

2021 - 2023

Pathway to Ownership

PTO Portfolio



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This portfolio provides a list of accomplishments of the PTO Program with the Cannabis Business School since its founding October 2021 to January 2023

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Introduction

Pathway To Ownership is an innovative incubator program created to ease the barriers to entry into the cannabis industry for those directly affected by discriminatory cannabis policies, over-policing, sentencing disparity, and marginalized communities.

The goals of this program are to diversify the Nevada cannabis industry, minimize the illicit cannabis marketplace, aid in overall public education, and create sustainable cannabis business applicants

PTO CBS GOAL SUMMARY

- **Increase the diversity of ownership in Nevada's cannabis industry**
- **Create a pathway for social equity applicants to apply for Social Equity Cannabis Licensing in Nevada**
- **Provide workforce development to low-income folks and folks from racially underrepresented groups to access Cannabis Business Education**

OUR GOALS



The new “Pathway To Ownership (PTO)” program is an innovative and unique workforce development program created to address the barriers to entry into the cannabis industry for those directly affected by discriminatory cannabis policies, over-policing, sentencing disparity and marginalization. This program was established by CEIC NV to address the lack of diversity in Nevada's cannabis industries from licensee to C-suite, managerial, and officer positions.

PROBLEM STATEMENT

Nevada is a very diverse state where racial minorities constitute a numerical majority; yet Nevada's cannabis industry is still disproportionately white and male. For example, of the 330 cannabis licenses, there is only one fully Black-owned retailer and two Black-owned cultivation licenses. The lack of diversity in Nevada's cannabis marketplace leadership isn't due to a lack of interest but rather due to lack of access to the formal regulated marketplace.

See More Information:

- Long, Andrew: 2021, "[Nevada's Cannabis Industry lacks diversity, especially in ownership, survey shows](#)" MJBizDaily
- Golonka, Sean: 2021, "[New data shows cannabis executives are mostly white and mostly male, cannabis board will look to improve industry diversity](#)" The Nevada Independent.

PTO MEETS STATE GOALS

- **Diversify Nevada's cannabis industry**
- **Minimize the illicit cannabis marketplace**
- **Aid in overall public education and outreach**
- **Create sustainable cannabis business applicants**

PROPOSED SOLUTIONS

In order to increase diversity and social equity in Nevada's Cannabis industries, the Cannabis Business School of Nevada provides workforce development, public literacy on cannabis policies in Nevada, and the Pathway to Ownership incubator entrepreneurial program.

MEET THE TEAM



EXECUTIVE DIRECTOR A'ESHA GOINS

CEIC Director A'Esha Goins has become the leader in Nevada on Cannabis Social Equity. Initially, Goins' advocacy work on cannabis in Nevada was focused on decriminalization, because prior to the passage of AB453 (2001), Nevada was the only state for which possessing any amount of cannabis was a felony. Many Black and Hispanic Nevadans suffered because of these policies even as medical marijuana businesses were getting ready to roll out. Observing this in her community, Goins got to work on cannabis social equity at every turn with a particular focus on Las Vegas's Historic Westside- the historically segregated Black enclave of Las Vegas

As early as 2015, Goins began leading efforts on decriminalization broadly including for minors, those previously incarcerated, record expungement, and more. Nevertheless, as a business owner herself, she found herself at the forefront of the social equity push with the legalization of recreational marijuana in Nevada in 2017. In 2018, she co-founded CEIC NV and became part of the state of Nevada's Cannabis Advisory Board with a focus on social equity.

When Nevada passed Cannabis Lounge Licenses (AB341), for the first time allotting a set of licenses for social equity candidates, Director Goins knew there was a gap - "how would people know and prepare their applications to even be eligible?" To address this problem, she envisioned starting a cannabis business school designed specifically for social equity candidates. In 2021, the Cannabis Business School launched,

MEET THE TEAM



DEAN OF STUDENTS CHANDLER COOKS

Dean of Students Chandler Cooks joined CEIC NV in 2021. Cooks a finance professional by day and Dean of CBS by night, has a love of cannabis and botany. Cooks started his own business, called “Master Grow Consulting” where he teaches people how to grow the up to six plants per person or twelve plants per household allowed in the state of Nevada. And one only needs to ask a single question about the process of caring for the plant to see Cooks’ love for it.

