

Professional Pot Shots

NETWORKING NUANCES

Types of networking

- Pre-Covid there were in-person networking events; these are generally structured as a meet and greet, and are scheduled around 1-3 hours with different forms of introduction set up.
- Community interaction: out in public like going grocery shopping, running errands, or an event etc. It gives people an opportunity to discuss common ground and things that you wouldn't normally have an opportunity to do so.

To business card or not... that is the question

- They are a great way to stay in someone's memory and they don't have to be expensive!!
- Go to Vistaprint online, better yet go to a local print shop and support your community.
- My recommendation: off-white or an ivory and something that's a little bit heavier of a cardstock, it shows that you've given some thought to the design.

Cold calling/emailing potential clients or employers

- Approaching someone either as a mentor or as a contact through business ask yourself, "Hey, what can I offer in this relationship?" I have these experiences and I have this ability to relate on this level that you might find valuable

PRO TIP

Always ask yourself: "What can I offer in the relationship?"

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ZOOM ZINGERS

What is a good setup?

- Lighting: be mindful of light especially on your face
- Background: KISS- Keep is Simple S____, use a digital background if you have no other option.
- Audio: limit background noise, and invest in a good mic! (Again it doesn't need to be expensive)

Why I always leave my camera off

I leave my camera off 99% of the time so I don't distract others from their learning ability. I still listen to the audio, and if something comes across my desk I don't want to detract from the speaker. There are times when this doesn't work, so always be presentable if you do have to turn on your camera.

Know your angles

Have some fun with your shots, this is an opportunity to express yourself, try to keep the background uncluttered, and something that works well with the lighting in the space. If you use a digital backdrop look into investing in a small green screen to keep your image crisp and clear. There are ones that attach to the back of your chair, you don't need a full setup.

Don't sweat the small stuff. Seriously have fun!

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THE INTERNET IS ... FOREVER

How does your personal life represent your brand?

- We see a lot of people having to backtrack from things they said years ago
- Be aware of what you're saying, and how it's going to age
- Do a Social Media Audit, go through all your old social media/email etc, see what's on there, clean up anything that could be detrimental to your brand
- Check to see if coworkers, friends, family are comfortable with what you are doing.

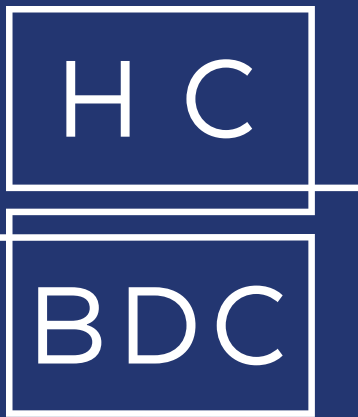
MARCH TO THE BEAT OF YOUR OWN DRUM--WITH R.E.S.P.E.C.T

The dirty word

- Professionalism ... Oooh so scary (sorry not very professional)

What it means to me

- Respectful communication and teachable moments- Not just for others, for yourself as well.
- Giving 100% - what needs to happen to make this project a success
- Being aware of how your actions impact others- Something that you might view as a non issue could be something traumatic for others. Creating a safe inclusive environment for everyone is paramount.
- Checking in if you are unsure- we are all learning, if you aren't comfortable, or in new territory for you ask how people would like the topic addressed. If at all possible and you have time, try to educate yourself a little bit around the topic prior to approaching someone.



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PUTTING IT ALL TOGETHER

What does this mean for the you & the industry

- As this industry becomes more mainstream how do we as a community represent ourselves.
- What do we value at the end of the day? This is a plant that is marketed as healing, and natural, protecting the Humboldt name and standards. While concurrently educating the surrounding communities.
- Targeted outreach to the people that have had barriers to entry with consumption and or industry involvement. Either due to lack of knowledge/ misinformation or have been victims of the school to prison pipeline. A great group that is working on the latter is the Last Prisoner Project

FUN THINGS FROM THE INTERNET

- [7 Tips for Networking](#)
- [5 Ways to Look Your Best on Your Next Zoom Meeting](#)
- [BNET Book Brief: The No Asshole Rule\(this is a good book\)](#)

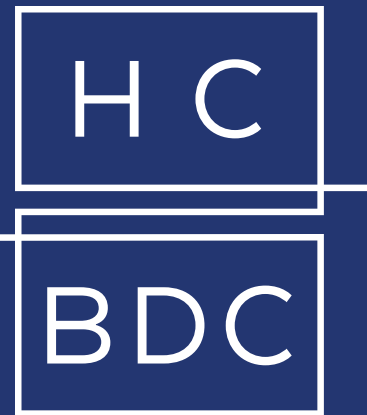
About Courtney Augustus and Big Sur Extracts

Courtney is the office manager for Big Sur Extracts and Merkabah INC. She moved to Humboldt County in 2014 to attend HSU where she graduated with her bachelor's in international business management. She also has her AA in graphic design and marketing. She has been working with the Big Sur Extracts team for a little over a year, and is still impressed with the company culture and quality of product produced. Big Sur Extracts has been in business since 2017 and embodies the spirit of the outdoors, a passion for adventure, and a commitment to nature and community. We are a boutique brand and a pioneering company that excels in original products, packaging and design. We use only top-shelf, sun-grown cannabis, sourced from artisan growers who practice sustainable and renewable farming practices.

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