SESPE CREEK

Vendor Guidelines

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Points of Contact

General vendor communication: vendors@sespe.org
Purchasing Manager: Shaun Carter - shaun@sespe.org
Marketing and demos: Michelle Rosenblum; michelle@sespe.org

Billing / Payments: billing@sespe.org
Vendor deliveries receiving department: 855-722-9333 x4
Staff Training: Cameron Austin - meaghan@sespe.org
Compliance; Compassionate Care Donations: Ally Schmidt- ally@sespe.org
Front desk: info@sespe.org, 855-722-9333

Appointments are required for in-person meetings and deliveries. If you would like to visit with the purchasing manager in person or bring samples, an appointment is required. Please reach out at least a few days in advance of your visit to ensure you won't be turned away.

Sustainability Initiatives

Sespe Creek Collective is a certified Green Business! Mindfulness of the cannabis industry's huge footprint is essential to us and we will give preference to vendors that share our

mindset. From packaging to transportation policies, there are always ways to save energy and reduce waste!

- Email your COAs to vendors@sespe.org instead of sending paper copies
- If you have to print, print on both sides of the paper
- Use options for shrinking to fit on fewer sheets
- Combine invoices when possible
- Use digital order forms
- Collect digital signatures instead of requiring paper copies
- Pack deliveries in reusable totes instead of cardboard boxes
- Ask drivers not to idle in the parking lot

Compassionate Care Donations

Sespe Creek Collective is proud to be a pioneer in the cannabis industry with our Compassionate Care Program. We provide discounted and free products for customers who demonstrate a financial and medical need. Beginning March 1st, 2020, cannabis retailers may provide free cannabis or cannabis products to qualified medicinal patients or their primary caregivers. Senate Bill 34 also exempts these donated items from excise, sales and use, and cultivation taxes.

Cannabis and cannabis products designated for donation must comply with all requirements outlined in MAUCRSA and the state cannabis regulations. This includes but is not limited to:

- Donated cannabis and cannabis products must move through the licensed supply chain in the same way as cannabis and cannabis products for retail sale and must pass all required regulatory compliance testing.
- Licensees designating an item for donation are required to record that designation in Track and Trace and on invoices and sales receipts.
- Donated cannabis and cannabis products must be sent through Metrc in a separate package and manifest from retail sale items.
- Manufacturers producing cannabis products for donation must include the statement “FOR MEDICINAL USE ONLY” on the label.

If you would like to contribute free products to our Compassionate Care program, please contact ally@sespe.org or shaun@sespe.org and review the following instructions for designating a package for donation in Metrc, found on Metric Bulletin #CA_IB_2020_007 https://bit.ly/2ZmoGt3 .

Trade Samples

We highly encourage you to provide samples of your product to the sales staff. This incentivizes them and informs them at the same time! Please make sure you do NOT

charge excise on these as it's not required by law; it's not enough to discount it off the total, but the actual line item for the samples must show 0 excise tax; otherwise, METRC will require us to pay it.

Product Deliveries

- We require that all vendor deliveries be scheduled in advance, and notification of invoice totals be sent to our vendors@sespe.org at least 24 hours in advance. This process will ensure that we are ready to receive the shipment, and your driver will get in and out quickly for maximum efficiency!
- **We are available to receive deliveries MONDAY-FRIDAY from 9 am - 12 pm and 1 pm - 4 pm.** This allows our staff to take their lunch break and get caught up before jumping back into receiving mode. We do not have anyone available to receive deliveries on the weekend. Please give us a 2 hours heads-up of your ETA at 855-722-9333 x4
- When your delivery driver arrives, they will check in with the Security Guard. If the security guard is not available, check-in with the Receptionist. Your driver is required to show a valid ID.
- Unless it is steeply discounted, products received may not be more than 2/3rds through its expiration timeline. For example, if a product has 12 months in its expiration timeline, we will not receive the product if it will expire in 4 months or less. If such a product is received, you agree to reimburse Sespe for any unsold product past the expiration date.
- All products must meet the current regulations set forth by the BCC, CDPH and/or CDFA.
- The Vendor agrees to reimburse Sespe for any and all defective products in a timely manner.

Onboarding New Products

Congratulations! If we have tried your samples and think you will be a good fit for our store, we want to get the ball rolling in an efficient way.

