

Speaker 1 ([00:15](#)):

Hello, and welcome to the higher enlightenment podcast brought to you by higher yields cannabis consultant, your seed to scale cannabis business solutions team, and the creators of the innovative cannabis consulting business solutions system, higher enlightenment. My name is Adam and I am part of the creative design team here at higher yields. And I'm here to introduce and give a little background on the higher enlightenment card. So what are these podcasts about? The higher enlightenment podcast was created to discuss everything cannabis, whether it be cannabis, industry news, cannabis, industry, insider insights, and tips to establish your own successful cannabis business cannabis, pop culture. In general, we'll also be discussing cannabis news from around the globe. A new episode of the higher enlightenment podcast will be released every two weeks. In this episode, we will be discussing the COVID-19 outbreak with the H C staff and how it has affected the cannabis industry, including higher yields who are still open for business. We will be discussing personal life changes of the YC staff and the changes that they've seen in the industry. We encourage listeners to seek out education on the COVID-19 outbreak@thecentersfordiseasecontrolandpreventionwebsiteatcdc.gov. So now let's get enlightened in episode four of the higher enlightenment podcast series.

Speaker 2 ([01:59](#)):

We appreciate your choosing our theater and to make this experience more enjoyable for everyone. We hope you'll refrain from talking during the show. Thank you.

Speaker 1 ([02:12](#)):

So, Chris,

Speaker 2 ([02:12](#)):

Could you introduce yourself a little bit and tell us what you do for HYC? Absolutely. My name is Chris Teegarden. I am director of governmental fairs. Uh, my background is I was a former mayor of Edgewater, Colorado, the first municipality in the United States to codify and regulate marijuana in a local jurisdiction. How has the COVID-19 thing, um, affected both your personal life and your business life? Well, it's, you know, a double-edged sword I'm, uh, I'm assuming for every buddy, one of the really nice things is I get to stay home with my 14 month old son. Um, conversely, that can be quite a challenge. And, uh, I was working part-time at a, uh, doing, uh, the other half with, uh, H YC, but I'm not working waiting tables right now. So I've been able to focus a little bit more on this job. And, um, my wife works from home, uh, as well.

Speaker 2 ([03:15](#)):

So we just kind of spend a lot of time trying to just manage schedules and getting through just a necessity of life, trying to pay bills, uh, finding out what we can pay and what we can't pay, um, and looking forward, uh, to, uh, getting over this Hill and, and opening up the, uh, I'm not the state's backup, anything special you do to keep saying during this period, um, walk my three dogs up and watch movies, uh, pick up the guitar when I can. And, uh, that's about it. It's basically a 12 hour day with the kid. All right. Well, thanks a lot, John. So could you introduce yourself and tell us what you do for HYC

Speaker 3 ([04:06](#)):

I'm John Valdez, president with HYC and also a real estate broker in state of coal licensed state of Colorado. I did run the national real estate network group and

Speaker 2 ([04:18](#)):

Do

Speaker 3 ([04:19](#)):

Business transactions and all that good stuff that rely resolves or revolves around real estate.

Speaker 2 ([04:26](#)):

What do you see as like the major impact on, um, your business because of, uh COVID-19. Okay.

Speaker 3 ([04:33](#)):

I think that we're going to see a big market change in the commercial sector. So it's going to create great opportunities for the cannabis industry. Being able to buy, see pursuing buildings at a discounted price because of the market is going to drop down and also possibly pursuing licenses that are in States like Colorado, that you can't there no more licenses available. Um, but I think it's, it's definitely going to be an opportunity for many people. Uh, how do you, how do you see it going into the future as far as, uh, the amount of business you're getting and, uh, when it's going to pick up, I Tesla down there is quite a bit of drop in sales that are happening throughout the country. Right now, I believe there was \$21 million worth of real estate that fell out of contract last month in Colorado, which is quite a bit, um, the, the trended think is going to be slowing down dropping values. And then for the cannabis industry, you're able to purchase properties that have already been set up in the cannabis industry, or instead of facilities, cultivation extract, dispensary's being able to move into those facilities are already built out. I think if we're going to see a lot of, a lot of that happening, um, when, when do you expect that to happen? I'm thinking of the next two to three months. Okay. It was almost say that down

Speaker 4 ([05:58](#)):

To her. And

Speaker 5 ([06:00](#)):

How are you staying sane during this period?

