

## **FOR IMMEDIATE RELEASE**

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### **SONOMA LAB WORKS ADDS KEY MEMBERS TO LEADERSHIP TEAM**

*Direction From Key Business Leaders Will Support Growth*

**Nov. 12, 2018 - SANTA ROSA, Calif.:** Sonoma Lab Works, LLC (SLW) has hired Daniel Witt as president and formed its board of directors. SLW's CEO, Darius Anderson, made the announcement.

Witt has joined as the company's first President and COO. He began his career in Washington D.C., working for Senator Dianne Feinstein, before a seven-year career with Tesla's business development division. His tenure at Tesla overlapped with many of the company's major launches and achievements during its transition from a startup to clean energy powerhouse.

Darius Anderson, SLW's CEO said, "Witt's energy and familiarity with both government and burgeoning industries melds perfectly with our desire to grow and expand the company into a leading service for the cannabis industry."

Witt added, "California's cannabis industry is perhaps one of the few things that has moved even faster than technology. Despite changing regulations, the innovation is inspiring and it's a privilege to work with a talented team to provide exceptional service and innovation. Together with our new board of directors, I hope to help clients as they bring products to market, and make navigating the supply chain as seamless as possible."

Sonoma Lab Works' board of directors will be invaluable to the growth of the company; a veritable think tank with diverse industry backgrounds, they include:

**Darius Anderson**, a recognized political strategist, has successfully advised many of California's highest-ranking political and business leaders. In 2010, he was appointed to California's Political Reform Act Task Force. Over the past two decades, he has created a multi-faceted portfolio of business and community development ventures. Anderson and his business partners have developed expertise and recognition in the areas of real estate development, hospitality, travel and tourism, media, and early stage high-tech investing.

**Gary D. Nelson** is the Founder and Chairman Emeritus of the Nelson Family of Companies, which has been providing innovative workforce solutions for more than 40 years to global clients. Ever entrepreneurial, he founded Nelson Solar Projects, LLC. and in 2012, the company partnered with Wells Fargo Center for the Arts to provide the capital financing and installation of one of the largest renewable power systems among performing arts centers nationwide. He is actively engaged in cultural, philanthropic and civic endeavors throughout Sonoma County. Gary and his wife Marcia recently announced the formation of a new production company, "For you From me Creations, LLC, and have partnered with award winning filmmaker, Seth Caplan, to create inspiring musical productions that will entertain and generate funding for nonprofits supporting

education, healthcare, and the performing arts. His experience in customer service, and passion for the community make him a grounded voice for SLW's ethos of considerate and sustainable growth.

**Henry Hansel** has served as a Director of Hennessy Advisors, Inc. since 2001. He has been President of The Hansel Auto Group since 1982. He previously served as a Director of the Bank of Petaluma from its organization in 1987 until it was sold in 2002. Mr. Hansel's experience with running a large and economically cyclical business provides him with excellent financial and operational insight.

**Marisol G. Lopez** brings both public and private sector experience to SLW's board. As former chief of staff for Oakland Mayor, Ronald V. Dellums, she played a key role in developing the Mayor's Office of Public-Private Partnerships, which worked to engage local businesses in government procurement opportunities and job development initiatives. Lopez is currently chief of staff at Platinum Advisors, where she plans and directs all financial and operational activities for the organization and focuses on special projects in the San Francisco Bay Area and Cuba. Her ability to engage at both grassroots and corporate levels will be invaluable to navigating the regulated market.

**Frank Yeary** is the former Chairman of CamberView Partners. He currently sits on the Board of Directors of PayPal Holdings Inc. and Intel Corp. and previously served as the Vice Chancellor at University of California, Berkeley and prior to that as the Global Head of M&A at Citigroup Investment Banking. His experience with financial institutions and their respective regulations will be invaluable to SLW's growth.

Anderson said of the board, "The board brings a diversity of experience that is unrivaled in this industry. These are skilled CEOs and business leaders with a history of execution and market leadership in their respective fields. We look forward to their insight and experience with regulated and expanding companies at a time when our company is poised for tremendous growth."

### **About Sonoma Lab Works**

Sonoma Lab Works started in 2014 as part of CannaCraft. In 2018 it was taken over by a new owner to be compliant with the state's transitioning cannabis licensing program. Based in Sonoma County, SLW is a fully compliant testing lab that offers state-of-the-art services to clients throughout California.

Their origin as an in-house lab to one of Northern California's largest manufacturers gives SLW a special insight to clients' needs for timely and consistent turn around times, and the importance of R&D testing in product development.

Using the latest, state-of-the-art equipment with GLP compliant methods and procedures, SLW meets and exceeds the California Bureau of Cannabis Control regulations. Sonoma Lab Works is a BCC-licensed California testing lab. LIC: C8-17-0000012-TEMP. The dissemination of this information is intended for audiences 21 years of age and older.

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