

CANNABIS
CONFERENCE

HELPING YOU
BECOME A
CULTIVATION
LEADER

K E V I N K U E T H E



My Journey

- 12 years in commercial Cannabis
- Started with 8 lights in 2011
- COO of Bloom in AZ
- COO of GB Sciences in NV
- CCO of Lume Cannabis since 2017
- 2021 Leadership Award
- 2022 40 Under 40



Lume Cannabis Co.

- Largest SSO in America
- 250,000 sqft indoor in Evart, Michigan
- 1,000+ employees, 400 in cultivation & manufacturing
- 12 million units sold
- 100,000 lb harvested annually

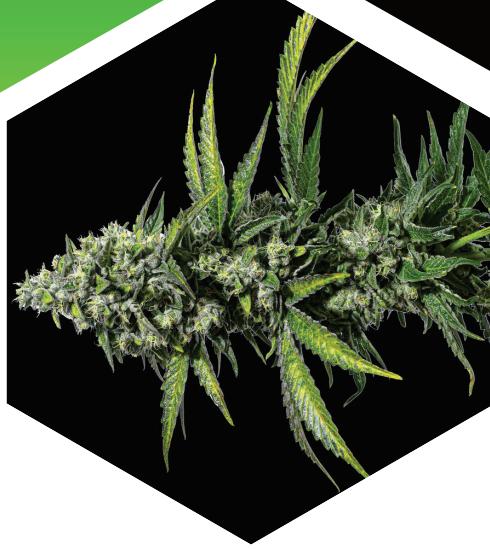


- 100 acre outdoor campus
- 70 acres field
- 40,000 plants
- Greenhouse & Hoop Houses



High-tinerry

- Importance of Leadership
- Growing into Management
- Management Fundamentals
- Practical Wisdom
- Motivation & Retention
- Q&A

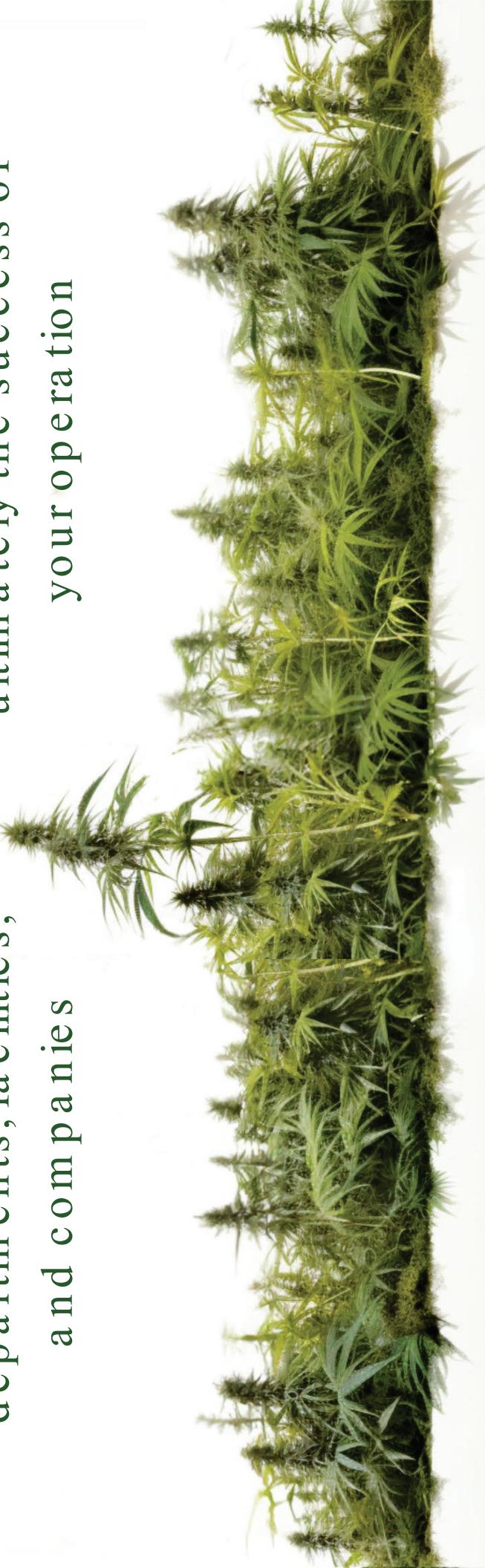


1. Importance of Leadership



Leadership is what makes
or breaks teams,
departments, families,
and companies

You are responsible for the
culture, vibe, pace, and
ultimately the success of
your operation



