

# NJ CTA The New Jersey Department of State Business Action Center's Cannabis Training Academy Course Catalogue





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# REMARKS FROM THE LIEUTENANT GOVERNOR TAHESHA WAY



I am honored to welcome you to the New Jersey Cannabis Training Academy, housed in the Department of State's New Jersey Business Action Center. As Lieutenant Governor of our great state and Secretary of State, I am particularly proud to see this initiative come to fruition, as it represents a significant step forward in our efforts to promote economic empowerment and social justice in the cannabis industry.

This academy was established to support communities disproportionately affected by the War on Drugs. We are proud to serve impact zones and those who wish to operate and hire from those communities. We look forward to ensuring these aspiring entrepreneurs receive the resources they need to thrive in New Jersey.

Prepare to learn, participate, and understand the cannabis industry like never before. Good luck in your journey, welcome to the Cannabis Training Academy.

# REMARKS FROM THE NJ BUSINESS ACTION CENTER'S EXECUTIVE DIRECTOR MELANIE WILLOUGHBY



It is with great pleasure and excitement that I announce the launch of the New Jersey Cannabis Training Academy.

This initiative marks a significant milestone in our state's journey towards establishing a thriving, equitable cannabis industry. It is a reflection of our dedication to ensuring that every New Jerseyan, regardless of background or circumstance, has the chance to participate in and benefit from the emerging cannabis market.

This academy represents a first-of-its-kind, online, no-cost technical assistance program tailored specifically to support the development and success of cannabis entrepreneurs in our state. It is designed to equip prospective business owners with the knowledge, skills, and resources necessary to navigate the complexities of the cannabis industry and establish sustainable, compliant businesses.

I am incredibly proud of the work that has gone into bringing this academy to fruition, and I am confident that it will serve as a catalyst for positive change in our state.



**REMARKS FROM THE NJ  
BUSINESS ACTION CENTER’S  
DEPUTY EXECUTIVE  
DIRECTOR PENNI WILD**



More than 250 people formally expressed interest in applying to be a CTA instructor.

From there, we selected 25 of the best instructors from around the country to help us initiate and launch this first-of-its kind cannabis technical assistance program in New Jersey.

From business plan writing to financial forecasting, and application submission, you can expect the most relevant, on-the-ground, guidance, and wisdom from those who’ve been through the exact process and know what it takes to enter and thrive in this industry.

The New Jersey Cannabis Training Academy is not just about economic opportunity, it’s also about addressing the injustices of the past by creating pathways for those disproportionately impacted by the War on Drugs to enter and succeed in the cannabis industry.

By prioritizing communities that have borne the brunt of cannabis prohibition, we are taking concrete steps towards building a more equitable and inclusive future for all New Jerseyans.

Welcome to the New Jersey Cannabis Training Academy.

# ABOUT THE NJ CTA'S EXECUTIVE DIRECTOR: TAUHID CHAPPELL



**June 19, 2023** - On Juneteenth, 2023, the New Jersey Department of State's Business Action Center (NJ BAC) named Tauhid Chappell as the first Executive Director of the New Jersey Cannabis Training Academy (CTA), the country's first government-run program aimed at diversifying the cannabis industry.

Tauhid brings more than 10 years of experience in the cannabis space as a medical marijuana patient, a cannabis journalist who's covered legalization efforts across the country, a former patient advisor and budtender for Philadelphia's second medical marijuana dispensary and a current Adjunct Professor at Thomas Jefferson University, where he teaches the country's first graduate-level curriculum that studies the impact and outcomes of equity movements in the cannabis industry.

Tauhid also founded the Philadelphia CannaBusiness Association, Pennsylvania's first Black-owned and operated cannabis nonprofit focused on repairing the harms of the war on drugs in Philadelphia. With his background in founding the Philadelphia Cannabusiness Association and organizing conferences focused on cannabis business and advocacy, as well as his experience in journalism and higher education, Tauhid brings valuable expertise to the NJ CTA.

