JANET BISHOP: This is Janet Bishop, and we're here in Fort Collins at Morgan Library doing interview number six of our Stories of Amendment 64 Oral History Project. I'm here with Jeanna Hoch who is the young cannapreneur and founder of the CannaMama Clinic. The date is December 16, 2015, and Jeanna, thanks so much for driving all the way up here.

JEANNA HOCH: You're welcome.

JANET BISHOP: And taking-- partaking in our interviews as part of our Stories of Amendment 64 Oral History Collection. I think your interview will be very interesting.

JEANNA HOCH: I hope so.

JANET BISHOP: So I'm interested in chatting with you about your activities as a feminist and businesswoman, especially in the area of medical marijuana.

JEANNA HOCH: Fantastic. I'm very excited to be here. Thank you.

JANET BISHOP: So, Jeanna, as I ask all the narrators for these oral histories, I try to ask a little bit of background information because oftentimes what happens in the past influences where they are today.

JEANNA HOCH: Certainly.

JANET BISHOP: So with that said, could you describe for me your family and your community that you lived in, starting with stating your full name for me and date of birth, if you're willing to, and where you were born.

JEANNA HOCH: My full name is Jeanna Christine Hoch. My maiden name is Grasso, g r a s s o. I was born on January 31, 1982 at Dallas General Hospital. My parents are Barbara-- I'm like, which last name? Sorry. Cochran is her current last name. She went by Pascal when she was married. My father is Lewis Dean Grasso. And I do have one full blooded sibling. His name is Brian Grasso, and he currently lives in San Antonio on family property with my mother. And my dad still lives in Dallas, and I have three step siblings. I don't have the closest relationship with them. My stepsister, her name is Deanna. But there you go.
JANET BISHOP: Thank you.

JEANNA HOCH: That's our family.

JANET BISHOP: And Dallas, I take it, as in Dallas, Texas.

JEANNA HOCH: Dallas, Texas. Yes, I'm sorry.

JANET BISHOP: So you're a native Texan. Could you describe the community you grew up in? Was it in Dallas, or did you move here to Colorado at a young age?

JEANNA HOCH: My family-- my mom and dad split when I was pretty young. I think I was in kindergarten. So we moved to San Antonio, Texas. So I consider that as my starting place. That's where my memories began, and I grew up in a single home. My mom was single, and she was a college student. During my time living in San Antonio, she was working on her master's degree. So I actually did not see her very much, and I feel like I kind of raised myself, raised my little brother. We kind of got put out into the country without a lot of supervision. So we grew up in a small town called Floresville, Texas, which is about 30 miles southwest of San Antonio. Very rural. My family grows peanuts and maize-- or did, at the time that my grandmother was alive, when I was a little girl. They all still own the land, but nobody really farms it anymore. We lease it. But we were very poor, like poor farmers. Most farmers are poor.

JANET BISHOP: Yes, unfortunately so.

JEANNA HOCH: Right. Correct. So anyway, I went to a public school, and I actually was a troubled youth. So I got into a lot of trouble. By eighth grade I was being moved into an alternative school system rather than-- for the troubled youth, so that we quit disrupting the rest of the classes. I moved up here at 14. My mom sent me here kind of to save my life, in a way. If you ask her today, she will definitely tell you that. So--

JANET BISHOP: And were you sent here-- was there family here in Colorado? Or--

JEANNA HOCH: My grandmother, my paternal grandmother, lives here still to this day. She just had a birthday. She's 76 years old, and she did her duty, raised me through high school. It was difficult times, but it would have been worse if I had stayed in San Antonio. So, yes. So-- to get back on track to relevancy to 64, in high school is actually where I started my advocacy, but in San Antonio is where I started using cannabis.

JANET BISHOP: So-- and you've come to the next question of describing the community you grew up in. So, what you're saying is, as a teenager in San Antonio, before you came to Colorado--

JEANNA HOCH: Well, I was-- so, in San Antonio, the years that I was getting into trouble actually were a little bit younger than teenage years. I was a troubled adolescent, like, 11, 10, 11, 12, 13. At 14 I was up here, still getting into trouble. I had a 10 day suspension my first semester here in Colorado. So I was bringing old habits with me. But it was a culture shock. So if you
want to talk about community, I went from a rural, small town, less than 10,000 people, and I moved here to Green Mountain High School, which is in Lakewood, Colorado and it's a suburban, very white— I moved from 82, 85% Hispanic neighborhood— gangs and [INAUDIBLE] poor, all of that stuff, to white suburbia. It was like 98% white, and it was a huge culture shock for me, even though I do have white cultural background myself, I did not know it at the time. I considered myself very Hispanic, and so it was a huge culture shock for me, coming up to Colorado. But it was cool because I went to an all-white school and I got to bring some of the culture that I left with me. I started the diversity club in my high school, that from what I last heard, is still a club at that high school, which I'm proud of. You know?

JANET BISHOP: Which is fabulous.

JEANNA HOCH: Like yeah.

JANET BISHOP: And so, you say culture shock. How were you accepted by your peers up here?

JEANNA HOCH: It took a couple years.

JANET BISHOP: Mm-hmm.

JEANNA HOCH: There was some fighting, and— you know, I had to climb my way up to get known. I was the new girl, so yeah. I got called shit kicker and wexican, and—

JANET BISHOP: Really?

JEANNA HOCH: Oh yeah. Oh yeah. It was not a good time in my life. It was a very hard adjustment period in my life. But, you know, it's funny because I did meet the people that I still have some of these friends today. And a lot of them was through cannabis community. I was a stoner kid. And so I found the stoner community here in Colorado, which was strong, and it was very different than in Texas. I mean, right away.

JANET BISHOP: So what is your comparison-- to be a realist, we do know that teenagers, young people, do use cannabis.

JEANNA HOCH: Sure.

JANET BISHOP: In various parts of the country. You said you started using cannabis at an early age.

JEANNA HOCH: Right, I was like 12 or 13 years old.

JANET BISHOP: And was this introduction by your peers?

JEANNA HOCH: Mm-hmm. Same age, too. Not like older kids or adults or anything like that. Very innocent. It was a summer party. I mean, there was a trampoline there. You know, when you kind of look at the juxtaposition of using drugs and yet we were very much children still.
JANET BISHOP: And was this-- was this use pretty typical in your-- without delving too much into perhaps sensitive areas-- was this--

JEANNA HOCH: Not until actually I came to Colorado. I would say, once I was introduced to cannabis, I knew right away that it was something I enjoyed. I never stopped using it from the time I was introduced in Texas, and it was probably part of how I ended up coming here. But-- it's hard to explain, but I can say that the culture was completely different. The kids I was hanging out with in Texas using cannabis-- we were getting in trouble, other stuff. I mean, I was that young. I was like smoking cigarettes, stealing, ditching school, all of this stuff. And then when I was-- the crowd that I was using cannabis with in Colorado--

JANET BISHOP: In suburban Colorado.

JEANNA HOCH: Correct. I mean, I was making straight A's, going to school, you know, I graduated at the top of my class. Like, completely different.

JANET BISHOP: So it was not, for you, it was not an issue of using cannabis or not that impacted your life as a student, say.

JEANNA HOCH: No, not at all. I cannot say that at all. I was a good student all the way through college, and I've never stopped using, so-- I'm trying to think. Actually, I did stop using for like-- I had a boyfriend that didn't like me to use, so I stopped for a year when I was 15, but I was still a huge supporter. [LAUGHING] I just didn't actually consume myself. But no, I don't feel like as a teenager that consumed it affected me. And my grandmother knew. So I was the 16-year-old teenager having the talk with my grandmother about why cannabis was going to be legalized, and why it was OK, and how it was a positive.

JANET BISHOP: You were telling your grandmother this, or she was telling you this?

JEANNA HOCH: I was telling my grandmother. Yeah, we had long talks when I got busted using cannabis again. Because, when I came up here, it was to change my life, and a new road, so she was under the impression that I quit using. And then I didn't tell her, like a normal 16-year-old kid. You know, I was like 15 or 16 whatever. It was a short time that I stopped. So maybe like a year and a half, so I was about 16 when I started again. And when she busted me, it was a big fight. But the fight turned into a discussion. You know, how you hope your times with your teenagers go. I have a 10 and a half year old myself, and I know I have some hard times ahead.

But we did the sit down at the table thing, and I told her I wasn't going to stop. I was like, you know-- I've used, I haven't used. My grades are good. I've been using for quite a while and you didn't know. You know, and I was like, it hasn't affected me. And I was like, I'm not going to. And she was really concerned with me driving, because I just got my license. And I told her that I would give my car back. That I was choosing cannabis and walking to school over a car. So that was pretty serious for your 16-year-old to be like, this is an important part of my life. But I knew then that it helped me mentally. I have a long history of mental health issues. And so-- I started counseling when I was like 11 years old. I was one of the kids in, I think it was sixth or
seventh grade, that they had a special program and they pulled at-risk students out of class. And for a certain amount of time every week--

JANET BISHOP: And you met with a counselor.

JEANNA HOCH: Mm-hmm. So for me to come up here, and to turn my life around, and start doing well, and to say I'm still using cannabis, was huge. So it was one of the things, I think, for my grandmother to first realize that, like, oh, OK, maybe this drug isn't as bad as all the other stuff. Because I don't know, if you can go look back at the history, or whatever, but at that time meth was really bad in our school.

JANET BISHOP: And to place it in a historic context, what year-- were you 16?

JEANNA HOCH: Yes, sorry. So I was in high school from 1996, and I graduated in 2000.

JANET BISHOP: OK. So this--

JEANNA HOCH: Freshman-- four years. I did not have any extra time. I actually could have graduated early, but I liked school. So now that I look back at it, I'm like, oh I should've gone to college a year earlier. But I stayed my senior year and played a lot.

JANET BISHOP: And so, your talk with your grandma was around 1999?

JEANNA HOCH: Oh, let's see, it had to have been '98-ish.

JANET BISHOP: 1998?

JEANNA HOCH: Yeah, '99 would have been-- I would have been a junior. I got my car the end of my sophomore-- so yeah. It would've been like the beginning of my junior year, end of my sophomore year.

JANET BISHOP: And you saw already-- you were following the legislation well enough to know that--

JEANNA HOCH: Oh, yes.

JANET BISHOP: Medical marijuana was going to become legal, and--

JEANNA HOCH: It was right around the corner. It was right around the corner. I can remember- - and I'm trying to remember what year it was, but I know I was a high school student. But we would stand on the corner of Kipling and Alameda, right there by like the Federal Center and everything. And we had our signs. Honk for-- you know, and it wasn't Amendment 64.

JANET BISHOP: Was it 44?

JEANNA HOCH: I think it was 44 then.
JANET BISHOP: Or--

JEANNA HOCH: I mean, that's like going back so far. I think that was 44. So that was just for the medical--

JANET BISHOP: Right. So we're-- it will correct in the--

JEANNA HOCH: Right. Yes. Please do. I'm like, I am not a historian.

JANET BISHOP: So you-- we'll annotate.

JEANNA HOCH: Yeah, I was a child and I was just involved. I was excited about it. We went to 4-20 rallies. You know, this was what we did.

JANET BISHOP: And this was for medical marijuana?

JEANNA HOCH: Mm-hmm. Well, I was about all legalization, as always, but, yeah. At the time it was for medical marijuana.

JANET BISHOP: So, just another question. One or two questions about childhood and being an adolescent. Who were your role models? We're your role models then outside of your community? Who did you admire? Who did you look up to?

JEANNA HOCH: That's actually a really interesting question. I was a very confused adolescent. I don't think I had proper role models at that time in my life. To be quite honest, I looked up to peers. I didn't have a lot of admirable people to look up to. I didn't really look up to my mom, even though she was doing wonderful things. Now that I look back at it, she was sacrificing, going through college, all of these things that I think strong women do. I had no appreciation for it at that time in my life. I can't even think of like pop culture someone that I looked up to, other than like rap stars. Like I loved Bone Thugs and Harmony and Tupac and, you know, anybody that was against the grain and getting into trouble and things like that. Yeah, that was who I was looking to as a role model. So I don't have a really proud answer for that, you know. But that's the truth. I did a lot of community work, so I guess-- I guess in books and things that I read, I've always, always, always-- and I just feel like this sounds so cliché and absolutely ridiculous, but I've always been fond of Martin Luther King, John F. Kennedy. I have a political science degree. I've always been a political nerd. Anybody that was making moves, I was like, oh they're so cool. But completely out of my range of beliefs of anything that I could do in my life. So, kind of weird.

JANET BISHOP: So, this may also be--

JEANNA HOCH: I've always looked up to my grandmother, though. I was looking at-- I'm sorry, the next question says who are your mentors?

JANET BISHOP: Mentors, yes.
JEANNA HOCH: I always thought my grandma was an awesome, strong woman. So even going against her on the cannabis thing was a huge deal. She was, and still is, a rock of our family.

