Overview
Kind Care plans to open its doors in spring of 2015 after it is duly licensed by the State of Illinois. The Company will provide medical cannabis to approved patients in Illinois as part of The Medical Cannabis Pilot Program Act (MCPAA). Our primary focus will be on our patient’s wellness—not simply helping them alleviate a painful or chronic condition. We will dispense safe, high-quality products that are professionally processed, packaged and presented to patients in a compassionate, service-focused, bilingual (English/Spanish) environment.

The launch of the MCPAA in Illinois will create the 3rd largest medical cannabis market in the U.S. The MCPAA is one of the country’s stricter medical cannabis laws. It creates a limited exception to Illinois criminal law, permitting doctor-advised medical use of cannabis by patients with one or more of over 35 serious medical conditions.

Unlike other states’ laws, patients and caregivers are prohibited from cultivating cannabis. Instead, medical cannabis will be dispensed to patients from one of up to 22 Cultivation Centers and 60 Dispensing Organizations throughout the state to be tightly regulated by the Department of Health, the Department of Agriculture, and the Department of Financial and Professional Regulation.

Legally named Kind Care, Inc., the Company is a Limited Liability Illinois corporation founded in 2014.

Location: 3541 N. Elston
Kind Care has signed a letter of intent to lease a 3,600 sqft. stand-alone building at 3541 N. Elston. Understanding the serious needs of our patients, and the founders own experiences with and/or caring for loved ones suffering from these conditions, our goal is to create a state-of-the-art facility that is inviting and secure. Patient education is critical to the success of Illinois program and Kind Care has incorporated it into the design of our proposed facility. The building
includes a discrete and secured, dedicated parking lot in the rear of the building with 22 spaces and one ADA approved space.

Unique Advantages
While many are recently interested in the Illinois market for medical cannabis, Kind Care’s management has been developing its team and business plan for almost two years. With our close relationships within the Illinois legislature and having watched the State’s plan move from legislation, to regulations and now implementation, we have repeatedly fine-tuned our strategy to ensure we can provide the best services to our patients in Chicago. Our unique advantage over other teams include:

- A well-qualified team of advisors including management professionals, medical doctors/nurses, attorneys and government relations specialists.
- An on staff resident nurse, who will provide additional counseling to patients on suggested dosages, methods of ingestion and beneficial strains/products.
- A Bilingual management (English/Spanish) dedicated to serving the multicultural community our dispensary would serve.
- Plans to conduct a medical study on Glaucoma in conjunction with Illinois Masonic Hospital.

Giving Back to Our Community
Kind Care’s management believes the success of our proposed dispensary is linked directly with our ability to foster and maintain strong local community relationships. We are looking to actively partner with local community organizations, especially those that serve/advocate for our patient community. Examples of how we intend to support the community include:

- Unlike other groups coming in from out of the city/state, our corporate headquarters will be at the Elston location, ensuring all local tax dollars are returned to the community.
- Due to the large size of the proposed location, an auditorium space will be created within the non-secured area of the dispensary. This space will be offered without charge to qualifying community groups. For example, we envision is using this space to host local “support group” meetings for individuals suffering from “qualified conditions” under the Act.
- One of our founders, Lori Ferrara will assume the role of “Manager of Strategic Relationships,” a position dedicated to engaging community leadership and organizations.
Board of Directors

Kind Care, LLC will be directed by a five member board.

Jose E. Cruz, JD, Board Chair

Jose Cruz is the Board Chairman and will serve as Store Manager for Kind Care. A lifelong Illinoisan, Mr. Cruz and his family are well respected for their commitment to the Latino community in the City of Chicago. Mr. Cruz’s personal commitment to the success of the Illinois Pilot Act stems from the legacy of his brother and mother who both lost long and painful fights with cancer. He has extensive marketing and management experience both at the local and national level.