In conjunction with his cannabis experience, he is an 8-year veteran of the media industry, where he's worked as a social media editor at esteemed media outlets like The Washington Post and the Philadelphia Inquirer, and as a media policy expert for Free Press, a nonprofit focused on equity and reparations in media industry.

As the Executive Director, Tauhid will be responsible for delivering comprehensive educational experiences, developing and expanding the curriculum, managing technical assistance, and establishing a robust cannabis professional network.

"I'm honored to lead New Jersey's Cannabis Training Academy, supporting our state's commitment to an equitable cannabis industry. This academy is dedicated to legacy operators, communities affected by the War on Drugs, LGBTQ+ and Indigenous communities, and those who've served. I look forward to ensuring these aspiring entrepreneurs receive the resources they need to thrive in New Jersey," he said in the first press release announcing his hiring.

The Cannabis Training Academy represents an innovative approach to equitably nurture the cannabis industry in New Jersey. Providing educational opportunities that educate, empower, and establish business operations is crucial to repairing the damage inflicted on marginalized communities and individuals who faced mass criminalization prior to legalization.



## **ABOUT THE NJ CTA’S INSTRUCTOR & MENTOR DIRECTOR: PRECIOUS OSAGIE- ERESE**



Precious Osagie-Erese is a serial cannabis industry entrepreneur and communications professional. She is the Founder of Precious Canna Co., an emerging cannabis luxury brand and lifestyle company. She also co-founded Roll Up Life, Inc., (RUL) in 2019 and served as Chief Operations Officer after noticing the lack of minority representation in the cannabis industry, particularly in the ancillary and logistics sector. She would help build the first black-owned tech, delivery, and logistics cannabis company in New Jersey with a mission to provide the world a seamless solution to cannabis with an emphasis on social equity and economic empowerment for Black and Brown communities.

With a B.S. in journalism from Howard University and an M.S. degree from Columbia University, Precious uses her background in journalism, strategic marketing, and communications to grow the Precious Canna Co. and Roll Up Life brand. Since its inception, Precious has led Roll Up Life to be nominated for the NJ Minority Cannabis Business of the Year for 2022 and 2023; 2022 ArcView PitchFest Winner; Eaze Momentum Class of 2022--which provided RUL with a \$50K grant; 2022 M4MM National Diversity and Inclusion Champions; 2021 Black CannaConference Hot Box 1st Place Pitch Winner. Precious was named by the NJ Cannabis Insider 23 to watch in 2023 for two years in a row, listed as NJBiz Next Generation of Leaders, and has been featured in a host of publications from the Star-Ledger, PBS, HoneySuckle Magazine, Cheddar News, ABC News, Thrillist and more.

## **ABOUT THE NJ CTA’S PROGRAM ADMINISTRATOR: ANNA RIVERA**



Anna Rivera is an affiliate and New Jersey state advocate for Minorities for Medical Marijuana. Her involvement in the advocacy space of the plant influenced her to pursue her masters in Medical Cannabis Science & Business at the prestigious Thomas Jefferson University in Philadelphia.

Through her advocacy work for Minorities for Medical Marijuana, Anna has become a well-known and welcomed face in the industry and not only does she bring her understanding of the cannabis community and industry to the NJ CTA as its newest Program Administrator, she’s also an experienced product management professional who launched a CBD botanicals business in 2020. Anna is a Certified Cannabis Wellness Coach & is a former New Jersey budtender.



# About The Cannabis Training Academy

In 2022, the New Jersey Cannabis Regulatory Commission (NJ CRC) made a recommendation to the Department of the Treasury to fund the Cannabis Training Academy (NJ CTA). The program was selected to be housed within the New Jersey Department of State and run by Department of State's Business Action Center (NJ BAC) to provide technical assistance to entrepreneurs who wished to establish legal and licensed cannabis businesses in the Garden State.

The NJ CRC's Audit Committee recommended that funds from the Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization (CREAMM) Fund be allocated to the Business Action Center to establish the NJ CTA to provide no-cost educational modules, technical assistance in building business plans and completing other aspects of license applications, and mentorship to cannabis business owners.

