



## THE NEIGHBORHOOD ENTREPRENEUR LAW PROJECT

### Our Mission:

The Neighborhood Entrepreneur Law Project (NELP) of the City Bar Justice Center was founded in 2003 to provide legal services to NYC-based micro-entrepreneurs of limited economic resources to help them start their small businesses on sound legal footing.

To date, NELP has assisted over 20,000 entrepreneurs and small businesses and has worked with volunteer attorneys from over 100 different law firms and corporate in-house legal departments to deliver legal services to individuals who see entrepreneurship as a means of creating economic stability for their households and their communities.



## LEGAL ISSUES WE ADDRESS

NELP focuses on transactional legal issues relevant to small businesses. These include:

- Choosing and setting up the right business structure (sole proprietorship, partnership, corporation or LLC)
  - Protecting intellectual property rights through trademark and copyright
  - Drafting and reviewing business contracts
  - Helping clients understand their legal obligations as employers
  - Reviewing commercial leases and assisting in lease negotiations
- We do not provide assistance with non-profit entity formation, litigation, collection matters or disputes.



# OUR SERVICES

We deliver our services in three ways:

## Presentations

- Attorneys discuss topics of interest to entrepreneurs such as:
  - Business Structure
  - Commercial Leasing
  - Intellectual Property
  - Worker Classifications
  - Crowd Funding
- Presentations are open to all entrepreneurs, regardless of income.

## Legal Clinics

- Entrepreneurs get on-the-spot legal advice during a 45-minute appointment with an attorney or team of attorneys about their business law issues.
- Clinics are open to all entrepreneurs, regardless of income

## Direct Pro Bono Representation

- Entrepreneurs can get full legal representation for a particular issue, such as forming a limited liability company, through NELP. They are not charged any legal fees, but are responsible for any filing fees.
- Direct pro bono representation is only available to those NYC-based entrepreneurs who qualify for assistance in line with NELP's income guidelines.



## Contact us for more information or for help:

- Akira Arroyo, Esq., Project Director - [aarroyo@nycbar.org](mailto:aarroyo@nycbar.org)
- Liam Broderick, Project Coordinator - [lbroderick@nycbar.org](mailto:lbroderick@nycbar.org)



[nelp@nycbar.org](mailto:nelp@nycbar.org)



[Neighborhood Entrepreneur Law Project](#)



212-382-6633





COMMITTEE ON DRUGS  
AND THE LAW, NEW  
YORK CITY BAR  
ASSOCIATION

# Intro to Cannabis Business & Employment:

## Access to Cannabis

## Entrepreneurship and Creating a Qualified Cannabis Workforce

Kristin L. Jordan, Esq.

# SUMMARY OF TOPICS

## I. INTRODUCTION

## II. CANNABIS ENTREPRENEURSHIP

A. PLANT TOUCHING VS. NON-PLANT TOUCHING BUSINESS

B. BUSINESS LICENSE OPPORTUNITIES

## III. CANNABIS EMPLOYMENT

A. EMPLOYMENT OPPORTUNITIES

B. USING TRANSFERABLE SKILLS

C. EDUCATIONAL RESOURCES

# I. INTRODUCTION

A 101 introduction to opportunities available to those who wish to begin a career or operate a business in New York's burgeoning cannabis industry.





# II. Cannabis Entrepreneurship







# TYPES OF CANNABIS BUSINESSES OPPORTUNITIES

## TYPES OF BUSINESSES

The two major distinctions between the types of businesses in the cannabis industry.

## CANNABIS BUSINESS LICENSE TYPES

Cannabis business licenses available in New York.

# PLANT-TOUCHING BUSINESSES

Plant-touching businesses handle cannabis directly and are required to be licensed by the state's Office of Cannabis Management.

Different **business models** in the industry,  
both plant-touching and ancillary

Leafly + Good Tree Capital



Plant touching



Cultivation



Lab testing



Manufacturing



Distribution



Dispensary delivery



Social consumption



Ancillary



Grow lights, packaging, professional services (legal, tax), technology, construction, security, marketing, accessory products

# NON-PLANT-TOUCHING (ANCILLARY) BUSINESSES

Non-plant touching businesses are those that provide products or services that support the cannabis industry, but do not directly handle products. Some business licensing may still be required.

# CANNABIS BUSINESS LICENSE TYPES

THE OFFICE OF CANNABIS  
MANAGEMENT (OCM) IS CHARGED  
WITH ISSUING LICENSES FOR  
BUSINESSES TO PARTICIPATE IN  
NEW YORK'S ADULT-USE,  
MEDICAL, AND CANNABINOID  
HEMP INDUSTRIES.