JANET BISHOP: And what's your grandma's-- grandmother's name?

JEANNA HOCH: Oh, I'm sorry. Her name is Rayna Nelson Lamont, and she's an east coast native. She was born and raised on Staten Island.

JANET BISHOP: A New Yorker.

JEANNA HOCH: Yeah. Yeah, she has a very colorful history herself.

JANET BISHOP: So, you talked a bit about-- elementary school was back in Texas, and you've talked a bit about high school education, or your high school education. The next question may not be easy to answer because it sounds like your mother was really the presence in your life, I'm assuming, and your father maybe not so much. There is a question about what-- was there any difference between your father and your mother in terms of encouraging you to pursue your dreams or career. I'm guessing that it may be your grandmother--

JEANNA HOCH: It was my mother-- or excuse me, my grandmother. Yes. I didn't have that encouragement from either of my parents-- still kind of lack it to this day. My mom is not happy with the choice that I made to become an entrepreneur. Not so much even that it's cannabis. She's just like, why didn't you work your way up in a company? You could have done it a lot easier, made more money, less work.

JANET BISHOP: Although they call cannabis the new--

JEANNA HOCH: Green rush.

JANET BISHOP: Green rush. But--

JEANNA HOCH: I tried-- I tried to convince her of the same thing, but my sister owns Rockin' Green Soap. So she is a multimillionaire off of a very strange dream, and she's currently selling it, and that's-- and she's worried that I'll follow that pattern.

JANET BISHOP: To clarify, your sister is selling Rockin' Green--

JEANNA HOCH: She owns Rockin' Green Soap. This is my stepsister.

JANET BISHOP: It's a soap with cannabis in it?

JEANNA HOCH: No, but it's kind of along the same lines. I consider myself a crunchy mom.

JANET BISHOP: And, if you want to explain. And then we'll get back to--
JEANNA HOCH: We'll get back, yes. But it actually does go together. So my tagline for my company is "nurturing natural", and crunchy moms is kind of our niche. And it's women that believe in a natural way of living, breastfeeding, cloth-diapering, baby-wearing, co-sleeping. Like, all the things that aren't exactly mainstream or necessarily even recommended by pediatricians. So, yeah, she—Rockin' Green Soap is a diaper cleaner, a cloth diaper cleaner, and it's an amazing cloth diaper cleaner, apparently. And she went from-- I mean, I wouldn't say rags. She's always had a little money. But she went to riches. Her company did very, very well very, very quickly. And so, yeah, my mom has fear that I will get burned out like my stepsister has. So-- but I love what I do. That's the one thing. I know-- Kimberly is my stepsister's name-- I know she did at the time, according to family, love what she did, but I don't see the passion of the movement behind that. That's where, like, I haven't lost that passion in 20 years. So yeah. I can't imagine now that I've actually invested time and money into a very legal business. Because that's what happened, we had a dispensary. It wasn't exactly the most legal side. So when the regulations came--

JANET BISHOP: And we'll talk about that too.

JEANNA HOCH: I will let us go back that way.

JANET BISHOP: So circling back--

JEANNA HOCH: So, yeah, I don't have a lot of encouragement. But that was the answer to the question.

JANET BISHOP: And-- books. You talked about, and many people look up to rap stars.

JEANNA HOCH: I know, but it's embarrassing.

JANET BISHOP: There is poetry in rap.

JEANNA HOCH: My all-time favorite book from that time period in my life, though, is "A Prayer for Owen Meany" by John Irving. It's still one of my favorite books.

JANET BISHOP: And that was a formative book that influenced you?

JEANNA HOCH: Yeah, there's been a couple times in my life-- I remember specifically in my late 20s that I had to go back to that book-- I just-- it helped me. I don't know, you just get that literature sometimes that sticks with you.

[PHONE RINGING]

And I'm so sorry. I thought I turned it off.

JANET BISHOP: And this is a Jeanna's cell phone.

JEANNA HOCH: I apologize.
JANET BISHOP: So-- so-- you're going through high school and you're doing quite well. Anything-- how did you pick the college you went to, and where did you go to college?

JEANNA HOCH: I actually stayed local. I got accepted to ASU.

JANET BISHOP: Arizona State?

JEANNA HOCH: Yeah. I chose that school to party, though. I'll be quite honest. And I think it was the best decision to not go to that school and to stay here. I decided to instead go to Red Rocks. And I took a year off after high school. And I did want to note one thing, because I feel like it was pretty formative as well. I was, besides being president of diversity club, I also was the ads manager for like two years-- I was three years on The Rampage. And The Rampage was one of the best high school newspapers at that time. We had a spot in a college textbook on how to do it.

JANET BISHOP: How to do a student newspaper.

JEANNA HOCH: Mm-hmm. So I felt really honored to even be a part of that team of students. And at the time it was Mr. Jim Starkey, and he was an amazing teacher. Totally. Him and his wife, Catherine Starkey, amazing teachers.

JANET BISHOP: And so were you editor, or a writer?

JEANNA HOCH: I wasn't a writer. I was an ads editor, which basically meant I went and got the money. I helped keep the-- keep the paper going. I would go to companies-- you know, local companies, whether it be a coffee shop or a taekwondo studio, or something, and just talk to the owner or manager there. Tell them what The Rampage was about, and convince them to take out an ad in our paper.

JANET BISHOP: So your entrepreneurial business leanings were even present then?

JEANNA HOCH: Oddly enough, those skills are coming back into use. I'm currently-- I wouldn't say working-- I am working, but I'm not being paid for what I do-- whatever-- for Cannabis Business network. Excuse me, for Cannabis Network Radio. I said that completely messed up. Cannabis Network Radio on Sirius XM. So it's an online, kind of podcast theme, but we're trying to gain enough followers and enough shows in order to get on satellite. So it will be exciting. If we can do that we'll have 4-20 satellite TV, or satellite radio.

JANET BISHOP: And so broadcast to--

JEANNA HOCH: Everywhere.

JANET BISHOP: All over the country, or--
JEANNA HOCH: World. Yeah. So, I mean, those are big dreams. I'm excited about it. We have a lot more people to get. I think they said they have to have 50 hours of programming a week. My show's only two hours, so, doing what I can.

JANET BISHOP: And to pursue the digression, the Cannabis Radio Network would be a 24/7 cannabis focused--?

JEANNA HOCH: Well, it is 24/7 cannabis focused.

JANET BISHOP: So it is now.

JEANNA HOCH: Mm-hmm.

JANET BISHOP: But it's not broadcast in--

JEANNA HOCH: It's not. So you can listen live on www.cannabisnetworkradio.com, or you can go and download from SoundCloud. And so there's multiple-- like Citizen J has-- I think he has two or three shows. And I know that they just picked up another, a couple, it's a guy and a girl, and they talk about-- I believe what they talk about is dabbing and reviews. I talk about what I do, so we talk about mom issues, baby-wearing, cloth diapers, all this. But cannabis too. So we're trying-- every station can't-- or every show can't just be-- it will be the same on every hour. So they're trying to, I guess, show the full spectrum of cannabis consumers, which is really important, because I think we're in a part of legalization right now that is breaking the stigma. That's what everybody that has any history or any experience in this industry were focused on. Really trying to break the stigma of just that, only-- and I feel horrible saying this because I don't care who uses cannabis. I think people that need to use it should use it. But when the yellow journalism was extremely effective, and when people are still buying that the only people that use cannabis are low income, people of color, crime ridden areas, that's the stigma we're trying to break, and show that they can use it. That's fine. But so many people, and anybody that finds it effective for them, beneficially for their health, should use it. And that we're trying really hard to just delete the yellow journalism that is so ingrained in our culture.

JANET BISHOP: Are most of the-- are your colleagues on Cannabis Network-- on the Cannabis Network-- now I'm mangling the name.

JEANNA HOCH: I know. It's because I messed it up, too. I'm sorry.

JANET BISHOP: Are they from Colorado or is this a national--

JEANNA HOCH: So, interestingly, my co-host lives in Alaska, and we get her on satellite every week. So Tuesday 11 to 1 is when my show is, and I call her on the phone, and they have a wire that just hooks up to my phone, and it sounds like she's in the studio with me. Everybody else, though, from my knowledge, is Coloradoan.

JANET BISHOP: Interesting. And Alaska, of course, has legalized recreational marijuana.
JEANNA HOCH: But, their-- their system is still broken. Completely broken, in my opinion. They don't have-- well, they're still in the regulation process. And that has a long way to go. I would say a good year.

JANET BISHOP: So circling back, you said you went to Red Rocks?

JEANNA HOCH: Yes, I went to Red Rocks.

JANET BISHOP: So is that a community college in suburban Denver?

JEANNA HOCH: It is right by my high school, so I believe that's considered Lakewood. I believe so.

JANET BISHOP: OK. And just for the historic record, what were the years? When did you enter college? What year, again?


JANET BISHOP: OK.

JEANNA HOCH: And then I took a year off, and I went-- no that couldn't have been right, actually. I'm sorry. I'm trying to think. It's been so long. I know I took a year off between high school and college, though, but maybe it was just a semester. My son was born in 2005, and those years don't add up. I was halfway through my degree when my son was born.

JANET BISHOP: And you can send-- we can annotate afterwards.

JEANNA HOCH: OK. I was like, I can send all my documents to edify myself.

JANET BISHOP: So-- Actually, was this a two year-- this might clarify-- this was a two year community college?

JEANNA HOCH: Correct. So I got my associates degree, but the way the Colorado program worked at that time is, you could transfer to a four-year. I don't know if it still does that, but it was an awesome, awesome program because it transferred full credits right to CU Denver.

JANET BISHOP: OK, so from Red Rocks you went to CU Denver.

JEANNA HOCH: Mm-hmm, correct.

JANET BISHOP: So how did you pick your major? And what was it?

JEANNA HOCH: So I actually ended up getting a bachelor's degree in political science, against everybody's, and my own, better judgment. I just loved it. Like I said before, I'm a political geek. That's one thing I've always, always followed. I loved Bill Clinton, you know. I can't-- now I
look back and I'm just like, I slap myself in the head, but that's OK. I adored him, and followed politics all the way up through recently. I've kind of set it aside the last year or two, to be quite honest. I've given up a little bit. I've become a little bit apathetic, which makes me quite sad, because I've written papers about people not becoming apathetic. But yes, I was told, influenced, pushed in the direction of marketing, but I chose to stick with political science.

JANET BISHOP: And marketing because your family and others felt it would be more lucrative-

JEANNA HOCH: Correct.

JANET BISHOP: Career-wise.

JEANNA HOCH: And with my history with the paper, and what I do, it would have been a good career choice for me as well. It's right up my alley. But I'm stubborn. I loved the political science aspect of it, and for a while I think in my undergraduate years, I really thought long and hard about being a lawyer. It is something I can remember dreaming about when I was really little, like before I moved to San Antonio. Like four or five years old. Of course, those dreams go away, and then they come back, and as an undergraduate, I was like, political science, lawyer, law degree. I like Con law. I took two semesters of Con law as an upper grad.

JANET BISHOP: Con law?

JEANNA HOCH: Constitutional law.

JANET BISHOP: Oh, OK.

JEANNA HOCH: Yeah, I adored that, too. But I was discouraged by a couple of lawyers from actually getting my law degree.

JANET BISHOP: And why was that?

JEANNA HOCH: I don't know. He's still my lawyer to this day. I guess I could ask him. He just never-- too much-- too many hours, too much work, not enough benefit, I guess. He's like, you'll end up old and grumpy like me. This is when I was 19, I can remember him saying that to me.

JANET BISHOP: And-- and one is impressionable at 19.

JEANNA HOCH: Right? Yes. Yes. And you know, it is a lot of work. It is. I give a lot of credit to the people that put in that school, education time. Because I did get pregnant my junior year of college.

JANET BISHOP: So this was at DU--

JEANNA HOCH: CU.
JANET BISHOP: CU Denver.

JEANNA HOCH: Yes. It put a huge wrench in my plans. Which was weird because it was semi purposeful. Again, I was so young and immature and had no real understanding of life.

JANET BISHOP: And how old were you when you had your first--

JEANNA HOCH: I was 23 when I had my son. But I was an immature 23 year old. I really was. I don't feel like I grew up until I hit about 30. I'm 34 now. I'm feeling a lot better. [LAUGHING]

JANET BISHOP: All grown. Yes.

JEANNA HOCH: I still have a lot of growing to do, but I'm much more accepting of it. It's not so painful as it has been in the past.

JANET BISHOP: So you talked a bit about, just now, about thinking about being a lawyer or not, and going into political science because of your love of politics, fascination with then President Clinton.

JEANNA HOCH: Yeah, it was a long time ago.

JANET BISHOP: And-- so--

JEANNA HOCH: And my hatred for Bush. I'll say that, too. Because by the time I was going to college, he was already gone. Actually, his-- I didn't-- I didn't have an affair with that woman speech, I believe was my senior year of high school. And that's like right when Afghanistan-- or, I don't remember if that was when the first missiles started going off, but I remember September 11 happened two years later, when I was still getting my undergraduate degree.