A strong team of proficient growers will outperform a dysfunctional team of experts



2. GROWING INTO MANAGEMENT



From Doing to Delegating

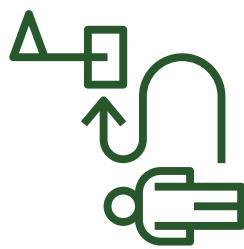
- Requires a lot of trust
- Requires letting go
- Requires taking full responsibility





REWARDS

Challenge



Influence



Compensation



Making a Difference

SACRIFICES

Fun



Freedom



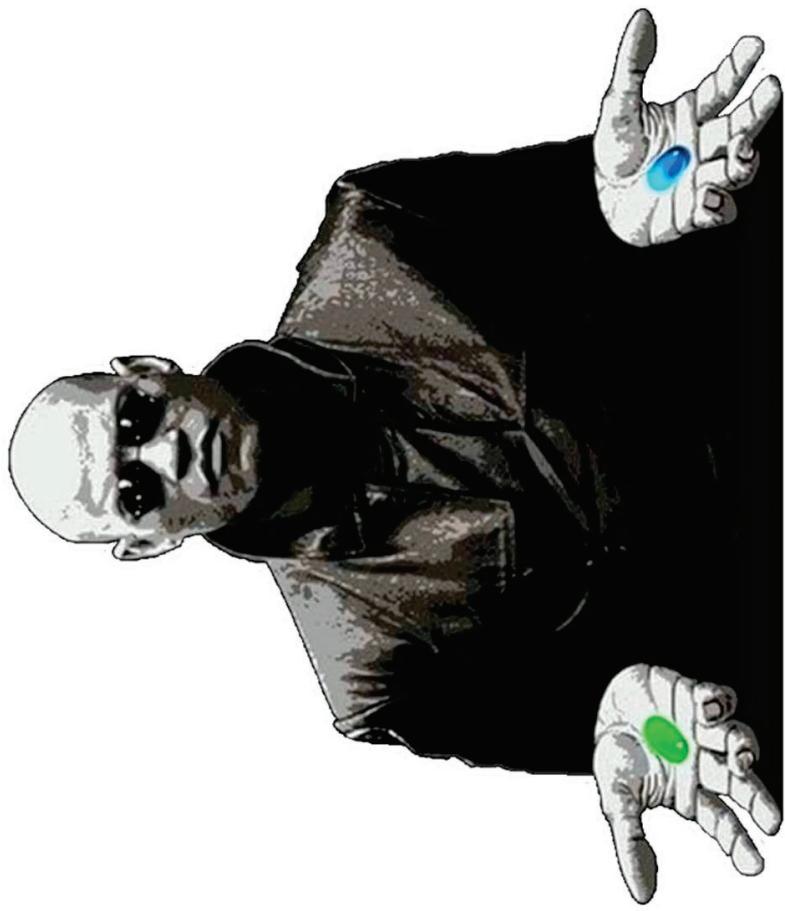
Working with Plants



Time



Are you ready to be..



a manager?

3. Management Fundamentals



New Skill Sets

Technical Skills

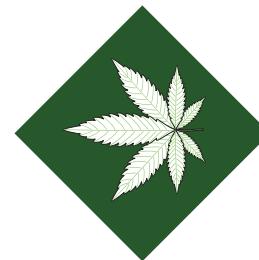
Timelines, goals, schedules, budgets, etc.

People Skills

Conflict resolution, team building, etc.

Personal Skills

Time management, patience, etc.



