

Testimony in Support with Amendments
Senate Bill 594
February 26th, 2026

Chair Beidle and members of the committee,

My name is Tracey Miller, and I am a **conditionally licensed standard grower in the Western region**. My team and I are currently working through the conditional licensing process and hope to be in operation next year. I respectfully submit this testimony in support of Senate Bill 594 with amendments.

Current advertising laws make it extremely difficult to conduct hiring events. Most colleges, universities and many county and state workforce development organizations do not allow cannabis businesses to participate in their job fairs, leaving cannabis businesses to host their own hiring events. However, because audience composition must be documented and show at least 85% individuals who are 21 years or older, hiring events must be held in private locations where the general public does not pass by. This makes advertising the event critical to its success, yet heavily restricted.

Licensees also want to **support local events and engage with our communities**. However, most community events do not maintain attendance records in a format accepted by MCA, making participation difficult or impossible and discouraging engagement that the state otherwise encourages from other small businesses.

I support the language that clarifies that **news coverage and interviews are not advertising**. At the same time, I encourage caution regarding the phrase “intended as commercial advertising”, as determining intent can be subjective. Licensees have no control over how a reporter frames a story, chooses a headline or what quotes they use. Clear, objective standards would better serve all stakeholders.

Lastly, I have concerns regarding the **hearing process with the MCA**. When the same body is involved in the investigation, enforcement and review, it raises concerns about neutrality. Licensees should have access to an impartial forum in the hearing and appeals process. This is important because if an event is deemed noncompliant, enforcement is carried out through that hearing and appeals process.

Thank you for your consideration.

Respectfully,
Tracey Miller
CEO
MDWRG - Conditional Licensee
Standard Grower - Western Region