



CANNA
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Cannabis Trainers
THE SAFE RESPONSIBLE SALE OF CANNABIS

Getting Ready for New Markets

Learn what you can do now to establish your cannabis business and position yourself to win a license.



MAUREEN McNAMARA
Founder & Chief Facilitator

Cannabis Trainers

THE SAFE RESPONSIBLE SALE OF CANNABIS

Cannabis Trainers™ :: Bringing 20+ Years of Training Experience

Today's Presenters



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JAY CZARKOWSKI

Founding Partner

DIANE CZARKOWSKI

Founding Partner



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BUILDING THE CANNABIS INDUSTRY

AS

ENTREPRENEURS



INVESTORS



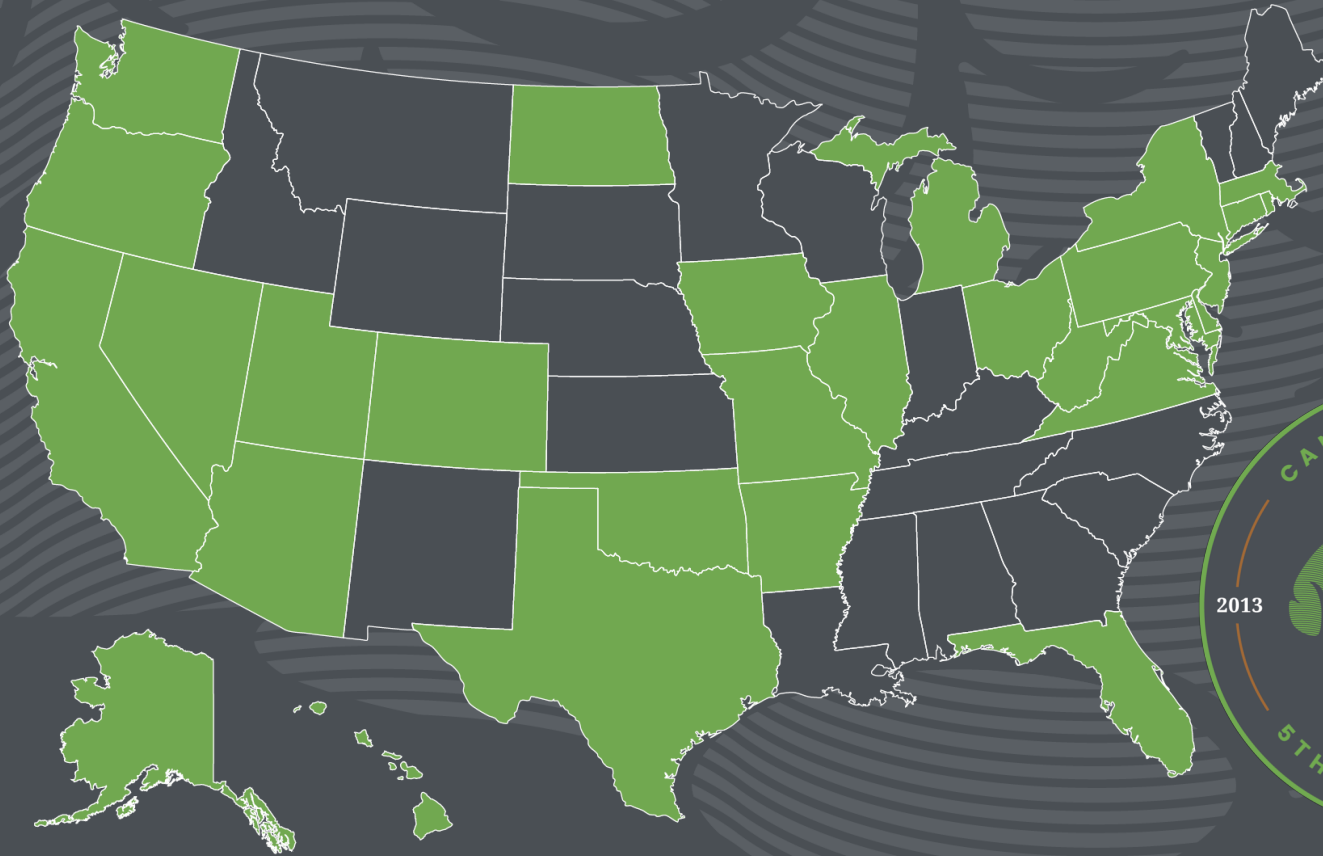
ADVOCATES

100+

years of cannabis industry
experience with client work in

29

states, plus Puerto Rico,
Guam, and Canada.



