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2020

Sonoma County Ultimate Tour for Cannabis Educators and Medical Practitioners



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Introduction

Our Mission is to bring Cannabis Education into the 21st Century.

As the Green Rush continues, more and more schools, community colleges and universities are implementing Cannabis and Hemp curricula, ranging from production to marketing to research; some are beginning to offer complete Cannabis programs.

We are Sonoma County natives and grew up as the children of educators. We've seen first hand what it takes to create useful and meaningful educational programs and we bring our lifetime of experience working in and around the cannabis industry to bear on our Tour offerings, itineraries and learning activities.

Section One: Curriculum Considerations

There are many things to consider when constructing a Cannabis curriculum. Here's our list of topics from which an educator or medical practitioner could develop content.

We've noted which topics might be applicable to a specific academic focus:

INDOOR VERSUS OUTDOOR PRODUCTION

Yes, cannabis is a plant and, yes, it can be grown indoors or outdoors. Which type of production will depend on many factors, including: zoning issues, access to appropriate land, availability of indoor space, and how much money, time and resources is going to be allocated.

Applicable to: Agriculture, Business, Engineering, Marketing, Technology

STRAINS, STRAINS AND STRAINS

There's so much Science involved with Strains! From THC (and all subsets) to CBD (and all subsets), to conversations about Indica, Sativa and Ruderalis, a complete lecture series with labs could easily be built around Strains.

Applicable to: Agriculture, Botany, Business, Computer Science

GROWING METHODOLOGY

This is partly a conversation about Indoor versus Outdoor and partly about the types of growing medium used to ultimately maximize yield. From 'rock' to bat guano, from hydroponic to soft-pots filled with 'enhanced' soil, there are many variables to consider when talking about growing methodologies.

Applicable to: Agriculture, Business, Design, Engineering, Marketing, Technology





CANNABIS TECHNOLOGY

From water sensors in the dirt to full spectrum LED lights, the technology associated with growing cannabis continues to evolve in leaps-and-bounds. From oil extraction systems to computer controlled hydroponic watering and lighting systems, the Cannabis industry is completely tech-friendly!

Applicable to: Botany, Computer Science, Design, Engineering, Technology

MAXIMIZING YIELD

It's all about maximizing yield. In the long run a comprehensive seminar about Maximizing Yield could provide a forum for conveying the varied amount of information needed to gain an understanding of the topic.

Applicable to: Agriculture, Botany, Business, Computer Science, Design, Engineering, Marketing



We've shared some things to consider and, hopefully, you're now interested in exploring some of the topics we've outlined.

In Section Two, we present a three different Tour Experiences designed to help Educators and Medical Practitioners answer some of the questions posed by our Topic List.

Section Two: Three Deep-Dive Cannabis Tours for Educators and Medical Practitioners

This section outlines three hands-on **Cannabis Tours** that put Educators up-close-and-personal with cannabis, cannabis operations and the people who make up the industry. Medical Practitioners: if you prescribe cannabis, do you want to know more about production and the supply chain? While our Tours focus on educators, medical practitioners will gain real-world knowledge that will help them more confidently prescribe cannabis as a treatment option.

The following itineraries presume you and your Group will travel to Sonoma County for Tour Day.

Each Tour offers the opportunity for the following:

- **Cultivator Conversation**

- » Ask Detailed Questions
- » Talk with Professional Growers
- » Gain Insider Insights

- **Marketing Conversation**

- » See Storefront and/or Mobile Retail Operations
- » Learn from Industry Professionals
- » Discuss Economics and Logistics

- **Business Operations Conversation**

- » Talk with Cannabis Industry Professionals
- » Learn about Scalability
- » Create Lifelong Network Connections



Tour Overviews

Indoor Grow Operation/Retail Showroom Tour

TOUR 1: BASED IN SANTA ROSA

- » Rendezvous
- » Indoor Production Grow Tour
- » Contemporary Retail Experience Tour
- » Catered Lunch
- » Return to rendezvous point

The Crossfade Experience Tour

TOUR 2: BASED IN SANTA ROSA AND RUSSIAN RIVER VALLEY

- » Rendezvous
- » Indoor Production Grow Tour
- » Wine Tasting Tour
- » Catered Lunch
- » Return to rendezvous point

Outdoor Grow Operation Tour

TOUR 3: BASED IN SONOMA VALLEY

- » Rendezvous
- » Outdoor Production Grow Tour
- » Catered Lunch
- » Return to rendezvous point



Conclusion

These educational Tours are designed for professional educators develop progressive curriculum advancing Cannabis Education. Medical practitioners who wish to better understand the cannabis industry will benefit as well. Our goal is to provide educators and medical professionals with a solid foundation and overview of the contemporary Cannabis Industry in California.

As Sonoma County Natives, we have the relationships and legacy knowledge to ensure the information and professionals we work with are reputable, experienced and accessible.

For information about Group and Individual Tour availability please email HappyTravelersTours@gmail.com or call **707-386-9859**.



Contact

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happytravelerstours.com

Hours: 8:00 AM to 5:00PM (Pacific Time)