JANET BISHOP: And that--

JEANNA HOCH: Super influential.

JANET BISHOP: As it did everyone all over the world. I think everybody knows where they were.

JEANNA HOCH: You can see my mental state of mind at 19, 20 years old.

JANET BISHOP: Heady times.

JEANNA HOCH: Yes, Yes.

JANET BISHOP: So, when did your-- and I guess I have to ask, you had a child when you were still in college. Did you go directly-- was there any transitional point between going into the medical marijuana business after college? Or-- and if so, how did your career path go after graduation?
JEANNA HOCH: OK, so this is the kind of long and weird loopity loop story.

JANET BISHOP: OK. So you graduated in what year.

JEANNA HOCH: I actually didn't graduate until 2011, which was after we did the dispensary.

JANET BISHOP: OK, so you're a junior in college at CU Denver. And this is what year?

JEANNA HOCH: That would have been 2003 or 4.

JANET BISHOP: OK, and you have your son.

JEANNA HOCH: I had my son in 2005, so I had to go back for my senior year. I didn't have many credits left to finish.

JANET BISHOP: But you exited-- you took time off before you finished.

JEANNA HOCH: Yeah. Actually, I flunked out of my semester when I had him. I had great grades all the way up. Had him. Got the permission to come back and take my finals, and never did. I just-- at that time, I had a really difficult pregnancy, which is part of my story with using cannabis during that pregnancy. I have a history of miscarriages. My son, at that time when I got pregnant with him, I didn't think I could get pregnant, which was-- I was kind of careless. I wanted him, but I had so many miscarriages, that I was like, it's not going to happen. I don't have to worry about birth control. And then I get pregnant and it sticks.

JANET BISHOP: And this is not asking in any way to sound like a puritan. It's just to establish for the record.

JEANNA HOCH: Sure.

JANET BISHOP: Were you-- did you have a partner? Were you married?

JEANNA HOCH: I was with my high school sweetheart. So my high school sweetheart-- and he's on the business records and stuff like that-- is John Stone. His full name is Jonathan David Stone. He is currently in prison. But at the time, we were high school sweethearts. I'd known him since I was 17 years old. And he always sold drugs. For the whole time I've ever known him. And when we got out of high school, it only just escalated. You need more money to survive, you sell more drugs.

JANET BISHOP: And I'm assuming this is on the public record.

JEANNA HOCH: My house was raided in 2004 by Jefferson County. West Metro Drug Task Force.

JANET BISHOP: Ever mindful of the legality for this, even though you signed a deed of interview.
JEANNA HOCH: Yes, no. I appreciate that. But I have actually talked about this at length. All of this is kind of part of what got me to where I am. We went through a lot. We went through a lot of the illegal side of the cannabis industry before everything happened. So, I mean, we had grow houses before legal grow houses were around. I had warehouses, and the legal grows that they have now? We're the ones that started those kinds of things. My ex-- I say we. I was around. I watched. I had no interest in the growing aspect. He, I would consider to this day, an expert grower. The stuff that they learn-- they went from, you know, basic to systems.

JANET BISHOP: Well, in a way to maybe sugar coat it, it's a little bit like the Showtime-- I believe it was on Showtime-- the show "Weeds".

JEANNA HOCH: And you know what funny? I've never seen that show. I've never seen it, but--

JANET BISHOP: It roman-- in a way, it romanticizes--

JEANNA HOCH: And in a way, we romanticized it. I lived in a fantasy. I was 19, 20, 21, 22, with way more money than any kid that age should have. I bought my first home when I was 20 years old. We paid cash for an Audi at one point. So--

JANET BISHOP: And by-- I don't think I want to wade too much into this, but by drugs you are referring to illegal grow houses of marijuana, or--

JEANNA HOCH: Correct. So when I was in high school, and up until about 18, 19, other drugs were involved. But after a while, as he started learning how to grow and stuff like that, we didn't need to do anything else but cannabis. He was at one time receiving 100 pounds a week from the upper northwest coast. So shipping down from Canada, through the States and coming down to Colorado, and we'd get it. We'd disburse it all through the Western Slope. So, yeah, that was-- it was completely illegal, well known. Cops did find out. Like I said, I was raided in November of 2004.

JANET BISHOP: And this was when you were-- going backwards to--

JEANNA HOCH: Student.

JANET BISHOP: CU Denver.

JEANNA HOCH: Correct.

JANET BISHOP: You were still a student.

JEANNA HOCH: I was still a student. Yes I was. I was still a student, and I almost want to say, and I have to actually look at the dates, but I believe I was an intern at the State Capitol at that time, too.

JANET BISHOP: So you had an internship. And who were you interning for?
JEANNA HOCH: At that time, I was interning for State Representative Nancy Todd.

JANET BISHOP: OK.

JEANNA HOCH: I've also interned for state representative Daniel Kagan and Andy Kerr as well. I did two internships with Andy Kerr, though. One as a volunteer.

JANET BISHOP: And so, did you feel at all that you were leading-- I mean--

JEANNA HOCH: Yes.

JANET BISHOP: I feel like I'm Barbara Walters now, and this is not investigative journalism.

JEANNA HOCH: It's OK.

JANET BISHOP: It's oral history. But did you feel like you were leading some sort of double life?

JEANNA HOCH: Absolutely. Yeah. Absolutely. I knew what we were doing. But we were also-- I mean, I was and always have been very adamant about screw laws that are unjust. We knew we could get in a lot of trouble. I think being so young, we didn't really understand the magnitude of what we were doing until we got busted.

JANET BISHOP: And so you had your son, and your house was raided--

JEANNA HOCH: In 2004. So I was actually pregnant. I had him in April of 2005, and this was November of 2004 when we were raided.

JANET BISHOP: And so what happened? Did lose your--

JEANNA HOCH: No, we didn't. They caught-- they-- so, being pregnant, I was begging my ex to get out of the business. We had a lot of money. We had cash, vacuum sealed and safe. There was no need to continue in the lifestyle that we were leading. He was a licensed state Colorado insurance salesman, and not like car insurance. He sold long term home and health, and they made a lot of money. So he had a really good job. I was almost done with college. We had a ton of money. I was like, please-- we owned a house. Owned the cars. Let's do this. You know.

JANET BISHOP: Let's quit.

JEANNA HOCH: Quit. He had 10 pounds left of a 100 pound delivery, and told me that was going to be the last one that he got rid of. That day, the person that he went to go and deliver the 10 pounds to was selling to an informant, and they were busted in the Walmart parking lot off of Wadsworth. That one off Wadsworth and Sixth, I believe, is the one that he was-- it was a big scene. It was a huge scene. It was on the news. It made the news. It made
all over the news, actually. He went to jail for a little bit. We had, like I said, we had a lot of money. We had good lawyers. But he also turned state's evidence.

JANET BISHOP: He being your--

JEANNA HOCH: My ex. Right. But everything he did had to do with me, because I lived in the home. We had to sell the house. The cars were gone. The police took everything. But when we were raided, it was that 10 pounds. So what I say is, it was in between a shipment of 100, so 10 was the last. All they got was the 10, and we had our money hidden. They weren't able to do anything else. So we had that opportunity to come back, I guess you could say. I didn't go to jail. I never was even interviewed. I never was arrested. My home was raided without a warrant. That's one of those things that people are like, oh yeah sure. OK. I can't prove it. To this day I can't prove it. I couldn't prove it in court. My home was raided without a warrant in 2004. Whenever we got the discovery, there was a warrant signed by a judge. I promise you. Dirty, dirty, dirty. Breaking constitutional laws, and if anyone ever wonders why I've always had such an interest in this type of stuff, personal rights were violated. I forget where I was going with that.

JANET BISHOP: So we were--

JEANNA HOCH: How I came into the dispensary.

JANET BISHOP: Right. But also I asked a question, when you had your son, just for the record.

JEANNA HOCH: So that was after-- that was actually when we weren't selling any drugs illegally. We didn't have the dispensary yet. It was during a very broke time in my life. And I actually started working at a strip club. So still, like, didn't really have my degree yet. Not used to having no money. What do you do when you have no money and you have a kid?

JANET BISHOP: Just to-- just out of curiosity, I alluded to the double life, perhaps, that you might have felt you were living. Since you were a smart, young woman and a good student and had clerked or worked for legislators, did you have any mentoring from anyone you worked with? Or--

JEANNA HOCH: I hid it. I hid it a lot.

JANET BISHOP: And so, did anybody you worked with, when they found out--

JEANNA HOCH: No one ever found out while I was working at the State Capitol that my home was raided. Never. It was never an issue.

JANET BISHOP: As well-- I would imagine you would hide it.

JEANNA HOCH: Right, and it never became an issue when I started working there again. I can actually-- I have-- I brought my son to the State Capitol on Mother's Day of 2005, and he was one of the first-- I forget how it was, but he was read into the record, which was super special.
Forever he'll be in the record of Colorado for that Mother's Day. I still had a good relationship with the representative at that time, and that was not long after, you know--

JANET BISHOP: After this all.

JEANNA HOCH: Correct. I gave birth on April 29, 2005, and like I said, this happened in November, and it actually happened on voting day. [LAUGHING]

JANET BISHOP: There's some symbolism here.

JEANNA HOCH: Yeah, those things kind of stick in my mind. So yeah.

JANET BISHOP: And so you entered a tough period.

JEANNA HOCH: Oh, absolutely. It was really tough. I actually-- this is-- unlike all of it, it's really hard to talk about-- and sorry if I get teary eyed, but I started doing drugs--

JANET BISHOP: And you don't have to talk about anything--

JEANNA HOCH: Yeah. I-- strip club, drugs, all that stuff. It was not a good time in my life. But I was still trying to have a relationship with my ex, for my son's benefit. We split up and-- so, OK. We were raided in 2004. My son was born in 2005. We split up a year and a half, he was 18 months old when we finally were like, we can't do this anymore. We were together five years, but just-- I think all the stress of what happened, like, we were really young. So-- and then I had my job, whatever. That's when John, after a while, was like, let's try the dispensary thing. Because that's right when-- let's see--

JANET BISHOP: The legalization of medical marijuana.

JEANNA HOCH: And I don't remember that part of it, because the regulations hadn't come through yet. They said dispensaries were illegal. And being a caregiver was absolutely legal, because that's how we-- that's how, at that time, dispensaries had that loophole. So, no, there weren't really any regulations to tell you how to be a dispensary, but as long as you had patients you could be one.

JANET BISHOP: OK, so backing up. So this is 2005.

JEANNA HOCH: Right.

JANET BISHOP: And you were, I assume, amidst all the challenges you might have had, you were still following the law or legalization enough to know that the timing might be ripe to start a medical marijuana dispensary.

JEANNA HOCH: Mm-hmm.

JANET BISHOP: You were still with your partner.
JEANNA HOCH: No, we had actually broke up. We broke up--

JANET BISHOP: But you were business partners.

JEANNA HOCH: But we did do business together, which was a huge mistake. But-- which was part of the reason why our-- was part of the reason why our dispensary did not survive through the regulations. My idea, from day one, was, you're the one with the record, you're the criminal and the horrible background. I am innocent looking, sweet white girl with no record. Put everything in my name. He refused. The first thing they did when they changed regulations was say, if you have a felony from selling drugs, you cannot own a dispensary. Boom. The end of our company.

JANET BISHOP: OK, so-- but-- how long-- talking about your dispensary, because I have this whole cluster-- I think we've superseded it perhaps. The issues surrounding the legalization of marijuana and experiences of medical dispensary partner, is cluster five of my questions.

JEANNA HOCH: Sure.

JANET BISHOP: Could you tell me a bit about how long your dispensary lasted, and what its name was?

JEANNA HOCH: So the dispensary was-- we did register it with the Colorado Secretary of State. It was called Medicinal Alternatives, and I owned the edible side. That was actually registered in my name, and I did try to continue it without my ex, but I couldn't do it alone. Looking back, I could have, but I didn't believe that I could at that time. And the edible company was called Mile High Metamunchies. I still love that name. I do, I'm like, somebody needs to use it because it's good.

JANET BISHOP: And in 2005, when the medical marijuana was legalized, but prior to regulatory--

JEANNA HOCH: Correct. And we had our dispensary, it was in like 2008, 2009.

JANET BISHOP: OK, so--

JEANNA HOCH: So there was a couple years that, we got raided, and we were still selling pot illegally, even though it was medically legal. But I wasn't involved as much into it. It's kind of hard to explain, but my ex actually made me get my child support by selling pounds. [LAUGHING] So, I don't know how to explain, but I had to do what I had to do.

JANET BISHOP: I can visualize CSU's legal counsel right now with this oral history, but--

JEANNA HOCH: I know, I'm really sorry. This is the truth. It really is the truth.

