

Kamille Salas
Community Outreach Manager

Upon being promoted to the Community Outreach Manager, Kamille accomplished a goal she set for herself just a little over a year before to not only join the Catalyst Cares Management team but to manage community outreach within Long Beach where she was born and raised. Like many in the Catalyst Army, Kamille was someone who heard Elliot's message and stood up.

"Elliot has a passionate voice and I recognize that tone. I thought - He loves Long Beach as much as myself and any other loyal local. It's personal, and this is where I belong."

Kamille as many of us did not have an easy time growing up. The middle child in a family of three girls. While her father was not a very loving man, he always taught that hard work always pays off when you want something in this world. With Kamille's father working long and hard hours as a union UPS Package Driver, her mother was able to focus on raising the girls as well as manage the house. While attending St. Anthony High School in downtown Long Beach and with suffering grades, Kamille found herself trying to avoid the conflicts at home by staying with various friends and family.

It was during these years that Kamille found cannabis to help avoid heavy depression and shortly thereafter as a means to support herself.

"Cannabis was a way for me to positively connect with others while dealing with home trials. I started my first job as a waitress at 17 while living on my own. After two years in hospitality, I finally scored my first illegal cannabis job."

But on the celebration of a new career came news of her father being diagnosed with a brain tumor that changed her family's life forever. Kamille became more invested in her work and continued her journey into the cannabis industry. Kamille worked her way in through prop 215, Kamille began to seek more stable employment with legal cannabis companies. Kamille worked with Delta 9 THC and Jungle Boys for a total of 5 years. Kamille had no luck with promotions and even years with no pay raise. Now, with eight years of cannabis product and industry knowledge from working with trap shops and multi-million dollar businesses, Kamille was looking for career development and opportunities that paid a fair wage.

"There was no VOICE for trap workers. But it wasn't just the traps, the legal employers had no remedies for unfair expectations and toxic environments. I had become heartbroken and discouraged, afraid that all companies were this way. It was then that I knew I needed to work in an environment that had similar goals to myself - caring for people, with a passion to commit to do good in my city. I needed a company driven for this common goal."

Shortly after, Kamille saw an Instagram post from Elliot Lewis, CEO.

"Elliot was in front of Catalyst Cherry talking about the crazy tax on cannabis vs a barrel of gas. At that moment, I knew there was a common drive. This owner wasn't hiding behind flashy jets or rappers. He was a local with knowledge and oh boy, was he going to let everyone know. From that time on, I was persistent to be part of the Catalyst Army."

Kamille came to Catalyst - Bellflower in 2021 as a budtender. While Bellflower or Beastflower as they called it at the time was the highest producing store in the company, Kamille had her sights on Catalyst Eastside as this was where she lived. Kamille remained focused on a transfer. Kamille not only made the Bellflower GM of her goals; Kamille also prepared Eastside for her transfer. For six months, Kamille stopped at Catalyst Eastside to remind the Dispensary Manager and General Manager that she not only wanted to transfer but of her intent to also be active in the Catalyst Cares Program. Kamille's persistence paid off in February 2022. Kamille transferred in as a Lead and progressed to an Inventory Manager. But Kamille remained true to her intent of uplifting Catalyst Eastside both on the retail floor as well as the surrounding community.

"I began to make it a goal to put Catalyst Eastside on the map. This is my home and it has always been personal. If anyone is going to come into the city to change things it should be our own locals. I want to make sure Long Beach knows they are being taken care of and we care."

Kamille understood the demographics of the Long Beach Eastside community as it was her very own community. Kamille's first focus was to ensure there was patient traffic to keep Eastside employees busy and store sales to grow. Kamille worked with the Eastside Team to coordinate and execute Catalyst's very first Stash n Dash as well as took an active role in putting Eastside's Instagram content on the forefront for Elliot and HQ. With Eastside being central to a residential community and epitome of Elliot's vision, Kamille applied to be the Catalyst Cares Ambassador for the store. It was in this role that Kamille truly shined.

Kamille began to work with partners in Long Beach such as Northgate Gonzalez Market, Miller's Children's Hospital, Long Beach Women's Center and Mimi with Seeds of Morning Glory. Kamille also participated on the Long Beach Pride Float Building Committee as well as multiple holiday toy drives and necessities drives. Kamille also jumped in on Catalyst - Eastside's Crosswalk Initiative and a City Leadership

Cleanup with both Districts 2 and 6. As Kamille's confidence and networking abilities grew, Kamille came to the forefront of the Ambassador Program and was promoted to Catalyst Cares Community Outreach Manager focusing on Long Beach, Bellflower and our Desert stores..

Kamille a Dodgers fan, resides in Long Beach. When you can't find Kamille working with one of our four Long Beach retail locations on Catalyst Cares initiatives, you can find her riding her bike to tour and enjoy her community. Kamille wants to uplift Long Beach and instill a sense of pride in those who also live and work here. Kamille would be thrilled if everyone liked, loved and uplifted their community along with Catalyst Cares!