The NJ BAC's proposed curriculum includes online, asynchronous, modules designed to help students decide if a cannabis business is right for them and will include business plan development, standard operating procedure guidance and other aspects of the cannabis licensing application process that require specific documents for review and consideration.

To help NJ CTA students through the cannabis application process, NJ BAC will contract with qualified and thoroughly vetted instructors and mentors who are currently supporting, consulting, teaching or working within the cannabis industry as successful licensed business operators. This support is critical to ensure that prospective cannabis applicants get the support they need to confidently apply for a cannabis license within the state of New Jersey. The goal is for the public to get the best business advice from the best experts so that entrepreneurs can make the best business decisions for themselves, their families and their community.

In the future, the NJ CTA will also offer Legacy to Legal curriculum, ancillary business education and post-operational educational materials for licensed operators that have successfully launched their cannabis business .

The NJ CTA is specifically designated to target prospective Impact Zone business operators and cannabis entrepreneurs. The original curriculum will include more than 60+ modules sprinkled over 10 levels, with mandatory quizzes after Level 3 to evaluate students' comprehension of the subject matters presented to them. These modules will be available online and the academy will be asynchronous so students can complete their modules at their own pace and at their own time. Modules will be a combination of pre-recorded webinars followed by live, virtual question-and-answer sessions, where applicants can ask specific questions and receive non-legal guidance and direction. Online supplementary webinars and in-person workshops will also be produced to further reach the public and raise awareness of this no-cost program.

The goal of the technical assistance and training program is to ensure equitable and diverse representation in the cannabis industry.

CTA Course Catalogue



# **NJ CTA Orientation:**

## **Qualifications & What to Expect**

The NJ CTA will offer more than 60 initial modules upon its launch, with more modules planned in the future as new information and updates to the current cannabis laws and regulations continue in New Jersey.

Classes will be taught virtually, by faculty who are in or have supported, taught or consulted to the industry, and feature live Q&A's for participants to ask application-specific questions. Topics to be covered include in the CTA include, but are not limited to:

- Regulatory Overview, License Types and Classes
- Business Plan & Development
- Application & Licensing Process
- Municipal Process, Approval and Zoning
- Raising Capital and How to Avoid Predatory Lending
- Post Licensure Process and Operations

### **Product and technology needed**

In order to access the NJ CTA online portal, a working laptop or PC with working or accessible internet/wifi is needed to access module materials.

### **Qualifications to join the NJ CTA**

Any New Jersey resident ages 21 and over will be eligible to register and access this free resource. That being said, the technical assistance program in its entirety is aimed at supporting prospective cannabis entrepreneurs who live in a designated Impact Zone, plan to build a future cannabis business in a designated Impact Zone, or plan to hire their employees from designated Impact Zones. These entrepreneurs who meet one or more of these qualifications will be called Qualified CTA Students and will have full access to all educational material within the NJ CTA. You can read about Impact Zones on the CRC website.

**Read below to understand what this means.**

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CTA Course Catalogue

# NJ CTA Orientation:

## Qualifications & What to Expect

### Qualifications for General Public Users

New Jersey residents ages 21 and over will register into the NJ CTA and become a “general public user.” General public users will:

- Have access to CTA levels 1 through 3 which will provide general cannabis information on business/job opportunities and help participants determine if they qualify and fall under the SDC categories (social equity, legacy, minority-owned/women-owned/disabled-veteran-owned, microbusiness, or Impact Zone business) and help them understand key criteria that must be met to be considered for a cannabis license.
- Have access to all webinar content uploaded within the CTA Portal
- Be able to see upcoming virtual live Q&A sessions and other virtual or in-person events organized by, or attended by, CTA staff

### Qualifications for Qualified CTA Students

All General Public Users who log into the NJ CTA portal will have the ability and opportunity at any point to attest whether they live in a designated Impact Zone, plan to build a future cannabis business in a designated Impact Zone, or plan to hire their employees from designated Impact Zones. Impact Zone zip codes, as defined by the NJ CRC, can be found on the NJ CRC website.


