

Lifted Vision's record of social responsibility, philanthropy, and ties to the proposed host community

The entire Lifted Vision team is born, raised, and still resides in Jersey City.

Jenette Rodriquez, owner

Founding member and majority owner, Jenette Rodriquez was born and raised in Jersey City, NJ. Jenette is a native from the Heights area and lives not too far from her Lifted Vision location. Jenette attended The University of Phoenix and majored in Business Administration & Management. She went on to pursue a career in retail management, managing several fashion retail franchises throughout the years such as Claire's and Icing.

In the midst of pursuing her career, at age of 22, Jenette became a mother. A few years later, she had her second child. Eventually having to take on more responsibilities, she was burdened with the everyday struggle of raising 2 children. She began her personal challenges with anxiety and stress management. Growing up in a community where drugs and alcohol were heavily abused, Jenette refused to give in to those options. She began to research and explore alternatives to help her overcome her anxiety.

Jenette then became a faithful advocate for cannabis. She uncovered many of its health benefits and registered for her medical marijuana card with the State of New Jersey in August 2020. Since the pandemic, just like many Americans, Jenette was left unemployed and having to help home school her children. After giving it many thoughts and putting forth her life savings, she decided to combine her education, experience and passion into what she has now created Lifted Vision. One of the goals for Lifted Vision in Jersey City Heights is to help provide substitutes and solutions to those with similar struggles.

Pedro Rodriguez, owner

Pedro Rodriguez is Co-Owner and CEO of Lifted Vision. He also serves as Operation Manager. Prior to joining the cannabis industry, Pedro worked as a Lead Supervisor for Crossmark and Screen Technician at PRG. Pedro is leading expert in organization and efficiency.

Pedro is a Jersey City native and first-generation Puerto Rican. He has witnessed the rise and falls of Jersey City Heights. Pedro personal relationship with cannabis began when his mother was diagnosed with breast cancer. Seeking alternative medical, it led him to cannabis. Pedro saw the positive medical benefits that cannabis provided to his mother. This led him to started using cannabis recreationally. Pedro believed that cannabis could provide a beacon of hope. He has been a long-time advocate for cannabis.

Samira Musbeh, owner

Samira Musbeh is an experienced relocation consultant with demonstrated history of working in the logistics and supply chain industry. Driven by a passion for helping others, she takes pride in providing the best customer service possible. Currently Samira is a committee member for St. Joseph's Fashion with Compassion, benefiting the construction of the Women and Children's Pavillon. In 2005, Samira earned her BS in Marketing from NJCU.

Samira was born and raised in Jersey City Heights. Being a first generation Brazilian and Palestinian, it motivated her to seek a life changing opportunity. As a single mom and the head of household, she had to seek an alternative form of stress relief. Samira found comfort in cannabis and so the positive impact it made in her life. Ever since then, she became a cannabis advocate.