



**BOARD OF SUPERVISORS
COUNTY OF HUMBOLDT**
825 5th Street, Suite 111, Eureka, CA 95501-1153
Telephone (707) 476-2390 Fax (707) 445-7299
APPLICATION TO SERVE ON THE HUMBOLDT COUNTY

PROJECT TRELIS COMMITTEE

APPLICANT NAME: Chris Coulombe

MAILING ADDRESS: [REDACTED] Santa Rosa, CA 95404

TELEPHONE: Home: _____ Work: _____ Mobile: [REDACTED]

E-MAIL ADDRESS: Christopher_coulombe@yahoo.com

OCCUPATION: Consultant

ARE YOU A CURRENT EMPLOYEE OF OR VOLUNTEER FOR THE COUNTY: Yes _____ No

PERSONAL REFERENCES:

(1) Ben Sims PHONE: [REDACTED]

(2) Katalin Pesti PHONE: [REDACTED]

PRIOR ADVISORY BOARD OR BOARD OF DIRECTORS EXPERIENCE? NO YES

ON THE BACK OF THIS PAGE OR A SEPARATE SHEET OF PAPER, PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. WHAT IS YOUR FAMILIARITY WITH PUBLIC AGENCY BUDGETING AND/OR COUNTY GOVERNMENT?
2. DESCRIBE YOUR EXPERIENCE WITH THE CANNABIS COMMUNITY AND/OR CULTURE.
3. DESCRIBE YOUR EXPERIENCE WITH GRANT WRITING OR GRANT REVIEW PROCESS.
4. WHY ARE YOU INTERESTED IN SERVING ON THE CANNABIS MICRO-GRANT ADVISORY COMMITTEE?

PLEASE ATTACH A CURRENT RESUME.

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct

DATE: 22 July 2021

SIGNATURE: [Handwritten Signature]

SUBMIT THIS APPLICATION TO:

Clerk of the Board, 825 Fifth Street, Suite 111, Eureka, CA 95501-1153.

DATE TO SUPERVISOR _____ DATE APPROVED _____ NOT APPROVED _____



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1. WHAT IS YOUR FAMILIARITY WITH PUBLIC AGENCY BUDGETING AND/OR COUNTY GOVERNMENT?
 - a. I have studied public agency budgeting and county government both in my undergraduate and graduate work as well as gained a thorough familiarity with it through my business and political consulting work over the last 16-years.

2. DESCRIBE YOUR EXPERIENCE WITH THE CANNABIS COMMUNITY AND/OR CULTURE.
 - a. I was born and raised in Sonoma County where, like Humboldt, cannabis is a part of the larger community – as a kid I grew up surrounded by people in the cannabis community from Sonoma to Humboldt before departing for the military at 18-years old.
 - b. Additionally, as a consultant helped several cannabis operators across California apply for their local permitting and state licensing.
 - c. I built a statewide distribution operation that specialized in craft farms from the Emerald Triangle, representing approximately 50-farms to the California market.
 - d. My former company was the presenting sponsor for the first licensed Emerald Cup (2018) in Santa Rosa, where we covered the cost of exhibiting for 20 craft farms from Humboldt and Mendocino Counties.
 - e. We also facilitated the first ever meetings between the Santa Rosa Mayor and city council members and the leadership of the Emerald Cup, as well as the CEO of the Santa Rosa Chamber of Commerce to establish a strong working relationship between the respective entities in the hopes of maximizing the event's future opportunities. All at no charge.
 - f. My consulting firm worked with dozens, possibly hundreds, of licensed cultivators, nurseries, and manufacturers helping them navigate the newly minted regulations and compliance standards and adjust their operations.
 - g. I also co-founded the Cannabis Distribution Association, a cannabis trade group focused on creating an economically viable and well-regulated cannabis market throughout the US. To date we have focused largely on California and have played a significant role in the refinement of the California regulatory environment, taking part in the drafting or championing of several key pieces of legislation, such as SB 311 and the Governor's bill (SB94) for both the Brown and Newsom administrations.
 - h. During my work in the capitol, I worked very closely with regulators, lawmakers, the Governor's office, and trade groups such as the Humboldt County Growers Alliance, often cosponsoring events that allowed cultivators and manufacturers to meet with compliant distributors.

3. DESCRIBE YOUR EXPERIENCE WITH GRANT WRITING OR GRANT REVIEW PROCESS.
 - a. I have written many successful grant applications during my time in the military and a handful in my capacity as a business consultant.