Speaker 3 ([06:04](#)):

Uh, spending a lot of time with the family, which is great. I have two teenage daughters and my wife has been nice to be able to every night, make dinner with them and play board games and just be with my family. And we have a new puppy she's insane trying to teach her how to not be so crazy. Thank you, John

Speaker 4 ([06:25](#)):

Corey. Yeah. My name is Corey Wagner. I'm the CEO of higher yields. My job is to kind of help organize, uh, everything that we're doing here and keep the ship moving. Um, it's been kind of tough here with COVID-19 and some of the hardships we've had to overcome with, with working remotely and being an essential business, um, trying to put in some process and procedure to make sure that, uh, you know, anybody who does have to go onsite is being safe and both the, uh, employees and contractors on our side understand what it means to be safe and making sure our clients understand what it means to be safe and creating a safe work environment for everyone. Overall, do you feel, um,

Speaker 5 ([07:07](#)):

Were positive or more negative about, uh, where things are headed right now about the, with the industry?

Speaker 4 ([07:13](#)):

I agree. I think the industry's hit a little bit of a bump, um, but it's it, I think we're going to come out just fine as an industry. It's kind of scary because over the last 10 years of seeing how far the industry has really come and how much it's evolved and, um, the following that it has and the jobs that's created and the opportunities for people that it's created, um, has been really, really cool. But as you know, with this stuff, that's going on now, it's, you know, I think it's freaked a lot of people out and they're kind of wondering what's going to happen next, but I do believe we're going to be one of the big industries that comes out of this, that I think a lot of other States and governments around the world are going to be looking at cannabis to create tax revenue and create new jobs. Um, how, how have you changed, uh, uh, your business and in dealing with the crisis?

Speaker 5 ([08:09](#)):

Um, what were the major changes that you've had to

Speaker 4 ([08:11](#)):

Implement? We brought in a lot more new technology. We, uh, you know, it's something we've been looking to do anyways, and this has really kind of forced our hand to do it. Um, just trying to streamline communication and make sure things don't get dropped and trying to help different parts of the team. Still be able to work as if, you know, they were still sitting in front of each other, so they can either whiteboard things, organize or review pipelines or whatever it might be. Um, but I, I think a lot of it is just helping people kind of get used to having to work at home. Um, and that's been a big challenge for me. Like it's easy for me to work from home because I've done it off and on for so long, but it's a lot harder when the option, you don't have the option to go sit at a coffee shop or go sit at the office with a team.

Speaker 4 ([08:58](#)):

Do you think that's working? No, basically, um, with, with the whole team. Yeah. Yeah. I think some people had more of a struggle with it than others, but overall we've supported one another and we've put some of the software in place to help with those things and slowly but surely, you know, we're, every week we get a little bit better, a little bit smarter, a little bit more efficient. Um, and so I think as long as we continue to see progress, then we'll continue to be okay. Okay. And, uh, how are you staying sane? Painting? I into, um, doing a lot of cooking, um, been doing a lot of running and, and just doing a lot of work, you know, trying to kind of stay focused, try not to let it distract us too much and try not to, uh, not to set us off course from, from all the we've accomplished. So really been diving deep into work and for exercise have been running a couple of miles every day and doing some push-ups with some friends and, um, doing a lot of cooking and playing chess games, uh, on an app with some of my friends around the country as well to keep challenging my mind when, when I'm not trying to work. Okay. Well, thanks. Thank you very much.

Speaker 6 ([10:18](#)):

Hi, so my name is Marissa Cortez and I am the director of compliance for higher yields consulting. Um, I handle all things compliance, so this can be anything from inventory tracking, reconciliations audits, um,

licensing within the cannabis industry, uh, as well as doing audits compliance audits for financial institutions throughout the country,

Speaker 4 ([10:44](#)):

The crisis affected your, uh, end of the business.

