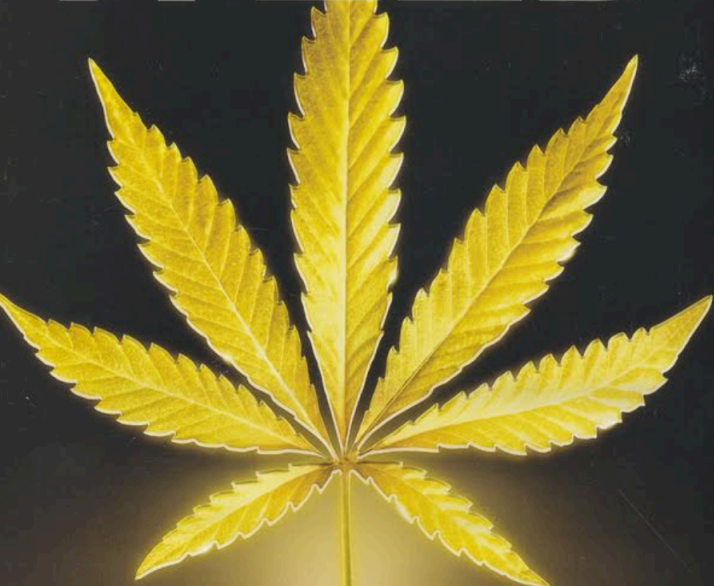


SPECIAL **Newsweek** EDITION

# WEED



AMERICA'S NEW  
CASH CROP?

TOPIX MEDIA SPECIALS



**WEED** BUSINESS

## IS WEED GLASS CEILING PROOF?

Meet the women who are trying to prove that the green rush could help make the very concept obsolete.

**A**LTHOUGH THE TYPICAL face of marijuana in the movies has been male—think of Cheech, Chong, Harold, Kumar, et. al.—the upper echelons of a growing cannabis industry have proven to be noticeably female. According to *Marijuana Business Daily* in 2015, women account for around 36 percent of executives in the cannabis industry, a much greater figure than the 22 percent they fill across all industries according to the Pew Research Center. Here are just a few of the women who are helping blaze a new path to blazing bliss.

### GRETA CARTER

Carter is a prime example of how cannabis smokers have been mislabeled over the years. Though she's been a cannabis user since she was 18, rather than succumbing to any burnout stereotype, Carter has been on the forefront of education and lawmaking regarding cannabis and the cannabis business. She helped found various businesses in the marijuana industry including The HOPE Clinics, the Coalition for Cannabis Standards and Ethics, the Cannabis Training Institute and Life Gardens marijuana farm, which strives to provide high-quality cannabis at affordable prices. In 2015, The G.Car Companies was established to be an umbrella company for Carter's passions and serves as a consultant to marijuana businesses throughout the country.

### ELOISE THEISEN

Theisen is a nurse who specializes in cancer, epilepsy, chronic pain, ALS, dementia, Alzheimers, Parkinsons, PTSD, fibromyalgia and other autoimmune and neurological diseases. She is also an advocate for medical cannabis—having seen firsthand how it can benefit her patients. She served as a board director for the American Cannabis Nurses Association and is the founder of Green Health Consultants, which offers treatment plans that include medical cannabis and cannabis oil alternatives to those in need of care.

### MARY LYNN MATHRE

After earning a master's degree with a thesis focusing on how and whether people disclose cannabis use to health care professionals, Mary Lynn Mathre went on to become one of the most broadly active participants in the burgeoning cannabis business. She is a founding member and past president of the American Cannabis Nurses Association and a founding member of Patients Out of Time, a charity dedicated to educating people about the medical benefits of cannabis. She has also never stopped publishing academic treatises on cannabis, contributing her voice to numerous studies and authoring various papers about the therapeutic benefits of cannabis.



Nurse practitioner  
Eloise Theisen,  
among the first  
wave of registered  
nurses to stake  
a claim in the  
cannabis world.