4. WHY ARE YOU INTERESTED IN SERVING ON THE CANNABIS MICRO-GRANT ADVISORY COMMITTEE?

- a. One of the business assumptions that drove me start a cannabis distribution company was that Humboldt was the heartland of modern-day cannabis, it has been the epicenter of cannabis cultivation and manufacturing knowledge in America and maybe the world since cannabis became a thing. I felt that this history and legacy was a great asset for farms, brands, and producers to leverage as they build their own brand's presence, demand, and brand equity. However, I found out quickly that, outside of those that already knew of Humboldt, very few non-cannabis affiliated consumers or potential consumers knew of Humboldt, its role in the cannabis community and history, nor the legacy that existed around the quality of cannabis associated with Humboldt. That drove me to produce an award-winning documentary called "A Humboldt Story" as a way to help articulate what Humboldt was, how it came to be, and why it is the Napa Valley of cannabis to a broader market. Now that there are legal means for Humboldt cannabis companies to compete across the state, I would like to continue helping Humboldt County and its licensed cannabis companies re-establish themselves in the regulated market as the leader in quality cannabis.

CHRISTOPHER M. COULOMBE

████████████████████ chris.m.coulombe@gmail.com

A senior operations executive with a 20-year record of leadership excellence. Comprehensive understanding of cannabis distribution operations, regulations, compliance, and challenges focused on managing growth and creating shareholder value. Proven ability in attracting and motivating highly successful executives and teams. Extensive experience in formulating and executing strategic growth plans, optimizing advanced technologies to generate operational optimization, and achieving financial objectives.

- Significant experience in international environments with ability to communicate across a multitude of cultural backgrounds
- Extensive and diverse background in addressing complex organizational and regulatory challenges in dynamic institutions
- Outstanding ability to anticipate needs, think critically, and accomplish tasks in a timely and cost-effective manner
- Experience in building diverse organizations, departments, and teams from start up to maturity phases
- United States Government Top Secret-SCI Security Clearance (Inactive)

EDUCATION

Norwich University, VT - MA Global Management and Diplomacy
University of San Francisco, CA - BA Politics
American University, DC International Law and Organizations
Eagle Scout

PROFESSIONAL EXPERIENCE

CEO - FOUNDER, PACIFIC EXPEDITORS, INC.

SANTA ROSA, CALIFORNIA
2017-2020

Designed and built business model, secured funding for multi-site, state-wide distribution organization, grew from 1 to 43 employees. Established strong rapport with legislators, regulators, and industry leaders. Cultivated national and international relationships around the industry to help facilitate the development of regulations, markets, and supporting technologies - increasing quality and efficiency of the industry. Provided strategic partnerships to portfolio increasing quality of product and services to over 100 companies.

- Company of the Year 2018 – Transportation; American Business Association
- Best Place to Work Award 2018; North Bay Business Journal
- First cannabis executive to formally meet with the leadership of the California Highway Patrol, Sheriff and District Attorney of Sonoma County, and CHP Field Chiefs
- Helped develop and propagate best practices in product storage and transport across large scale distribution operations
- Establish and trained warehouse, fleet, sales, finance, administration, HR, business development teams
- First cannabis company to customized and implement full ERP (SAP B1) and Sales Force

CEO - FOUNDER, PACIFIC EXPEDITORS CONSULTING SERVICES, LLC

SANTA ROSA, CALIFORNIA
2017-2020

Established strong government relations and lobbying operations at both the municipal and state level. Worked closely with regulators and legislators in Sacramento to establish viable and safe regulatory environment. National speaker on regulations, operations, and policy.

- Created productive working relationship with state legislators, the Governors' Office, and respective agency heads
- Co-authored and provided legislative support for multiple bills signed by Governor (SB-311)
- Provided language for Governor's Bill (SB-94) for both Brown and Newsom administrations
- Co-founded Cannabis Distribution Association – trade association that regularly provides white papers and technical expertise on the cannabis industry to the Governor, regulatory chiefs, and legislators

- Provided industry regulatory and operational insights for banking, Fintech, tech, AgTech, investment institutions, events and entertainment, wine, academia, media, and recruiting firms
- Supported portfolio of over 55 clients with regulatory expertise, best business practices, and strategic planning

VICE PRESIDENT OF DISTRIBUTION, CANNA CRAFT / KIND HOUSE DISTRIBUTION (CONSULTANT)

SANTA ROSA, CALIFORNIA
2016-2017

Provided regulatory and operational expertise to restructure and prepare small organization for scaling and integration in preparation of California's Proposition-64 implementation, taking unstructured organization from unregulated industry into highly structured and regulated industry. Led build out of personnel and protocols for operations, warehouse team, extraction team, Lab team, fleet team, sales team, sales management, and finance team for distribution related departmental functions. Designed and executed company's first A/R management program.

- Took company from 35 employees to 150 and doubled annual revenue from \$10MM to \$20MM in first year
- Designed, implemented, and executed distribution operations facilitating transportation of 50+ tons of cannabis per year from multiple sites across California
- Concurrently, designed, implemented, and executed distribution operations facilitating transportation of \$1.6MM in finished goods across the state every month and reverse logistics systems for the return of \$1.6MM in cash every month

VICE PRESIDENT, DELPHI TEAM POLITICAL CONSULTING

SANTA ROSA, CALIFORNIA
2015-2017

Leading regional political, government relations, and business consulting firm electing and representing 60% of elected officials in Sonoma County for over 20 years.