Speaker 6 ([10:49](#)):

So it's been a little bit challenging. We've seen a small influx of inventory tracking jobs coming in. So that's audits and reconciliations, and typically I'll be onsite throughout this entire process. So I can actually have my hands and eyes on everything. And we've had to readjust, obviously because I have not been on site for this. So trying to hone in on, um, communication with these different companies and their team members has been a little bit of a challenge, but we're getting through it. So,

Speaker 4 ([11:21](#)):

And it's hard. Um, cause other businesses might not be all together and, um, to deal with them.

Speaker 6 ([11:29](#)):

Yes, it has been, it's been a challenge. It's definitely, um, you know, we're making it work. I will say that first and foremost, but it has been a challenge, especially when, you know, I'm not just working with one license for these types of cleanups. Like we call them cleanups inventory, tracking cleanups, I'm working with six different licenses. So that's six different sets of teams that I'm trying to navigate, um, using technology right now. So it's, it's been a challenge, but you know, coming out of it, I think I've learned a lot and we'll be able to apply that to future jobs with future clients. So all in all it's, it's working out.

Speaker 7 ([12:03](#)):

Great. And so, so what do you do to keep saying?

Speaker 6 ([12:07](#)):

Um, well, most recently I have gotten back into yoga, so that's, that's honestly one of the only things that's keeping me sane. I'm also, um, driving my partner crazy with redecorating our home. So that's, it's been fun. It's been fun having those little projects I've taken up hand knitting, which is a new thing. I don't know if anyone's heard of, but it's been, it's been nice. I have a three month old son, so getting to spend time with him and also balancing, um, you know, being a full-time stay-at-home mom right now while being a full-time, uh, director of compliance for higher rates. Consulting has been interesting to say the least

Speaker 7 ([12:47](#)):

We'll return to the higher latency podcast in a moment. Do you need help in applying for a cannabis business license? Do you have questions about the process? Are you feeling overwhelmed? Good news, higher yields cannabis consulting can help our cannabis licensing experts offer industry leading support for all cannabis related businesses. Our team of experienced application writers has worked on over 100 cannabis license applications. Higher yields has worked on regulations and cannabis licensing and over 25 States across the USA and internationally in more than 10 countries, they've also helped our clients be awarded licenses 13 plus married be States. If you needed assistance with the cannabis licensing process, don't hesitate to call us. Our initial consultation is free. Please call eight four, four, or visit our

website@wwdothigheryieldsconsulting.com. We now return to the higher enlightenment podcast brought to you by higher yields cannabis consulting.

Speaker 7 ([13:59](#)):

So Keith, could you tell us, uh, give us a little introduction about what you do for higher yields? My name is Keith. Uh, I work on the marketing team and also the creative design team, creative design team also deals with, uh, branding. So, um, you know, I'm in a pretty special position right now. Um, I'm not as affected as much as a lot of other people that are, you know, adjusting to a new way of working as, you know, a lot of the work we do is remote and, you know, um, at times we're pretty isolated. So it's been strange to kind of see, you know, um, everybody adjusting to this and that's essentially what we're looking at here. I think the special part about, uh, marketing and branding for the cannabis industry now is we're considering an essential business. So, um, your community, local communities, all across America that have legal or medical cannabis, they're looking, uh, to the businesses now to be helpful, to provide a safe service, safe products, to bring revenue and jobs into communities right now that are, are getting devastated.

Speaker 7 ([15:14](#)):

So a lot of cannabis businesses have no choice, but to adjust their branding and how they're marketing, we're looking at three phases here. People are adjusting to a new reality, including these dispensary's the growth facilities. Um, everybody that's out there with a cannabis business that is open. Um, their brand is at out front right now. You know that we're going to go through another phase. What happens when we were at our peak, you know, when people are no longer adjusting and able to accept, this is the way things are, this is our new reality right now. The third is, is really recovery. What happens is as we start to recover from this pandemic, you know, where is the marijuana business at that point? Are there more open minds? Are there more States that are now going to open up markets? Um, realizing that, um, during a time of crisis, a lot of cannabis brands companies, we pulled together, uh, we, we helped communities, um, and in the future, perhaps that they will finally communities and, and people across across the world might start to look at us like other brands, uh, leaders of a community.