The Canna Continuum

Canna Advisors is here to help no matter what phase of business you're in. Whether you need full-scale support through the entire process or focused efforts during critical phases, our approach is catered to your specific needs. Our experts guide clients from idea to reality and help navigate the complexity of the industry to drive your sustained, long-term success.

1

BUSINESS DEVELOPMENT

Launch and fund your business with our help.

2

STAFF SOURCING

Find your key team members.

3

BRAND DEVELOPMENT

Build a brand that resonates with people.

4

LICENSING APPLICATION

Pursue your state or local license.

5

START UP

Take you from concept to operation.

6

OPERATIONS READINESS

Prepare for inspection and opening.

7

GROWTH AND OPTIMIZATION

Scale and plan your business successfully.

8

EXIT STRATEGY

Plan for prime valuation.



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Today's Presenters



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GREG HUFFAKER III
Director of Client Services



LISA JORDAN
VP of Marketing



TYLER STRATFORD
Retail Operations Expert



VICTORIA TRUSTY
Account Manager



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Community Outreach



Good Neighbor Policy



Local Hiring Plan



Community Education



Letters of Support

Diverse Ownership

Partnering different viewpoints
helps your business succeed



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Brand Development

Build a Brand That Resonates



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Hint:
It Doesn't Start
with your Logo



Descriptors from each set that convey the personality

Set 1: Energetic

Set 2: Attentive, Warm, Scholarly/Academic

Set 3: Genuine, Trustworthy

Set 4: Innovative, Inspiring

Set 5: Quality, Helpful [Confident, Expertise]

If your company were a car, what would it be?

Primary: Tesla (innovation) and Volvo (safety)

Secondary: Lexus and Mercedes-Benz (quality, not price-driven)

Tell Your Brand Story



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Build Your Brand:

From DAY 1



Important to establish EARLY



Impacts your application



Impacts your community outreach



Build it into your financial model and business plan



BE COMPLIANT

Find Your Key Team Members and Create a Positive Culture



Essential Roles



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Importance of an Org Chart

- Necessary roles
- Hierarchy for reporting
and escalation
- Clear role descriptions



Creating a Culture

Clearly defined Mission
and Values



Advisory Councils

Diverse backgrounds /
array of expertise



Outsourcing

When it makes sense
for your business

Staffing / Training



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Best Practices



**Background
Checks**



Compliance



Diversity



**Giving Back /
Community
Impact**

Training



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Build the strongest team by investing in their expertise.



Clients do not come first.

“Take care of your employees and they will take care of your business. It is as simple as that. Healthy, engaged employees are your top competitive advantage.”

-Sir Richard Branson

| Brand Story

Why is it important?

- Forming your Vector
- Guiding principles
- Foundation

Why should employees know it?

- Connection to the company/each other
- Brand/culture representatives
- Compliance is key



Loyalty

Create

- Company Loyalty
- Hiring Carefully
- Customer Allegiance

Invest

- Bonuses
- Healthcare
- PTO
- 401k

Act

- Sign them up
- Join them
- Meet with them



Sustainability

On-Boarding

- SOPs
- Employee Handbook
- Training

Cross Training

- Versatility
- Expansion
- Job Variance

Professional Development

- Education
- Certification
- Industry Involvement



THANK YOU

Stay In Touch

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**CANNA
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Online Learning
Coming in
March



We'll Be Back in 2 weeks:

MISSOURI MEDICAL CANNABIS
Trade Association

@cannabistrainers



@cannaadvisors