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[00:00:00] **Speaker 1** State trivia?

[00:00:00] **Speaker 2** Sure.

[00:00:01] **Speaker 1** What state trivia is the state fossil?

[00:00:05] **Speaker 2** Probably some sort of mosquito.

[00:00:08] **Speaker 1** That was good. You know, I've asked you this before. There is a trail. You're right. There you go. That's a.

[00:00:15] **Speaker 2** Legit thing.

[00:00:15] **Speaker 1** That was like, keep in mind, you have to do this research. I've got you on that before. All right. So talk to me about the peanut gallery.

[00:00:24] **Speaker 2** It sounds good.

[00:00:25] **Speaker 1** Let's start with explaining the technicalities here. I'm sure a lot of people are going to be confused just at the idea of Delta eight. Delta ten, Delta nine. And why is it look like you're selling something that they think is illegal in Wisconsin? Sure.

[00:00:36] **Speaker 2** So basically in 2018, when they came up with the farm bill, we realized that they specifically said a certain percentage of Delta nine was what's not allowed. As long as you're under that, you're good. By the time I don't think too many people were aware of all the different forms of THC or that are or how you could convert it or readily get it. And in finding, hey, wait a second, so we can grow hemp, which is legal, and then infuse it with Delta eight THC. And that's legal because we're still under the Delta nine THC. But I think a lot of people didn't realize what Delta eight could actually give you very similar effects. And if anything, just a little cleaner of like a head space. But still that calm and relaxing kind of vibe that you would get from your traditional marijuana. And I think they just tested the market to say, Hey, we think we can do this. We can try it. And when the first store in Appleton took off the way it did, it was like, okay, we got to ramp up production, get a few more locations, and it just kept going and going and going.

[00:01:33] **Speaker 1** So what is behind you? What's that? What's in these jobs?

[00:01:36] **Speaker 2** So you are going to be looking here at Delta, a THC flower. So it's grown as hemp, which has no or very minimal and legal amounts of trace amounts of Delta nine THC. So normally it wouldn't give you any psychoactive effects. But we are able to infuse that with Delta eight THC, which is simply CBD, converted to Delta eight, and then you can get those similar effects. So looks, taste smells exactly the same. But it is legal in Wisconsin.

[00:02:06] **Speaker 1** Because when the bill is being passed, the one that everyone uses, you have to smoke a whole bill, right? Right. And that's still true. Literally. Yes.

[00:02:17] **Speaker 2** Literally correct.

[00:02:18] **Speaker 1** But when it comes in here. Right. You're able to almost combine elements of the law. Correct.

[00:02:23] **Speaker 2** So essentially, and this works very well for Wisconsinites, unfortunately. So we can't sell Budweiser, but we can sell it in a way that's infused with alcohol. Eight or ten. And then you can get that very similar effect, same taste, just like you would with a nonalcoholic if you could out alcohol to.

[00:02:42] **Speaker 1** It, if you will. So so in effect, do we need legalize? We needed Wisconsin. How would that be different from what we have?

[00:02:50] **Speaker 2** I would think so. Just because like you see how well it does in the medical senses and that but like our big thing would be we'd want to see like a lot of the other states that we're in, we're running into. They were doing really good. Our Delta eight, even in legal states, were Delta nine is medical or recreational. We still do very well and actually our best store is in a medical state. But the fact that they think they can't go ahead and offer Delta eight to if we're Delta nine, we want to be hate. This plan has a lot to offer. Here's the different it's almost like a whole lineup. It's like, well, what exactly are you looking to fill? You can already do that pretty good with traditional marijuana, but that's very psychoactive with your Delta eight can be a little less psychoactive Delta ten. You can get that more of like a focus effect. So it's really kind of opening the doors to a couple of different options. But we want to see kind of rolling all those all out as options. So it's like, here's everything. What did you want? Not specifically. This kind of this kind of this plant has all this to offer. How can we help you?

[00:03:51] **Speaker 1** So for the people that are your customers before you existed, were they largely buying you? Yeah.