Mr. Cruz began his career working as the Assistant to the Director of Hispanic Affairs in the Clinton White House. His primary focus was the inclusion of national Hispanic leadership in issue meetings and at Presidential events. In 1996 Mr. Cruz served as Assistant Hall Manager for the Democratic National Convention in Chicago, overseeing the build-out of the United Center and facility logistics. In 2004 Mr. Cruz served as the Deputy Director of “Get Out The Vote” (GOTV) for the Kerry-Edwards ticket in the battleground state of Florida. With a focus on the Hispanic community of South Florida, he managed a team of 300 canvassers and eight campaign offices.

From 1998 to 2006 Mr. Cruz served as the Director of Corporate Affairs for Equity Research Corporation a D.C. based lobbying and consulting firm representing Hispanic Serving Educational Institutions throughout the U.S. and Latin America. Mr. Cruz Directed clients in their successful pursuit of over 5 million in program funding from the Federal Government.

In 2008 Mr. Cruz founded ImmigrationPAC, the first federal non-partisan political action committee designed to fund pro-comprehensive immigration reform candidates. Raising over 100K in federal PAC funds within a year, ImmigrationPAC established a national network of donors funding both Republican and Democratic candidates in the U.S. Congress.

In 2009 Mr. Cruz joined the National Association of Latino Elected and Appointed Officials (NALEO) as the Senior Director of Civic Engagement. He lead the National Campaign of “ya es hora, Hagase Contar” encouraging Latinos to participate in the 2010 Census. Overseeing a budget of 1.8 million and a national team of 24 outreach organizers in four states.

Since 2011 Mr. Cruz has consulted various corporations interested in social media outreach to the next-gen Latino community in the U.S..

Mr. Cruz is fluent in Spanish, received his BA in Art from Eureka College and his Jurist Doctorate from Southern Illinois University School of Law.
Sara Cruz, MBA, Board Member

Sara Cruz has an extensive background in Financial Services marketing and operations. She is currently Director of Product Strategy for Financial Services at TransUnion LLC, with primary focus on automotive finance and regulatory products. She is responsible for aligning products with customer needs, bringing new products to market and ensuring existing products remain relevant by working closely with customers, sales associates and product development. Beginning her career at TransUnion in 1999, Sara held leadership positions in the batch credit group prior to her current role. She consulted key customers on their risk management strategies, led operational and organizational transformation initiatives, and was responsible for the architecture and implementation of a system to support new products. Before joining TransUnion, Sara was part of a cross-functional Product R&D team at Campbell Soup Company. She holds a Bachelor of Science in Engineering from Purdue University and an M.B.A. in Marketing and Finance from the Kellogg School of Management.

Lori Ferrara, Board Member

Lori Ferrara is a 25 year veteran of the domestic/international television distribution industry. After working ten years for one of the largest program duplication and distribution companies, the native New Yorker founded Picture Perfect Partners in Chicago, Illinois. The company delivered television programming via satellite worldwide for some of the largest syndicators in the industry. Clients included Warner Brothers, Tribune Entertainment, Disney, "The Judge Mathis Show", "Siskel & Ebert", and "The Jenny Jones Show."

Lori is now dedicated and very involved in the cannabis industry. Her passion was jump started when she was caring for her husband with cancer. As a result, she spent over two years educating herself and developing relationships with several top leaders in the cannabis field nationwide.

She is a member of the ArcView Group and has been actively investing in this sector. She also enjoys coaching and advising start-up companies and entrepreneurs who share the same goals. Lori brings her incredible networking skills to the table and has been connecting potential strategic partners in the cannabis industry to enable them to accomplish their mutual goals.

As a current and founding member of the Illinois Cannabis Industry Association Board, Lori is focused on improving regulations for business owners, advocating for the education of qualified patients, driving membership and active participation in the ILCIA.
Alyson Monson is a 2000 graduate of the University of Kansas and a 2006 graduate of the Washburn University School of Law. Ms. Monson is licensed to practice law in New York, Missouri, and Illinois and has been a resident of Chicago, IL since 2009. She has experience in civil, commercial, transportation and personal injury litigation. Ms. Monson also has experience with limited real estate and collections matters.

Professional and Advisory Support Team

One of the dispensary's key assets is the strength of the team it has recruited to provide expertise and advice to the Dispensary as it makes important decisions about every aspect of operation.

