



## GOAL

## OBJECTIVE

Grow  
Education

- Develop educational content for conference that focuses on ethics, science and advocacy for cannabis health professionals
- Launch new online educational course for cannabis nurses

Achieve  
Specialty  
Recognition

- Lay foundation for recognition of cannabis nursing as a subspecialty of the ANA

Increase  
Sponsorship &  
Partnerships

- Strengthen the relationship with sponsors and ensure it is mutually beneficial
- Increase the number of annual sponsors and partners

Create Viable  
Speakers Bureau

- Better support a network of referrals for speakers and subject matter experts in the industry

Revamp  
Website

- Create a new public website for ACNA that take into account user behavior and best practices in the nursing world