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Sample Media Coverage



**BUDDING BUSINESS**  
PUBLIC RELATIONS | SOCIAL MEDIA

 **NEVADA**  
DISPENSARY ASSOCIATION

**THE SOURCE**   
DISPENSARY

T H E  
**(GREEN)**  
.....  
SOLUTION



**CHALICE**<sup>TM</sup>  
— FARM S —

  
**SHAWN KEMP'S**  
**CANNABIS**

  
**V E R I T A S**  
FINE CANNABIS

# The Boston Globe

## Las Vegas goes to pot

Las Vegas already has a spurious Paris, New York, and Venice. Why not Amsterdam?

Currently there's one small detail getting in the way of the Vegas-Amsterdam dream, and that's a place to consume the goods. The 42 million tourists who come to Vegas annually can legally purchase pot, but lighting up is another issue. It's illegal to smoke or ingest marijuana in hotels and public places in Nevada, including casinos, bars, restaurants, and on the street.

There are many tourists who ignore those rules. Walking down the Strip can often smell like a stroll through Alice B. Toklas's kitchen. However the majority of visitors appear to be law-abiding tokers.

"I think Las Vegas is often viewed from that lens of glitz and glamour," said Matt Janz, marketing director of [The Source](#). "There's an alternative to that neon-lit madness. We provide that for tourists. We're creating an atmosphere that's very warm and engaging. A lot of what we do is around wellness."



Shoppers check out the goods at the cannabis store The Source in Las Vegas. THE SOURCE

# Forbes

## Cannabis Companies Evolving To Cope With Covid

Each state government is making its own adjustments during the pandemic and legal marijuana businesses have tried to adapt quickly to the changing landscape. Nevada closed all cannabis retail shops but is permitting delivery for medical and recreational customers so some dispensaries, like [The+Source](#) which has two locations in Las Vegas, have created their own in-house delivery service. Retail cannabis spaces remain open in Oregon, but the number of customers allowed in the store is limited, so retailers like [Chalice Farms](#), which operates seven locations in the Portland area are rolling out home delivery and curbside pick-up for online orders.

Some states including Colorado and California, have changed their cannabis sales regulations more than once in response to the pandemic causing the industry to switch gears multiple times. [The Green Solution](#) of Colorado which operates 21 dispensaries says it closed and re-opened its sales floors, implemented and then suspended curbside pick-up, and is now trying to direct its customers to website ordering paired with expedited store pick-up to limit the exposure of staff and customers to each other. The company is offering discounts to attract people to buy online in order to reduce time spent in its stores.