[00:03:59] **Speaker 2** Yes. I'm sorry, guys, but yes, they were. And unfortunately, that's what you have to do. And I think even like I think back quite a ways, I know it was less people consuming then when it wasn't even like available in Michigan or Illinois. But now, especially with that, I mean, I grew up going up north every weekend. And now when you're up there like almost everyone, because I talk about what I do for a living and I always get all that I know about that stuff that don't do nothing. So there's also that stigma, too, of people that just are like, Well, we get the real stuff. We got to drive to Michigan or. So you have a lot of people, but we do have quite a few that'll convert. Then sometimes you'll get a crazy deal up there in Michigan because they have some crazy blow out sale or whatever, but it's like that's still technically not legal here. So we do have a lot of people that are still like, Hey, this works. I might have to smoke a little more to get the same effects for some people. But still, the fact that it's legal and if I get stopped, I got the receipt, I got the proof. Obviously you can't be open intoxicant, but so we do get a lot of people that are slowly working their way over this way.

[00:04:56] **Speaker 1** I mean, what percentage of people, I guess. Ah, I don't wanna see you hung up either. I'm a bit more worried about the legality versus the regulation of, like, where it comes from to me, how it is.

[00:05:10] **Speaker 2** That's a pretty good split, I would say, because I mean, especially we still get some people that'll be like, Well, I tried your stuff and I really liked it, but now I found it for $20 at a gas station. So there's some people that aren't worried. But I would say for the most part it's people that are that know the difference in products like, you know, especially if they compare if you could compare them side by side, our job would be really easy because I think everyone would be coming here in Wisconsin right now. So we get a lot of people that'll kind of test the waters they come at. Well, you guys are a little more expensive, but when you explain like you're getting a pure product, so you might only need half of a joint or whatever it may be to get that same result. But we definitely get a lot of people that are are trying to figure out the balance. And that's what's hard. Without regulation, it'd be so easy if we could kind of get to a bigger group of people. But it's really just word of mouth we can't promote on social media. Everything gets shut down because it's about cannabis and sales of cannabis. So it is a lot of word of mouth getting people in here and trying to network through our customers. And I think we do a really good job of that. But it'd be great to just see kind of a broader message of it is safe and we want to help you do it right. We don't want you coming in here just what's going to mess me up or whatever. Like that's why we don't sell just online or we don't wholesale like a gas. Like we want to know who's buying the product, what they're using it for, and help them know what they're getting into and helping them find that sweet spot and how to work it.

[00:06:28] **Speaker 1** So when you look at it from the Appleton area, so I'm sure you know. Yep. All the billboards on 41 going north. Yeah. Advertising for Michigan dispensaries. Yeah. Are people driving that far? I mean, is that how they must think is worth their money to be put up those billboards?

[00:06:43] **Speaker 2** Definitely. And I couldn't believe it. Actually, real quick, there was just a bust, I guess is what they call it, right when they the cops take the picture and everything's on the table. And I just saw that in Marinette. So just north of here, it was a whole it was like the time where you'd see like pounds of cocaine and stuff in there. All the cops are showing like what they did, and it was all packaged in legally bought product, but they had for whatever reason, I don't know, I'm sure there was a legit reason they had stopped a coach bus and it was people going to the casino and the casino was right next to the dispensary. So a lot of these people brought stuff to get bring it back. So I mean, you run into a lot of this like it's just a crazy that you can buy it legally, but here you can't you can't even going bring it back or you could get in trouble. And I'm sorry, where did you start with that?

[00:07:28] **Speaker 1** Oh, I just the the billboards that are on. Oh, yeah. I mean, just driving through there. Yep. That's, that's a few hours. Yeah. That's not just you.

[00:07:36] **Speaker 2** Come on down and I think they do a good job. So like, you'll see they will put out some crazy deals. So they, they and you know, I like to check out competition and around here there's not a lot that offer like we do, like with the, with the flower drives or the selection and we like to present this clean atmosphere. There's not a lot to look at around here. So I definitely you know, my parents are only about a half hour from Michigan, the closest dispensary. So I always like to see that's actually where we got the idea for the charcuterie board. And so I'll pick out their ideas, but they've always got some crazy sale, like 25% off everything today. So a lot of people will go there. And when I go there, you can see it's 95% Wisconsin plates and the lines out the doors to our weight and but we got to go there to get it. So unfortunately, there's still a lot of people that have to make that sacrifice of, yeah, it's not legal, but I'm going to head up there, get some stuff, come back.

[00:08:24] **Speaker 1** So for for some people, if they're going to make that trip and from what you heard, are they more concerned about buying it legal, even if it's illegal to bring back? Yeah.

