



Trailblazing

Forging your own Path

Dr. William S. Silver
President, New Markets
CannaCraft

A portrait of a middle-aged man with short, dark hair, smiling warmly. He is wearing a dark suit jacket, a light blue dress shirt, and a blue patterned tie. The image is overlaid with a dark, semi-transparent filter, making the colors appear muted. The text "December 31, 2017" is centered over the lower half of the image in a white, serif font.

December 31, 2017



Groundbreaking for the Wine Spectator Learning Center

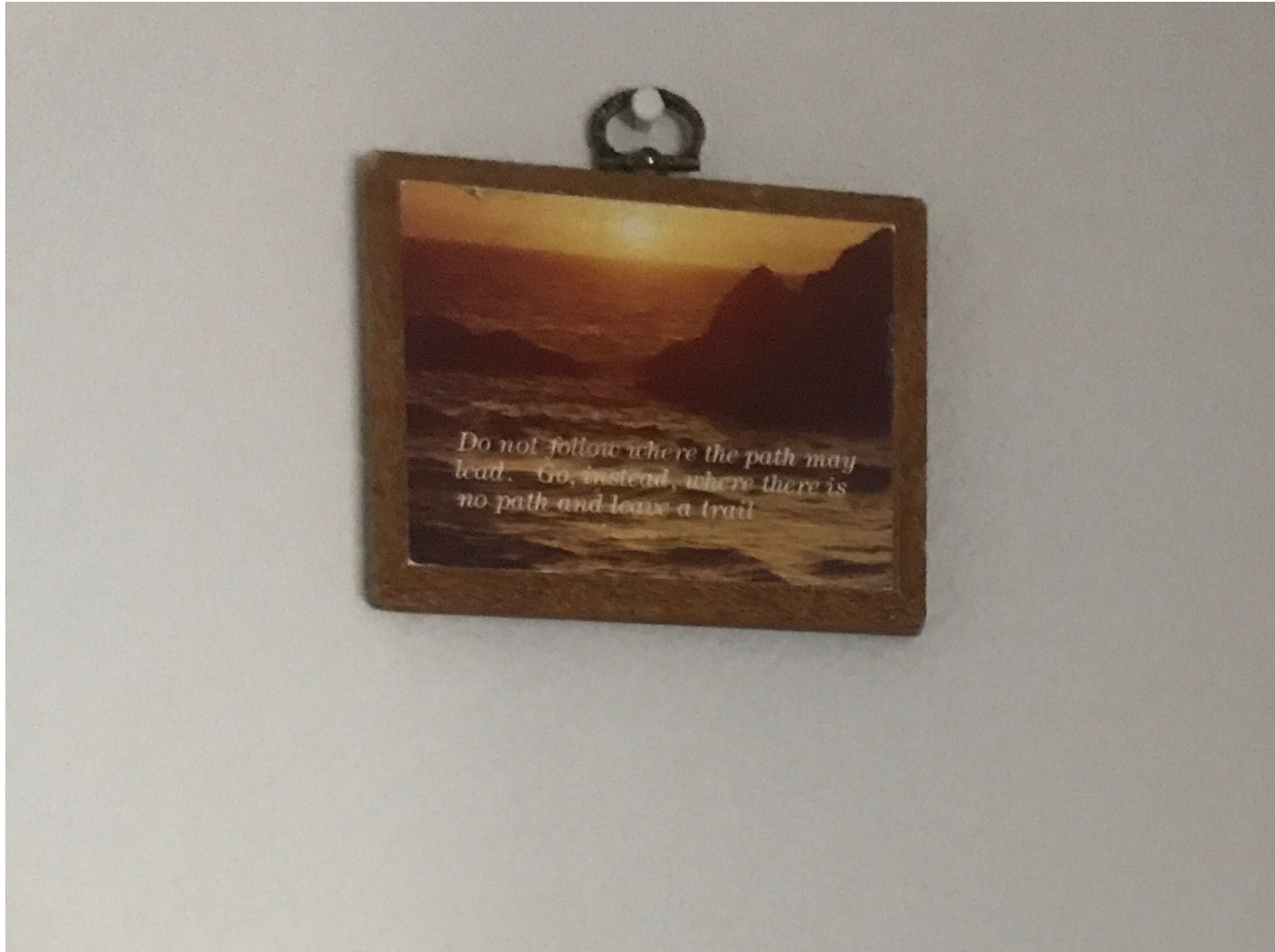


January 8th, 2018



The Rolling Stoners @ Ragnar Tahoe

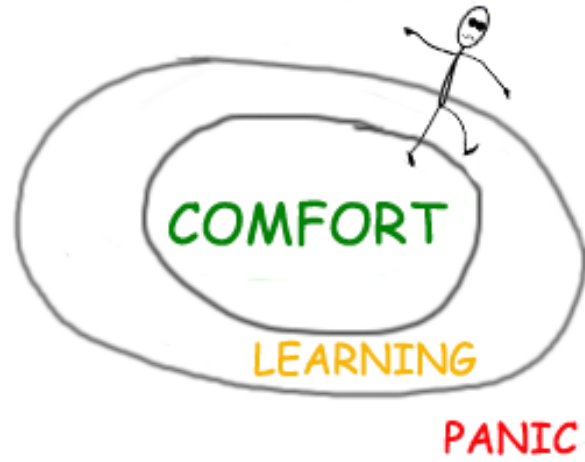
7/13/19



Ari's Wall

*Do not follow where the
path may lead.*

*Go instead where there is
no path and leave a trail.*





Make
every
moment
count

**you can
change the
world today**

join us
North Bay-Santa Rosa
Light The Night Walk
10•11•14

register today:
lightthenight.org/gba

someday is today



Benji Silver
leukemia survivor



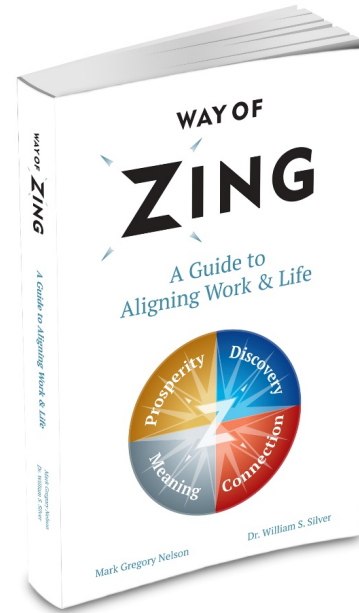
Imagine

Waking up every day feeling inspired, passionate, and full of vitality, looking forward to the adventures the day will bring.

Living a life where you are doing exactly what you are meant to do, pursuing all the things that truly matter in your work and in your life.

Are you living this life?

There is a Way . .




Have you ever known anyone who has difficulty finding their Way in work and life?



 **Bobby Hackett**
September 5 at 3:47pm · GoFundMe · 

Anyone who can spare some money for a month to three months will gain super terrific karma by helping me out. And you'll get a slice of my big heart too.



[Click here to support A bridge loan to move Apartments organized by Bobby Hackett](#)

Hi friends, I'm having a bit of a rough ride with this year's complete life transformation and quite honestly, I need a little help getting back in the saddle so I'm swallowing...

GOFUNDME.COM

“There is a group of people who have found what we all are seeking. They love their work, are calling their own shots, and are having a lot of fun. Working for themselves while serving the world, they have discovered a way to live their lives where work is not work. Work is simply part of who they are.”