Speaker 7 ([16:31](#)):

So we have no choice, but to go through this right now. So no, it hasn't affected me as much as some of the other team members and specific, uh, niches in the industry. And, uh, you know, I feel for everybody, it's a, it's a new experience for all of us. So yeah,

Speaker 5 ([16:52](#)):

As you know, I understand that, you know, me, me, like you, you know, we're both sequestered basically as artists. So anyway, but still it's frustrating for me. And I understand that, you know, it must be really horrible for some people, you know, who are normally out and about, and not just staring at a screen all day. So, um, yeah. So anyway, um, what do you do to stay sane through all this,

Speaker 7 ([17:20](#)):

Um, you know, to keep sane, um, working, um, started playing Dungeons and dragons again with my old, uh, elementary school buddies. Um, we've been playing some of us together for almost 40 years, so it's been good to connect with people. Um, you know, it, it, it's been good to, uh, you know, pick up my guitar. I think, uh, some of us are going to, uh, probably start a band and a higher yields band at this point.

Speaker 5 ([17:47](#)):

Yeah. It's three people, so yeah.

Speaker 7 ([17:50](#)):

Yeah. Unfortunately we all play the same instrument, so I play bass too. So there you ask drummer, so we need a drummer. Yep. Corey's, Corey's been practicing his keyboards a lot lately. I knew that. So, yeah. Um, you know, reading a lot, reading a lot, uh, both for enjoyment and also trying to wrap my head around what's going on and where this leads and, you know, um, to put it put distance, the context of, you know, historical events I learned about in school, you know, you know, experience leads to, I think, a better brand and a better marketing, but you know, my life keeping sane, it hasn't changed too much. Uh, I'm still keeping up with the same hobbies and, you know, you know, what we do for a living, um, a lot of the technical stuff, I have time now to really dig deep and learn more. And, um, I'm hoping that I come out of this, um, as does our culture in general that we, we adjust and we learn from this. So

Speaker 8 ([19:00](#)):

I think that's important. Okay. Well, thanks a lot, Keith Jay. So Jay, could you introduce yourself a little bit and tell us what you do for HYC sure. Jay Fentress director of business development. I just try to help, uh, keep, keep the new business going through the pipeline and just helping, helping to connect opportunities to, um, people's wants make connections and help people get, get things accomplished or, or solve their problems. What's the major impacts that, uh, COVID-19 has had on you? Um, business wise. Yeah. You're seeing a lot of folks that, uh, they're doing a lot of things that they did before. They're still inquiring. They're still curious. They're still wondering how they could enter into the business. Um, I think there's a lot of, a lot of time that people are getting to read and really explore, you know, what their passion is.

Speaker 8 ([19:53](#)):

And we're, we're hearing a lot of those types of things, but we're also coming across a lot of folks that are saying, you know, what, now's the time, um, I'm going to do something in this industry. This is what I want to do. And they're coming to us with those, those open books and saying, how can you help me get from here to there? And so it's really exciting to keep on hearing the enthusiasm and the passion it's been in the industry in my, my, my experience. That's you hear a lot of people come back and they're definitive in saying it I'm ready to March forward. Now that's not to say that there's not, you know, there's a lot of nervousness and a lot of, a lot of wait and see attitudes as well. But from our standpoint, we're still getting a lot of interest and a lot of curiosity about what, what could, what could be, so has, has the business been increasing or decreasing on your, yeah, I would say it's, uh, increasing, you know, I think we've also taken this time to work, work on some internal infrastructure and process, um, that we were, we've been thinking about adding for a while and it's allowing our, our, uh, experiences to grow.

Speaker 8 ([21:04](#)):

It's allowing our human resources to grow and keep us all organized and still be able to deliver the quality, um, that we delivered before. Um, so, so that's taking a bit of my time. Um, I'm not the, not the sharpest guy learning technology, but I'm learning stuff that, that I've never learned before. So that's a positive. Um, but then as we continue to add more of those, uh, streamlined, automated opportunities, the flow of somebody coming into us and making it to the right person that can handle that project, um, we're getting, we're getting better than, than we were before, which is really exciting. So it's, yeah, it's picked up a little bit, as you add some internal personal projects, uh, along with the, the business it's still

kind of moving forward. How, how have you been staying sane recent times? There's a big assumption there, Adam, or have, how have you, uh, yeah.