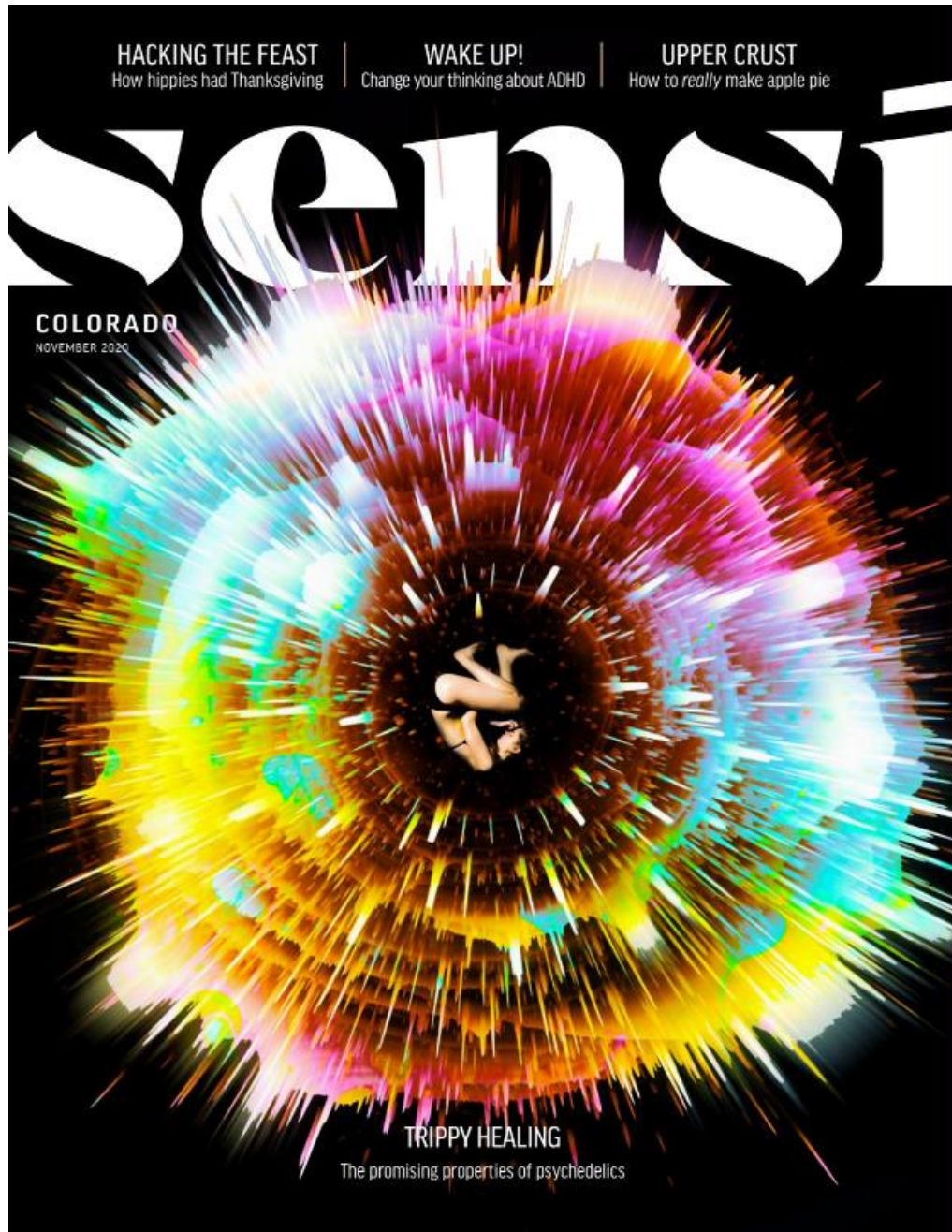


POLITICS

## House set to vote on legalizing marijuana nationwide

In what some are saying is a watershed moment, a historic vote is planned Friday on Capitol Hill to consider decriminalizing marijuana at the federal level. NBC's Stephanie Gosk reports for TODAY.





THE GREEN SOLUTION 10-YEAR ANNIVERSARY  
WHERE: NORTHGLEN, CO  
WHEN: OCTOBER 24, 2020  
PHOTOS: COURTESY THE GREEN SOLUTION

## The Green Milestone

The Green Solution (TGS) celebrated its 10th anniversary yesterday with a customer appreciation event at the company's first dispensary location in Northglenn. TGS honored the occasion with special appearances from Jim Belushi and Dan Aykroyd as well as Denver football legend Ray Crockett.

Belushi and Aykroyd arrived in a Bluesmobile, a 1974 Dodge Monaco sedan, to commemorate TGS's partnership with Belushi's Oregon-based cannabis farm and the debut of the farm's pre-rolls in Colorado. The pre-rolls will be available at all TGS locations in Colorado by the end of the year.

TGS chief executive officer Steve Lopez presented a \$1,000 donation to the Colorado Veterans Project, a nonprofit that raises awareness and funds for local veterans and veterans' organizations to build a strong, supportive community.

TGS hosted pop-ups from select vendors including Lucky Mints, Altus Mints, Stillwater, 1906, Joy Gum, loVia, Dixie, and more. Throughout the event, customers received complimentary items including gift bags, a signed copy of Crockett's new book, *Bump and Run*, and meals from local food truck favorite, Smokin' Bones BBQ.



# The Seattle Times

## Sonics fans come out in force to witness opening of Shawn Kemp's Cannabis in Queen Anne

The line outside of Shawn Kemp's Cannabis began forming hours before the store's namesake and legendary NBA player opened the doors of the dispensary for the first time Friday afternoon.

"This is why we had to be here and why I keep coming back here," Kemp said as he surveyed a somewhat socially distanced crowd of hundreds that stretched down First Avenue. "Seattle has always supported me and shown me love."

Kemp's affinity toward his adopted city began three decades ago when the Sonics took a flier with their first-round pick in the 1989 NBA draft on an unheralded 19-year-old from Elkhart, Indiana.

"When I first got here, I wasn't getting much playing time and I used to be so frustrated after the Sonics games that I would come downtown and play pickup games," said Kemp, a six-time All-Star who spent the first eight years of his 14-season NBA career with the Sonics. "Then about midnight or so, I'd go over the CD (Central District) and play there, too."

"I used to live right down the street. ... And awhile back, I had the restaurant nearby in Queen Anne. So yeah, this area is special to me."



# Exclusive: New Report Estimates Over \$1 Billion In Cannabis-Derived Taxes For Nevada

The marijuana sales numbers are out for the Silver State, and they're pretty darn impressive.

According to a new report by RCG Economics LLC and The Nevada Dispensary Association (NDA), which represents 90 percent of dispensaries statewide, taxable cannabis sales surpassed \$525 million in the period from July 2017 to July 2018. The sales generated total economic benefits of almost \$1 billion. The report predicts that recreational marijuana sales should hit compounded sales of \$4.9 billion (in 2018 inflation-adjusted dollars) by July of 2024.





## Are Cannagars the Classiest Way to Get High?

**A**s the legal cannabis industry expands nationwide, entrepreneurs searching for the ultimate high in profits are searching for ways to infuse cannabis into people's daily routines. While cannabis can be found in lube, coffee and beer these days, one product category in particular might be positioned to reap the most rewards. Cannabis cigars, better known as cannagars, are cannabis products that promise a refined way to get high. But what makes these products stand out from the pack? For one, they're designed with the luxury market in mind.

Even established cannabis retail operations like [The Green Solution](#), based in Colorado, are beginning to see the value of offering a cigar-style cannabis product. The company's line up of cannabis offerings now includes the Cannatela, which their website describes as a "beefy, tasty blunt." "We know they are very popular, as our first batch that was sent to stores was sold out in days," noted Creative Director Jordan Bryant. Cannagars are still fairly new to the marketplace, but a report\* from Headset, a company that provides retail analytics data to the cannabis industry, showed the growth of cannagars in 2016 averaged 141 percent per month compared to other products in the pre-roll category. In 2017, the average growth of cannagars was 11 percent per month while the growth of other pre-roll products remained flat at .5 percent. While the artistic process behind handcrafted products is admirable, the reality is that success depends on potency, especially for a product preaching the finer things in life. But how much more impactful of a high can cannagars provide than a typical joint? "Because each person's Endocannabinoid System is different, it's hard to say how the experience differs for each individual, but I think it's safe to say that from the pure potency of the cannagar you are sure to get much higher than you would by consuming a typical joint or 10mg edible," notes Bryant. "For someone who is used to dabbing or consuming cannabis concentrates, the experience may be equivalent."