ZING

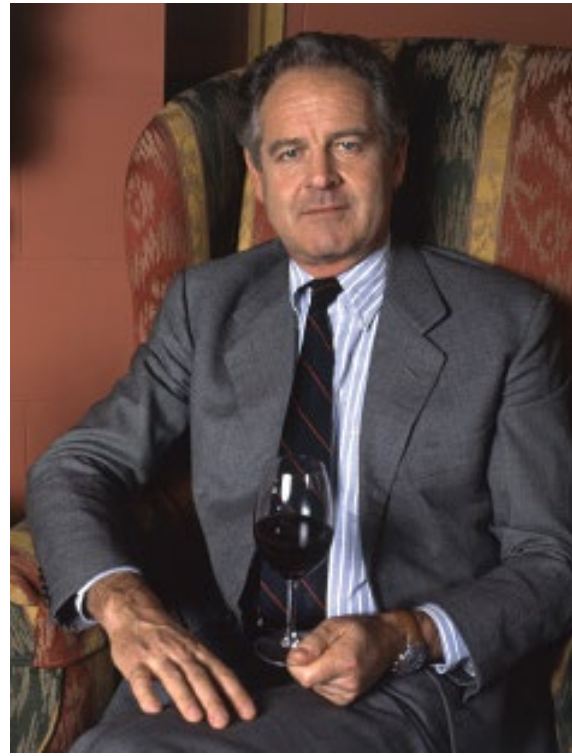


ZING

Zing is the radiant energy of human vitality. It is the energy of stars aligning, of everything in your life feeling in unquestionable congruence.

Zing manifests when your inner purpose and passions harmonize with external relevance and value, your inner life force uniting with the external world.





Wine Royalty



Cannabis
Royalty?



Cannabis in Ancient History

- **2700 BC - Chinese Emperor Shen Nung Said to Discover Healing Properties of Marijuana**
- **1450 BC - Book of Exodus References Holy Anointing Oil Made from Cannabis**
- **1213 BC - Egyptians Use Cannabis for Glaucoma, Inflammation, and Enemas**
- **1000 BC - Bhang, a Drink of Cannabis and Milk, Is Used in India as an Anesthetic**
- **79 - Pliny the Elder Writes about Medicinal Properties of Cannabis Plant**



From 1850 to 1937, cannabis was used as the prime medicine for more than 100 separate illnesses or diseases in U.S. Pharmacopoeia.

Cannabis Comes to America

- 1611-1762 - Jamestown Settlers Bring Marijuana to North America
- 1745-1775 - George Washington Grows Hemp
- 1774-1824 - Thomas Jefferson Grows Hemp at Monticello
- 1850 - Marijuana Added to US Pharmacopeia
- 1889 - Article in *The Lancet* Outlines Use of Cannabis for Opium Withdrawal



There are 100,000 total marijuana smokers in the US, and most are Negroes, Hispanics, Filipinos and entertainers. Their Satanic music, jazz and swing, result from marijuana usage. This marijuana causes white women to seek sexual relations with Negroes, entertainers and any others.