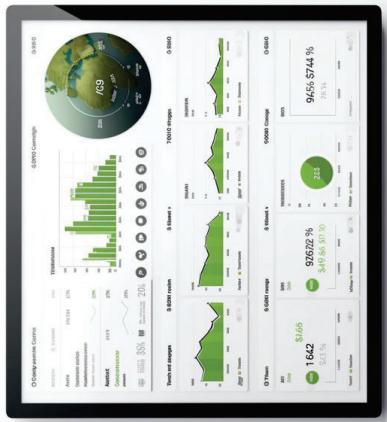
Technical Skills

Expert grow skills aren't
enough to be a great leader

- Scheduling
- Budgeting
- Project Management
- Written Communication
- Software & Technology



Technical Skills - Master Your Tools



- Dashboards

This table is a screenshot from the Ativel Vault Inventory software. It lists items with their serial codes, allocation locations, quantities, weights, and package dates. The columns are: Serial Code, Allocation, THC, Qty, Wt, and Package Date. The data includes rows for various locations like Escanaba, Waller Lake, Petoskey, and Iron Mountain, with quantities ranging from 15 to 420.0.

	Serial Code	Allocation	THC	Qty	Wt	Package Date
2794	FJX2B6A6G1GMZ	Escanaba	25.0%	15	420.0	8/7/23
2795	FJX2B6A6G1GMZ	Waller Lake	25.0%	15	420.0	8/7/23
2796	FJX2B6A6G1GMZ	Petoskey	25.0%	15	420.0	8/7/23
2797	FJX2B6A6G1GMZ	Petoskey	25.0%	15	420.0	8/7/23
2798	FJX2B6A6G1GMZ	Petoskey	25.0%	15	420.0	8/7/23
2799	FJX2B6A6G1GMZ	Petoskey	25.0%	15	420.0	8/7/23
2800	FJX2B6A6G1GMZ	Petoskey	25.0%	15	420.0	8/7/23
2801	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2802	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2803	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2804	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2805	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2806	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2807	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2808	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2809	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2810	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2811	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2812	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2813	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2814	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2815	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2816	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2817	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2818	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2819	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2820	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2821	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2822	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2823	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2824	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2825	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2826	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2827	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2828	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2829	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2830	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2831	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2832	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2833	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2834	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2835	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2836	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2837	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2838	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
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2842	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2843	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2844	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2845	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2846	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2847	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2848	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2849	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2850	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2851	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2852	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2853	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2854	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2855	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2856	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2857	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2858	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2859	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2860	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2861	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2862	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
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2865	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
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2870	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2871	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2872	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
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2875	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2876	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2877	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23
2878	FJX2B6A6G1GMZ	Iron Mountain	25.0%	15	420.0	8/7/23

- Scheduling Software
- Spreadsheets



- Checklists
- ERP Systems

This table is a screenshot of a Gantt chart or project timeline. It shows tasks assigned to various team members (John W., Brian K., Brian K., Brian K., Brian K., Brian K.) over a period of 27 days. The tasks include "2PM-2PM CHEF", "2PM-2PM CHEF", "2PM-10PM SERVER", and "2PM-10PM SERVER". The chart uses color-coding for different teams and shows the start and end times for each task.

Homebase	Team	Task	Start Date	End Date	Duration
John W.	2PM-2PM CHEF	2PM-2PM CHEF	2023-08-21	2023-08-22	1 day
Brian K.	2PM-2PM CHEF	2PM-2PM CHEF	2023-08-22	2023-08-23	1 day
Brian K.	2PM-10PM SERVER	2PM-10PM SERVER	2023-08-22	2023-08-23	1 day
Brian K.	2PM-10PM SERVER	2PM-10PM SERVER	2023-08-23	2023-08-24	1 day
Brian K.	2PM-10PM SERVER	2PM-10PM SERVER	2023-08-24	2023-08-25	1 day
Brian K.	2PM-10PM SERVER	2PM-10PM SERVER	2023-08-25	2023-08-26	1 day
Brian K.	2PM-10PM SERVER	2PM-10PM SERVER	2023-08-26	2023-08-27	1 day