# AP

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## Pot group predicts \$1B in Nevada tax revenue over 7 years

LAS VEGAS (AP) — The state of Nevada could reap more than \$1 billion from marijuana production, processing and robust sales during the first seven years of recreational pot sales, according to an industry group's economic analysis released Friday.

Pot-friendly policies, strict “seed-to-sale” regulations and the prospect of doing business with some of the 45 million tourists who visit Las Vegas and Reno each year could make Nevada one of the nation's largest marijuana marketplaces, said Andrew Jolley, president of the Nevada Dispensary Association.

He acknowledged that California, which began recreational pot sales this year, is expected to dominate the industry in size and scale.

“Nevada will be a very important market and should be a leader in regulations,” said John Restrepo, principal analyst at Las Vegas-based RCG Economics, the producer of the analysis that attempted to put dollars signs to smoke rings since legal pot sales started on July 1, 2017.

The [33-page report](#) was made public just weeks after state officials reported first-year taxable pot sales totaled almost \$530 million, exceeding expectations by some 40 percent. Nevada received just under \$70 million in tax revenues on that figure, including \$27.5 million for schools and about \$42.5 million for a state “rainy day” contingency fund.



# Los Angeles Times

## This frozen cannabis treat will help you stay cool for the summer

Who wants to smoke with this heat?

There's nothing better than a popsicle when facing the sweltering heat of summer. And what a better way to eat one than when it's infused with THC?

One of the best things about legal marijuana is the variety of products that exist in the U.S. Now that people don't have to worry over the legality of their work, they're allowed to create interesting and delicious ways of consuming cannabis. The Green Solution, one of Colorado's largest cannabis dispensaries, becomes one of the first to take advantage of legal cannabis and summer, pairing both and selling THC popsicles starting this month.

These popsicles are available in two flavors—Cherry and Grape—and are perfect for your 4th of July barbecue, or for laying at home because you're too afraid of leaving your house and melting. As an incentive, The Green Solution will be selling popsicles for a penny on 4th of July only, so be prepared for a bit of a line on their 15 Colorado locations. Regular prices will be \$2.45.

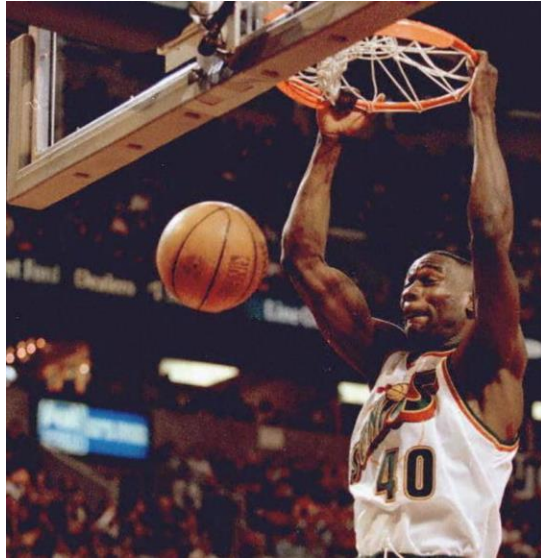
[Via TGS Colorado:](#)

A great choice if you need to stabilize your mood, reduce stress or alleviate pain. We always strive to create the best tasting products with the most accurate dosage, and our Cherry Icicles are no exception. Juicy berry and cherry flavor, followed by a relaxing high. Recommended for anyone who desires the potent effects of an Indica, but does not feel the urge to smoke. Our infused Icicles are available in 10mg doses. Icicles are Vegan!"

The Green Solution explained that their popsicles are infused with indica THC in order to provide uplifting and relaxing results that pair perfectly with outdoor activities and daytime consumption. Because who wants to smoke when it's 90 degrees out?



# CBS NEWS



## NBA legend Shawn Kemp wants the cannabis industry to open up to "everybody"

NBA legend Shawn Kemp is opening a pot dispensary in Seattle on Friday, becoming one of the few Black-owned cannabis stores in the city. Kemp spoke to CBS News about his store and how he wants the cannabis industry, which has been mostly dominated by White owners, to "open it up a little bit to everybody."

Kemp, who played for the Seattle SuperSonics from 1989-1997, is known for his high-flying dunks and for leading his team to the NBA Finals against Michael Jordan. The six-time NBA All-Star now wants to reach new heights in the marijuana retail sector as part-owner of Shawn Kemp's Cannabis.

"The cannabis business was something that I was looking forward to doing for a number of years, but I just couldn't find the right partner," Kemp said. Eventually, he teamed up with Matt Schoenlein and Ramsey Hamide, two of the co-founders of Main Street Marijuana, the top-selling cannabis retailer in Washington state. After that, Kemp said, "things clicked fast."

# Forbes



## 5 Succinct Questions With Jeff Yapp CEO Of Golden Leaf Holdings Cannabis

*I'm a big fan of Chalice Farms, probably because I've visited some of their dispensaries while I was recently in Portland, Oregon. They do a really nice job with training their staff to be compassionate and kind. Great work by a company that really cares about their guests. For once I didn't feel sold to, but guided by. You really have to experience this level of service yourself. At least I experienced a warm and friendly environment. Very refreshing indeed. Now, without further delay, may I introduce Jeff Yapp, the CEO of Golden Leaf Holdings.*

**Warren Bobrow= WB: Please tell me about yourself? Why Cannabis? What was your inspiration for the plant?**

Jeff Yapp=JY: I currently work as the CEO of Golden Leaf Holdings, a cannabis company based in the Northwest. Our holdings include [Chalice Farms](#), which is a chain of seven dispensaries in the Portland metropolitan area. Up until a few years ago, when I connected with a start-up cannabis company to help with technology needs, much of my career had been spent in the tech industry. Through that connection, I began to learn more about the associations from plant-based medicine to problems that many people in our country deal with – lack of sleep, stress, anxiety, etc. During my career, I had worked with large retailers through marketing and branding to help people understand products and how they could be conveniently implemented into their lives. I found myself waking up in the middle of the night to write business plans for something in the realm of cannabis.