JANET BISHOP: That's the truth, and we're trying to document history. Definitely.
JEANNA HOCH: So in order for me to survive, that's what I was doing during that short time period, even though we had just gotten busted. In 2007, state record, one of my best friends was busted selling some of our bud again. Opened up another case, right behind the door of the other one closing. So that would have been-- that was the second raid I was in in like two years, three years. Third case my car was on in about the same amount of time. It was like, we knew. Let's try the legal aspect, or we're really going to screw ourselves, because how many pops can you get before you go to prison for a long time.

JANET BISHOP: Especially with a child.

JEANNA HOCH: Especially with a child, and during some of that time, my son wasn't living with me, actually. But only for about three to six months. But, yeah, it was pertinent to all of us to figure out how to get into the legal side of it, but it was also really important to us because we had worked so hard in the illegal aspect. It was like this was our industry. This is who we are, what we've done. We are the growers. We are the salesmen. We are the consumers. This is where we should be. Colorado is opening it up. How do we get a piece? How do we do this? And this was before the regulations so we just took it.

JANET BISHOP: It's a-- it's not exactly analogous, but it's sort of like bootleggers, and then prohibition is repealed.

JEANNA HOCH: It honestly is really similar. I mean, we were growing our own bud. Like now, you can't really-- they want dispensaries to grow it. Everything seeds a sale, though. You know, so like back then, if you had a bad crop, just call some friends. You did what you had to do to make sure your dispensary, your patients were getting what they needed. You know, so it was very different. Like now, I just went on a dispensary tour. Amazing. We needed the regulations. The regulations that Colorado have put into are not only for the dispensaries' sake and the legal side, to look good, but it protects the patients as well, which is super important. And I applaud that aspect of it. I know for a fact some of the stuff that they were using when they were growing was really bad pesticides. Really bad. Yeah.

JANET BISHOP: So-- it sounds like your dispensary, your short lived dispensary--

JEANNA HOCH: Very short lived. And it moved--

JANET BISHOP: Was in--

JEANNA HOCH: Multiple locations.


JEANNA HOCH: I believe that was the year it started, because it was done-- 2010, done. And they moved-- we started at Wadsworth and 44th, right on the corner was like an office building. And that's even, like-- what we did, the kind of stuff we were doing, was crazy. No zoning, no regard to who your neighbors were.
JANET BISHOP: And this was right at legalization of medical marijuana, but before regulations really took hold.

JEANNA HOCH: Correct.

JANET BISHOP: So it was, as you told me, off record while we were walking up to archives, it was the Wild West.

JEANNA HOCH: Oh yeah. Yeah. A lot of people in the industry call it that. I did not coin that phrase. I mean, that is what it's known as. People that had a dispensary during that time, it was the Wild West.


JEANNA HOCH: Right. Yeah.

JANET BISHOP: Those couple of years, two or three years.

JEANNA HOCH: I mean, during that time, like I said, cannabis was gotten illegally-- I mean, it was grown sort of legally, but supplemented illegally, the players in the industry were a lot of shady players, drugs that weren't just cannabis were also being moved around at times.

JANET BISHOP: Through dispensaries?

JEANNA HOCH: I wouldn't say through the dispensaries, but through the back door. You know what I mean? Like-- in-- my ex right now, currently, part of why he's in prison had to do with OxyContin, Xanax, like, one drug to the next. So, unfortunately, at that time he had an addiction that I wasn't really accepting of. I didn't believe it was an addiction at that time. And it only got worse. 10 years later and it was full-on heroin, so--

JANET BISHOP: So--

JEANNA HOCH: And guns. That was another big thing. The security now is amazing at dispensaries. The regulations that they've require for locks, cameras, things of that nature-- we had guns. Scary. One went off and almost shot me in our dispensary at one point.

JANET BISHOP: And what were you-- did you hire security guards? Or you just had guns?

JEANNA HOCH: They had them-- because I was a front desk girl. Basically, shuffled paper, my name's on a lot of the paperwork. I dealt with the patients. I did all the files, made sure everything looked dispensary- ish. And we're like, what does that look like? What is a dispensary? We've never really seen one. We've never been in one. This is what a dispensary looks like! I can remember going online and looking at what people like Mason Tvert, and you know, those big names that now everybody knows-- what were they doing then? What do you do? How do-- what-- what can we get away with? What can we absolutely not get away with? What's going to have the feds kicking in this door? That's what we were like guessing.
JANET BISHOP: And was this primarily-- did you have, as all industries have, you have colleagues. Some industries have conferences. I'm assuming at that time you did not have--

JEANNA HOCH: We did not have conferences.

JANET BISHOP: Medical marijuana dispensary conferences. But, did you--

JEANNA HOCH: I'm sure there were some. We didn't know about it. We were very, very underground.

JANET BISHOP: Did you know other dispensary owners in the same situation as you? Did you socialize? Or were you--

JEANNA HOCH: No, we were pretty isolated as far as knowing other legal players. I don't remember knowing other legal players. We knew growers. People that were professionals. But at that time, I remember-- like I'm just now starting to meet the legal industry players, taking the grow tours, meeting the owner of Incredibles, meeting the owner of Love's Oven, meeting the owners of different dispensaries. And it's awesome. It's so great to hear their stories as well, which I eat it up. Like, how did you get into the industry, you know? It's funny how many people have similar stories. That they started off on not the so legal side, too. There's not many people in the industry that have no cannabis background on the illegal side.

JANET BISHOP: So-- and how many-- two questions. How many dispensary owners do you estimate were around the Denver area in the Wild West days of 2008 to 2010?

JEANNA HOCH: I honestly have no idea. I would feel dis-- just genuinely trying-- ingenuous trying to gauge that.

JANET BISHOP: Come up with a figure?

JEANNA HOCH: Yeah. Because--

JANET BISHOP: Were there many or few?

JEANNA HOCH: Few. Very few. I don't-- I mean, like I say, I don't remember knowing-- I mean, it wasn't-- it certainly wasn't-- it was not like how it is today where you're going to see a couple on one block. I mean, we were the only one in that area. We serviced like What Ridge, but we had people come in from Evergreen, Littleton. You know, our patient file was a good foot tall. We had a large number of patients. That's why we were able to grow what we were able to, and we never were harassed by police.

JANET BISHOP: And so-- what paperwork did you fill out when you decided to become legal? I mean, how did you--

JEANNA HOCH: So we just did the regular business stuff, like--
JANET BISHOP: Which is?

JEANNA HOCH: The Secretary of State. Just the same way I did CannaMama Clinic. Just filled out the regular-- it's really easy, actually. It's like $25, and you get a business license and all that. And actually, we didn't know if that was legal or not then either. Like, OK, well we did this document, that document. We didn't have lawyers. Everything was fly by the seat of our pants, and what we could figure out on our own from reading.

JANET BISHOP: And how did you get the space, the store front?

JEANNA HOCH: Very cool guy in real estate. He actually gave us all of our store fronts. Asian gentleman, older gentleman, much older, like he's got to be 60 or 70 now, because he was old then. And that was John's doing. You know, he was the-- he's the wheeler and dealer as far as convincing people to do crazy stuff. So he was able to talk this guy into using his real estate to let us have this leasing space.

JANET BISHOP: And when people came in, did they have--

JEANNA HOCH: IDs?

JANET BISHOP: IDs from their doctor or notes?

JEANNA HOCH: At that time they were giving out red cards.

JANET BISHOP: And a red card is--

JEANNA HOCH: The medical marijuana license, at the time. I don't even know if it's still red or not. I don't have a med card.

JANET BISHOP: So-- both for the record and for my education, so these--

JEANNA HOCH: I was actually-- you know what? Now that you're asking me that, I would say most of our patients probably did have one, because we really were trying to make it a medical dispensary at that time. So I'm not going to say all the people that got cannabis were patients, but everybody in our files had a card. You know what I mean?

JANET BISHOP: So a card, a red card, is something a doctor issued, and then somebody came--

JEANNA HOCH: It was the state issued those, so you would get the doctor recommendation, and then you would turn in the paperwork, and the state would give you the card.

JANET BISHOP: And at that time were there other-- what other states had legalized medical marijuana in that way? Or were you-- you weren't probably aware of this--

JEANNA HOCH: No. We were so young and just really-- just like trying to get a piece of what we saw here. I don't remember even caring about that aspect of it at that time, which is kind of
sad, because now I'm like very into all that. But it was a time, like I say, between college-- I was not into activism, not into really personal development at all. It was just dead focused on, OK, I've got a kid. I have, at that time, I kind of had a drug problem. We need money. I have this crazy relationship with my ex. It was very volatile. Very abusive. Lots of crazy stuff happening. So, yeah, it was not one of those things at that time in my life where it was-- I was not looking at the bigger picture of legalization, how this affected others, the industry. There was no industry then. We didn't even know if the feds were going to let us do this. There was no industry. We were just doing it because it was less illegal than what we had been doing.

JANET BISHOP: So-- where's my train of thought here?

JEANNA HOCH: Sorry.

JANET BISHOP: No that's fine. So your business, as you said, did not flourish.

JEANNA HOCH: No.

JANET BISHOP: I guess backing up--

JEANNA HOCH: I actually got out before it died. Before the business died I got out.

JANET BISHOP: I am backing up, and these stories are part of our agricultural archive. So back to the agricultural element of cannabis itself.

JEANNA HOCH: Sure.

JANET BISHOP: So were you growing what you gave to the patients who came to you? Or did you get it from--

JEANNA HOCH: For the most part.

JANET BISHOP: OK, so you had an operation where you grew--

JEANNA HOCH: Correct. And I was not a grower, just for the record, but we were growing as a dispensary.

JANET BISHOP: Was this the legal-- was this--

JEANNA HOCH: At that time it was legal because you could have a certain amount of plants per patient. And so-- and this was before the regulations, we were at a mad scramble to get as many patients as we could get so we could have as much of a grow as we could at that time. Because they were growing what they wanted to grow, and then finding the patients later.

JANET BISHOP: Right. So you got out about 2010.
JEANNA HOCH: Yeah, like as soon as-- I am pretty positive I was working at the Capitol then, because I remember making the call. This is coming-- I read the paper where, the ink's wet. You've got this many weeks to close shop on your dispensary. So, maybe it was months, but you know.

JANET BISHOP: The paperwork meaning-- because there were regulations coming down the pike, you felt that--

JEANNA HOCH: Oh, I let him know. I was like, you're done. You're done. They are making-- the big thing that closed him was the felony thing. You don't have anyone that you know or trust, because that was a huge issue with us. He didn't trust me because of our personal issues with a relationship, breaking up, to be the name on the business. And without a legal name, without a felony-- that was the first businesses they were closing were the ones that were run by drug dealers. Which was odd, because at that time, and I don't know if this is still true-- but at that time, you could have an attempted murder on your rap, and you could own a dispensary. But you couldn't own a dispensary if you had a felony for drugs. So that's how they-- felony for this, yes. Felony for this, no.

JANET BISHOP: Very interesting.

JEANNA HOCH: He was out.

JANET BISHOP: Yeah, and that's a whole other oral history about--

JEANNA HOCH: I know. Yeah. That's-- totally. But that was-- that's what his was. And we-- I just remember us being so upset because it was like they're specifically cutting out, OK, not just felons. It's not that they're cutting out just felons, but they're cutting out the people that have been in this quote-unquote industry forever. And that seemed very unfair to us, the people that had put in all the legwork, taken all the charges, done all of the extensive work to get cannabis legalization to where it is now. It wasn't just going to our legislators and writing. It was breaking a lot of laws. There was a lot of people breaking a lot of laws that got to the point where, OK, I guess we better do something about this, because they're doing it anyways. I mean, do you guys remember the size of the 420 rallies at that time?

JANET BISHOP: I came to Colorado in 2005, so-- to Fort Collins.

JEANNA HOCH: You might remember. They were--

JANET BISHOP: I admit, I did not attend the rallies.

JEANNA HOCH: They were pretty big. They've actually shrunk. You know, because now it's so normalized as far as the everyday stuff, that it's not a big deal to celebrate it. But at that time it was huge. It was huge. I give a lot of props of the people that fought the battle, went to jail, went to prison, paid the money. Hundreds of thousands of dollars that have gone -- well I say hundreds. Really it's probably millions, but whatever. Lots of money.
JANET BISHOP: So it's 2010. You have your son. You've pulled out of the business. You forewarned your ex, but former business partner--

JEANNA HOCH: Back in college.

JANET BISHOP: About the writing on the wall. You're back in college for your senior year.

JEANNA HOCH: Correct.

JANET BISHOP: And so, did you have an inkling that you would continue--

JEANNA HOCH: No.

JANET BISHOP: In the industry, so to speak?

JEANNA HOCH: Absolutely not. I thought that part of my life was completely over. I mean, I was still a cannabis enthusiast, consumer. But I didn't even go to the dispensary when it first opened. That was like a big deal for a lot of people. Meh. I didn't. It wasn't--

JANET BISHOP: You mean--

JEANNA HOCH: For me.