Speaker 8 ([22:10](#)):

Yeah. Um, I think I've been lucky myself for 20 years working, uh, remotely that the, the idea of sheltering in place, uh, could be at times kind of, kind of how I do things anyway. Um, maybe not to this extreme, I know I've been walking a lot more. I put a goal of at least 10,000 steps a day, and, uh, I've been hitting that now for, for a better part of a month. Um, and one time I do that with my dog and the other time I don't. So I'm able to that time that I don't take my dog and I just give myself some time to reflect because he can't do that with, uh, with a dog. Um, I started a pushup challenge about 10 days ago and, uh, the key word is challenge. I realized there's muscles in my body that I haven't used before.

Speaker 8 ([23:03](#)):

So that's a good thing, or it'll used in a long time. Um, and then we have college kids and high school kid that, uh, one college kid is 14 hours away and that presents it. So, you know, you think about that and how do you unload that another one that's headed into another state right in direct line of, uh, the nursing industry. Um, so we're, we're trying to be as good at parents as we can good role models. Um, always doesn't work out that way. So still trying to be mindful and be a good parent, trying to take care of yourself and do things that you haven't done before, and just really reflect on what you want out of, uh, you know, the next chapter. Cause I think I was running around in a circle all the time. Sometimes you just want to get out that Ferris wheel and a, this Ferris wheel has been put on pause for awhile. So I get to think about what seat I want to go onto the Ferris wheel next well put. So I guess there's a question, um, I could put out to everybody, um, and feel free to jump in is, um, what advice do you have, um, to other people in the industry on how to deal with this?

Speaker 6 ([24:20](#)):

There result, there is light at the end of the tunnel, always look out for the future. It may not look the best right now, but there is always a lot at the end of the tunnel,

Speaker 8 ([24:29](#)):

You know, pulling together as an industry, uh, and, and showing you are a legitimate business and we're helpful and we're compassionate. And, you know, we're all gonna get through this one day and hopefully learn from the experience. Yeah, this is Jay. Um, this is part of your story. This is part of your personal brand. This is part of your, your, your brand's brand. This is just a part of the story of who you and your business and your opportunity is. And how do you weave that story into, into your, how you respond to that? How will you always brought that as, you know, are we going to, are we going to continue to wave to more people as we drive by in the neighborhood? Where are we going to go back to old ways? Um, but this is part of your story. This is part of higher yields story. This is part of everyone in the industry's story.

Speaker 6 ([25:26](#)):

I completely agree with that. And I, I just want to take a moment to thank all the dispensary workers, the people working in cultivations and at the manufacturing facilities for being out there on the front lines every day, and, you know, continuing to provide legal cannabis to those who need it and, um, you know, medically and those who might need it right now to stay sane through all that's going on. And

then of course, you know, this is a little out of range from what we're discussing, but I really just want to thank the healthcare workers that I cannot express my gratitude to them. And, uh, we just appreciate it.

Speaker 8 ([26:02](#)):

Absolutely. Even just all the service workers out there who suddenly have become really big heroes. Yeah. The grocery store. Yeah.

Speaker 6 ([26:14](#)):

Your workers, um, delivery drivers that there's anybody that's out there, the mail carriers, it's, there's a lot of people that are putting themselves on the line, which in turn, they're putting their family on the line or they're out there just kicking butts, which is awesome that our country's doing this together, that we can come together as a group like that be a new normal, um, when we come out of this one way or another, but we'll come out of it together.

Speaker 7 ([26:45](#)):

Adam, can you, uh, tell us who you are and, uh, what you do in the industry and what you do for us here at higher yields?

Speaker 5 ([26:52](#)):

Yeah, I'm, I'm part of the, uh, branding and design team for a higher yields. And, uh, my name's Adam P Kobach and I do the podcasts and, uh, in the videos and some, uh, other ancillary stuff.