Dean Cooks is not only a leader in the Cannabis Business School's Pathway to Ownership Program, but was also a participant. Cooks is one of the recipients of the recent cannabis lottery licenses. Through his experience as a leader, professional, and entrepreneur, he brings specialized expertise to support participants. He designs the syllabus, assignments, provides feedback on course progress (such as business proposals, Standard Operating Procedures manuals, budgets, pitch decks, and cannabis policies).

MEET THE TEAM



TEACHING ASSISTANT RON BAKER

Ron Baker has been part of CEIC NV since 2021. Ron serves as an educator for CBS and as a community advocate to help address the stigma associated with marijuana. He says “whatever the slang term is for cannabis... ‘marijuana,’ ‘reefer,’ ‘ganja,’ or ‘gas’...it’s an uphill battle to legitimize this industry.”

Baker, in addition to being an educator for CBS and community advocate Shares information on cannabis policies and safety for the public through his new podcast. Baker was a participant in the first cohort of the PTO Program.

Baker, who has mastered cannabis regulations, written his own cannabis business plan, and has developed his own recipes for infusing cannabis beverages, was part of a team from the class to share a cannabis license in the November 2022 lottery.

MEET THE TEAM



RESIDENT SCIENTIST: DR. JAMIE L. PALMER- ASEMOTA

Jamie L. Palmer-Asemota holds a PhD in Sociology and is founder and CEO of Designing Research for Just Policy and Action (DR. JPA Consulting LLC).

Dr. Palmer-Asemota joined the team in September 2021. She has written grant proposals to support the PTO and Cannabis Business School initiatives including the Clark County OAG Grant Proposal, the Sociological Initiatives Foundation Grant, and more.

She has served to support the cannabis business school with grant management and program evaluation. Program evaluation has included administering surveys and interviews with social equity PTO participants to map the intended and unintended outcomes of the PTO program. In addition this data helps to identify the varying barriers SE candidates in Nevada face in accessing opportunities as owners, managers, and leaders in Nevada's \$1Billion, and growing, cannabis marketplace.

NEVADA'S LEADING CANNABIS BUSINESS EDUCATION PROGRAM

THE PTO PROGRAM is a highly sought after program.

- 245 applications received
- 115 Total Accepted Applicants
- Forty-seven percent acceptance rate

THE PTO PROGRAM is an educational and workforce development program

- has served THREE cohorts of Social Equity and Diversity Cannabis License Candidates
- Courses are 16 weeks
- Includes industry and state leader speakers
- Includes accounting, legal, and business proposal review and feedback

PTO PROGRAM RESULTS

- Educated and mentored a total of 115 students
 - Successfully graduated 30 participants
 - Hosted 64 classroom sessions
 - Attended 27 networking events
 - Hosted 18 workshops
 - Assisted 15 participants with license application
 - 13 participants landed a career in the industry
 - 5 participants awarded Prospective License for a consumption lounge
 - The consumption lounge licensees will provide an additional 100 jobs to the industry.
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PTO: LEADING THE WAY IN OWNERSHIP, WORKFORCE DEVELOPMENT, DIVERSITY, & SOCIAL EQUITY IN CANNABIS



AWARDED THE NATIONALLY COMPETITIVE SOCIOLOGICAL INITIATIVES FOUNDATION GRANT

- \$20,000 to support PTO education and program evaluation
- The Sociological Initiatives Foundation supports social change by linking research to social action including policy development, addressing challenges in literacy, and policy implementation.
- Only the top five percent of proposals (nationally) are funded.

AWARDED THE CLARK COUNTY NEVADA OUTSIDE AGENCY GRANT

- awarded ~\$270,000 to support the pilot program of the PTO Program
- provides business and educational literacy to underserved populations in Clark County
- provides reinvestment in low income, high poverty Qualified Census Tracts (QCTs) in Clark County
- provides workforce development to aid SE graduates in securing state and cannabis industry positions.

PTO: LEADING THE WAY

FIRST COHORT OF GRADUATES IN THE NEWS



NEVADA WEEK (PBS) Season 4 Ep02 | Cannabis in Nevada: Lounges and Equity



PTO: LEADING THE WAY

CANNABIS LOUNGE SOCIAL EQUITY LICENSES SELECTED

- **includes SIX PTO GRADUATES as individuals or part of a business partnership as recipients of the Fall 2022 drawing**

PROGRAM EVALUATION

- **The majority of SE candidate PTO participants indicate they would NOT have had a completed business application without CBS**
- **SE candidates indicate that restrictions on licensing and the high fees to apply are still formidable barriers.**
 - CBS paid application fees for SE candidates in need
- **NV Policy still has a way to go to make room for new and creative ideas without stripping SE candidates from ownership, control, over these business models.**

