

Edgar Simmons  
214-991-9531  
October 24<sup>th</sup> 2017

There are only a few people that can change the course of history, I believe Nichole West is one of them. Her passion and fortitude for the MJ Industry has blazed a trail that can be seen in almost every state that has voted and passed Marijuana as a medical supplement or for recreational use.

Having moved to Colorado from California with Weed Maps to connect dispensaries to clients through an online platform, she was immediately a force of change. Her knowledge and continued self-education got her a General Manager job with a dispensary that had 3 locations. She set a path that would change the course of Colorado Marijuana Culture. Within a few months, revenue was at an all time high and she wanted more than the “mom and pop” shop approach. The expansion of TRU Cannabis was rapid, adding 4 recreational locations causing every dispensary to re-think the way they conducted business. Bringing a commercial real estate mindset to an industry in its infancy caused a new rush of consulting possibilities. Her template on shelf- space per square foot made partnerships more advantages and competitive which caused for a new pricing tier among all companies that requested to be in the shops she managed. The sampling procedure she created has become the standard for how dispensaries determine which products they would carry. Her belief was, if the budtenders appreciated the product then sales would speak for themselves. She was correct, driving sales and motivating companies to alter packaging, sales approach, and pricing to be competitive in a market that she created, the worker-consumer. After consulting for a few dispensaries and assisting with expansion efforts, she was approached by a company that would change the landscape of Colorado. Opening 5 stores in Colorado and 1 in Portland was just beginning; having a staff of more than 300 employees for one Marijuana company had never been done before. Hiring a HR company to bring the company to a “Corporate” standard with PTO, Bereavement leave, and other HR issues has truly raised expectations to a level that has other companies scrambling to keep valued employees.

Countless seminars, training sessions, open tables, and City Hall meetings have been for the one single reason; to help Marijuana Culture become as common as having Advil in your purse or a beer at the game. Only a few people can change the course the course history, I believe Nichole West is one of them.

Thank you

Edgar Simmons