- Ran 18 political campaigns for public office as Campaign Strategist in Marin, Sonoma, and Mendocino counties
- Established and managed campaign support platforms: websites, digital engagement automation, email, phone, text messaging programs to support various campaigns
- Designed and executed campaign surveys, provide detailed analysis of data, and development campaign strategies
- Successfully ran campaigns for supervisors, judge, city council, school boards, fire districts, and various ballot measures

FELLOW, COLLEGE OF SECURITY STUDIES, ASIA-PACIFIC CENTER FOR SECURITY STUDIES

HONOLULU, HAWAII
2014-2015

Represented the US Army's 25th Infantry Division on formal visits from U.S. officials and foreign dignitaries. Brought senior U.S., foreign military, and civilian security practitioners together in focused, strategy development discussions surrounding transnational security concerns. Assisted in lesson planning, lectures, and regional policy discussions. Created presentations and provided research projects in collaboration with APCSS faculty and staff departments.

- Most junior U.S. Army officer ever selected for the Fellowship
- Initiated program for future officers to attend programs at center
- Specialized in matters relating to South China Sea

SENIOR ORGANIZATIONAL LEADER (PATHFINDER PLATOON LEADER), US ARMY

SCHOFIELD BARRACKS, HAWAII
2014- 2015

Led 27 combat proven Non-Commissioned Officers in a unique and highly autonomous unit tasked with finding complex solutions in uncertain and uncontrolled environments to create greater operational opportunities for the parent organization and the recovery or protection against the compromise of sensitive technology.

- Hand selected by Brigadier General over ten other top 1% Captains in the infantry division
- Concurrently served as the Department of the Army accredited Air Assault School Officer in Charge for the Pacific Theater training classes of 200 US and foreign military students in helicopter rappel and air load operations
- Directly responsible for establishing relationships with sister branches and agencies for coordination, resourcing, and execution of joint service training and operations

SENIOR ADVISOR (COMPANY EXECUTIVE OFFICER), US ARMY

SCHOFIELD BARRACKS, HAWAII
2012- 2014

Second in command of a 204-member unit within an 1100-member organization capable of deploying anywhere in the world by land, sea, or air in support of full spectrum operations. Accountable for \$17 million worth of materials and equipment. Directed training, development, and resourcing activities within the unit.

- Identified as the top performer among 18 peers in 1000-member unit
- Performed as Company Commander for 80-day period, improving systems efficiency and communications fidelity by centralizing directives and their progress while decentralizing responsibility and accountability, empowering subordinates
- Developed system of capturing unit metrics, subsequently adopted by parent organization
- Created systems of identification and correction for supply and maintenance related standards, improving the unit's compliance with army supply regulations by 41%. Resulting in 93% overall unit compliance

BOARDS, AWARDS, AND RECOGNITIONS

BOARDS

- Boy Scouts of America, Redwood Empire Council, Advisory Board 2019 - present
- Cannabis Distribution Association (Co-Founder) Advisor to the Board 2020- present
- Cannabis Distribution Association (Co-Founder) Board Member, 2017 – 2020
- Boy Scouts of America, Redwood Empire Council, President 2017-2019
- Boy Scouts of America, Redwood Empire Council, VP of Fund Development 2016-2017
- California Growers Association – Board Member, 2017-2019

AWARDS

- 2018 North Bay Business Journal's Best Place to Work Award – Pacific Expeditors
- 2018 North Bay Business Journal's Forty Under 40 Award
- 2018 American Business Awards, Bronze Stevie Award – Company of the Year
- 2018 Zennie Award for HR Excellence – Zenefits
- 2019 Irish Echo's Forty Under 40 Award (National)
- 2020 Clio Marketing and Advertising Awards, Silver Award for *A Humboldt Story*

SPEAKER

- Harvard Business School
- 2017 California Cannabis Business Conference, Anaheim
- 2018 Meadowland
- 30th Annual North Bay Speaker Series
- 2018 ICBC San Francisco
- 2018 North Coast Cannabis Conference
- 2018 Weed & Wine Symposium
- 2018 NCIA Cannabis Business Summit & Expo, San Jose
- 2018 NCIA Cannabis Business Summit & Expo, Anaheim
- 2019 ICBC San Francisco
- 2019 Weed & Wine Symposium

ARTICLES

- Forbes
- Harvard Business School
- Marijuana Business Daily
- University of San Francisco News
- High Times Magazine
- Marijuana Ventures
- North Bay Business Journal
- Beard Bros Media
- Zenefits
- Sensi Magazine