Speaker 7 ([27:09](#)):

Um, can you give us some background on, uh, how COVID-19 has, uh, affected your personal life and your work life?

Speaker 5 ([27:17](#)):

Um, probably a lot less than other people. Um, I, I almost feel guilty about that because, um, I'm normally kind of sheltered at home, um, because part of my job is to stare at screens all day and, uh, and I work all crazy hours anyway. So, um, you know, I, I do miss the times I do have, uh, the, the, uh, opportunity to go outside and, um, I also feel kind of guilty cause, um, it hasn't really changed. Um, my, my amount of work to do, um, you know, and I see a lot of people around me, um, you know, they're sheltered in place and they have nothing to do and cause they can't go to work. Um, so I feel really sorry for those people and feel for them and I feel kind of helpless that I can't really help him, you know, so

Speaker 7 ([28:11](#)):

Yeah, I think that's, that's a common feeling and um, you and I go back almost 20 years and uh, you know, we're at a family or anything, but to think, you know, we're 1800 miles apart right now. Um, you know, a lot of people that are there apart from their families, Jay had mentioned, you know, his she's got children or a child away at school and then another one about to go away and enter the nursing industry. So I know that you have, um, you know, you take care of some family members and, and you're pretty close with your family. Um,

Speaker 5 ([28:45](#)):

Yeah. I have a 92 year old mother who has dementia and so I, um, have to take care of her. So, and that's like an extra concern, you know, cause she's really vulnerable to the virus more than other people. So I really have to watch my step and uh, make sure that she's safe. So yeah.

Speaker 7 ([29:05](#)):

What do you hope to see from our culture and our industry? You know, as we go through this, this experience together, where you, where do you hope to see us come out of that?

Speaker 5 ([29:15](#)):

And I'm hoping that we learn some lessons after we come out of this, that, um, the little people are, are important. Um, sometimes more important than, you know, the, uh, people on top and, uh, you know, that we appreciate each other a lot more. Um, you know, I, I just hope that that's a cultural change. Um, and it's been a long time coming, but I think maybe this might force the, our culture to actually appreciate each other, a little more barista, any, uh, parting message to everybody. Thanks.

Speaker 6 ([29:56](#)):

Thank you again to everyone out there that is, uh, has been deemed an essential worker and essential business. Uh, we appreciate you all and we will get through this one day at a time. Thank you. Bye-bye

Speaker 5 ([30:10](#)):

Jay, stay healthy, stay safe, take care. Thank you. Uh, how about Chris? Uh, party message. Stay safe, hug your loved ones. And this situation has really shown how civilization is fragile and, uh, making sure that we individually do our part to make it stronger. Okay. Thank you, Corey. Just want to say thank you to all of our essential workers, health care professionals, and I hope everybody's staying safe. Okay, John, I want to say everybody.

Speaker 6 ([30:52](#)):

Thank you for everybody. That's working out there, putting themselves on the line for everybody else

Speaker 5 ([30:58](#)):

And he say, okay, thank you. And how about you, Keith? I just like to wish everybody well. Um, stay safe, love your family, love your friends. I'd also like to thank, uh, the essential workers. Um, I'd like to thank the, uh, healthcare professionals, help people stay safe. You know, we're very thankful for that. And uh, I just want to wish everyone, well, start to appreciate what we do have a little bit more when we come out of this and thanks for having me on, I mean, you basically invited yourself Keith, but sorry. Yeah, you're on everything. So this is actually, this is actually my first appearance on anything. I was

Speaker 6 ([31:44](#)):

Just going to say, Adam, do you have any parting words?

Speaker 5 ([31:48](#)):

Uh, yeah, I just, I just think, um, everybody should, um, do whatever they can to stay safe and, um, do whatever they can to stay sane because, uh, we will get through this and hopefully when we come out the other side, uh, we'll have more appreciation for each other and more respect, um, for the important things, you know, that, uh, we ha we have the healthcare workers that are just doing amazing super

human things. And, uh, also all the service workers, you know, we, we would all be dead in the water without them. And I hope we have a new appreciation, uh, for just, uh, just everyday working people.

Speaker 1 ([32:39](#)):

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