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Dear Industry –

I am writing this reference for Miss Nichole West. We were first introduced over 3 years ago when I was at a small fully vertical operation in Colorado that needed quality wholesale and Miss West oversaw a much larger fully vertical operation and wholesale distributor. Not long after, I became a part of the same company and had the great honor and pleasure to work alongside Miss West.

Her name precedes her introduction. From our first interaction I knew she was a dynamo. She oozes leadership. Her passion for cannabis, for life, for success, follows her wherever she is rapidly walking. And she is rapidly walking.

In our time together, I witnessed her efficiently, effectively, and successfully run an entire multimillion dollar operation from the cloning through the distribution of product to the consumer, effortlessly retrofitting a building to begin a recreational cannabis dispensary, manage upwards of 70 employees, and run the entire wholesale department. In the time Nichole spent at the company the growth in revenue was upwards of 40%. She demonstrated unwavering leadership and uncanny sense for this business of which seems to be born for her. Her attention to every single detail is incomparable. Alongside her ability to create, grow, and successfully run cannabis businesses, she is also a full-time advocate, instructor, and teacher.

I watched her go on and obliterate the goals she continually sets for herself. She possesses a skill set that cannot be taught in school. Her dedication to this craft is steadfast. She lives and breathes her work and her achievements.

I would be remiss if I didn't speak to Nichole's heart. Her heart is so rooted in all that is good, and it's what makes her an anomaly in the cannabis industry, and, anywhere she decides to go or do. Her hustle matches the size of her heart. She demonstrates that by how she shows up every single day.

That said, Nichole West is an asset in anything she chooses to be a part of. She has the recipe of defining success with hard work and dedication. She will keep reinventing herself as well as the cannabis industry as it grows and matures. She works for what she deserves and she makes everyone around her better while she is doing it. It quite literally doesn't get any better than that.

Best,

Annie Iselin