# Marijuana Business Daily<sup>®</sup>

## How 4/20 played out for marijuana businesses around the US

*Brandon Wiegand, regional general manager, The Source, Las Vegas*



Brandon Wiegand

Sales were way down from 4/20 last year. ... We saw a decrease of over 80% in business. We expect to see a whipsaw effect as measures are loosened.

We know that the demand is still there, and it is the social restrictions that have made it more difficult to meet that demand.

*Steve Lopez, CEO, The Green Solution, Denver*

Sales were up in Q1, and we exceeded our sales goals. Q2 has fluctuated substantially due to the pandemic and ever-evolving regulatory changes.

We have seen steady business over the past few weeks as we've settled into new protocols but are still experiencing very erratic sales daily as our customers adjust, changing their spending habits and typically stocking up on more product at once to decrease regular store visits.



Steve Lopez

*John Ford, vice president of customer experience, Chalice Farms, Portland, Oregon*

This year we really wanted to take advantage of the entire month being 4/2020 and create a more significant celebration of cannabis culture, which included monthlong promotions and 4/20 specials spread across one week, rather than one day.

Expanding our 4/20 deals throughout the month gave our customers the opportunity to take advantage of product specials that appealed to them and avoid large crowds to comply with social-distancing regulations. We also focused quite a bit on our express pickup and delivery options, which helped expand our sales channels.



John Ford

## ***Everything You Need to Know About Legal Weed in Las Vegas & Nevada***

### ***Is a medical marijuana card still necessary at all?***

There are still a few advantages to having a medical card. You avoid a retail excise tax of about 10% charged to recreational sales. You also have access to a greater variety of product -- and by "greater variety," we mean stronger. Edibles, for example, can't exceed 100 milligrams of THC per package and 10 milligrams per serving for a recreational sale (with a variance of 15 percent allowed by state law). "Medical patients can purchase in excess of that," says Brandon Wiegand, director of operations for [The+Source](#), which operates dispensaries in Las Vegas and Henderson. "So there are 300-milligram, 500-milligram, or 1000-milligram edibles that medical patients may opt to use."

### ***Can you order marijuana through a delivery service?***

Yes, but if you want to stay on the right side of the law, be careful. Illegal delivery services are popping up across Nevada, although you may prefer the legal route anyway. The advantage of buying regulated weed means you can always trust what you're getting. "If you see an ad on Craigslist and they're not confirming your ID prior to purchase, or making sure you have a medical card if you're purchasing medical product, it's a pretty big red flag you're dealing with somebody who's not operating to the letter of the law," says Wiegand.



# Leafly.

## Cannabis' Black Friday is called Green Wednesday: It's already lit

It's all to spark joy and ease boredom, said Matt Janz, marketing head for [The+Source](#) retail shop in Las Vegas.

"Green Wednesday is the perfect opportunity to prepare for food fights with in-laws, all-day baking affairs, and defeating the indomitable *itis*."

Marketers never miss an opportunity, and California delivery service Eaze claims they coined the term "Green Wednesday" in 2016. Four years later, thousands of legal stores amplify the herd's swerve toward weed with deals like 5-50% off certain items.

"It's becoming more recognized every year," said John Ford, vice president of retail at [Chalice Farms](#) in Oregon.







*The Marijuana Venture Interview:*  
**ANDREW JOLLEY**  
&  
**BRANDON WIEGAND**

The+Source takes cannabis retail to a new level in the crucible of Las Vegas cannabis

BY GREG JAMES

**A**s a leading cannabis retailer in the competitive Nevada market, The+Source has become a prime example of how a well-run retail operation with a razor-sharp focus can not only survive, but thrive. Andrew Jolley, the company's founder has an extensive business background and understands that while the cannabis industry is unlike any other, it still has to operate with an eye to the basics: great customer service, convenient locations and an expertly curated selection of products.

Jolley also knows that all retailers are ultimately judged on profits, and that profits often come from unsexy things like sales per square foot, inventory turns and margins. Recently acquired by Green Growth Brands, The+Source continues to expand and recently announced the opening of seven new locations.

Despite the legal cannabis industry's rapid growth, director of operations Brandon Wiegand says now is not the time for entrepreneurs and activists to become complacent.

"Our industry started from passionate, committed individuals who were engaged in the democratic process. We are standing on the shoulders of giants," Wiegand says. "As an industry, we have an obligation to stay engaged and in-



Andrew Jolley



# TMZ

## NBA'S SHAWN KEMP OPENING WEED SHOP IN SEATTLE ... Kemp's Cannabis

The Reign Man ... is now the Strain Man -- because ex-NBA star **Shawn Kemp** is officially in the marijuana business.

The 50-year-old Seattle SuperSonics legend is opening Shawn Kemp's Cannabis in Seattle on Oct. 30 -- a shop poised to become the first Black-owned dispensary in the city.

