



# PAUL COHEN'S

## *Marijuana Hub*

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### HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

#### MORE ON THE REALITY OF COLORADO

- ▶ In our Newsletter #123 we discussed the recent hour long television program I saw highlighting marijuana in Colorado. We have said in past newsletters that so goes Colorado, so goes the recreational marijuana business.
- ▶ Clearly California's sales are much larger than Colorado's \$700 million. But Colorado is quite different in many ways than California.
- ▶ I did not see one minority on the hour long special in Colorado. Tony Dreibus on MJ Business Media wrote an excellent article on minorities who have not participated in the growth of the cannabis industry.
- ▶ So far, this industry is mostly a good old white boy's club. If you go to any convention, there are very few minorities. Street potheads are mostly white. Dispensaries and grows are the same. The good old boys came up together, long before public companies became a reality. Humboldt County in Northern California is a must for any investor to feel for this industry. There are white boys with white beards. I have spent good boots on the ground time in Humboldt.
- ▶ Dreibus explained that arrest records against minorities have kept African Americans and Latinos away from the industry. Colorado for the most part is a white boy's cowboy state. It is unique, completely different from Washington, Oregon and California.
- ▶ Most people I know believe that California in 2016 will vote in recreational marijuana. I'm not so sure. A positive vote would be a huge momentum boost for the industry, and could very well signal a move to Schedule 2.
- ▶ While an enticing thought, if Hillary Clinton becomes elected President in 2016, she with the anti legalization Attorney General could shut down recreational marijuana in Colorado claiming it as an experiment that did not work. The rationalization would be that Colorado's \$70+ million of state tax revenues is not worth ruining families and the social structure of the American society. It should be interesting.