JANET BISHOP: The dispensary-- which dispensary?

JEANNA HOCH: Oh, sorry, when the adult use recreational dispensaries opened their first time to sell and stuff. It was cool, but I wasn't like standing out in line or anything. A lot of people were.

JANET BISHOP: So actually, to place this in time, are we up to then 2014?

JEANNA HOCH: Yeah, that would have been 2014. So like all that time-- So I graduated in 2011. I didn't do really anything in cannabis legalization. I kind of just fell off. It was how I really consider it. Just really focused on my own life, going to school, family, my husband. I got married in 2012. I had another baby. You know, I was not worried about what the cannabis industry was doing. I didn't care. I failed. I felt like I failed. So it was like over. I also felt like, it almost was saturated already. Like, what can I do? Yes, I have a lot of experience, a lot of cannabis knowledge, but the dispensaries are built. The edible shops are-- people have already got their favorite brand. I didn't feel like I had anything to offer.

JANET BISHOP: So between that period-- because often I do ask my narrators about what businesses they were involved in, or what courses they say they were taking, or what they were teaching, whatever. So between 2011 and 2014, you were raising your family?

JEANNA HOCH: I went back to the club, too. I had a hard time going away from what I knew. I wasn't dancing at that time. I was-- because I actually-- my history in the club, I call it, adult
entertainment industry, was not particularly involved in stripping. I did front door girl, cocktail, massage. Bartending. I had every other job, and then sometimes I danced. But yeah, I went back to that because it's what I knew. And then I got fired in 2011-- no, it couldn't have been. What year did I get married-- I got married in 2012. So it was in 2012, like right before I got married. Something like that. Anyways, I did finally get fired from the club, and then it forced me into, what am I going to do? Because at that point, I'm older. I was a veteran around those girls, anyways. They're 18, 19, 20. I'm 30. You know. It was time to figure out what I was doing. I had my degree, so I had no more excuses. I started nannying. And I worked for two really good families. And then I figured out that I could do that and bring my child. So it was really important for me, because I never put my son in daycare, and I never wanted to put my daughter in daycare.

So I did that for a while. But when I got pregnant, and everything I was doing, and-- I kind of learned about social media in college. I was never a big-- I was never a MySpace girl. I didn't know much about it. I had an account at the very end of MySpace, and then moved right over to Facebook at the end. But I liked Facebook a lot. And there is a point to this. During those times when I wasn't really involved in much, I found social media to be a really good outlet of expressing myself, my opinions, and just being a blabber mouth about stuff, politics. If I commit, actually go and do campaign work. I'm a new mom doing this and this and this. Like, I'll just piss people off online.

And I got really good at it. And I started getting a following. And then when I had my daughter, it was right around the time-- I can't remember who did it before I did, but someone did. That's kind of upsetting. I can see her face, and I can't remember her name to give her credit. Paulaa. P-A-U-L-A-A. She has her own blog, and she took a topless breastfeeding photograph, and she got a lot of crap for it. And I think right after her, and I can't remember her name either, I feel terrible but, there was a black woman who graduated from college and she took a breastfeeding picture in her graduation cap and gown. Beautiful photo. Got so much backlash. They were just terrible to this poor woman. And so, I was like, I'm breastfeeding. I'm going to do this too. If people are going to-- you know, I've seen the paint on the wall. I was trying to instigate. Oh, I did instigate. My photo went viral. There was a story in Westword. It was on Fox News, Nine News.

JANET BISHOP: And why did it go viral?

JEANNA HOCH: Because I took topless breastfeeding photo, and right when I snapped the photo, milk was actually coming out of my nipple, so it was very, like-- a picture says a thousand words. I can't think of it. It just said a lot.

JANET BISHOP: Visceral.

JEANNA HOCH: It really upset people, though, too. So I either got a lot of support, and people applauded it and were really excited. Like the free the nipple Breastfeeding Mama Talk, and Opinionated MAMAs, and these big mommy group forums on Facebook. Huge support. And then like a lot of backlash from people that just had no idea why I did what I did. And then that caused me to start writing, and I started getting a following. And after about a year of the breastfeeding-- and I write about other stuff, too. I write about, pretty much civil rights
violations. So, Ferguson-- you know, anytime someone's getting their ass beat by the cops, I was instigating, talking about it, writing about it. I helped organize one of the walks after Ferguson happened, here in downtown Denver. My son went to the march holding up the signs. That's the kind of person I am. I take my son to protests all the time. So this was just kind of like my outlet. And then I started blogging in-- I don't know, like a year and a half out. So that was like in July of this year. And I outed myself as the CannaMama. And that's where we get to CannaMama Clinic.

JANET BISHOP: So right before we get into talking about CannaMama Clinic, I wanted to ask you, I had picked this up from your website, your blogs, but also from some things we chatted about upstairs in archives. The feminist movement-- you would call yourself a feminist, I believe.

JEANNA HOCH: I would. Absolutely. That was one of the other things I wrote about, so like yes.

JANET BISHOP: And you can take a water break if you need.

JEANNA HOCH: Thank you.

JANET BISHOP: And we're all taking a water break.

JEANNA HOCH: Sorry.

JANET BISHOP: No, no, no. I'll take one, too.

JEANNA HOCH: Yes I would absolutely consider myself a feminist.

JANET BISHOP: And--

JEANNA HOCH: But more second wave instead of liberal. Which is very important to me.

JANET BISHOP: OK, and I'll ask you about that. But, since you consider yourself a feminist, and since the feminist movement, in at least one variety of its iteration, has been an influence on you, could you described a bit what influence being a feminist and the feminist movement had on your starting CannaMama and had, maybe as an outgrowth of your taking a picture of yourself breastfeeding.

JEANNA HOCH: OK, so yes. So the picture of breastfeeding was part of my feminism shining through, even before I had a full grasp of what I believed in feminist-wise. Because since I took the picture and where we are today, my feminist views have changed a little bit.

JANET BISHOP: So you took the picture, again, remind me, 2013, 2014?

JEANNA HOCH: It had to have been 2014. My daughter was born in 2014. Oh, I'm sorry. She was born in-- oh my god, I'm sorry. I'm pulling a blank. She's about to be two. She was born in
2014. Like I'm so horrible. I'm terrible with years. My son-- because they're almost 10 years apart. 2005, 2015, minus one, 2014. That's terrible. Moms have to do what we have to do. Like, I'm sorry. She was born in 2014. She was born in January of 2014, and this was not long after-- it might have been May, June.

JANET BISHOP: So we're talking almost archives in real time. So this isn't too long ago.

JEANNA HOCH: No.

JANET BISHOP: So you took your picture, it went viral. There was support and there was also people shocked.

JEANNA HOCH: Oh yes.

JANET BISHOP: But your view of yourself as a feminist was just emerging at that point?

JEANNA HOCH: My mom was a bra burner. I would definitely consider her. She was a strong woman to be the type to work in the 70s and 80s and raise a family, and decide I'm going to not raise a family. And screw my husband. I'm going to go back to college, and she's still a powerful business woman. So that, I always saw as feminism. I didn't have a strong educational background in it. In fact, my arrogance screwed me on that one. Because of my mom, when I went to college, I really was like, I know what feminism is. Right? I don't need to take the feminist class and read the feminist books. Like, I read a little. I had some really amazing professors that required some really amazing feminist book reading. But it was not my forte. I was much more interested in black struggle and people of color and what was going in the civil rights movement, and things like that. Vietnam War, stuff like that. That was my passion. That was the stuff I liked to study. And so politically, those were the papers I wrote and stuff that I did. I didn't pay attention to women's struggles really much at all.

But then I, like I said, I got isolated. I wasn't really working. I think I was looking for something after I left the club. Like connection. All I knew were women that didn't have much of a connection with women. Does that make sense? You know? We were really disconnected as women that worked in the adult entertainment industry and the clubs. And I was looking for moms, connections. Like I could talk about breastfeeding, baby wearing, stretchmarks, periods, stuff that like adult women talk about when they go to coffee and stuff. I didn't have any friends like that. So that's where I started looking online, and I found Opinionated MAMAs. It was like a group online, and I got really wrapped up in that, really involved with the talking, especially the mommy wars. I don't know if you guys know much about the mommy wars.

JANET BISHOP: So explain the mommy wars.

JEANNA HOCH: Mommy wars is actually kind of a hot topic right now in pop culture where it's being discussed pretty often in mom circles. Where it's like this competition of who's doing it better. Is being a stay at home mom better? Or is being a working mom better? Is cloth diapering better? Or are disposables better? Or, I used formula. Well, I breastfed. Like, it's bad. And one of
them started being even the cannabis. And I started noticing that online, the forums online that every single time a woman would even just be curious, she would be just attacked.

JANET BISHOP: So what you're saying is, in these forums of mommy versus mommy--

JEANNA HOCH: And also claiming to be places for support. So women would be roped in, wanting to ask these questions, expecting like-- well, friends. You know, friends. What they were lacking in their real life. What I was lacking in my real life. You know? And then you could ask anything. You'd just be having a bad day, and you need prayers for something, whatever. But I every time I saw cannabis come up, it was really bad. And this particular group, what I found was that all of these women kind of had the same beliefs in raising their children. So that's what I found. One that I kind of migrated to my similar beliefs.

JANET BISHOP: A niche.

JEANNA HOCH: Yeah, totally. And that's when I started learning more and being with these women and growing with these women. Oddly enough, I had a huge falling out-- and I know this sounds so weird, and it's going to sound really weird online when people are listening to my story-- like why does she give so much of a care about this falling out with these women online? But I had grown this friendship with them, and what we got in a fight over was like feminist issues. And I completely lost my support group.

JANET BISHOP: And just in brief, you fell out with--

JEANNA HOCH: Just the women, my support group online.

JANET BISHOP: And how did that happen?

JEANNA HOCH: Because my feminist beliefs were no longer accepted. Because I am pretty second wave radical feminist, and I believe that female space is sacred. And currently that is not a liberal feminist view. And that's that. These women are 10 years, five, 10 years younger than me. I was one of the older ones in the group. And I wasn't allowed to voice my opinion anymore. And I'm like, I'm sorry. That's not who I am. There's one thing that you all should know about me in the three years we've been hanging out online, is that I speak my piece. And so, when I lost that, it really put me in a really bad depression. And I didn't know what to do. So I started writing online and just kind of being a little bit obsessive with Facebook. Because I was looking again-- I was like, I have no outlet, no friends now. You know, I have my real life friends, but I had gotten pretty addicted to my internet life, you know. And then that's when I started blogging. So that was in November, and then I started blogging by the summer.

JANET BISHOP: And-- summer of 2014 or 2015?

JEANNA HOCH: This summer. 2015.

JANET BISHOP: This summer.
JEANNA HOCH: Right. So me falling out-- and see, the thing is that a lot of the women followed me, too. And I started my own group. So I took what I saw and what I liked and what I enjoyed, and I created my own space, with my own rules, and cannabis centered. And that's it. I mean, if people are like, that's how you started your company? But I am currently sitting at almost 5,000 followers in less than three months, or about three months. So I wrote my article at the end of July. Published in Ladybud Magazine in August, I think the second week of August. And I have a company now.

JANET BISHOP: So-- to ask, when you had the falling out with your original women's group, was it over cannabis, or was it-- when you say women's space--

JEANNA HOCH: No, it wasn't. It was not over cannabis. So the cannabis issues were why I started filtering women out and into my own group. But I completely left and started building this idea. So the idea of CannaMama Clinic is to really have a woman centered, woman focused- and I felt like this focus on women, not only in cannabis but in life, is not really there. There has to be a movement in order for us to be centered. And it's so silly, because even when we're talking about women's issues, sometimes we get sidetracked. So I know that's not really what this interview is about--

JANET BISHOP: No, it is, actually. It's your oral history. Yes.

JEANNA HOCH: But learning that and really feeling that violation of female space-- I guess I'm beating around the bush because I don't want to be offensive, but I'm talking about trans women. So were we-- we. There's a lot of us, but me specifically, I felt like female people don't have a place to call our own anymore. And I was very, very vocal about my feeling of that, and I compared it to other civil rights stuff, and it splintered huge, this group. And there are still some people that follow me that don't agree with my stance, but because of everything else I do, they do. I am for human rights. I believe in everybody should be able to live their life accordingly, but I don't agree with using that to take away rights from other people. It's very personal to me. Super personal issue to me. But out of all of that, and that need to-- I wanted that back.

So when I didn't have that space again, and yet women are still following me. They're still looking at what I post, messaging me online-- tell me how to do this. Tell me how to do that. Please help me. You know, what do you think about this breastfeeding thing? What do you think about this issue? You know, and I realized that they were still listening to me, and I had an opportunity to make a difference. And if I didn't do it then, I was going to lose it. So that started with my breastfeeding viral photo, went through the trans thing, through the cannabis, like all through. I mean, like the Ferguson riots. All these issues put me to where I created PoliSciMommy blog. Because I created PoliSciMommy in college. I think it was an assignment, I want to say, that we have Twitter or something. I'm like, what is this Twitter crap? And I had to make this Twitter thing. And off the top of my head-- PoliSciMommy. OK. Great. I'm a political science student. I'm a mommy. Boom. Twitter handle.