The MRTA only provides the basic plan for the adult-use licensing process. The rules and regulations governing the application process will be developed and implemented by the Cannabis Control Board (CCB).

# Cannabis Business License Types



## RETAILER

Retailers sell products to the end-user from a retail location and source inventory wholesale from cultivators or from processors & manufacturers.



## CULTIVATOR

Cultivation businesses are those that breed, grow, and harvest cannabis. They supply raw flower to dispensaries to be consumed in plant form or to processors & manufacturers for extraction.



## PROCESSOR

Manufacturers extract THC from raw flower and turn it into products, such as cartridges, topicals, etc. They supply dispensaries with manufactured products.



# Cannabis Business License Types



## DELIVERY

Delivery services sell products to the end-user, through delivery capabilities, using dispensaries to source their inventory and/or orders.



## MICRO-BUSINESS

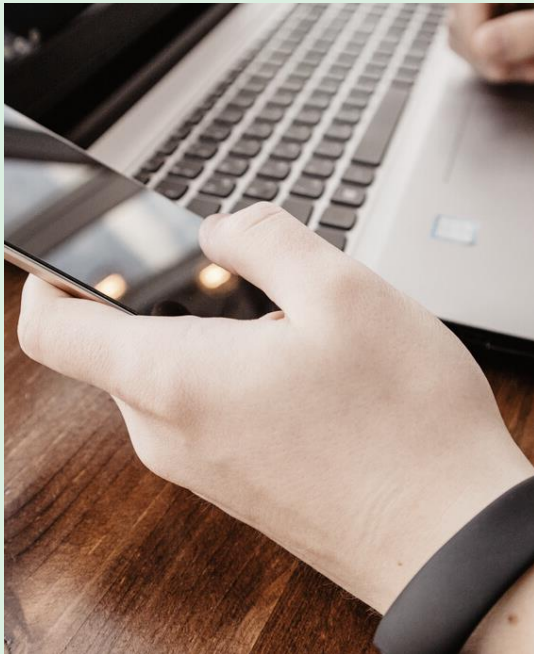
Limited cultivation, processing, distribution, delivery, and sale of the microbusiness' own cannabis and cannabis products.



## NURSERY

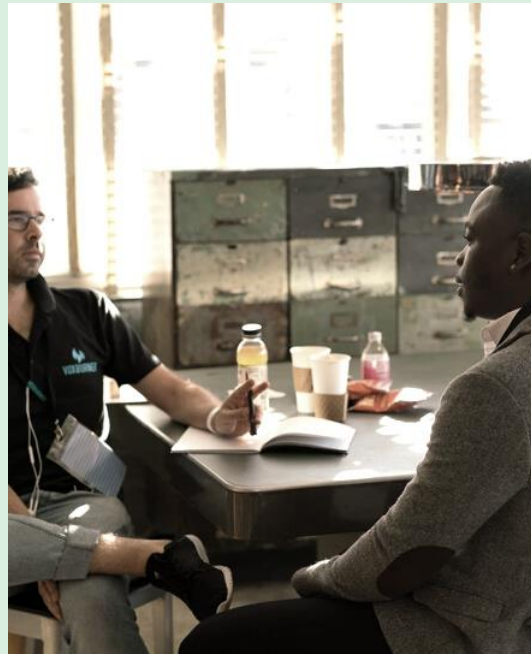
Produces clones, immature plants, seeds, and other agricultural products used specifically for the planting, propagation, and cultivation of cannabis by licensed adult use cannabis businesses.

# Cannabis Business License Types



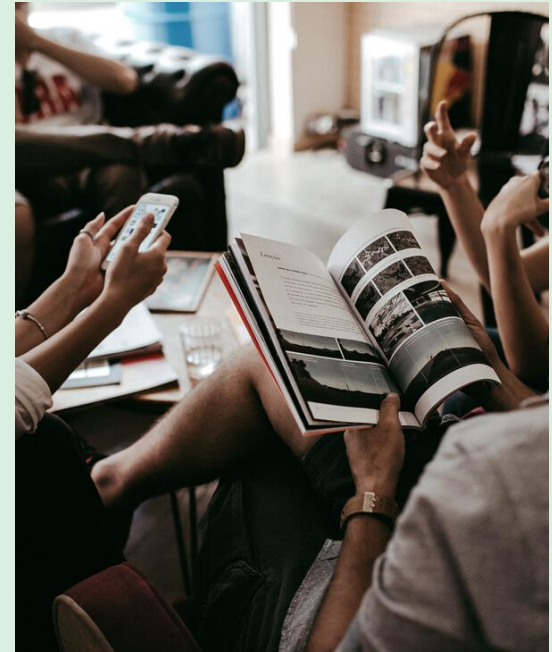
## DISTRIBUTOR

Distributors transport cannabis flower and manufactured goods from point to point in the supply chain.



