



In support of HB 2111: Oregon Liquor and Cannabis Commission

Chair Wilde and Members of the House General Government Committee,

My name is Kim Lundin. I'm the Executive Director of the Oregon Cannabis Association.

The Oregon Cannabis Association (OCA), established in 2014, is the oldest and largest cannabis trade association in Oregon. We are a member driven organization, comprised of cultivators, processors, retailers, entrepreneurs, and allied businesses. Our mission is to help one another thrive through networking events, educational resources, and political representation. The OCA includes small business owners, job creators, and taxpayers throughout Oregon who need access to the same vital services other small businesses rely upon, including banking and insurance services and standard tax deductions. As Oregon's cannabis industry continues to grow, we seek clear and sensible regulations that promote health and safety in our communities, excellence in our products and services, and compliance at every level of our industry.

I am writing in support of HB 2111, the OLCC name change bill. Changing the name of OLCC to the Oregon Liquor and Cannabis Commission appropriately reflects the role of cannabis within the agency. We also support the use of "cannabis" rather than "marijuana", and encourage the universal use of the term 'cannabis'. The origins of the use of "marijuana" date back to the Federal Bureau of Narcotics in the 1910-1920 era and the agency's leader, Harry Anslinger. Anslinger created propaganda with racist and false claims about cannabis. He and other prohibitionists chose the Spanish word "marijuana" instead of "cannabis" while alleging among other outrageous falsities that users of the drug were of an "inferior race". We support making this change to the agency's name, not only does it acknowledge Oregon's cannabis industry, it also in line with our values for equity in the industry.

Thank you for hearing my testimony this morning and for your support of HB 2111.

Sincerely,

A handwritten signature in blue ink that reads "Kim Lundin".

Kim Lundin  
Oregon Cannabis Association

**Connect. Learn. Grow.**

[orcannabisassociation.org](http://orcannabisassociation.org) | (503)893-5081 | [info@orcannabisassociation.org](mailto:info@orcannabisassociation.org)