

# CHA NEWSLETTER

"WE PUT THE PLANT FIRST" 1st edition  
March Q1 2024



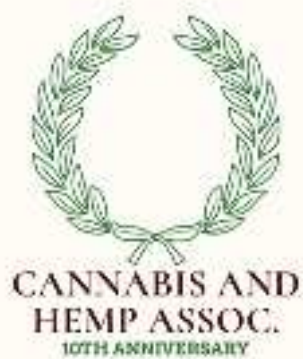
## Our First Member



Black Market Certified is a distributor of "RAKIM" brand delta-9 hemp gummies. Company owner and hip-hop legend "RAKIM"'s brand of product wisely capitalizing off the hemp law. CHA helped BMC to launch the product and introduce it to wholesalers in Orlando, FL.  
[www.blackmarketcertified.com](http://www.blackmarketcertified.com)

## CELEBRATING 10 YEARS!

CHA began as humble as can be, just a group of passionate cannabis advocates and activists who met in the NY Hilton once a week back in 2014 to discuss the industry. We produced close to a 100 events in the past decade, but it was only in 2024 that CHA opened up formally for members to join. Our membership was always considered affiliations up until now.



WHAT CHANGED?  
"Cannabis Syndicates" is the new CHA program that changed the course of CHA forever. The need for companies to collab, multiple companies working toward a common goal. We help companies create markets to serve, we manage the syndicate, it's our strategic partnership concierge service.

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## DEVELOPING BUSINESS IN CANNA

Cannabis is one of the best B2B opportunities in the world. States list newly licensed entities publicly to call up lists to prospect with. Whether grow, manufacturing, or dispensary, finding cannabis companies to sell to is as simple as downloading a list and working it in a sales based system.

Right now about half the states are legal, so go get rich!  
CONTACT US, HAPPY TO HELP!



## "THCA vs. Marijuana" Course



CHA'S FIRST COURSE  
IN 2024 IS COMING  
APRIL 2ND.

CHA's education initiative "Disruptive Discussions" is dropping our first online course on April 2nd "THCA vs. Marijuana" for business professionals. This website takes a look at the role marketing plays in the legality of the hemp derived, controversial cannabinoid. It's time to revisit the hemp vs. marijuana debate and ensure we have a clear understanding. For more information, check out our website [www.cannabiscommandcenter.com](http://www.cannabiscommandcenter.com)

## EVENTS

CHA WILL BE ATTENDING THE FOLLOWING UPCOMING EVENTS - CONTACT US IF YOU'D LIKE TO CHAT AT ONE OF THEM!

**MARCH 14-16** ALTERNATIVE PRODUCT EXPO - MIAMI, FL

**MARCH 22-23** NECANN - BOSTON

**APRIL 16** BENZINGA CONFERENCE - HOLLYWOOD, FL

**APRIL 20 (420)** CANNABASH JACKSONVILLE, FL



## INTRODUCING "CANNABIS SYNDICATES"

CHA Founder Scott Giannotti describes "Cannabis Syndicates" as "Companies working together towards a common goal." Here at CHA we are promoting an inclusive and collaborative environment the likes of which could be considered another industry 1st for CHA.

Why do we need "Cannabis Syndicates"?

1. Operating costs are high.
2. New Customer Acquisition Cost (NCAC) destroy profits.
3. Events have proven to be the #1 to develop business across the board.
4. Become or remain competitive.

For more information on "Cannabis Syndicates" contact CHA [cannabisandhemp@gmail.com](mailto:cannabisandhemp@gmail.com)