In fact, Kemp's even hosting former Sonics teammate, **Gary Payton**, at next week's grand opening.

"I'm looking forward to welcoming Sonics fans on a regular basis, starting with opening day," Kemp said in a statement.

"I hope that Shawn Kemp's Cannabis will be an inspiration for people to get involved with the legal cannabis industry, especially people of color."

Oh, and if you have trouble finding the store ... it's the one with the giant mural of Shawn Kemp on the side!





MAXIM MAN

# 6 SEXY WEED STRAINS THAT WILL MAKE YOU BETTER IN BED

Just in time for Valentine's Day.

ZEYNEP YENISEY · JAN 23, 2017



(Photo: Getty)

As you already know, everything feels really, *really* good when you're high, like shoving fistfuls of Cheetos in your mouth, listening to sweet tunes, and even improving how sex feels.

This is why many of us tend to get a little [frisky when we toked up](#), because simply put, smoking pot heightens our senses, making it feel goddamn amazing to touch and be touched.

So, we're here today to address something you've probably been wondering for a long time: which strain of weed is best for sex?

Along with the insight of the folks over at [Vertias Cannabis](#), a little bit of research pointed me in exactly the right direction to find out which strains of weed make for the greatest sex you could ever have.



### 1. Cherry Diesel

If you want to get faded but still have enough energy to have incredible sex for hours, this is the herb for you. Providing an instant energy boost, this sativa will make you euphoric and lively, and will *definitely* make you want to take your pants off and get weird. And likewise, she'll want to take her pants off and get weird, too. Everybody wins.



FORTUNE

## 'It's a Great Stocking Stuffer.' Nevada Weed Dispensaries Hold First-Ever Black Friday Sales



But states have been taking the matter into their own hands and voting to approve sales of medical and recreational cannabis

"Cannabis use has been misunderstood and vilified in our country for over 80 years, so this day will feel both surreal and celebratory," Nevada Dispensary Association president Andrew Jolley told the *Sun*.

Jolley's The+Source shops are offering their first 250 customers a free Desert Grown Farms joint with any purchase of \$20 or more on Friday, along with discounts on the Pineapple Express and Star Dawg strains.





**How cannabis dispensaries are finding ways to provide an essential service during the pandemic**

CANNABIS DISPENSARIES and grocery stores usually don't have much in common. The same can be said for dispensaries and delivery warehouses, or dispensaries and wastewater treatment plants. But in the era of COVID-19, one common thread ties these service locations together: They've all been deemed essential.

“It's going to change the conversation pretty significantly,” Jeff Yapp, CEO of Chalice Farms, an Oregon-based company, says over the phone. He later adds, “My belief is as we look forward, our product plays a real need in an environment of tremendous stress and anxiety, so you'll see [overall] growth.”



# THE DENVER POST

BUSINESS > RETAIL

## Grainwave, a THC-infused non-alcoholic beer, hits dispensary shelves Friday

From the masterbrewer behind Blue Moon, the beverage could be one of many new pot/beer products to come



Ceria Brewing Co.'s debut product, Grainwave Belgian-Style White Ale, will be available at [Green Solutions' dispensary locations](#) across the state starting Friday.

The nonalcoholic beer, going for \$7.95 per 10-ounce bottle, will deliver 5 milligrams of THC to the drinker's system, about half the amount of many standard edible servings. The aim is to provide a high that is pleasant, relaxing and mellow enough to be enjoyed socially as well as recreationally.

"You should feel good but you won't get too stoned," Ceria co-founder and brewmaster Keith Villa said. "What better way to enjoy a Broncos game, especially when they're losing, than to have a couple of these and feel good?"

Villa is known for making a different Belgian white ale. He created Blue Moon, which put him on the brewing map in 1995. The brewmaster retired from Molson Coors earlier this year, and a short time later he and his wife, Jodi Villa, founded Ceria in their hometown of Arvada.

"We want to remove the stigma around cannabis," Villa said. "There are still a lot of people who won't go into a dispensary. This breaks down stigma. We truly believe it will change the industry."

Grainwave is brewed as a normal beer, and then the alcohol is removed. That's why its label calls it "de-alcoholized cannabis beer." Villa formulated his beer with help from [Evergreen-based hemp research firm ebbu](#). The folks at ebbu helped Ceria connect with [Keef Brands](#), makers of Keef Cola, Bubba Kush Root Beer and other infused sodas.



# Chicago Tribune

MARIJUANA

## Shawn's Hemp: Former NBA All-Star Kemp opens cannabis dispensary

SEATTLE (AP) — The line stretched down the block, around the corner and snaked into the alley on the back side of the street. Most people were wearing green and gold. All of them were there for a glimpse, maybe an autograph and maybe some product to take home.

Even 23 years after he last played for the Seattle SuperSonics, Shawn Kemp can still manage to draw a crowd, even at lunchtime on a Friday in the midst of a pandemic.

This time it was for his latest business venture, partnering with and lending his name to the first of what he hopes is a franchised line of cannabis dispensaries. Along with his name on the front of the building and a large mural on the side, the dispensary called Shawn Kemp's Cannabis comes with the additional novelty of being just a couple blocks away from the building where Kemp became an All-Star with the SuperSonics in the 1990s and where he hopes to see the NBA return one day.



## Colorado dispensary giant The Green Solution laying groundwork for national and international expansion



Walking into The Green Solution’s corporate headquarters off of Colorado Boulevard in Virginia Village, you’d never know you were entering the home base of one of the most successful cannabis companies in Colorado.