- Compliance Software



Let's talk about
GOALS

WEAK GOALS

S.M.A.R.T. GOALS

- Increase our yield
- Stop failing for microbials
- Lower cost per pound
- Increase our bulk smokeable flower g/sq ft 5% by Q3 2023 for our top five strains.
- No microbial failures on any flower or popcorn batches for all of 2023
- Reduce cost to produce packaged finished flower \$100 by January next year

People Skills

People are strange...

when you're a manager

- Building Teams
- Collaboration
- Managing Balance
- Conflict Resolution
- Discipline & Rewarding



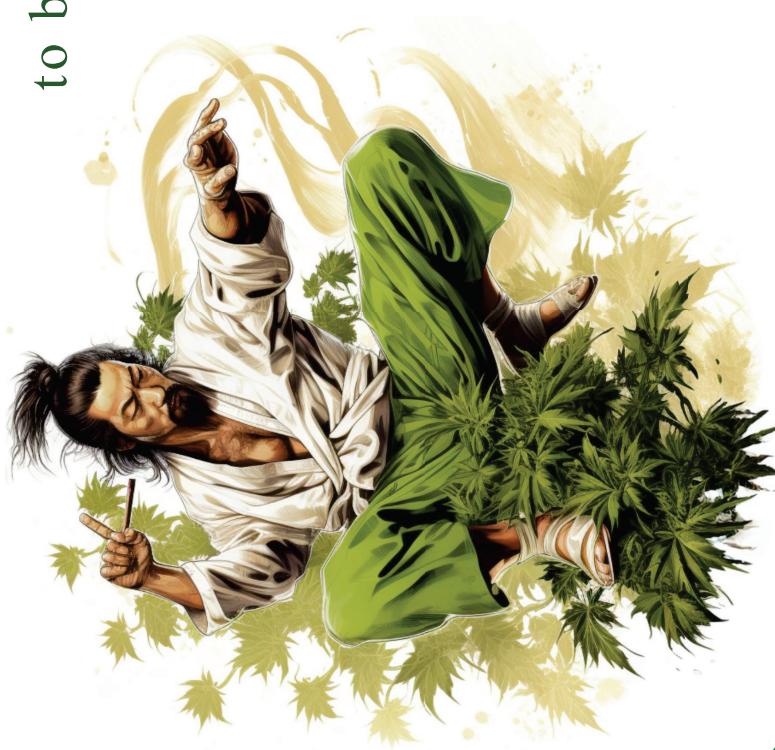
- Keep track of each team member's personal values, strengths, aspirations, etc
 - Schedule follow - ups and check - ins or they'll never happen
 - Don't ever get riled
- *Write down* expectations in terms everyone understands
 - Read books / continuing education



SelfMastery

You may need some upgrades
to be an effective leader

- Humility
- Patience
- Time management
- Equanimity
- Accountability



4. Practical Wisdom





Don't get too
comfortable in
your office

Don't slack on KPI's



“What gets measured
gets managed”

- Peter Drucker



Sometimes you just
can't give em employees
what they want

Be Clean





Be organized

Mis t a k e s a r e v a l u a b l e

Discuss mistakes openly, in the context that everyone makes them, and so that everyone can learn from each others'