Those that do or may fall under the Impact Zone category will receive further access to levels 4 – 10, which will include more information and education to assist students in completing all required materials needed to apply for a cannabis license in New Jersey.

### Qualifications for CTA Instructors/Mentors

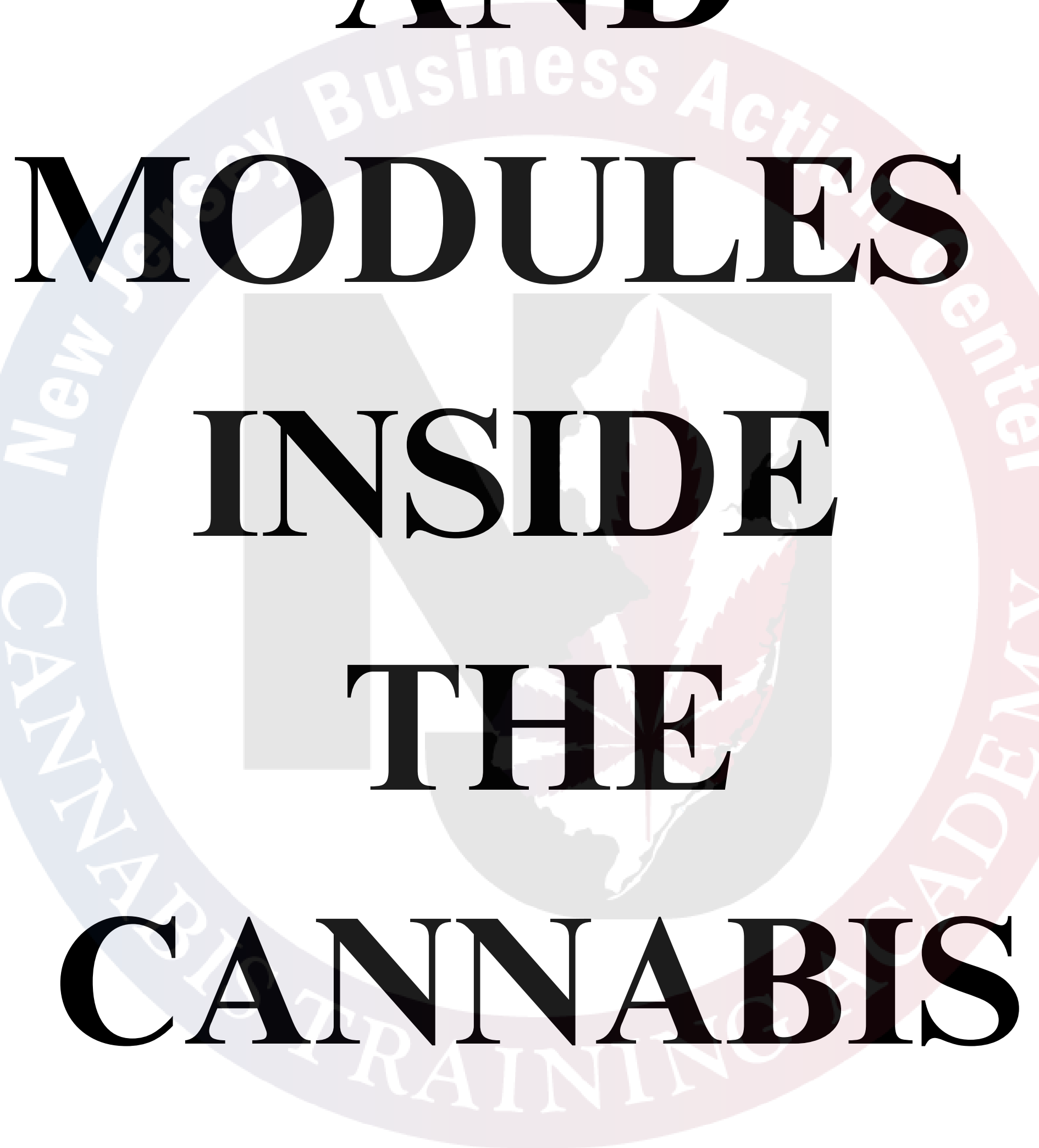
Those who are interested in becoming a CTA Instructor or Mentor will undergo a vigorous screening and interview process to determine eligibility, qualifications and ability to teach for the technical assistance program. Every so often, as the program expands and adds more module material, a call out for prospective Instructors and Mentors will be made across the NJ CTA’s digital and social platforms.