And then I had it for all that time, but when I did the breastfeeding photo, I realized-- I mean, it went viral. I couldn't believe that. I didn't know what that even was really. And when I made the news and everything, it was like-- you know, it was my 15 minutes. Like, oh, they're paying
attention to me. I can make a difference. I can help people. Women wanted me to do this. I was encouraged by the owner of Breastfeeding Mama Talk. Make a blog. Write. Talk to us. People wanted to hear about why I felt Kim Kardashian's breastfeeding photo shoot was racist as hell. They actually gave a shit to hear me tell you why I thought that way.

JANET BISHOP: I'm tempted to ask you. And why?

JEANNA HOCH: Because of the original shoot and the original photographer, but--

JANET BISHOP: I'm not familiar with--

JEANNA HOCH: I'm sorry, and I'm bad with names. I have to have my notes. If I had my notes here, I would be able to kill it. But I wrote about it. The original model was a very dark black woman, beautiful, gorgeous woman. And popping, and I want to say it was champagne. But the photographer that took these photographs had kind of an obsession with black women, and he was a white guy. And when they were recreating the Kim Kardashian, the same thing. And it is the body. Women's bodies, and the black butt, and all of this. Because it was-- I don't know if you know what picture I'm talking about. It's the one where she's leaning over, and her body's wrapped up, and her booty is luscious. And pops the cork, and it goes over her. And I think the original, her hair is very tight, back like a bun, very restricted. But it's all the symbolism.

Well, there was a recreation of both of those photos done with breast milk. And it was a white woman. Very insulting. Just completely took away from the historical context of those photographs, and the fact that the photographs were done specifically to highlight some of the issues black women face. And they did it with breast milk and a white woman. I was like, oh no. So yes, I got asked to talk about that. And there's those kinds of encouragement from people I felt were bigger than me. You know, this woman had-- has a following of over a million people, and she's asking me to write about different things. And she is encouraging me, and I finally listened. And it was one of the best moves I've ever made. My third article was published by a real person, a real publication. Not just my blog that I made from YouTube.

JANET BISHOP: Ladybud--

JEANNA HOCH: Ladybud Magazine. Yes, and Diane Fornbacher owns that publication. And she's an outstanding activist, if you can ever get her to talk to you guys, I would highly recommend it.

JANET BISHOP: So you're just in the beginning phases of creating CannaMama Clinic.

JEANNA HOCH: Correct. But we've done a lot already.

JANET BISHOP: But you've talked-- you alluded a bit about some of the challenges facing you in creating the clinic. I have two questions to--

JEANNA HOCH: Sure.
JANET BISHOP: Actually, more than two questions to ask you, but-- actually let me back up a bit. So how has your role and work as a-- and I'm jumping out of order in this question cluster-- but how has your role and work as a blogger and cannapreneur, shall we say, impacted the lives of your friends and/or family or associates? Is there, you know--

JEANNA HOCH: It has definitely impacted-- like, my mother-in-law, for instance, is always afraid people are going to find out I'm her daughter-in-law. She's worked at the same job for 25 years, and if they find out I'm her daughter-in-law it's going to be a problem. Other than that, I think-- I mean, she's completely supportive. She's invested in my company. But she still can't have anybody find out that I'm her daughter-in-law, you know. But at the same time, there are people at her job that do know I'm her daughter-in-law that-- well one of the ladies wants to give me a testimonial. Let's put it that way. She's that impressed with what I've been able to do and help her with. So--

JANET BISHOP: And so, describe a little bit more to me the philosophy of the CannaMama Clinic.

JEANNA HOCH: Sure.

JANET BISHOP: And, you know, the different elements of the clinic that you envision and you've outlined on your website. And now we're in present. Now we're in the present time. So we're at December 2015.

JEANNA HOCH: Totally. So my website hasn't launched yet, but I mean, hopefully within 30 days. I keep saying that. I think I've said that two or three times, but that's OK. That's OK. Positive thinking here. Everything should be good. We have a goal of helping women come out of the canna-closet. That is my primary goal, is giving women the courage and the education and the support needed to talk about what they are doing. The choices they've made in their lives to better their health. And we really, really, really promote informed consent.

JANET BISHOP: So, describe to me how-- and this is partly for the record-- how you view cannabis as helping, in terms of health issues.

JEANNA HOCH: OK.

JANET BISHOP: And how-- what is the difference between women, or women dealing with women's health issues and cannabis versus men?

JEANNA HOCH: There is actually a huge difference, like with a lot of things with women and men. First, we know science-- everything that is scientifically, medically has always historically been geared for men's bodies. But cannabis has been used for hundreds of years, and we have the historical documents to prove for women's treatments, menopause, periods. And what we in my company, what we see used over and over repeatedly, is for HG. Now--

JANET BISHOP: HG?
JEANNA HOCH: I didn't want to have to say the word and make me sound really ignorant, but it's a medical word. Hyperemesis gravidarum. Did I say the second word correctly, I believe. I have to double check that one on me. But HG is a condition in pregnant women that it's like morning sickness, nausea to the ultimate degree. A lot of these women end up on pic lines, like food lines, or-- I, thank goodness, did not get that far, but I had it. I was diagnosed with that with my first son, and that's why I chose cannabis, because I had used cannabis all though high-- like we've talked. Elementary, middle school, high school, college, with a couple breaks.

But when I got pregnant, I just, like all good moms, you want to give your kid the best start. I stopped everything. It was like-- I believed the doctors. Cannabis is bad for you. Don't smoke when you're pregnant. All of this stuff. And I got really sick. Like in the hospital sick. Like where towards the end they were telling me that if I didn't get my stuff under control, there was possible losing my child. I tried the Zofran. I tried the Phenergan. I was on drugs. And I remember being on the couch when I was at my weakest point. I can't go to school. I can't function. I can't cook. I can't move. I couldn't get up from bed in the morning. The tricks, the normal tricks-- oh, drink ginger, or whatever. Keep Saltines by your bed, did nothing for me. Nothing. And having a second pregnancy, my last pregnancy was way different. Just because you have it with the one, come to find out, doesn't mean you'll always have it. And just because you've never had it, doesn't mean you won't have it. And that's one of the ailments we use most.

Like in my company and my team members, we talk to women primarily who choose cannabis as a method of dealing with that ailment over all the other stuff they're prescribing. Which, now we know Zofran causes heart defects and cleft palate issues. And there's a major lawsuit going on about it right now. Over the last decade, they've been using people like me as guinea pigs. And what's going to happen? And I didn't even know until I was pregnant the second time around that on the packaging from Zofran it says, do not give to pregnant people. So it's just one of those things that, that's what my company is basically fighting against. Yes, we're for profit, but we're also very huge about education and just talking. Because right now there's so much stuff people don't know because we're not allowed to have these conversations. From what I understand, my company is one of the first ones to give women the forum to say, yeah, I used during pregnancy. I am using while breastfeeding, and this is why. Which is really scary for a lot of people because CPS is investigating us. Clearly.

JANET BISHOP: Child protective services.

JEANNA HOCH: My case just closed. I think it was last week.

JANET BISHOP: So without wading into any pending legality or--

JEANNA HOCH: No. There's nothing pending. There's nothing pending. They closed that case, so everything's fine. I can talk about it. I don't mind at all. Actually, I hope that by talking about it, my real hope is to-- I mean, yes, we're educating the consumers, but the CPS workers need to hear us. They need to know that we're taking care of our kids, and the condition that we are in when we consume cannabis. Because there's a big disconnect between what people think happens to moms that use, and what is actually happening. And that's what we're trying to dissolve. Like we want to bring those two things together. So that people have a better
understanding of what does a cannamama actually look like? Well, she's the lady at the grocery store, or playing at the park, or dropping her kid off, or picking up her dry cleaning. Like, we're normal.

JANET BISHOP: This reminds me a little bit about the issues with Charlotte's Web, and the strain of cannabis that's been cultivated, that prevents-- is said to prevent seizures in epileptic children. Do you have contact with those folks?

JEANNA HOCH: Yes, actually. Canna Moms-- so I'm CannaMama Clinic, and they're Canna Moms-- they actually-- our businesses are very similar, but we have a little bit of a different focus. So they work with moms that are trying to treat their children with horrific illnesses, the kind that get me choked up just thinking about it. I don't know how they do what they do, because I don't know if I could do that. I work with the moms that are trying to treat themselves. There's a lot more heartache with what the Canna Moms do. So Sierra Lynn Riddle, she's one of the ladies that runs Canna Moms, and, you know-- actually, on my radio show this week, we were supposed to yesterday have Landon's family.

Now, Team Landon is a group of, I believe their son has cancer. I can't remember if it's epilepsy or cancer. But that's why I was going to have them on the radio show, to tell me all about their story. So yeah, we work closely with people like that, but it's not what I do. I'm learning a lot about the efficacy of cannabis in dealing with PTSD, epilepsy, cancer, things of that nature. But this is all since I've opened my business, and it's awesome because I eat it up. I love to learn. That's just my personality. And so gaining the knowledge in a way that I can help the people that I'm working with, it's awesome. But right now, whenever moms find me looking for those answers that you just asked, I send them off to someone else, because I don't feel comfortable dealing, giving advice. They're-- that's not my experience.

Even when we had a dispensary, a lot of our patients were adults. All were adults. I say a lot. All were adults. And a lot of them were terminally ill. You know, dealing with cancer, really serious stuff. And at that time we were running a dispensary without really knowing how to treat medically. It was 10 years ago almost. We didn't have the same understanding of the terpenes and that different strains work better for this way. The amount of knowledge that we've gained by access to legal cannabis is incredible. In the last, even just five years. Unreal. I learn-- I literally learn stuff daily.

JANET BISHOP: You mean, through the chemical research and such.

JEANNA HOCH: And the different reports that are coming out from different people. A lot of the stuff that we get is still from within the industry, and we can't have government funded studies. And we're starting to get there. I don't know if you know much about Doctor Sue Sisley and what she's doing with PTSD research. She's working with some federal grants, but she lives in Arizona. She was just up here and she did a couple panels. You might want to write down Matt Kahl. K-A-H-L. He's one of the plaintiffs on the lawsuit going against the state right now for denying PTSD as a treatable condition. Yeah, good people. And I am learning a lot from just going to these panels, going to these workshops, and learning about what other patients have dealt with. Because I only know what I've seen, unfortunately, and what I've had access to
reading. And since I've gotten back in the industry, it hasn't been that long. I can only read so much. So going to the workshops, going to the panels, meeting other people, and having access to industry professionals with far more experience than I has been a treasure. It really has.

JANET BISHOP: Who's on the staff of-- and-- does CannaMama have any brick and mortar presence, or is it all in cyberspace?

JEANNA HOCH: No. We are cyberspace only, but it's funny because I've had so many people ask me where my clinic is, that it's made me realize that it's something people want. And so, it is in the future goals that I'm thinking. I don't know if you know mama'hood. The mama’hood. It's a brick and mortar mom spot where moms can go and talk about nursing, breastfeeding, stuff, have lactation consultants, and just--

JANET BISHOP: This is in Denver.

JEANNA HOCH: Yeah, it's right in the Highlands. It's a great spot for new moms. And I was like, it would be really cool to have something similar to that but cannabis centered. So where CannaMamas could come and have the same type of experience, but realize that they're in a similar community with like-minded individuals. So maybe someday.

JANET BISHOP: So, in this cyberspace clinic, you have examples on your current website of the Green Clinic, the Skype Clinic, the Personal Shopper, the Community Clinic. Could you outline these different--

JEANNA HOCH: Sure.

JANET BISHOP: Cybersenses to me, and also, are you it? Are you it for CannaMama, or are there other people on your staff?

JEANNA HOCH: No. It's awesome. I have an amazing team of volunteers. At this time, I don't have the funding to pay people. I'm a seed start company, and all the money has come from personal investments, and we have yet to turn a profit. But I have a huge team already of volunteers, and it makes me really, really, really proud of that. I am about 20 right now. I know we lost a girl, but it fluctuates because I have a team of what I call OGs. An OG is a play on kind of my background, but also cannabis OG. Can I-- OK. So we call them OGs.

JANET BISHOP: Wait. Backing up. Cannabis OG--

JEANNA HOCH: Yes. So, so OG Bubba Kush. Like, there's a lot of cannabis that have the OG name in the front.

JANET BISHOP: Oh, I see.