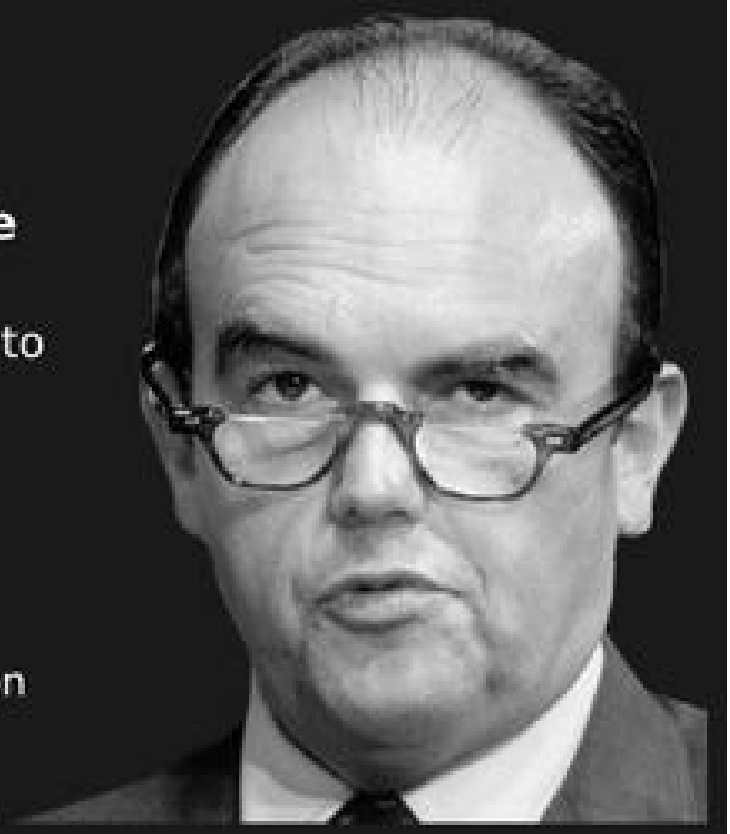
— *Harry J. Anslinger* —

WHY THE WAR ON DRUG USERS?

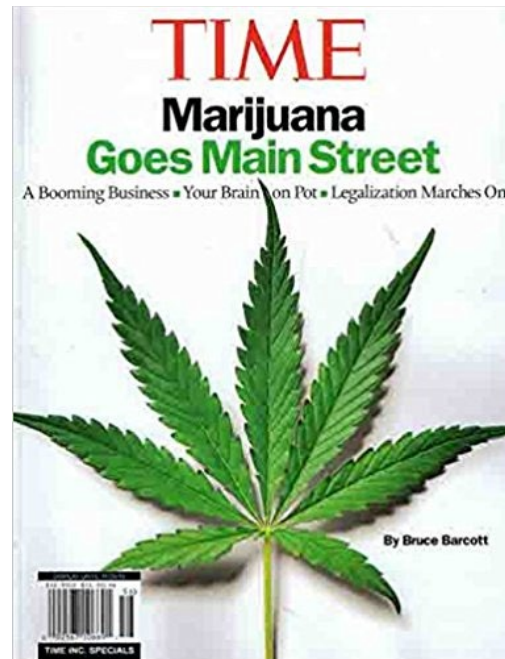
"You want to know what this was really all about? Nixon had two enemies: the antiwar Left, and black people. **We knew we couldn't make it illegal to be either against the war or black.** But by getting the public to associate the hippies with marijuana and blacks with heroin, and then criminalizing both heavily, we could disrupt those communities. **Did we know we were lying about the drugs? Of course we did.**"

-- John Ehrlichman, Counsel and Assistant to US President Nixon

Interviewed in 1992. Full quote in "Truth, Lies, and Audiotape" (2012) by Dan Baum, journalist and author of *Smoke and Mirrors: The War on Drugs and the Politics of Failure*.



Cannabis on Main Street and Wall Street



Major Investments In Cannabis



Leading the charge, **Constellation Brands** invested **\$4B USD** in **Canopy Growth**.

Meanwhile, **Tilray** and **Anheuser-Busch InBev** partnered on a joint venture, as did **Molson Coors Brewing Co.** with Quebec-based **HEXO** to develop **Cannabis Beverages**.

Southern Glazers has partnered with **Aphria** to be the exclusive distributor of Aphria's products.



Beverages & Cannabis

**HOPS.
THC.
NOW IN
STEREO.**

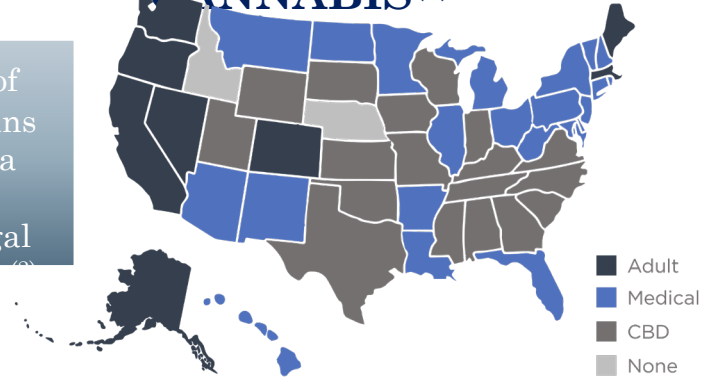
This IPA-inspired beverage is made using everything Lagunitas knows about hops and cannabis.