Prospective instructors and mentors will fill out an interest survey, submit their resume, and await a decision from the NJ CTA to determine if they move onto the interview round. If a candidate is deemed qualified, they will participate in an hour-long interview process and give a mock presentation of their desired module or area of expertise. After the interview process is complete, all candidates will be scored and the candidate with the highest score will be awarded a one-year contract position with the NJ CTA. All selected instructors and mentors will be required to agree to legal forms, produce the required materials as designated by the NJ CTA staff, and must be available for several live virtual Q&A sessions throughout their one-year term. All instructors and mentors, unless they abstain, will be paid for their work and time and will be required to obtain an NJSTART vendor number to fulfill payment criteria.





# **LEVELS AND MODULES INSIDE THE CANNABIS TRAINING ACADEMY**



## About Level 1: Qualification Modules

Level 1 of the NJ CTA includes the following modules:

- License Type
- Application Type
- Business Category
- Social Equity
- Diversely Owned
- Impact Zone

Level 1 modules aim to help students understand the following:

- What license type can I apply for?
- What type of application can I submit?
- What is my business category?
- Do I qualify as a Social Equity Applicant?
- Do I qualify as a Diversely Owned Applicant?
- Do I qualify as an Impact Zone Applicant?

Cumulatively, these modules will provide:

- An overview of the 6 different licenses types available.
- An overview of the two ways an applicant can apply for a state cannabis license in NJ.
- An overview of the two different business categories an applicant may select.
- An overview of the eligibility and qualifications for Social Equity businesses.
- The eligibility and qualifications for Diversely-Owned businesses.
- The eligibility and qualifications for Impact Zone businesses.

### **About the Instructor:**

- Level 1 modules will be taught by Precious Osagie-Erese.
- Precious Osagie-Erese



## About Level 2: Introduction To Cannabis

### Laws and Regulations

Level 2 of the NJ CTA includes the following modules:

- History of U.S. Cannabis Prohibition
- NJ Medical & Adult Use Cannabis Legalization
- Introduction to the CREAMM Act.
- Introduction to CRC Regulations (Part 1)
- Introduction to the Notice of Application Acceptance

Level 2 modules aim to help students understand the following:

- How and why was cannabis made illegal?
- How did New Jersey legalize cannabis?
- What is the CREAMM Act?
- What are the New Jersey Cannabis Regulatory Commission's (NJ CRC) regulations I need to follow?
- What is the Notice of Application Acceptance?

Cumulatively, these modules will provide:

- An overview of the history U.S. cannabis prohibition
- An overview of the history of adult use and medical cannabis legalization in NJ.
- An overview of the CREAMM Act, the statute that legalized adult use cannabis in NJ.
- An overview of the CRC regulations all applicants must follow to apply for and operate a cannabis establishment in NJ.
- An overview of the Notice of Application Acceptance, requirements and conditions to apply.

#### **About the Instructors:**

- Level 2 modules will be taught by:
- Tauhid Chappell, RP
- Jessica Gonzalez Esq.

# III

## About Level 3: Municipal Laws and Site Control

Level 3 of the NJ CTA includes the following modules:

- Municipal Proof of Local Support
- Real Estate Considerations
- Zoning Approvals and Site Plans

Level 3 modules aim to help students understand the following:

- How do I obtain proof of local support?
- How do I select real estate?
- How do I approach zoning matters?

Cumulatively, these modules will provide:

- Guidance on how to work with municipalities, how to ask the right questions, and gain the local approvals necessary to submit for your cannabis application
- An overview of how to assess, evaluate and select real estate for your cannabis establishment
- An exploration of the complexities of zoning and planning board matters, land use policies, and development permissions for effective site planning and property management.