JEANNA HOCH: And OG it's just like a play on words. Like the grandfather-- well, like in games. OG is like the big guy, the one you want to look up to, right. So we have a couple of OGs, and they've been with me for-- since I started Cannabis Consumption and Peaceful
Parenting. So my cannabis community has always been centered around moms too. And one of the first things we centered it around was peaceful parenting. And I needed help right off the bat, so those people have helped me from day one. I also have a huge team of admins. I can't be on Facebook all day, because I'm actually trying to run a business now. So they've taken over all the work of the social media aspect and making sure that people are nice to each other. Because, I know it sounds crazy, but people are really mean to each other online. And that is a job in and of itself. It's just moderating the groups and making sure people aren't-- well, we call it a no asshole rule. We're very strict with it.

And then I have a lower level of volunteers called editors, and they just run my main page, and they post. They're completely-- their only responsibility is posting memes. So they find like a cool quote. Like we just did one on Harry Anslinger, and the background of it was from one of our cannabis grows. It was our original picture, but we used his quote. We quoted him. We cited correctly, and then we put a watermark on it. So then we hope that those things will go our as part of the legalization movement. We currently just started a social media campaign called hashtag #comingoutcannamama, and I'm starting to see them cross my feed and Instagram-- people that I don't know, which is super exciting, because I'm like-- the water bucket challenge, the ice bucket challenge started with one person. You know what I mean. If we could get-- my goal, I will consider a successful campaign if we get 800 people to do it. If we get more than that, I'll be on cloud nine.

JANET BISHOP: And by the ice bucket campaign, you're referring to the campaign-- remind me.

JEANNA HOCH: ALS.

JANET BISHOP: ALS, where people poured--

JEANNA HOCH: It was basically to raise money. I'm not asking for any money. All I'm asking for is for women that are closeted to come out.

JANET BISHOP: And by closeted, you mean mothers who are using cannabis for medical--

JEANNA HOCH: Well, either. I mean, honestly, it could be adult use, too. We talk more about medicinal use because it is more accepted, but what we also talk about is that all cannabis use is medicinal, really. Cannabis doesn't care what you call it. It doesn't know that you're sitting there and smoking a joint because you just had a long day at work and are stressed. It's going to go in and do its job. You know? So we promote the medicinal benefits of cannabis consumption, but stress relief is a huge medicinal benefit of cannabis consumption. Stress kills. It's killing people every day, so if somebody-- if a mom tells me, well I feel bad because I only use cannabis once a month when the baby goes to sleep after I've had a bad day, and it makes me feel like a bad mother. That's the kind of people I love to counsel. How-- why does that make you a bad mom? Does it make a bad mom when a woman drinks two glasses of wine? No. Not in my opinion. You know, we're entitled to still be individuals and mothers. Part of that feminist aspect that we don't lose ourselves just because we become moms. Do they-- does that happen to fathers? Fathers are never under the same pressure women are. And as cannabis consumers, we know that
women are the most discriminated group of cannabis consumers. Because if you're male, if you're a vet, if you have a medicinal purpose, a card, you're-- everybody else is accepted. But even if you have a medicinal card and you happen to be a mom, you have more of a stigma against you. That was one of the big things I saw tying that feminist and that cannabis aspect part of my company, was helping women who nobody else was helping. Nobody else was paying attention to the CannaMama six months ago.

JANET BISHOP: What do-- are you in touch with other feminists, or self-proclaimed feminists who are--

JEANNA HOCH: Small time ones. I mean, I've sent little messages to the bigger ones, and I've gotten cool tweets back and things of that nature. But no, nothing huge. I consider the women in this industry making huge moves feminists. You know, I don't know if they would self-proclaim themselves, but I mean, there's a lot of strong women doing amazing things right now in this industry.

JANET BISHOP: In the cannabis industry.

JEANNA HOCH: Mm-hmm.

JANET BISHOP: And you mean in terms of owning dispensaries, or growing?

JEANNA HOCH: Business women on all aspects. I talked briefly about it upstairs, with Women Grow. It's a networking organization, and women centered. And they post networking events once a month, but they've grown in one year from one city, which I believe they started in Boulder. It might have been Denver, but Colorado I believe was their starting state. They're in over 35 cities every month now, in one year. Huge. That's huge! Like, they've exploded. And it's women focused, and women industry professionals. So it's not just consumers. It's women that have some sort of leg in the business. They have a fight, they have an issue, they want to know more about cannabis industry information. And that's the whole point of those groups. And those-- I really like the organization. I try to go. I've volunteered twice. I've been to two of their parties. It's always lots and lots of good information, and people. Like you just were asking, do you connect? I'm trying to. I really am. I think it's important. But right now I'm really focused on the women that aren’t in the industry. So I'm trying to build that community for women that are really isolated because they're moms. I really found that that was just a huge problem. Moms don't get out. We don't know anybody. We're stuck at home going crazy with the babies, and so many women are suffering from postpartum depression not wanting to get on antidepressants, churning, looking at cannabis as an alternative for that.

JANET BISHOP: So your Green Clinic, Skype Clinic, Personal Shopper, Community Clinic-- tell me some of the concepts behind that.

JEANNA HOCH: So those are all just ways to get to the consumer. When I started getting my inbox flooded, it was people asking me questions. To this day, actually, I have my first one right there on Facebook, it’s a woman, she's saying, I messaged you yesterday and you did not get back to me yet. I understand. And this is why I'm asking people to pay me. Because I don't have
time to respond to all these really nice people, but they all think I'm like their best friend now because they're my Facebook friend. So they'll shoot me a message, and-- I just found out I'm pregnant, and I-- what's going to happen? What's going to happen if I go to the doctor and they test me?

I can give you that answer. I know that answer. But that's where I'm at right now with the clinics. I haven't actually charged anybody for any of the information I'm giving, but the clinics are my idea of how I can possibly start charging them. My website developer and my business consultant and my other business partner, we've all sat down and we've decided that we're going to charge membership fees. So that when the website goes up, there's just going to be a basic fee that people can join to get all the information, and then for any of kind of personal contact, that's where-- like [INAUDIBLE] clinic's 10 bucks. $10, you fill out a sheet, really basic. You know, I don't want to know your whole medical background. I don't need that much power. But I need to at least know what kind of-- what you're looking for cannabis to do for you, and then I take that piece of paper and I go and I do the best I can research wise and say OK, this is kind of what I think. I'm not a doctor. I can't give you legal advice, you know. But I can tell you, from my experience, what I've seen, what I've done with other people, what I've seen other people react positively to--

JANET BISHOP: So it's almost, and not to simplify it at all, but because you're not a doctor--

JEANNA HOCH: Right.

JANET BISHOP: And because you're not a lawyer--

JEANNA HOCH: Correct. I have to be very careful with the things I say to my clients.

JANET BISHOP: OK, so you're almost like a consultant, in a way.

JEANNA HOCH: Correct. Personal.

JANET BISHOP: Consultant. Personal consultant.

JEANNA HOCH: Yes, because I'm not a business consultant either. I don't want people coming to me asking me how to build their cannabis grows. I can't help you with that. But for me, I feel confident in helping women navigate the CPS, the doctors, the midwives, talking to their family. That's a huge one. I used cannabis before, and I'm pregnant now, and I'm using it for medicinal benefits. How can I talk to people and make them understand? We'll gives them a guideline sheet. Like, these are the things you can say, do, points you can bring up, studies you can show them. Stuff like that.

JANET BISHOP: And-- so-- how has-- I'm not sure if you told me the largest challenges that faced you in creating CannaMama.

JEANNA HOCH: I haven't yet.
JANET BISHOP: OK, so— I think we all have time-- or do you have to--

JEANNA HOCH: I do have time. I didn't realize it was so late, though. I'm so sorry for keeping you.

JANET BISHOP: To be-- and-- we have wonderful staff members helping with the second recorders, so we're all looking around the room.

JEANNA HOCH: I apologize. Any time you need to stop me, just cut me and I can come back.

JANET BISHOP: No, no, no. We can keep going on. So, what were the largest challenges facing you in creating CannaMama?

JEANNA HOCH: So, I was surprisingly-- I was-- what is the word? I was pleasantly surprised with the encouragement and initial response to my article. When I wrote that article, before I hit the send button for my blog, my hand was shaking out of control. I couldn't even hit send because I was so afraid. I knew-- I was currently putting in job applications for the city of Westminster, the city of Thornton. Because I have a political science degree. What does someone with a political science degree do? You work for the state. You work for the city. You work for the government. You-- a nonprofit. You know? And I was currently making that move, out of nannying. Because I wanted to make a career move, and make more money, et cetera. And I decided to do this blog at same time. And I'm like, what am I doing? This is crazy. And when I finally did it, I didn't get that much backlash. I was really shocked, because the response I got was all positive, and women looking for help. So I was like, oh, cool. I'll start this business. Like everything was going great. I was meeting industry professionals like Cheryl Shuman called me on my personal line. I'm like, holy crap. This is Beverly Hills cannabis lady.

JANET BISHOP: And who-- Cheryl Shuman is?

JEANNA HOCH: Cheryl Shuman is known as the Marijuana Mama. She's the Martha Stewart of Cannabis. Like, yeah, and she's calling my personal number. But I contacted her thinking she was a reporter. It's a long funny story, but, yeah, she's well known in the cannabis industry. And so my life changed like [SNAPS FINGERS] overnight to where it was like, one minute I'm writing this blog trying to get a job, city job, the next minute I'm actually meeting real cannabis industry professionals. I had been out of it for so long, it was a whirlwind. Now fast forward it to today. So in the last three months I've gotten a lot of backlash from within the cannabis community. Which is-- talk about the largest challenge. It's been heartbreaking. I mean, I spent-- I think it was like two days ago. I was a mess, just crying and upset and like-- what did I do? Why did I do this? I made a mistake. I screwed my family. I've wasted money. I've ruined my chances of having a real job. Because a lot-- like I say, I've had negative comments come from-- you're hurting the industry. You're hurting legalization, which, that was a huge blow. Industry. OK, whatever. Capitalism. Not that thrilled with it. But to say that I was hurting the movement? That was a powerful blow.

JANET BISHOP: And what was the reasoning behind saying that to you?
JEANNA HOCH: Being women that are pregnant and using cannabis, I think is even more of a big deal than breastfeeding in our state, even with legalization. If a child is born with a Schedule I drug in their system, it's an automatic CPS case. So they're like, OK, a lot of people get what we're saying-- OK, I'm trying to explain. The first time I met the owner of Incredibles, and this is Bob Eschino, another great person to interview if you're ever so inclined-- he had gotten wind of my name before our first meeting, so I put my hand out to say hello, and I'm getting the introduction. Bob this is Jeanna, Jeanna this is Bob. And he stops the introduction and says, I know you. You scare the shit out of me. Just like that. I was like, this is one of my first big cannabis industry parties. I'm meeting one of the biggest players in the industry. He'd just won-- I think was Monday, was the cannabis business industry awards or something like that. His company won for the year for best edible production, or something like that.

JANET BISHOP: And this is a Denver-based?

JEANNA HOCH: Yes. Oh, yeah. So one of the biggest parties I've to, brand new, fresh in the industry, and one of the biggest players in the industry interrupts the introduction to tell me that I scare the shit out of him. Awesome.

JANET BISHOP: And why was that?

JEANNA HOCH: It took our second--

It took our second meeting for me to get the explanation as to why. There was a moms for marijuana party in LA, our second meeting. And I actually did go up to him and asked him. And he said, I'm going to deal with a lot of shit. I'm going to-- when this goes mainstream, what I'm doing-- it hasn't hit mainstream yet. There's been a few articles in the last six months, since my blog and a couple other people have blogs. And now mainstream media is slowly picking up on the moms that use pot.

JANET BISHOP: What you're doing?

JEANNA HOCH: Mm-hmm. Not so much that my company exists, but that moms are coming out of the canna-closet. And that's what's starting to vice. We saw Denver Post touch on it. We saw-- there was an Australian paper that touched on it recently, and I think Daily Mail just released an article. I mean, this is all Google-able stuff, but it's starting to trickle out more that people are talking about it. And when-- but they're still not talking about using during pregnancy and breastfeeding. They're talking about being moms that use. People forget, moms get pregnant and breastfeed and don't stop. And that's what I'm specifically talking about. And that's what they're afraid of.

I also specifically have product ideas for pregnant and breastfeeding women that use cannabis, and I've been shut down by the only people that can really help me. And they-- Bob told me, come back to me in a couple years. You know, after you've put out the fires, after the huge blow up that you're about to face happens, if you survive, come talk to me then. I was like, cool, great, thanks. Nice to meet you. He's an awesome dude. He has a lot of experience and he knows what the heck he's talking about. So I listened. You know, and that's really where I am in my business,
is meeting people with, like I said, more experience than me and taking notes. There's a lot to learn right now in, like I said, even in just a few years from when I was doing the little bit of dispensary work I was able to do to now. The industry has just grown and changed so much, and the opportunities and backlash. It's still coming.

JANET BISHOP: The reaction-- do you have a sense of the reaction when little blips hit the mainstream media, such as the Post and other media outlets? Do you get any sense of what comes in, vis-a-vis letters to the editor or anything?