1. Send your compliance docs to vendors@sespe.org
2. If you don't provide online ordering through platforms like Leaflink, WAYV, Filigreen, or your own Google Form (it's super easy!), we require you to use an order form similar to this: scc.to/orderform and email it to vendors@sespe.org with your menu if you would like to expedite the purchasing process.
3. Having quality images, and descriptions will help us sell and promote your product. Prior to delivery, please notify vendors@sespe.org where we can find images and descriptions for our menu.
4. Product Literature:

- Laminated one-sheets for budtenders with product descriptions, comparisons, etc. are very helpful.
- Please do not put your product literature on our shelf displays or rearrange product displays without permission. Ask an employee for assistance.

Social Media/Web Cross-Promotion

- If you have a store locator on your website, we'd love to be listed as a location where your product is available!
  -->We're at 408 Bryant Circle Unit C, Ojai CA 93023

- If you have social media accounts we would love to follow you! Let us know what your social media handles are.

  Our social media accounts:
  Instagram: @originalsespe
  Twitter: @SespeCreekSCC
  YouTube: https://youtube.com/c/SespeCreekCollectiveOjai
  LinkedIn: linkedin.com/company/sespe-creek-collective/

Demos/PADs

- To schedule a demo, first create your account at sespe.org:
- Check our events calendar to be sure the date you're interested in is available: sespe.org/events
- Once you've verified your date is open, complete the demo request at sespe.org/events/community/add
- You'll be notified when your event is approved!
- We schedule only one demo per day to be sure that your brand gets all the attention that day!
- We are currently limiting most brands to one demo per month.
- All demos must end one hour before the close of business.
- Only demo products from your line that we carry in-store.
- Promotions are great for our members, they love them! We find offering a BOGO deal during demos is a great way to get customers to try new product. We prefer you send discounted product ahead of time instead of taking a retroactive credit based on sales. We have the systems in place to keep our demo inventory set aside for demos! All promo product must be received at least 3 days prior to your demo date.
- Please provide at least 72 hours notice to cancel or reschedule a demo by calling us at 855-722-9333. We put a lot of work into arranging and promoting these demos, so if you cancel two or more demos with less than 72 hours notice, we regret that we will not be able to accommodate future demos with your brand.

Brand Ambassador (BA) Expectations

DO:

- Bring a company ID to check in and wear your BA badge while in the store.
- Bring materials and professional displays, and provide your own items to showcase the brand. We are unable to provide live inventory for your table for security reasons.
- Arrive early to set up on time. It looks unprofessional of you if customers see you set up your table together at the last minute.
- Speak with confidence and positivity about the brands and products you represent.
- Know the laws!

DON'T

- Interrupt any Budtender or sale in progress to recommend your brand over the Budtender's suggestion or over the consumer's request.
- Speak negatively about another brand. If we observe this, you will be prohibited from scheduling future demos and possibly removed from our shelves.
- Field questions you can't answer. If a customer has a question about Sespe, another brand, or anything outside the BAs area of expertise, please direct them to a staff member.
- Go behind the registers or counters. Ask a budtender for help!
- Bring animals, children or other individuals unaffiliated with the brand along on your demo. If you plan to have more than one representative with you, you must disclose that before scheduling. Due to COVID, we have a limited occupancy in the showroom.
- Give medical advice or say your product will treat a medical condition.

Sespe Logo Assets

You can download our logos here. Please don't do weird things with them or squish them!

Brand Training

- We pride ourselves on having well developed and knowledgeable staff. The best way to ensure your products succeed is to enlighten our team. Schedule your brand training with our brand training liaison, Cameron, at cameron@sespe.org
- Mid-day and afternoons are the best time to schedule training for our staff to reach the maximum number of people. Due to COVID, training may have to be split into multiple sessions to accommodate safe distancing protocols.
- Want to bring food? Our staff loves food! If you wish to bring food, please make your arrangements beforehand; We may not be able to order on-site the same day during your training and have it arrive in a reasonable time. Our brand training liaison can help you make arrangements ahead of time. Due to COVID, please remember that all food should be in individual servings!
- Want to schedule a PAD or a deal on the day of your training? Contact: marketing@sespe.org