



FREQUENCY

April 17th, 2021

RE: SF Cannabis Oversight Committee – Professional Endorsement of Cynthia Boedihardjo

Dear Sir or Madam of the Rules Committee,

My name is Giora Israel, I am pleased to endorse Ms Cynthia Boedihardjo, in support of her efforts in building a community focused cannabis retail and experience center within the city of San Francisco. Cynthia's previous accomplishment and talent in bringing community and art to San Francisco through engaging events and experiences aligns with my interest to keep San Francisco a thriving city to both locals and visitors.

I maintain extensive experience in the creation and application of community based events and cultural initiatives. I served as the Vice President of Midburn, Burning Man's largest regional event in the world, I co-founded Frequency, a futuristic emotional wellness platform based in New York, as well as founded many large scale festivals and events world wide. I am internationally recognized creative and operational acumen as a wellness and lifestyle producer. I am fully qualified as an expert in Wellness & Lifestyle realms and Cynthia's vision in creating a new conscious entertainment facility that will attract both locals and visitors is a vision worth supporting.

As an adviser to Experience Newera Inc, I am aligned with Cynthia's approach to building a new era of conscious cannabis lounges to foster mindful consumption while pairing their products with the healing arts. In my discussions with Cynthia Boedihardjo, I have come to know Cynthia and witnessed firsthand her demonstrated extraordinary talent as an entrepreneur who is purpose driven, and cares about providing work opportunities for cannabis enthusiasts as well as local artists and healers. The art gallery and community space she co-founded and built in the Mission District of San Francisco, The Laundry was a venue that mixed art, culture, education, and community into one space. In discussing her future plans for the cannabis retail, I have a full understanding of her upcoming vital role in being part of the Cannabis Oversight Committee. Having launched a cannabis pre-roll brand during the pandemic and working with local communities to understand what their needs are, shows how dedicated she is to build a retail venue that will not only attract many visitors but also offer them a sanctuary to access medicinal cannabis, and learn how to mindfully consume the plant and feel supported in the process. I am aware that Cynthia can use her talents both artistically in creation and building this venue, and on the business side regarding hiring, budgeting, and strategic guidance.

In my professional assessment, I can confirm that Cynthia would be an extraordinary member to have on the SF Cannabis Oversight Committee. I am confident Cynthia will make a significant positive impact within the committee and industry and I wholeheartedly endorse Cynthia's placement in the Committee.

Please feel free to reach out to me with any questions at [Gio@frequencymind.com](mailto:Gio@frequencymind.com)

Respectfully,

Giora (Gio) Israel