

Women and Weed, Fashion Enters the Cannabis Industry

Breaking the 'Grass Ceiling' Three Local Moms Break Through the Male Dominated Cannabis Industry



Fresno, Jul 28, 2020 ([Issuewire.com](http://www.Issuewire.com)) - BMA Inc, a California Corporation, has announced their intention to apply for and acquire a license to open a cannabis dispensary in Fresno, Ca.

"We're just three local moms and Fresno residents with roots in this wonderful city of ours. We talk about soccer, school, bedtime routines, family, work, and oh yes, weed." -Brenda Mireles

Enlisting the help of FXO Legend Grown, a California based corporation to advise daily operations, and Erica Treeby an attorney from San Francisco's Pier 5 Law Group, the BMA team is lead by three central valley women.

"My first experience entering a dispensary wasn't pleasant. I thought to myself, there has to be a better way! I think our vision in creating a luxury customer service focused dispensary reflects our mission and core values. We want a place that you can feel comfortable and safe going to. Why should going to a dispensary be any different than going into a local coffee shop or makeup store?" - Kim Pham

The Fresno City Council originally adopted an ordinance a year ago allowing medical marijuana in 2019 and recreational adult use in 2020. The city is in its environmental review phase so dispensaries are likely several months away from being approved, council members have said. Reduced personnel and an increased workload among this age of COVID-19, will also likely push out the date when applications will start to be accepted for review.

According to M Maximus Silva, FXO Legend Grown, "the industry (cannabis) is shifting toward mainstream customer-focused concepts. Today's markets and patients demand safety, accountability, social equity, and a friendly safe environment. These women are smart, they get it."

Erica joined Pier 5 Law Offices as a practicing criminal defense attorney in 2011, where she was given the opportunity to learn from and work with a talented group of like-minded attorneys, who share her passion for fighting for what is right. She received her J.D. from Golden Gate University School of Law and her undergraduate degree from the University of California at Berkeley. Erica Treeby can be reached at her office: [\(415\) 986-5591](tel:4159865591) or via email: Erica@Pier5Law.com

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