No pot leaves or “420” logos decorate the 63,000-square-foot office – only a lush green “living wall” in an airy meeting space just past the sign-in desk manned by a receptionist. And that’s kind of the point.

“We’re essentially breaking down the barriers and walls and stigma of what cannabis used to be. That’s the mission we had very early on going all the way back to 2010,” said Kyle Speidell, co-founder and CEO of TGS Global, the holding company established to manage not only the company’s chain of dispensaries, but also a slew of other business ventures including NectarBee manufacturing and S-Type Armored security services.







**Dr. Jolly's Bruce B**

REVIEW BY TOM BOMERS  
@TOMBOMERS

The master processors at Bend, Ore. based Dr. Jolly's offer a plungertful of medicated bliss with their full spectrum edible Cannabis extract. The Bruce Banner we sampled was much lighter in color than RSO/FECO style extracts we've seen. One small taste washed away all potential for pain, discomfort and anxiety, invoking a euphoric, dreamy-yet-energetic effect. Casual consumers will want to start with extremely small amounts of this oil - a dollop no larger than a grain of rice will do the trick.

@dr.jollys.bend | \$30/10  
822MG THC, 6.01% TERPENES

FECO  
+ RSO



**Siskiyou Sun Grown THC Cannabis Oil**

REVIEW BY MAKANI NELSON @CHOICENUG

Starting with a focus on organic material, Siskiyou Sun Grown has been providing patients with quality RSO since 2014. This is their THC only offering, as opposed to their CBD only or 1:1 variations. I highly recommend this be used for sleep or serious pain alleviation.

@siskiyousungrown | \$36/10  
670 2MG THC/CONTAINER



**Chalice Farms Forbidden Fruit RXO**

REVIEW BY MAKANI NELSON @CHOICENUG

Needing strong and effective pain relief on the go throughout the day? Look no further than Chalice Farms' RXO! Forbidden Fruit is a wonderful strain to keep your mind active and the syringe is small enough to fit in your pocket!

@chaliceextracts @purexro  
\$31.20/10 | 810MG THC/CONTAINER



**Sun God Medicinals AC/DC**

REVIEW BY BARRON WOLFE @BARRONWOLFE

With care and discernment - sometimes in life we need to dose our loved ones with some CBD for their own good. Manage pain with a euphoric body buzz; we suggest pairing with food.

@sungodmeds | \$40  
56% CBD, 5% CBC, 1.2% CBG



**Genesis Pharms RSO Suppositories**

REVIEW BY MAX EARLY @LIFTED\_STARDUST

While Oregon's DLCC market offers a minuscule amount of medical products, Genesis Pharms goes above and beyond with their RSO and suppositories. Before exercising, this product greatly aided in muscle recovery and overall pain tolerance.

@genesis\_pharms | \$18 WED  
785.25MG THC, 440MG CBD/CONTAINER

# Make it a Memorable Holiday Season with Cannabis-Infused Products

## Chalice Farms RXO Concentrate Collection

This collection of concentrates is an homage to Rick Simpson Oil (RSO) and its many attributed effects on health and well-being. RSO is a cannabis concentrate with a thick, syrupy consistency that can be applied as a topical or ingested in food or drink. Simpson, an activist and cancer patient, developed the formula to use as a topical during his treatment. Now, Oregon-based Chalice Farms takes RSO to a new level; ethanol extraction means the RXO line can be smoked, dabbed, ingested, or applied topically. Available in Oregon. [ChaliceFarms.com](https://ChaliceFarms.com).



**For Cannabis Professionals**  
RETAILING | BUSINESS | BRANDING



Image: [ChaliceFarms.com](https://ChaliceFarms.com)

## Beating the Heat: The Biggest Sin in Sin City May Be the Desert's Effect on Flower Quality



Each regional market within the cannabis industry faces its own unique challenges. For Nevada dispensaries, one of the biggest is the unforgiving nature of the desert. "The Nevada climate causes dryness issues that other markets don't deal with," said Courtney Barker, purchasing manager for [The+Source](#), a dispensary with two locations in Las Vegas.

Excessively dry flower can shortchange both consumers and dispensaries. For one thing, the drier the bud, the faster it burns, which may lead customers to believe they are not getting their money's worth. It's difficult not to feel cheated when your stash disappears more quickly than you expected. Extra-dry flower also can be "harsh when smoked, if not properly preserved, and dryness may change the flavor profile," Barker explained.



## Veritas Cannabis, Colorado's First Licensed Stand-Alone Grow, Aims High

BY KATE MCKEE SIMMONS

THURSDAY, JANUARY 19, 2017 AT 11:37 A.M.



**When Toby Ripson's dad developed colon cancer and then fought the disease for fourteen years, nothing helped ease his pain better than cannabis — certainly not any pharmaceutical drug.** After his dad died, his mother supported Ripson's using his father's life-insurance money to build a company that could supply high-quality marijuana to others.

Ripson moved from Idaho to Denver and partnered with Mike Leibowitz to start **Veritas Cannabis**, the first licensed stand-alone grow operation in Colorado. The team has handcrafted each part of the grow process. It takes longer and is more expensive, but by controlling the environment and paying close attention to each part of the production process, Veritas growers can assure customers that they'll get the same experience each time they smoke the bud, no matter where they buy it.



Sierra Lens

The system, Ripson explains, is to get more from less. The grow operation runs with seventy to eighty plants in each room, and only four or five plants share a light. By caring for each individual seed throughout the vegetation process, the Veritas team optimizes the yield of each plant.