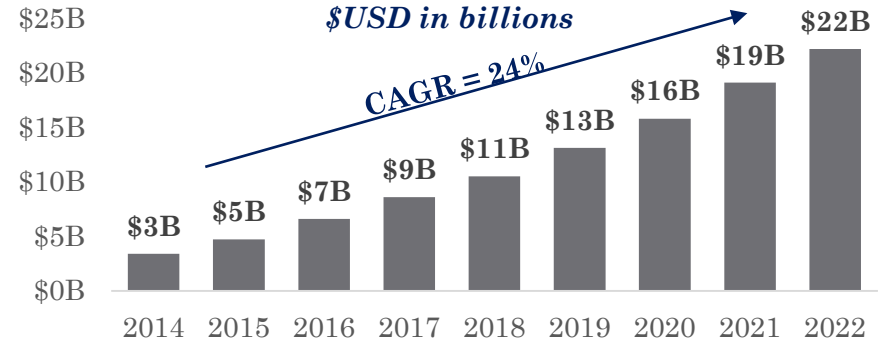
Total Opportunity

STATES WITH LEGALIZED CANNABIS⁽¹⁾

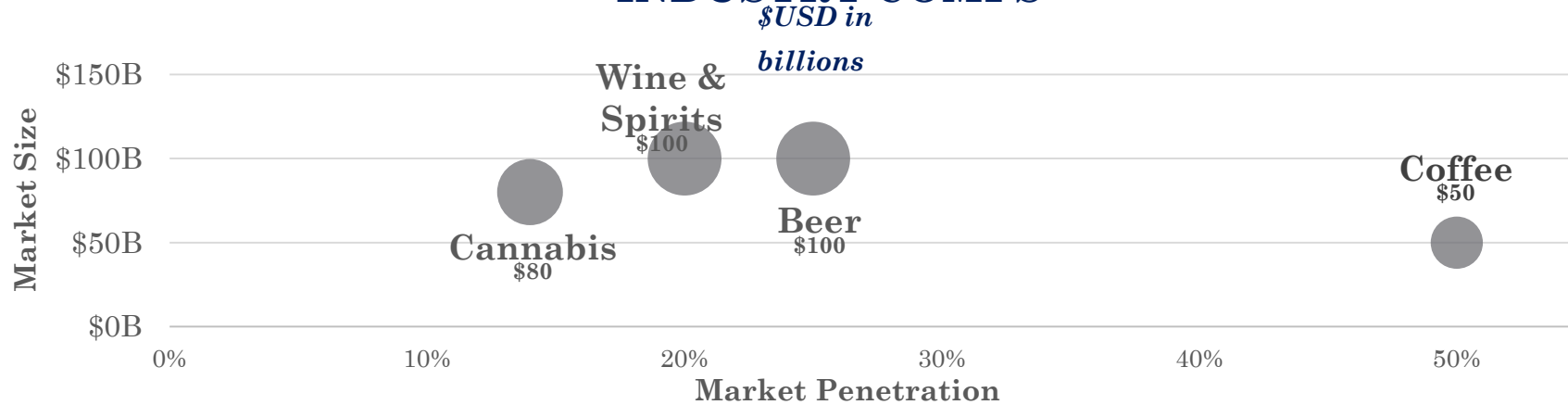
60% of Americans live in a state with legal



