

Hi there and welcome to this webinar about the Advanced Cultivation Technician program offered by the school. We're really glad you're here and let's dive in.

Here's what we're going to cover today - we'll talk about the current and future stats about the cannabis industry, because as you'll hear there's way more opportunity coming than most people are aware of. We'll dig into the exciting career opportunities in cannabis because there's an amazing breadth of high paying jobs available, especially when you're well trained.

Then we'll talk about the skills and knowledge you need to succeed, because cannabis is highly regulated and very complex and most people are simply unprepared to participate in this new regulated industry. Then we'll share with you the cannabis programs available from the school designed to help you do just that - succeed in cannabis today.

We'll end with a short faq to answer the most common questions we receive. So let's dive in to start!

Here are some stats about the cannabis industry:

- In 2020 the cannabis industry grew by a whopping 32 percent, year over year and of course we know what was happening in 2020. So that just shows you the strength and resilience of what's to come.
- Furthermore the skilled labor market makes a median salary in cannabis 11% higher than the average throughout the U.S., which simply tells you that there are a lot of great high paying jobs as over 40 states have now legalized for recreational or medical use and legalization is considered right around the corner. This will essentially unlock a flood of new opportunities and great growth for the industry.
- This is evident by the fact that many reports show that there will be over 475,000 jobs in the cannabis industry just within the next few years, again demonstrating explosive growth ahead
- Finally this industry is filled with truly passionate talented good-natured people who love what they do.

So if you're looking for a new environment to grow your career and you want to surround yourself with really incredible people, look no further than the cannabis industry. If you're asking why we are with the school providing cannabis education, it's because we want to meet the needs of our community to provide training for in-demand jobs in our state and beyond.

Furthermore there's a high volume of labor market demand for this emerging industry so we need to train people to be able to meet that demand and fill those roles. By providing education we can help you expand your career opportunities with this industry specific knowledge and a credential. Plus we offer a flexible learning format that fits your lifestyle. So if you need to squeeze this in amongst your other responsibilities or career obligations you can do that.

Finally this really helps you to improve your marketability and opens up new career pathways for you, which again satisfies the mission of the school to help you with your workforce development needs.

The advanced cultivation technician program serves as a thorough training for multiple jobs within the cannabis cultivation sector, and specifically there are three units:

There's the cannabis compliance training, the cultivation essentials training, and health and safety training.

In the first unit you begin with cannabis compliance training, which is very important as the industry is heavily regulated and understanding the importance of maintaining compliance is crucial.

In the second unit you will dive into a rigorous skills-based training for cannabis cultivation covering a breadth of very important topics to the legal cultivation sector today.

In your third unit you'll focus on health and safety training which is literally mandatory if you want to work in cannabis, and allows you to get started working on day one. The outcomes of the program are exciting:

- you'll learn proper knowledge of cannabis botany genetics and all the plant development cycles
- you'll identify soil growing media nutrients light sources and watering techniques for optimal yields
- you'll understand harvesting processing and packaging best practices for cannabis to make sure that you deliver safe fresh and high quality products
- then you'll define compliance and operational excellence for cultivation facilities, really helping you understand how to operate a legal cannabis business today, and much more

In regards to the criteria to complete the program, it's essentially an eight-week online program that's completely asynchronous - which means that you can go through it at your own pace, and on your own time. Throughout those eight weeks, it ends up being about 45 hours of coursework material, and when you pass the three exams (one for each unit) with a score of 70 percent or higher, you get your certificate of completion.

You should know that these programs have been developed and are led by expert contributors on the front lines of cannabis today, including:

- Physicians
- Owners of cannabis dispensaries
- Cultivation and manufacturing facilities
- As well as top executives in the space

The program is extremely interactive and includes high-quality video lectures, readings, and e-learning modules. So that you can really enjoy the process of becoming a skilled and talented cannabis professional - and you can do that from anywhere, on your own time, in a way that works for your life.

Upon completion of the program, a few great things happen:

One you'll end up with a certificate of completion backed by the Green Flower Institute, which is the standard credential body for the cannabis industry.

You'll also get membership into the Green Flower Institute which provides resources, networking, continuing education opportunities to help you advance your cannabis career.

Finally you'll get access to the employer network which gives you very strong exposure to leading cannabis companies like Cookies, Parallel, and Jushi - who are essentially hiring people with these exact qualifications. This puts you in the front of the line to get high-paying jobs from great companies who are growing fast.

Now to answer a few faqs...

People will ask, “why do I need education to work in the cannabis industry?” The reason is because this is a highly regulated industry with huge compliance needs and many specialized roles. That means that there is much to learn if you want to participate and succeed in the legal market. Plus a certificate helps you stand out as a credible, well-trained cannabis professional.

“How much time should I expect to devote to the program” The answer is that you should expect to dedicate around six (6) hours per week to complete the coursework in this program. But of course, because it's self-paced, you can either do more or less than that based upon your schedule and learning needs.

The next question we get is “when can I start?” Fortunately this program is self-paced, which means that you can begin the courses immediately after you register. Then you'll have eight weeks to complete the program, starting from the date that you register.

Finally people ask “well, why should I do this now?” and the answer is that the cannabis industry is an amazing place to work, filled with immense opportunity and tremendous growth - and real impact. But it's also way more complex and competitive than most people realize. Which is why earning an industry-backed credential like this will help you stand out, get ahead, and find success in the ever-evolving cannabis industry today.

So with all that said if you're ready to get started - your next steps are simply to register online and get started today. We hope that you're excited about this opportunity to participate in the cannabis industry! So go ahead and register now and get started on your journey today.