Leibowitz says it's like being a chef in his kitchen: A chef can either spend all his time adding in obscure, hard-to-find ingredients, or he can master the basics and learn how to use what he's got in his kitchen to create a really great meal.

"Our product looks and feels the same harvest to harvest... It's about discipline and having a good team to create a quality product," Leibowitz says. "If the customer has a bad experience, they won't buy from us again, so we need to ensure that quality."





LIFESTYLE

## EVERYTHING YOU NEED TO KNOW ABOUT LEGAL WEED IN LAS VEGAS

Medicinal marijuana has been legal in Las Vegas for about 15 years, but places to actually buy the stuff have only been allowed more recently. Sounds confusing, right? So, now is the perfect time for an inside look at the current state of legal weed in Nevada and the latest dispensary to open its doors in Las Vegas.

We'll also examine what's wrong with the current system, reveal what could keep you from getting approved, and why Nevada has better marijuana than Colorado.

Jolley is the owner and CEO of The+Source, the latest medical marijuana dispensary to open its doors in Las Vegas. The first one set up shop less than a year ago. So far, about ten dispensaries have opened in Southern Nevada, but there are more to come. There have been a total of 66 licenses set aside for the entire state, with about 40 of those in Clark County alone.



## Meet Andrew Jolley, Nevada's unlikeliest marijuana activist



When you picture a marijuana activist, Andrew Jolley, owner of The+Source dispensary and president of the Nevada Dispensary Association, is almost certainly not who you're picturing.

A married man with four children, Jolley, 42, has worked in real estate and commercial lending for more than a dozen years. The 1992 Clark High School graduate has purchased more than \$100 million in loans and real estate assets as the vice president of business development for a large firm responsible for project selection, feasibility analysis, and acquisitions. He is currently a partner in EquiSource, which focuses on distressed commercial properties.

Oh, and he was raised Mormon.

"I was the designated driver starting in high school through adulthood," Jolley said during a recent phone interview from his home in Summerlin. "I have been the most boring person you could ever meet regarding drugs and alcohol. I was taught from a very young age that all drugs were bad."

Yet Jolley is now one of the most vocal advocates for the passage of Question 2, a measure on the Nov. 8 ballot in Nevada and four other U.S. states that could legalize the recreational use, possession, cultivation and sale of marijuana for people over the age of 21. Jolley raises funds, organizes social media campaigns and speaks at public events in favor of the measure.



# In Nevada, Legal Cannabis Added \$1 Billion Impact to State Economy

# Leafly.

Nevada's legal cannabis industry generated nearly \$1 billion in total output activity for the state's economy in its first year of legalized recreational sales, a top industry group said Friday.

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**Cannabis brought at least 8,300 full-time jobs to Nevada, an industry association said.**

The state recorded \$529.9 million in taxable cannabis sales during the fiscal year ending June 30. (Adult-use cannabis sales began on July 1, 2017.) Of that, \$424.9 million were recreational sales of the plant, and

the other \$105 million in sales came from the state's nearly 16,000 medical cardholders.

With \$989.7 million in total contributions to the economy—including auxiliary businesses that supply, outfit, and shelter cannabis companies—the industry also brought 8,300 full-time equivalent jobs to the state, the Nevada Dispensary Association said. Of that sum, the industry generated \$443.3 million in direct, indirect, and induced labor income.



STATE & POLITICS

# In Colorado pot industry, four stand above rest

BY BURT HUBBARD  
Special to The Gazette

Among the individuals or ownership groups who've amassed clout in Colorado's legal marijuana industry, four stand above the rest, according to state records and other published reports.

And while each would appear to be a paragon of success in what is a relatively recent billion-dollar-plus enterprise, not everything they've touched has turned to gold.

For example, one group, Native Roots, in 2016 unsuccessfully sought the naming rights to the Denver Broncos' Mile High Stadium. Native Roots at Mile High, anyone?

The four largest groups or individuals are:

**John Fritzel**

Fritzel has 59 licenses for 14 medical marijuana dispensaries, 14 retail dispensaries, 11 cultivation grow houses, two infused product businesses and 17 optional premises, which are needed to grow marijuana for medical dispensaries.

In some, he has partners, in others he does not.

The stores go by the names Buddy Boy, Lightshade and MMJ America.

Fritzel is originally from Iowa where he played on the University of Iowa basketball team, lettering in 1995, according to the university website. He had some Subway concessions, but was forced to file bankruptcy during the Great Recession. After the recession, he started getting into the marijuana business.

He and partners have branched out from Colorado in recent years. He has at least one retail dispensary in Las Vegas. But his biggest national operation is MJardin, which was started by Fritzel and partners Adam Cohen and James Lowe. It is a turnkey cultivating, growing operation. Marijuana operations



LivWell store manager Carlyssa Scanlon shows off some of the products available in the marijuana line marketed by rapper Snoop Dogg in one of the marijuana chain's outlets south of downtown Denver in December 2015. John Desmond Lord has 48 marijuana licenses, and most of his stores go by the name LivWell.

THE ASSOCIATED PRESS FILE

in other states contract with MJardin to run their grow houses. As of August 2016, the business had 500,000 square feet of grow space under management in 10 states. It had 35 clients and employed 250 people. The company is listed on the Canadian stock exchange.

In 2016, when Florida issued its first five cultivation licenses for medical marijuana, MJardin got the contracts to run all five for the license holders.

Fritzel is also an investor in Maryland Compassionate Care which was one of the first 14 companies to get cultivation licenses in Maryland for medical marijuana; 144 companies applied for the licenses.