[00:08:35] **Speaker 2** That's what it appear to be. I mean, like I can remember the last time I had a hit somebody up to buy something, you know, obviously in my college days or whatever, that was the thing, because there was no anywhere legal to get this kind of a product. But I think it's just mainly knowing what's in it, you know, because there's still sources to get it. And, you know, there's a lot of farmers and stuff too, that like, well, we don't talk about what we're growing back there type of stuff up north. And to know that there it's got to be just, you know, what you're getting. And that's what we really pride ourselves in with our own product. And that's kind of the aspect we're going for. Yeah, we could just we could slashing prices not have to make anything which would really have a lot of headaches. But a, we don't even know for sure what it is if we buy it somewhere else and then be it's just that quality. The quality is there and if it's not, you talk to us, it's not somebody else's. So you definitely get a lot of people like, I want to, I want to know what I'm getting. I think it's the main reason they'll drive up there knowing that they're coming back and it's illegal.

[00:09:32] **Speaker 1** What is it? I mean, you talked about experience buying illegally with that. Was the way to procure marijuana. Yup. No, you're in the parking lot of a mall next to, like, a fast food joint. And, you know, Dominos is right. Does it feel like I mean, is this the kind of place you would have driven to to do a transaction? No, a.

[00:09:49] **Speaker 2** Storefront. It was definitely usually when it was dark out and that was the thing. Like, so when I quit smoking back in the day because there was no edibles or stuff that I was. Where there's all flour. So when it was smoking or no kind of marijuana. So then I kind of went back to drinking because I started get paranoid. And you can look into it. You can see there's some people report paranoia. So in our stuff, when I tried it, I didn't get it. Well, I didn't know if it was because it's a different cannabinoid and delta at THC or what was I actually getting back then because there is no it was, you know, little Ziploc bag sometimes it was zipped all the way, sometimes it wasn't. You know, you really wonder it's kind of scary to think about, like, what did I actually consume? And thankfully, it wasn't like a ten year, ten years straight of like buying every week and keeping I mean, ingesting something all the time. It was a, you know, like a weekend thing we can treat or whatever. So but it's still like, man, what did I do? Or who knows? You know, it's kind of crazy.

[00:10:45] **Speaker 1** So here's a question that you you may or may not want to answer, but could someone purchase something from your shop, keep the receipt, purchase something across the border legally, and then use your receipt to to show that or to trade proof that it's legal?

[00:11:03] **Speaker 2** They probably could, but it wouldn't work once it got tested, like if the officer was at all. So we definitely make sure that we put we got like a sticker that goes on as a seal so you can tell if it was popped open. Now, the officer probably wouldn't know that, obviously, because he might not know who we are or how we do things. We do let municipalities know and police organizations that we go to, we let them know ahead of time, like, hey, here's how we do it, why it's legal, that kind of stuff. But yeah, that would be a little bit of a something that you would hope that people and we also staple the big shot. So like if you were to get stopped in Western or like where our stores are, we have a good relationship with the police officers. So I feel like they would know like all that in from the dispensary because we always you leave here with a bag whether you like it or not. Some people I don't need it. I'm going to use it for safety purposes or staple in the receipt. The moment you open it, you better not be in your car because that could be considered an open intoxicant. So that again, is where that information, getting that across to the customers, we're trying to keep that smart.

[00:11:58] **Speaker 1** If you ever had any issues with law enforcement.

[00:12:01] **Speaker 2** No. And actually, I was really embarrassed when I first started here. I was like, I wonder what some other people think of this. And my main thing is like, cops probably hate us and like second weekend and they were talking about how a county that we work in, an officer actually stopped in and said, Hey, I appreciate what you guys are doing because people are going by this either way, and I'd rather them know where it's coming from than be behind it on the streets. And then that's just kind of been the general mindset that I keep to. That's like, yeah, we are doing what I think is the right thing, especially when it is dosing it correctly, you know?

[00:12:31] **Speaker 1** Interesting. Yeah. Anything else that you want to add along the lines of what we've been talking about? Oh.

[00:12:38] **Speaker 2** Not that I can think of at the moment.

[00:12:40] **Speaker 1** Can I get you to say you can spell your name and your title. Yeah. Correct. Yep.

[00:12:45] **Speaker 2** So Bob Hickey, Bob h I, c k y Junior and then regional manager of Northern Wisconsin. That's the.

[00:12:54] **Speaker 1** Dispensary?

[00:12:54] **Speaker 2** Yep. The dispensary. Yeah. Okay.

[00:12:57] **Speaker 1** Let me give you my card. Yeah, absolutely. Thank you. Definitely I would.