JUST HAPPY ACCIDENTS

Offer employees scheduled 1-on-1 time

1-ON-1 WITH KEVIN

TUESDAY 15th

10:00 AM

10:15 AM

10:30 AM

10:45 AM

WEDNESDAY 16th

10:00 AM

10:15 AM

10:30 AM

10:45 AM

5. Motivation & Retention



Keep employees motivated

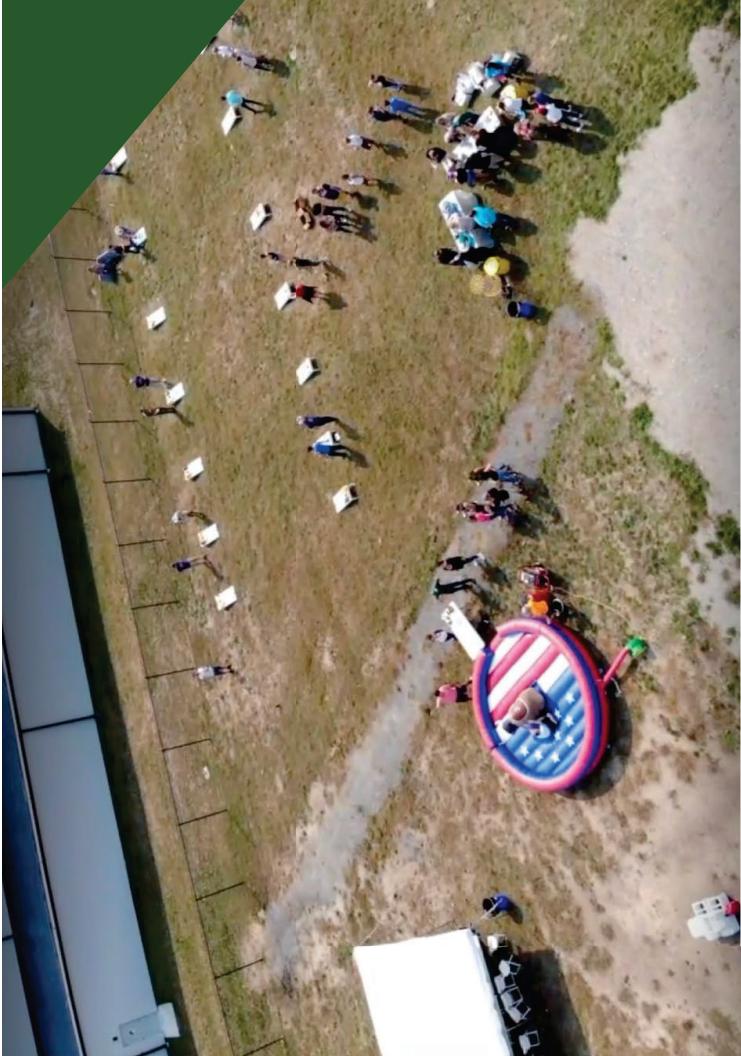
- Happy is a long - term strategy
- Everyone wants something different
- Give public praise
- Celebrate milestones
- Free ice cream
- Have fun