## ON-SITE CONSUMPTION

These businesses are entities where you can consume cannabis products on-premise, typically in the form of lounges or private venues.



## COOPERATIVE LICENSE

This license allows for vertically integrated operations: acquisition, possession, cultivation, processing, distribution and sale from the licensed premises to other licensed cannabis businesses..



## II. Cannabis Employment







# EMPLOYMENT OPPORTUNITIES IN CANNABIS

## THINK OUTSIDE THE BOX

The spectrum of career opportunities.

## TRANSFERABLE SKILLS

Start by working with what you know.

## EDUCATIONAL RESOURCES

Opportunities for continuing education.



## ENTRY-LEVEL

Careers for those new to cannabis or those new to the workforce.



## MANAGERIAL

Careers for those with existing transferable skills and experience in the workforce.

Experience as a barista/bartender/server? You could start as an entry-level bud tender.

Experience with delivery? Many of these skills can be transferred to the logistics side of the cannabis industry.



Experience working in manufacturing? You could start as an entry-level packager, production technician, production assistant

Experience as an operations manager in a restaurant, retail location, or warehouse? You could transfer into management in the cannabis industry.

Experience working in a nursery or on a farm? You could start as an entry-level trimmer/cultivator/harvester.

Experience as a med or lab tech? You could start in an entry-level position in processing/lab testing

# TRANSFERABLE Skills

## SALES SKILLS

### Sales Training

If you're a people-person who enjoys face-to-face interactions with customers, helping them decide what they want and sharing any knowledge on the topic, then you'd make a great budtender.

## DIGITAL MARKETING SKILLS

Digital marketing covers email marketing, SEO best practices, video marketing, podcasts, collaborating with online cannabis communities, and more..

## CUSTOMER SERVICE SKILLS

The ability to not only build those relationships, but also retain and grow them is key, particularly in an industry like cannabis where competition is continually expanding.

## RESTAURANT OR BAKERY KITCHEN SKILLS

Oversee the kitchen where cannabis-infused products are manufactured and maintain high standards for product development, portioning/dosing, formulation, finished product, and cleanliness.

MEDGAR EVERS  
COLLEGE -  
CUNY

LIM COLLEGE

## Educational Resources

BRONX  
COMMUNITY  
COLLEGE -  
CUNY

HUDSON  
COUNTY  
COMMUNITY  
COLLEGE

# UPCOMING WORKSHOPS

OCTOBER 18TH

CANNABIS ANCILLARY  
BUSINESSES

OCTOBER 25TH

Business Entity  
Formation

NOVEMBER 1ST

Cannabis Banking & Tax

NOVEMBER 8TH

Cannabis Business  
Funding

NOVEMBER 15TH

Cannabis Real Estate &  
Zoning

KRISTIN JORDAN IS THE FOUNDER AND CEO OF PARK JORDAN, A COMMERCIAL REAL ESTATE BROKERAGE AND ADVISORY SERVICES FIRM SERVING THE CANNABIS INDUSTRY. UNTIL RECENTLY, KRISTIN SERVED AS THE DIRECTOR OF REAL ESTATE AT ACREAGE HOLDINGS. KRISTIN'S PASSION FOR ADVANCING CANNABIS REFORM HAS EXTENDED TO A VARIETY OF PROFESSIONAL AND NONPROFIT ENDEAVORS. SHE IS THE FOUNDER AND CEO OF MANNADA, A NYC-BASED CANNABIS PROFESSIONAL EVENT PRODUCTION COMPANY, A CO-FOUNDER OF THE CANNABIS CULTURAL ASSOCIATION, AND THE FOUNDER OF THE ASIAN CANNABIS ROUNDTABLE. ADDITIONALLY, KRISTIN IS A MEMBER OF THE NEW YORK STATE BAR ASSOCIATION COMMITTEE ON CANNABIS AND THE MINORITY CANNABIS BUSINESS ASSOCIATION POLICY COMMITTEE.

CONTACT  
KRISTEN



## SOCIAL MEDIA ACCOUNTS

<https://www.linkedin.com/company/park-jordan>

<https://twitter.com/parkjordanre>

<https://www.instagram.com/parkjordanrealestate/>

<https://www.facebook.com/parkjordanrealestate>