### **About the Instructors:**

- Level 3 modules will be taught by:
- Rosemarie Moyeno Matos Esq.
- Stephanie Thomas
- Chuck Latini



# IV

## About Level 4: Application Preparedness

Level 4 of the NJ CTA includes the following modules:

- Application Scoring Criteria
- Application Fees
- Personal History & Entity Disclosure Forms
- Business Formation Documents
- Management Service Agreements ("MSA") and Financial Source Agreements ("FSA")
- Vendor Contractor Agreements
- Cannabis Taxation
- Trademark Protection

Level 4 modules aim to help students understand the following:

- What's the score for approval?
- How much does it cost to submit my application?
- What is Personal History and Entity Disclosure Form?
- How do I set up my business with NJ?
- What are management service contractors & financial sources?
- What are Vendor Contractors?
- What are my tax obligations?
- How do I protect my Trademark?

Cumulatively, these modules will provide:

- An overview of the scoring criteria for conditional and annual applicants.
- An overview of the application and renewal fees for all application types.
- A walkthrough of the personal history and entity disclosure forms.
- An overview of how to form your company and the different formation documents necessary for the application.
- An overview of the rules and regulations for MSA's and FSA's.
- An overview of the different vendor contractors a cannabis business will work with and how to memorialize relationships with vendor contractors.
- An overview of the complex landscape of Cannabis Taxation, understanding the legal frameworks, financial implications, and evolving policies that govern the taxation of the burgeoning cannabis industry.
- An overview of how to protect your trademark.

### **About the Instructors:**

- Level 3 modules will be taught by
- Cecilia Oyediran, Esq.
- Lauren Rudick Esq.
- Jessica Velazquez, CPA CFE

## About Level 5: Cannabis Business Plan

Level 5 of the NJ CTA includes the following modules:

- Business Description, Mission Statement, Value Proposition
- Qualified Team
- Products and Services
- Executive Summary
- Financial Forecasting

Level 5 modules aim to help students understand the following:

- How do I describe my business?
- How do I best describe my team?
- How do I state the products/services I'll be providing?
- How do I create an executive summary?
- How do I create a financial plan?

Cumulatively, these modules will provide:

- An overview of how to craft compelling Business Description, Mission Statement, and Value Proposition, mastering the art of articulating a company's identity, purpose, and unique offerings to resonate with target audiences.
- Tools to identify the key personnel that will stand up and support your organization and showcases your qualified team's experience, including consultants, freelancers, employees and contractors.
- Information that will lead you through the products and services you will be offering, customer demographics and footprint, supply chain and pricing models, marketing strategy, and point of sale.
- Ways to provide a compelling story about your business and a snapshot of your financial plan that draws the reader into your vision and makes them want to know more!
- An overview of financial planning and forecasting, including an overview of assumptions, balance sheets, income statements, cash flow statements, and profit margins.

### **About the Instructors:**

- Level 5 modules will be taught by
- Dharshini Casinathen
- Devan McLaren



## About Level 6: Conditional License, Conditional Conversion and the Annual Application

Level 6 of the NJ CTA includes the following modules:

- Business Plan and Management Profile
- Regulatory Compliance Plan
- Plan to Obtain Liability Insurance
- Preparing your Conditional Application Submission
- Overview of Conditional Conversion Application Process
- Business and Financial Plan
- Operating Plan Summary
- Business Experience

Level 6 modules aim to help students understand the following:

- What are the Business Plan requirements?
- How do I prepare a regulatory compliance plan?
- How do I prepare my plan to obtain liability insurance?
- How do I submit my conditional application?
- How do I convert my conditional application?
- What are the Business Plan requirements?
- How do I prepare an operating plan?
- How do the Business Experience Portion?

Cumulatively, these modules will provide:

- An overview of the 5 elements the CRC requires for a complete business plan and management profile.
- An overview of the structure of a regulatory compliance plan, applicable regulations for your license type and how to show you will adhere to CRC regulations during the application process and once operational.
- An explanation of what liability insurance is, why you need it, and how to assess what is sufficient coverage.
- An overview of the non scored and scored measures required to submit a complete conditional application.
- An overview of applicable dates, deadlines and additional documentation for conditional conversion.
- An overview of the 4 elements the CRC requires for a complete business and financial plan.
- An overview of the requirements for an operating plan and how to think critically of your team.
- Tools to draft your team's business experience and how it relates to their roles within the company.