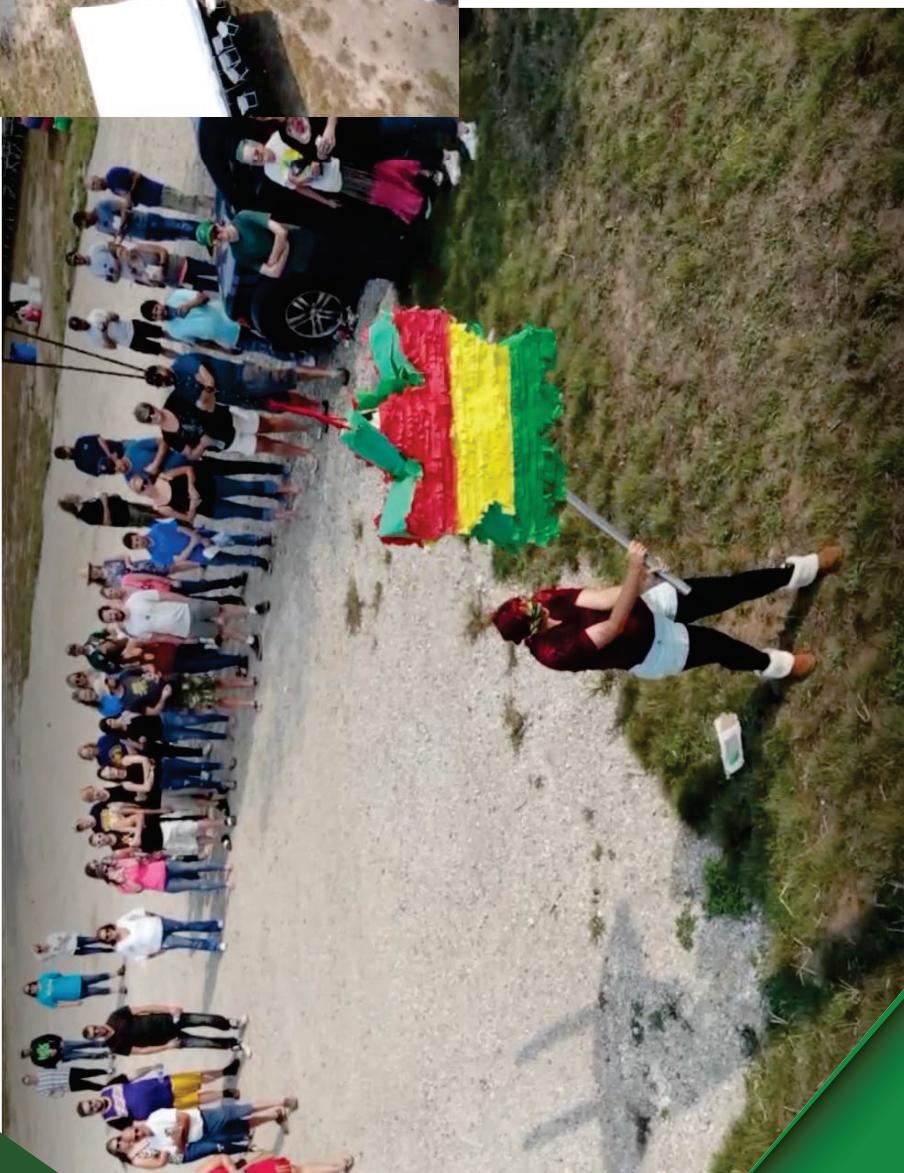
Most people want public praise, but not everyone



Celebrate



Milestones



300th Harvest BBQ



Popcorn Paydays



4 / 20



Happy



Lume Treehouse concert ticket give-a-way



Paid volunteer time



“Trash Bash”



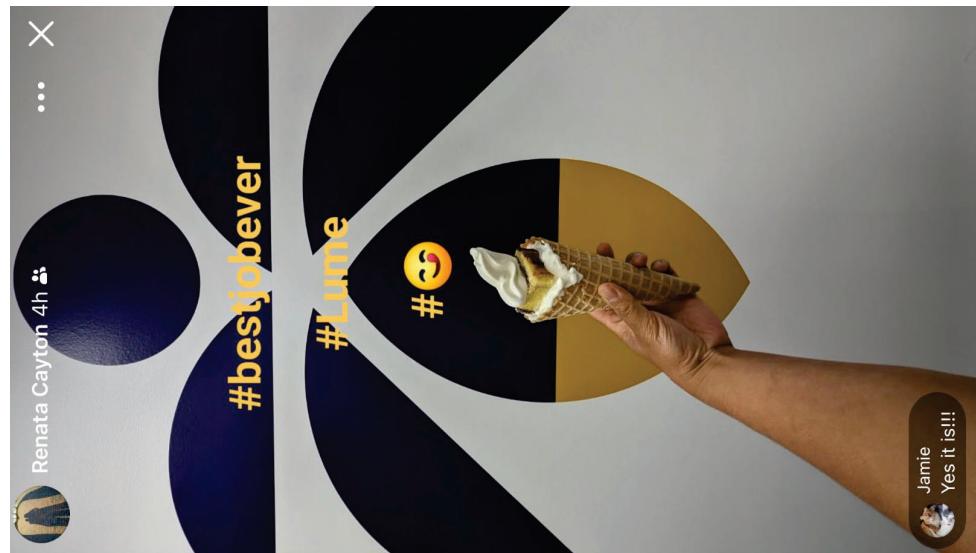


High 5 Tokens

Anonymous thanks

Employee - run T-shirt printing





ice cream
ice machine

And of course... have fun

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THANK YOU

Q&A TIME