Dr. Osvaldo Lopez, MD, Research Plan

Dr. Lopez is chief of the Section of Ophthalmology at Advocate Illinois Masonic Medical Center, and a pioneer in the field of corneal refractive surgery.

Dr. Lopez received his medical degree from Northwestern University Medical School. Following an internship at Northwestern, he completed his residency in ophthalmology at Michael Reese Hospital, where he served as chief resident. He pursued specialty training and completed a fellowship in the diseases of the cornea with Louis Girard, MD, at the Texas Institute of Ophthalmology in Houston. Dr. Lopez was also trained in refractive surgery by Jose Barraquer, MD, considered the father of modern refractive surgery, at the Instituto Barraquer in Bogota, Colombia.

A board-certified ophthalmologist, Dr. Lopez is a member of numerous professional societies including the American Academy of Ophthalmology, the American Society of Cataract and Refractive Surgery and the Chicago Ophthalmology Society. He also is an assistant professor of ophthalmology at the University of Illinois.

Dr. Lopez is widely recognized as one of the nation's leading corneal surgeons. One of the first local ophthalmologists to perform innovative refractive procedures, he has pioneered new surgical techniques and has designed devices used in eye surgery. His commitment to bringing innovation to ophthalmologic patient care has earned him numerous honors, including the State of Illinois Lincoln Medal for Medicine. Dr. Lopez has been featured by Chicago magazine as one of Chicago's Top Doctors, selected by Castle Connolly Medical Ltd. Dr. Lopez has also been named by the Consumers' Research Council of America as one of the country's top ophthalmologists.
Kimberly Carter, BSN, MSN, APN (Patient Care)

Kimberly Carter is an acute care nurse practitioner with over 15 years in the critical care field of nursing. Kimberly will serve as a first point of contact for new Kind Care Patients offering free intake consultations to provide them with an overview of recommended strains, dosages and methods of ingestion. Kimberly received her masters in nursing degree from Vanderbilt University and completed her acute care nurse practitioner certification in 1996. She has held many advanced practice nurse positions most recently at Northwestern Memorial Hospital in the division of cardiothoracic surgery and women’s health. Kimberly has also worked in clinical research at several medical device companies including Cohesion Technologies, Bacchus Vascular, and Curon Medical, Inc.

Jennice Fuentes (Government Relations)

Jennice Fuentes is a recently retired (2013) U.S. House of Representatives Chief of Staff with 25 years of legislative and political experience. She is the founder and managing partner of Fuentes Strategies. As Chief of Staff to Representative Luis Gutierrez (D-IL) she served as the Congressman’s principal advisor, political strategist and top manager. She was responsible for all legislative and political decisions, as well as management of a 22 member staff across Chicago and Washington, D.C. and a $1.4 million annual budget. She advised the Congressman on all issues before the House Financial Services committee, including securities, insurance, banking, housing and the $700 billion Emergency Economic Stabilization Act of 2008, as well as immigration and issues related to the community.

Ms. Fuentes is also a frequent guest on various local and national radio and television programs, including CNN en Español, Voice of America, WUSA’s News 9, and National Public Radio.

Andrew May, JD (Legal)

Andrew May has nineteen years of legal experience representing clients ranging from individuals and small business to Fortune 500 firms and is the principal at May Law, PC. Mr. May has represented nearly every type of commodities and securities company and related professionals and traders in litigation, regulatory and transactional matters.

Mr. May also represents entrepreneurs and existing business owners on the purchase and sale of businesses. Mr. May has assisted and counseled numerous entrepreneurs and technology start-ups starting new businesses.
Davide Nanni (Lead Designer)

Davide Nanni will serve as lead designer and contractor for Kind Care’s build-out. Davide work includes: Ruxbin in Ukrainian Village, Simone’s in Pilsen, Ombra in Andersonville and the Boiler Room in Logan Square. Best known for his use of recycled materials, Davide is a master at combining functionality with design. Bon Appetit magazine named Ruxbin one of the best new restaurants of 2011, praising the design as much as the food.