



County of Santa Cruz

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PRESS RELEASE

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SANTA CRUZ COUNTY HIRES CANNABIS LICENSING MANAGER

Santa Cruz County is pleased to announce the hiring of Daniel Peterson as the County's Cannabis Licensing Manager.

Peterson has several years of management experience in a regulatory environment, including developing water management and pollution-related policies and regulations within Caltrans, overseeing the Water Resources Branch in Sutter County and in his latest position as Principal Engineer for Water Resources in Yuba County. In those roles, he developed the skills needed to oversee the newly created Cannabis Licensing Division, including staff management, community outreach and coordination with state regulators.

"Throughout the hiring process, Mr. Peterson stood out as someone ready to work with neighbors, growers and patients to strike a balance and achieve a medical cannabis regulatory system that works well for everyone in Santa Cruz County," County Administrative Officer Susan Mauriello said. "We expect that he will do just that."

"I am humbled by and excited about this opportunity to work with the County of Santa Cruz to navigate the complexities of a unique regulatory environment. I look forward to being a part of this team and helping to develop a program that best serves the interests of all members of the community while maintaining a positive path toward the future," Peterson said.

Chosen from more than 180 applicants, Peterson demonstrated an ability to think through complex problems and take input from all sides before reaching conclusions. He is also familiar with Santa Cruz County's current regulatory environment and how it relates to the state and the activities of other California counties in this emerging area of law.