WORKFORCE DEVELOPMENT

The PTO program not only provided the necessary business training but also created new opportunities:

- **Agent Cards**
- **Formal Training: Graduate Certificate**
- **Social & Human capital: Investors, State, & Industry Leaders**
- **Employment opportunities to SE candidates**
 - **PTO Program employees**
 - **Industry Employment and Investor Fairs**

PTO: LEADING THE WAY

ON RESEARCH ON SOCIAL EQUITY IN CANNABIS

- **Cannabis studies and cannabis studies institutes are new and growing across the United States**
 - while most universities are still keeping cannabis studies at arms length; states with legalization are starting to offer cannabis studies programs as part of science, innovation, and workforce development
 - Most cannabis studies programs are housed at large institutions with high tuition
 - Most cannabis studies programs were founded in 2020 and 2021 (in Colorado, Oregon, California)
 - research on cannabis industries is new and growing
- **PTO and CBS were founded at the same time as many university programs**
 - Provides education and workforce development to those missed by many university programs such as low income, recently displaced employees, those with a criminal offense related to cannabis, and underrepresented racial and gender minorities.

PTO & CBS RESEARCH HIGHLIGHTS

- **Palmer-Asemota, Jamie and A'Esha Goins: 2022, "Spilling the Tea: Research, Activism, & Advocacy in Cannabis's Green Wave" National Women's Studies Association; Minneapolis, MN.**
- **Palmer-Asemota, Jamie and A'Esha Goins: 2022, "Struggling for a Seat at the Table: The Struggle for Social Equity in Nevada," National Women's Studies Association; Minneapolis, MN.**

PTO: LEADING THE WAY OUTCOMES SUMMARY



Diversifying Nevada's Cannabis Industry

- **licensing**
- **workforce**
- **leadership**

○

Provides public literacy on Nevada cannabis policy

- Hosts public events such as application workshops and Cannabis Pride, among others
- Provides educational literacy on safe use practices and the differences between CBD and THC
- Provides educational literacy related to civil rights and cannabis policy in Nevada today.

○

PTO brings national recognition to Nevada and Clark County as a leading example for Educational Training and Workforce Development, Social Equity, and Cannabis

- Brings national recognition to Nevada's Cannabis Studies Training through PTO and CBS
- Provides an effective social equity and diversity model for enhancing diversity, equity, and inclusion in cannabis employment and ownership
- Provides cutting edge research on the intended and unintended outcomes of SE programs in Cannabis
- Serves students typically underserved by traditional education programs.

FROM PILOT PROGRAM TO EDUCATION & WORKFORCE DEVELOPMENT



FUNDING REQUEST

- The Original requested grant amount from Clark County OAG was \$1.2 million to provide these courses, training, and public information for three years.
- Given that CBS and PTO was a newly created pilot program, created in response to new policy and a lack of a pathway for Nevadans to effectively apply for cannabis licensing.
 - Succeeded in holding three 16 week courses
 - Succeeded in six participants as recent licensees
 - Succeeded in holding investor and industry events for candidates
- Given that the pilot PTO program has far exceeded all the deliverables as outlined in our original grant proposal, we are requesting consideration for the remaining requested funds.

WHY SHOULD CLARK COUNTY CONTINUE TO INVEST IN THE CANNABIS BUSINESS SCHOOL OF NEVADA?

- **Provides economic investment in business and workforce development in low income communities**
- **Enhances diversity and social equity in Nevada's cannabis industries and marketplaces**
- **Helps to ensure Nevadans have a seat at the table in applying for cannabis licenses, owning, and running cannabis businesses in Nevada.**
- **Create sustainable cannabis business applicants**
- **Enhances public education and public participation in county and Nevada policies.**

PTO IS LEADING IN NEVADA & U.S.

- In a state nearly always coming up last in education, PTO leads Nevada in a new and successful public education model.
- PTO provides cannabis education not readily available (limited cannabis studies programs)
- PTO serves under represented groups that are over-represented in unemployment, and low-income neighborhoods; as a result, it is an investment in the workforce development and economic diversification Nevada needs to allow more Nevadans to grow and thrive.

FREEDOM, EQUITY, AND OPPORTUNITIES

Changing policy brings hope.



FOR ADDITIONAL INFORMATION

VISIT: PTOCOHORT.COM

FOLLOW US ON INSTAGRAM: [CEICNV](https://www.instagram.com/CEICNV)

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