



MAGIC MANN

PREMIUM CANNABIS PRODUCTS

- ❖ **Bio**
 - 30 Years as Legacy growers and processors
 - Medical Patient and advocate
 - Medical Cannabis Dispensary Supervisor
 - Retail Management/ Art/ Clay Background
 - Mom to 2 Boys 20 and 24
 - Trichome Institute Certified
- ❖ **Respect for the plant- energy matters**
 - From seed to sale the energy you put into cannabis is the energy you put out
 - Have good intentions
 - Know your cannabis history
 - Empathy over capitalism
- ❖ **KNOW YOUR CCB RULES AND REGULATIONS**
 - I hate rules... But if you want to be in the cannabis business, know them, and follow them
 - If you don't like them, be the change
 - Be respectful and public comment to the CCB
 - Don't expect others to know the rules for you
- ❖ **Share and communicate respectfully with the CCB**
 - Be patient and respectful, it's a new industry
- ❖ **Be Patient and thorough.... Mostly... be honest**
 - We are all in this together
 - Compliance is mandatory
 - Be flexible, if you are not prepared for anything, choose a different business
 - Honesty is everything
- ❖ **Vermont is about Craft and local/ VT Farmhouse effect**
 - Vermont is a very small, craft-based state
 - Vermonters will go out of their way and spend more to support local
 - McDonalds in BTV on Bank St in 90's was 1st to close due to lack of business
 - Now it is a Farmhouse, locavore restaurant- Vermonters would rather have a \$20 local Burger that a \$2 Mc Donald's Burger. This stands with all VT Commerce
- ❖ **CCB unknowns**
 - If its Gray... Do the right thing
- ❖ **Be Compliance Minded**
 - Compliance is here to protect the consumer
 - Vermont should be the best craft industry in the country
 - Clean safe Cannabis and accurate dosing matters
 - Track your inventory, be attentive to details and rules and regs.
- ❖ **Have a team**
 - Surround yourself with people who have the skillsets you don't
 - Find the people you trust
- ❖ **Leave the Legacy Market behind**
 - If you are opening a cannabis business of any kind make the choice early on to stay legal
- ❖ **Don't listen to me or anyone else... trust yourself**
- ❖ **Give Back, there is still not enough businesses giving back or having a social Justice missions or positive impact criteria that were required by CCB. Be The Change. Your "WHY" Matters.**
- ❖ **Business is business, this is capitalism. Protect yourself. Have a good legal team you TRUST. Trust is everything.**