**The Speidells**

The Speidell brothers — Brad, 37, Nick, 35, and twins Eric and Kyle, 33 — have 48 marijuana business licenses — 20 retail, one medical dispensary, seven for grow houses, two for infusion products and one optional premise to grow marijuana for the medical dispensary.

They have the most retail dispensaries of any group of owners in Colorado. They are spread all across the state in 12 cities from Fort Collins down to Pueblo and Trinidad and to Glenwood Springs in the west. They have four stores in Denver. They are all under the name The Green Solution. They, too, have branched out with stores operated as fran-

chises in Oregon, Florida and Nevada. They got approval for three stores in Florida in February and have plans for up to 10 stores in the state.

Two of the brothers served in the Marines. Eric and Kyle are twins. Brad Speidell graduated from Colorado Christian University.

Their company recently entered into a partnership with Dent Neurological Institute, called Medicinal Excellence for Neurological Diseases, to focus on using different types for marijuana to help alleviate health issues.

**John Desmond Lord**

Lord has 48 marijuana licenses — 10 for medical dispensaries, 10 for retail stores,

2 for infused products, 2 for cultivation and 24 for optional premises. Most of his stores go by the name LivWell. LivWell has 140,000 square feet of grow space.

Lord ran a baby products company in Denver before getting into the marijuana business. He inherited a warehouse from a business deal and used it to start his venture into marijuana.

Lord is also actively expanding his marijuana empire in the U.S. and Canada. He formed LivWell Oregon for dispensaries in Oregon. In July, he formed LivWell International that is traded on the Canadian stock exchange. It is a partnership with 51st Parallel in Alberta and GCH Inc. of

Denver.

Lord is the chair and CEO. GCH (a company founded by Willie Nelson) owns Willie Nelson's marijuana brand, Willie's Reserves.

The LivWell International partnership has plans to open marijuana stores in Alberta and British Columbia with up to 50 stores eventually throughout Canada. It is raising \$38 million from capital investors in Canada.

Lord is also partnering with Snoop Dog in his marijuana brand, Leafs by Snoop.

**Native Roots**

Native Roots is a partnership originally involving as many as seven people, including some from the Vail area who are developers, attorneys and real estate brokers. Among the principals are Joshua Nathaniel Ginsberg, Peter Knobel and Jonathan Robert Boord.

Knobel purchased a 160,000-square-foot warehouse in Denver for what was billed as the world's largest cultivation facility.

The groups have 67 licenses which include 15 retail stores, 16 medical marijuana dispensaries, 3 grow houses, 4 infused products businesses and 29 optional premises to grow for its medical dispensaries.

However, many of the optional premise licenses and some of the retail and medical licenses are labeled as "administratively continued" meaning the state has allowed them to operate but has not finished the license approval process. In terms of the number of retail and medical facilities, it is the largest chain.

Its stores and dispensaries are in the metro area, Colorado Springs and on the West Slope in Ski Country.

The group has a partnership with a music producer, GRIZ, to market his strain of marijuana.



# CANNABIS Dispensary



## Return Policies Equal Return Customers

Columns - Guest Column: Customer Service

Coupled with friendly service, a solid return policy will build trust with your patients and consumers, and keep them coming back.

Our adult-use industry is still less than five years old. That means everyone working in cannabis is a pioneer—we are all new to this. We are all defining what the cannabis industry is all about.

As a whole, I believe those of us who have chosen to work in the cannabis industry have done an exceptional job. Together, we have shaped an industry founded on the pillars of compliance, product quality and customer service. It's the third pillar that I want to address here.

Various facets are involved in customer service. They include being nice to people, as well as having a fair, or even more than fair, return policy. And because our industry is so new, it is about education.

There is a huge educational process that is involved in what we do—the truly savvy consumers are few and far between. On a daily basis, we have customers come through the door with limited information about cannabis, including all of the various products we now have to offer, from flower to concentrates to edibles and more. We have a responsibility to be on the front lines so that our customers' first, second or even third time walking through the door isn't a terrifying, intimidating experience. As we aim for this industry to grow, these inexperienced cannabis consumers are our industry's next loyal customers.

So, what can all of us do to ensure that we are making cannabis loyalists out of these newbies, whether it's the professional woman in her 30s or the retirees in their 60s or 70s? What can we do to engage these new customers?

First, let's be honest. We don't want that first-time user to "overdo it" and have a horrifying experience only to never return again. Let's make sure that our operating procedures include having someone at the front door to greet everyone because sometimes it's intimidating to ask even the more basic questions such as, "How many milligrams is the right amount?" or "What's the difference between smoking a joint and a vape?" If we want to build our industry into new markets, it's crucial we are there introducing ourselves to everyone who comes through our doors and putting them at ease.

### **Beyond Education**

The next facet of customer service is the return policy. Nordstrom's return policy is legendary. It accepts all returns at any time, and in that policy, it has built a reputation for excellent customer service that is synonymous with the company. None of us love returns, but what do we love? Great reputations and loyal customers. There's no easier way to establish loyalty than simply saying "yes" when it comes to returns.

At [The Green Solution](#) (TGS), we have developed a "no-questions-asked" policy, allowing any customer to return any product for any reason. Our return policy is a 30-day satisfaction guarantee, which allows consumers to return any product that they are unsatisfied with, at any use level, for any reason. To facilitate a return, the customer is asked to bring the product to the store location where it was purchased, per state regulations. The customer must also have a copy of the receipt or have a loyalty account that may be used to look up the transaction. One of our retail associates will complete the return and issue a store credit, which customers may use at any TGS location statewide, per regulations.







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