prison. VA counseling helped me deal. Medical MMJ takes the edge off and makes life more enjoyable. Retired Command Sergeant Major, last commander served with was Admiral Bill McRaven. Thanks.