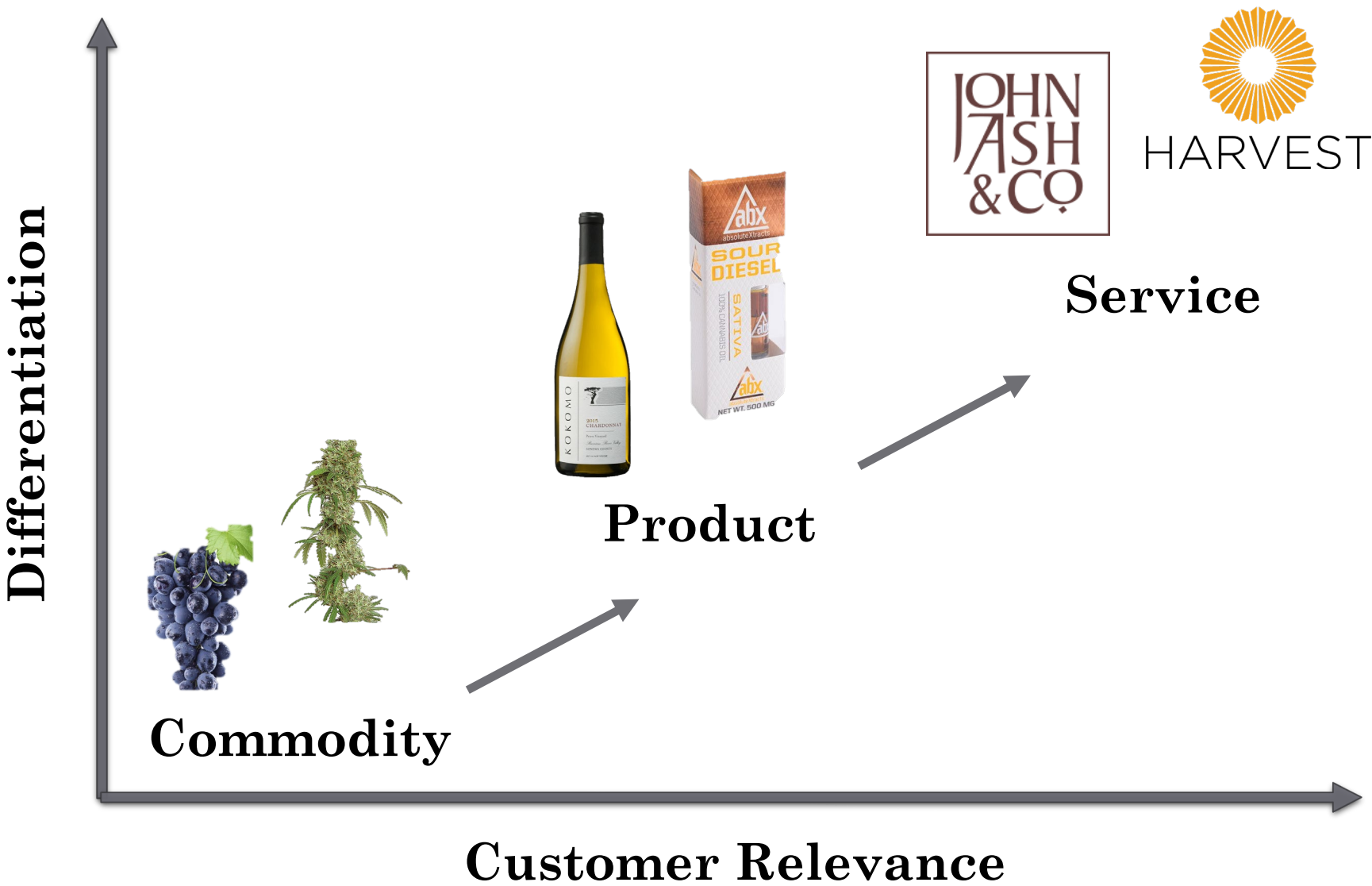
LEGAL CANNABIS REVENUE PROJECTIONS⁽¹⁾



INDUSTRY COMPS⁽³⁾



Progression of Economic Value



The Experience Economy



**Midsummer Medieval
Festival**
Castello di Amorosa

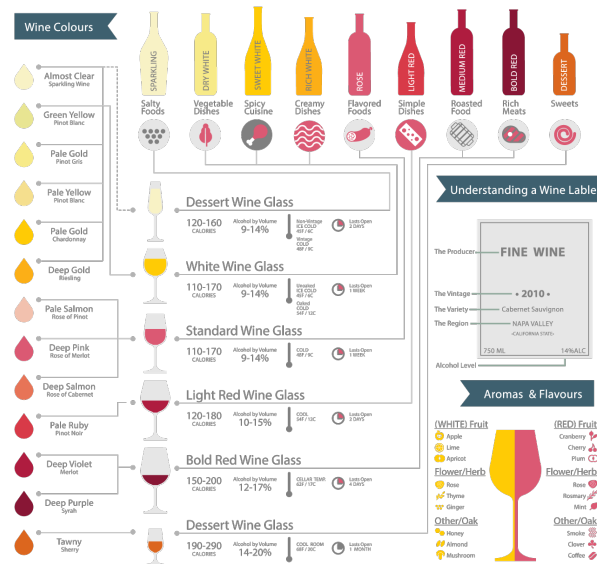
420 Festival
Emerald Pharms



Selling the experience: Wine versus Weed