JEANNA HOCH: I was just going to say, when we-- no. If I didn't look outside of my box, I wouldn't. All we get-- echo chamber. I put out those articles, and we get positive response from the people that's reading them, because those are-- my clients are cannabis consumers. However, occasionally things leak. Our page crosses the feeds of people that aren't CannaMamas, don't support us, and we get ugly comments from time to time. We're still so small that that doesn't happen often, but those are the things that we're waiting for and that we're worried about. One of my volunteers, Spacy-- and most of my volunteers have weird names like that because they're still in the closet. They can't be-- she's actually a military wife, so her husband is coming home like, I don't know, today or tomorrow, but he's been on leave for like six months. And two of my volunteers are actually military wives.

Point being, she took a picture of herself breastfeeding her child while trimming, trimming buds. So she had like a box probably four foot by two. So it's a pretty big thing that's sitting on her legs. And the baby is a walking baby. She's about the same age as my child, maybe like 18 months old. My child is about to be two. So the baby, I believe in the picture the baby's standing. She might have crawled up into mama's lap, but you can tell mom is breastfeeding and baby's holding on to mama and mama is not holding onto baby because the baby is old enough to pretty much get the boob herself. Mama's going about cleaning buds, so the tray's full of buds, and she's got some scissors, and she's trimming the buds and that's basically her side job. She makes extra money for her family by doing this for her brother who's a grower.

They took a picture of that. They turned it into a meme, like I had mentioned before, as one of our social media things that we do. And that one kind of went viral. It got picked up by Skunk Magazine, and it's been picked up by I think it was Steve Greene. But he's an activist in Michigan. Basically in other places we weren't expecting it to go. And she got really scared. So she pulled it from our main page, but it's the internet. It's too late. It was done. Somebody had lifted it, and now we're starting to see it circulating. And so she gets really, really afraid. So it is still that backlash that we're trying to make these changes and put out what we're doing, that it's OK, and that it's acceptable, but at the same time, a lot of people don't find it acceptable whatsoever.

Because when that picture of her went out, even in the cannabis community, growers and trimmers and bud tenderers and dispensary people, they were pissed that we took this picture and that we put it out there. And they said that we were hurting the movement, and that if CPS got a hold of that picture, she's going to go to jail. And I'm just very dramatic. There's some truth. You know I have to be realistic. I understand that those pictures do infuriate some people, so I can see why some people would say, that's negative attention to what we're trying to do.
However, we're also trying to normalize the use of cannabis, and if somebody was shucking corn or beans, or whatever-- if it was another type of farmer, my point, you wouldn't have that same, ugly commentary back on a picture. And so we're kind of making that point. Well, why would you do the same to this woman who-- multitasking mama, providing for her child, and still giving the best nutritional sustenance that you can come up with, breast milk. Human breast milk. To me, I thought it was a beautiful picture. We all thought it was a beautiful picture. A lot of people thought it was a beautiful picture. But there was still a lot of backlash, even within the cannabis community. So I would have to say that so far, even being a brand new company, that's been my largest challenge, is dealing with the people in the cannabis community that don't understand what we're doing.

JANET BISHOP: So, I think you've already answered the question I would have about how your involvement in this industry has impacted you, but perhaps you can tell me-- and I think you've already sort of alluded to what you hope others can learn from you, but do you want to say anything more about how your involvement and its long trajectory, with many different parts to it, but how has it impacted you what do you hope that others learn from you?

JEANNA HOCH: I think the biggest impact in my personal life has been that for the first time in my life I know what I want to do when I grow up. I used to say that all the time. I'm 34 in January, and I only recently--

JANET BISHOP: Sorry. I'm just--

JEANNA HOCH: No worries.

JANET BISHOP: Memory full.

JEANNA HOCH: No worries.

JANET BISHOP: Yikes. Is it still running? OK. This is why we have a secondary recorder.

JEANNA HOCH: Oh, hey, that makes sense. That's smart.

JANET BISHOP: We're taking a pause, and we're figuring out about the principal recorder, what's going on. Its memory is full.

JEANNA HOCH: It sounds like my phone. My phone needs to be dumped so desperately.

JANET BISHOP: Yes.

JEANNA HOCH: I can barely do any functions on my phone.

JANET BISHOP: And we're taking a pause. We've had a fascinating interview with Jeanna Hoch of CannaMama, and we're almost about to wrap it up. I just have a few more questions.

RECORDIST: [INAUDIBLE].
JANET BISHOP: And we're done. We're done on the first recorder. Is there any way to go to another file?

RECORDIST: No.

JEANNA HOCH: Do you want me to just come back? I don't mind. I really don't.

JANET BISHOP: Let's double check this recorder. Is it still running?

RECORDIST: Yes, it is?

JANET BISHOP: OK. We have just a few questions, but I think maybe we will pause because we don't want to leave this up to fate.

JEANNA HOCH: I completely understand.

JANET BISHOP: Do you want to stop this one? Go ahead and pause.

[INTERPOSING VOICES]

RECORDIST: Why don't you pause it for me.

[INTERVIEW RESUMED]

JANET BISHOP: OK, is that on? OK, great. This is Janet Bishop. And we think we have solved the marvels of technology. We are 15 minutes or so off of wrapping up a fascinating interview with Jeanna Hoch. This is, again, the Stories of Amendment 64 Oral History Interview, interview number six, I believe. It still is December 16, 2015. And Jeanna, as I said, I think we have 15 more minutes to go. And I think our recorders are now cooperating.

I had started to ask you a question about how your involvement in this industry has impacted you. But I wanted a quick clarification. You had mentioned something about informed--

JEANNA HOCH: Informed consent.

JANET BISHOP: --consent. Can you explain more what that means vis-a-vis your cyber company.

JEANNA HOCH: OK, so what we believe-- we grabbed this right out of the abortion movement and pro-choice. This is not our brainchild. But we feel like it fits what we're doing. Women have a right to their own bodies and their choice of what they want to do when they're pregnant. And
we believe cannabis consumption is a part of the informed consent over a woman's right to make choices for herself.

Choosing cannabis as opposed to pharmaceutical or over-the-counter medications is a right a woman should have. And just because she's pregnant, she should not have people telling her what is the best choice for her medical health and well-being.

JANET BISHOP: OK

JEANNA HOCH: I think that's clear. I hope. Sorry.

JANET BISHOP: Thank you for expanding and clarifying. So I started to ask you-- and I'm not sure if it was picked up on the main recorder. Because it started acting up.

JEANNA HOCH: About the industry and how it impacted me?

JANET BISHOP: How has the industry impacted you? And what do you hope others can learn from you?

JEANNA HOCH: Well, I was saying-- because I actually am excited about that question. I've had a troubled youth. I've had a really crazy coming-of-age time. And my young adult years were pretty wild. And I never knew what I wanted to do with myself. Like, OK, I got this degree. But now what?

I never had the passion of, I'm going to go and work for this company. And I never had a plan. And now I do. And so that's pretty amazing. So for the first time in my entire life, I know what I want to be when I grow up. And it's-- I want to run this company. And I want it to become something special. And I want women to remember CannaMama Clinic and have made an impact in their lives that, hey, I'm already starting to get it.

And I consider us a company. But we haven't launched. So we're kind of in that weird place. But we're already getting those responses from women of how much we've helped them, what a difference they've made, and we've inspired. Oh, I love it when people say I've inspired them. So yeah, that-- to me-- drives me. It's thrilling, energizing.

JANET BISHOP: So I do have questions about, well, describe a typical day for you. But I think you've described it.

JEANNA HOCH: Yeah.

JANET BISHOP: And it seems like there may not necessarily be--

JEANNA HOCH: I do the mom thing and I write and social media-- what can I say?-- business stuff.
JANET BISHOP: And do you have community involvements outside your work? On your blog and writing?

JEANNA HOCH: Yes, actually, I haven't done much with anything since I started the company. Because I never realized how much involvement there is with starting a company. There's, like, crazy amounts of paperwork and things of that nature. But I've always been the type to homeless advocacy.

And then, of course, my lactivism, anything to do with breastfeeding. I do all of the breastfeeding sit-ins. I don't know if you've ever heard of them. We call them nurse-ins. And any time there's one of those, I go. And so, I try to stay involved in the community as far as what are women doing. Yeah.

JANET BISHOP: And so, I have three last questions. And it's, sort of, the big picture, the legacy of Amendment 64 in the state and society. Oh, and by the way, when are you planning to go-- well, not quite public but--

JEANNA HOCH: But live?

JANET BISHOP: But live?

JEANNA HOCH: Yeah. I actually just talked to my website developer today. He's getting the framework up. It's just my content that still I'm giving him. Because I write. And over the last few months of building a business, my creative side has kind of gone-- just-- away. Trying to write a paper right now has been a very big struggle. I've got, like, five articles half-written.

So as soon as I get off my butt to give him those articles, it's done. Our theme is picked out. Our pictures are done. Our calendar is set. We've got everything. It's just the content that we're still struggling with. And it's my fault. So my website developer's like, come on. It's OK, stop being afraid. Because a lot of it is me being afraid.

The articles we're writing-- one is an open letter to CPS. One's a guideline of how to deal with CPS, not lawyer advice, but just general advice of, how can we be friendly and do this without necessarily needing a lawyer right away? Because unfortunately, the people at CPS tends to go after are people that don't have the means to fight back. So that's a huge problem.

And other little things-- like moms want to know how to dab. What is a dab? What is this? What is that? That is cannabis terminology or whatever. So those are the kind of articles that I'm writing right now. Hopefully, 30 days-- I'm like, really by 2016, first week of January. I'm getting my second investment check. And we want to have the website live to start offering-- we're going to launch some promotional gear.

(WHISPERING) So it has to be done. (SPEAKING) And I'm like, I'm going to have that money. So if I'm behind, I'm really going to screw myself. So maybe you guys can help me. I just set it for record, right now, on air.
JANET BISHOP: You've just set a date.

JEANNA HOCH: Mentally set a date. Yeah, hopefully by the second week of January, we will have a live website.

JANET BISHOP: So back to the legacy of Amendment 64 on the state and society-- what do you think is the significance of Colorado being the first state in the country to legalize recreational use of marijuana? And were there, are there, unique elements to the state that made passage of Amendment 64 successful?

JEANNA HOCH: I think our independent status was huge. We were a purple state when it happened. We've been a purple state for a really long time. We only recently voted, in last election, blue. And we're already looking like that might not happen again this time. So we're a swing state. And I think that that was unique. It wasn't a liberal push type of thing that people can identify a certain political party. Oh, it's just you young liberal hippies, or something like this. It was an independent state. And we're not super populous. It happened after California failed. I think that's kind of significant. We're a state with money. We have a decent amount of finances, which I think might go against the stigma in a way. They want to say drugs are bad and are only in low-income areas. But Colorado is a nice place to live. People like it. We have good tourism. It's a beautiful state. And to be the first state in the country to also welcome cannabis is interesting, I think. It makes it a little special. I don't know if I'm right. We'll see.

JANET BISHOP: An interesting observation. So what has been the most significant impact of the legalization of recreational marijuana, in your estimation, culturally, socially, or economically?

JEANNA HOCH: I think, culturally, that we have seen something unique and special here in Colorado-- the acceptance and to show the country that we can legalize a Schedule I drug and still be productive citizens. We've shown that crime has gone down. We're not all of the sudden losing our workforce. Workplace injuries aren't skyrocketing. So we get to be the social proof that cannabis can be a benefit to a community, to a state, to an economy. But I think the cultural aspect is probably the most important, the acceptance.

JANET BISHOP: And what do you think is the most important thing for marijuana legislation in the next 10 years? And what do you see going forward?

JEANNA HOCH: I actually have said this publicly. And I really believe that getting moms-- what I do-- getting cannamamas out of the closet is going to catapult legalization. When you can get moms telling people that cannabis is good for them, everybody listens to your mama. And that's really what I feel like. When people see that the soccer moms, the people doing the carpool, PTA, when you see those moms that you always looked up to running the community
and shuffling the kids off to school that are responsibly using cannabis, legalization is right
behind it.

JANET BISHOP: And you mean legalization in other states.

JEANNA HOCH: Federal legalization.

JANET BISHOP: Federal legalization.

JEANNA HOCH: Yes, sorry. Good clarification point. Right, I have my big dreams for federal
legalization in the next five to 10 years.

JANET BISHOP: OK. Well, Jeanna, anything else you want to say? We're at the end.

JEANNA HOCH: No. This has been awesome. And I really appreciate you having me come out
here and talk with you a little bit about the mom-aspect of the cannabis community. Because
we're often ignored or underrepresented. And there's actually a lot of us.

JANET BISHOP: Thank you, Jeanna. And aside from technical difficulties, this concludes, I
think, the sixth interview in our Stories of Amendment 64 Oral History Project for the
Amendment 64 Collection. Again, this is Janet Bishop. And I think it's a wrap. Thank you.

JEANNA HOCH: Thank you.