

Hi there and welcome to this webinar about the Advanced Dispensary Associate 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.

Now, to give you a quick overview about the advanced dispensary associate - there are three distinct units in this training. There's cannabis compliance training, a skills-based training, and a health and safety training. And, specifically this is an eight-week program that you can do online and

asynchronously, meaning you can go through it at your own pace and on your own time. And the cool part is that you can actually begin as soon as you register and dive right in.

Now, specifically, the dispensary associate program provides advanced job skills and knowledge to excel within this cannabis retail environment. And as I said, there are these three units: cannabis compliance training, cannabis retail essentials, and health and safety training.

Cannabis compliance training is about understanding the heavy compliance needs that are required to operate within this industry, an essential part of running a legal cannabis business. Then we go into cannabis retail essentials, which is a skills-based training to give you all the knowledge and understanding of the cannabis products and customer service needs that you need to understand to really be a skilled professional in the cannabis space, and then we conclude with the health and safety training - which means that you will be prepared and ready to start working immediately when you are hired because you understand the procedures needed to operate safely and in compliance.

The outcomes of this program are exciting. You'll understand the various cannabis products and delivery methods available to consumers, you'll learn best practices for customer service and patient care - in order to increase sales and service, next you'll understand dosing and titration strategies for an optimal cannabis experience. The cannabis industry attracts a wide diversity of different kinds of consumers and thus you need to truly understand the way to help people find the products that are best for them. Then, we define compliance and operational excellence, which is everything that you need to understand in order to really run a successful retail operation within the cannabis space. We'll also discover the plant biology in the chemistry and how cannabis interacts in the body so that you have a real deep understanding of the science the botany, the history, and the ways that this plant can really help humanity evolve, and then finally we'll optimize for health and safety procedures, which is quite frankly mandatory if you're going to be working inside of a highly compliant legal cannabis business.

The criteria to complete this program is essentially that there's about 45 hours of course material, there's three different exams - one for each unit, and as long as you score a 70 or higher you will be able to walk away with 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, and 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.