Wine

WINE TASTING guide

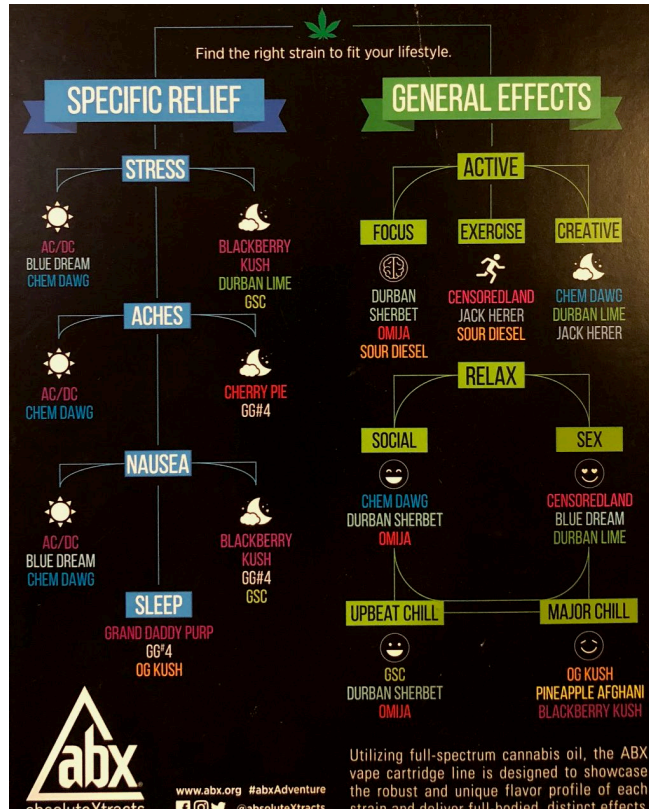


Weed



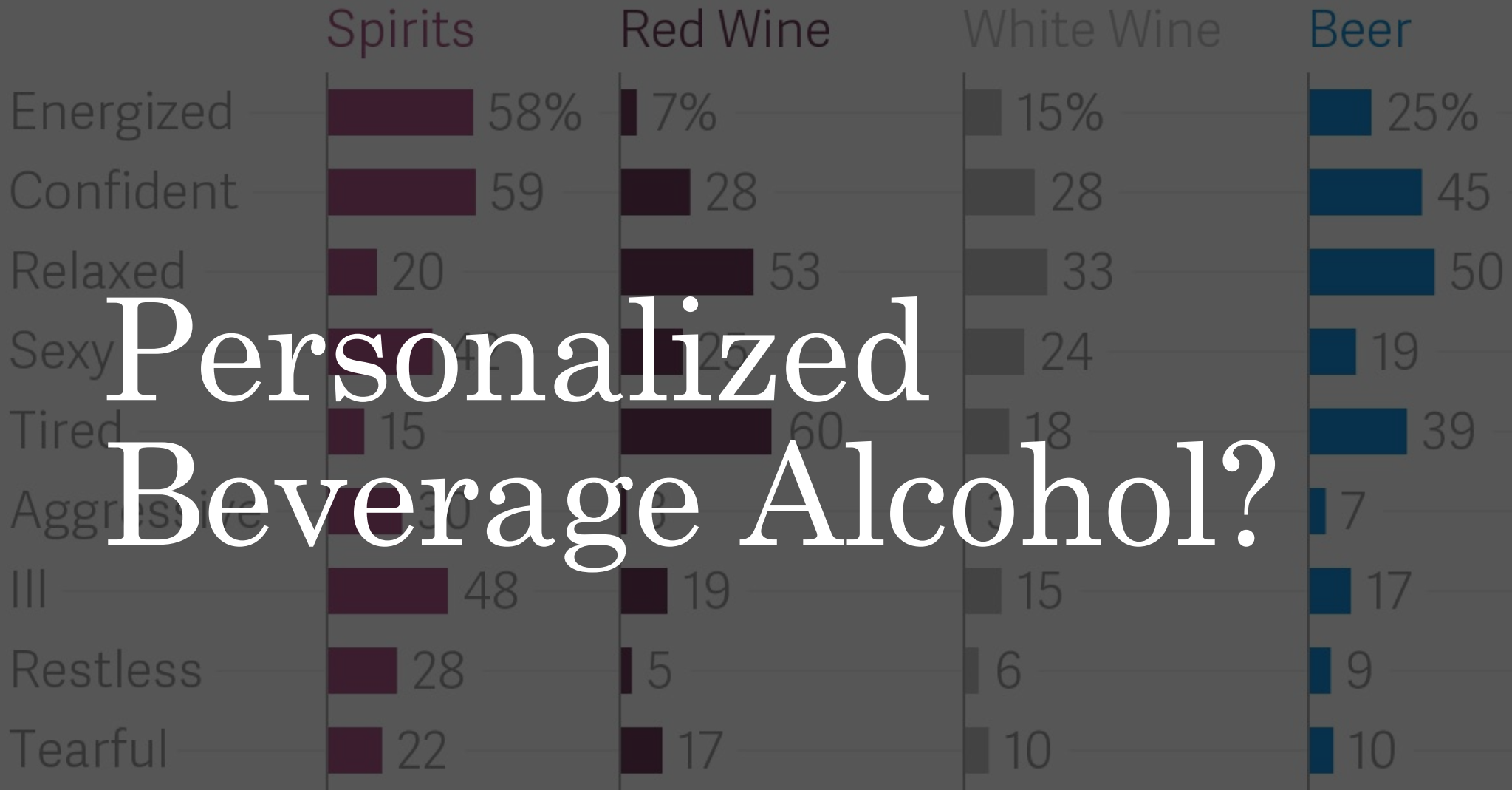


Selling the
Experience



Customer of One

How people say different types of alcohol make them feel



Personalized Beverage Alcohol?

Would you follow
you?

A Guide to Trailblazing

- Make the tough decisions
- Say goodbye - It is ok to leave something you love doing
- If stuck, go for it – Regret doing something rather than not doing it
(But beware of squirrel moments)
- Empower others
- Golden rule is wrong!
- 24/30
- 4 questions to ask your kids every day
- A question to ask yourself everyday
- The simple truth of leadership

