

Nev. medical marijuana industry shrouded in secrecy

By Eric Hartley, Las Vegas Review-Journal

After they applied with the state to open a medical marijuana dispensary, the owners of Euphoria Wellness faced an odd choice: Did they want to keep their name secret from the public?

For them, the answer was easy.

“I have nothing to hide,” co-owner Joe Lamarca said. “I’m going to have a sign out that says ‘Euphoria Wellness.’ I’m not trying to be secretive about it – I’m running a business.”

But others made a different choice, shielded by a state law that keeps much of the information about Nevada’s emerging marijuana industry hidden from the public.

In all, 199 of the 519 applicants for medical marijuana licenses – 38 percent – chose to keep their names confidential, including more than 40 percent of would-be dispensary operators.

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