

Can You Grow Your Cannabis Business? The Great North Canna Network can do

News-Press Release

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Summary

As an industry, cannabis is still in its infancy. Many dispensaries, cultivators, kitchens and delivery operations are just emerging. The cannabis "Green Rush" is flourishing

Message

As of March 2022, 18 states plus Washington, DC have legalized full "adult use" (aka "recreational") cannabis for adults over the age of 21, with 38 states plus DC having legalized medicinal use "meaning that a majority of Americans have access to cannabis, whether medically or recreationally." Where do emerging cannabis professionals turn to for advice, support, resources and advocacy? One new resource is the Great North Canna Networking group, a Zoom-based virtual networking organization that's helping many young cannabis companies to bloom. The new business-to-business cannabis networking group is attracting cannabis operators and service providers from the northern mid-west states of MN, MI, and IL, where the cannabis industry is starting to sprout. Current participants include cannabis professionals from retail dispensaries, cultivation operations, payment processing, payroll and human resources, energy conservation, on-site security, online security, legal, accounting, compliance, social media, publishing and more. There is no cost to participate in the group. The only requirement is consistent attendance. Each cannabis seat/specialty is held exclusively. This provides a safe haven and better communication within group, and eliminates conflicts of interest. The group was developed by Eric Robichaud, founder of Green Goddess Supply, a "cultivation to consumption" cannabis lifestyle brand offering a line of high-quality products to grow, store, prep and consume hemp flower and cannabis products. Robichaud had previously founded and developed the Metrowest CannaNetwork in 2019. The original group continues to primarily serve as a weekly forum for more than 75 cannabis professionals in Massachusetts and Rhode Island. The original network began prior to the pandemic in a Greater Boston area restaurant as an in-person lunch meeting, all throughout 2019. The pandemic did not snuff out the group, however. The nimble bunch moved to a weekly Zoom meeting and began attracting more distant colleagues that may not physically reside in Massachusetts, but whose business territory included the area. "Our Canna Networks have really become a strong business support point for many cannabis business and service providers," noted Robichaud. "Participants tend to really go out of their way to introduce each other to resources and solutions. It is so much more productive to have a strong, personal referral and introduction than resort to a blind search on the internet." Robichaud continued, "Our Metrowest group proved the concept over the last three years, so we took that concept to the northern mid-west where the same need for connection and vetting was needed." The group functions as a business referral group, where members help each other with qualified sales leads/referrals. To determine seat/category availability in either the new Great North (mid-west) Canna Network or the MetroWest (Massachusetts) CannaNetwork, contact Eric Robichaud at eric@greengoddessupply.com

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