### About the Instructors:

- Level 6 modules will be taught by
- Chirali Patel
- James Jackson
- Patricia Walker

## About Level 7: Labor Union Documentation

Level 7 of the NJ CTA includes the following modules:

- Labor Peace Agreement
- Collective Bargaining Agreements

Level 7 modules aim to help students understand the following:

- What is a labor peace agreement?
- What is a collective bargaining agreement?

Cumulatively, these modules will provide:

- An overview of the elements of a labor peace agreement, relationships with unions representing cannabis workers and tips to navigate negotiations for sustainable labor-management cooperation.
- An overview of the dynamics of Collective Bargaining Agreements, their formulation, implementation, and impact on labor relations for informed and effective negotiations

### About the Instructors:

- Level 7 modules will be taught by
- Hugh Giordano
- Daniel Pierre



## About Level 8: Required Plans

Level 8 of the NJ CTA includes the following modules:

- Environmental Impact Plan
- Safety and Security Plan
- Workforce Development and Job Creation Plan
- Community Impact, Social Responsibility and Research Statement

Level 8 modules aim to help students understand the following:

- What do I need for an environmental impact plan?
- What do I need for a safety & security plan?
- How do I prepare a workforce development plan?
- How do I prepare a community impact plan?

Cumulatively, these modules will provide:

- Information on environmental considerations, such as energy, water and waste for your specific license type.
- Information on regulatory requirements including necessary equipment, and considerations of work flow, accessibility and safety and security of personnel and assets.
- Guidance on developing a workforce that aligns with the pillars of your company culture, and creating an infrastructure that supports the creation of accessible jobs, offers upward mobility and mitigates your risk for loss of key personnel.
- An explanation on the importance of community relationship building and the components of a strong plan with quantifiable milestones.

### About the Instructors:

- Level 8 modules will be taught by
- Tim Weigand
- Marie Montmarquet
- Tahir Johnson

## About Level 9: Standard Operating Procedures

Level 9 of the NJ CTA includes the following modules:

- Standard Operating Procedures: The What, Why & How
- SOPs for Adverse Event Reporting
- SOPs for Quality Assurance/Control
- SOPs for Recall
- SOPs for Packaging and Labeling
- SOPs for Inventory Control, Storage, Diversion Prevention
- SOPs for Recordkeeping
- SOPs for Waste Disposal, Sanitation
- SOPs for Cultivation
- SOPs for Manufacturing
- SOPs for Wholesale
- SOPs for Distribution
- SOPs for Dispensing
- SOPs for Delivery
- SOPs for Accounting & Tax Compliance
- SOPs for Age Verification
- SOPs for Secure Transport of Cannabis
- SOPs for Reporting of Test Results for Cannabis

Cumulatively, these modules will provide:

- An overview on the importance of writing standard operating procedures.
- An overview of mandatory SOPs needed to submit for licensing consideration
- An overview of developing critical and key SOPs that will guide your operation and establish compliance with all applicable rules
- Information on how to craft SOPs related directly to your interested license types.

### About the Instructors:

- Level 9 modules will be taught by
- Monica Werkheiser
- Kindalyn Thompson
- Jason Gully
- Kevin Serwatowski
- Charles Smith
- Sequoah Turner
- Suzan Nickelson
- Marie Montmarquet
- Renata Serban
- Anita Bear



# X

## About Level 10: Submitting Your Application

Level 10 of the NJ CTA includes the following module:

- How to submit a successful application

The Level 10 module aim to help students understand the following:

- What do I need to be ready to submit my cannabis licensing application?

Cumulatively, these modules will provide:

- An overview of how to set yourself up for success in the NJ-CRC portal to submit your application.

### About the Instructor:

- The level 10 module will be taught by
- Cecilia Oyediran