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[00:00:00] Hey, everyone, Charlie Epstein here and welcome to my Yield of Dreams podcast. This is the show that asks the questions. What does it take to pursue your life's passion? I mean, to really go for what you've always dreamed about to do what you truly love and why do so many people sell out their dreams and aspirations for a job they hate and a paycheck.

[00:00:22] That's less than fulfilling during the show. I'm going to interview different people about how they've strived to go for their passions in life. And how do they balance that with the need to earn that paycheck. We're going to hold up in the light, your myths about money, not to try to change them, but to illuminate them.

[00:00:42] And have you begin to discern where do these come from and how do they impact your life in the decisions that you've made and to see if you'd be willing to just let them go. And maybe replace them with a new money strategy that will produce a better result and ease your pain and suffering [00:01:00] about your money.

[00:01:02] So let's dive right into today's show everybody Charlie Epstein here. And as you can see, I am sitting where I love to sit, which is in the field of dreams field in Dyersville Iowa, which is the basis of my new one man show Yield of Dreams. And since it's my podcast, I'm going to plug in. We are going live at the North Hampton arts center, August 26 and 27 7:00 PM.

[00:01:28] So mark your calendars, it's going to be limited seating, and this is a showcase. It's a work in progress. And if you come to the show, I need you to stay at the end because I need your feedback. You gotta be honest with me. Tell me the good, the bad and the ugly as we work to bring this show, hopefully one day to Broadway and theaters across the country.

[00:01:48] But you're here you today because you want to talk about what you're thinking passionate about. That's why I started this podcast. Yield of Dreams. This podcast asks the question. What did you [00:02:00] want to be when you grew up and what happened to that promise? And in my show, I asked the audience the question, what are you willing to give up for what you could become Hamlet said it best to be or not to be right?

[00:02:17] That's the question. And in the movie Field of Dreams, Ray, Consella the Kevin Costner character. He hears a voice in his cornfield that says, ease his pain, go the distance. And the voice tells him to mow down his cornfield, his only source of income, his livelihood to build that baseball field that's right behind me.

[00:02:40] So that shoeless Joe and all those other baseball players can show up and play baseball. But think about it having cosmic their harvest, his crop, his only source of income, his livelihood to pursue this dream, this passion. And I'm so excited today to have actually the first couple we've ever had on [00:03:00] the show.

[00:03:00] Helen and Chris Andrews and it's Helen Gomez, Andrews and Chris Andrews, two amazing, lovely, beautiful, crazy people that have done just that they have mowed down

their crop before it was ready to harvest. And they're all in pursuing their passion in a business. And that's what we're going to talk about today.

[00:03:25] And I think you're going to be completely enlightened and chanting. And if you don't leave this podcast thinking, what am I waiting for now is the time to pursue her life's passion, Chris, Helen. Thanks so much for being on the show. Thank you so much. So tell everybody you're sitting in the warehouse that you purchased, where, how, why?

[00:03:47] Yes. Well, thank you so much for having us on, on your show. Such an honor. It's such an amazing show. We are sitting here today in a. Presently empty [00:04:00] 60,000 square foot mill building that was built in the late 18 hundreds that we traded our Brooklyn home in for a cannabis business that is rooted in community sustainability, built upon a foundation of living soil cultivation.

[00:04:22] It's really about. A crisis that happened in your life, right? Isn't that the triggering event there's always a triggering event. Absolutely. Absolutely. So, I mean, I'm a serial entrepreneur. I've been self-employed since I was very young in, in New York city, in the restaurant industry, Helen was working.

[00:04:45] Financial sector, good wall street, job, the earner. We had a home with two kids in Brooklyn and, and yeah. To, to hold somebody away from that, it takes, I guess, something [00:05:00] major to happen. And that was, that was that the catalyst for us, it was. Well in and in 2015, right around the same time that we, we bought our first home, our daughter was diagnosed with epilepsy.

[00:05:15] She was five years old at the time we were out of the country. We were visiting Chris's family in Ireland. And she started having these mysterious episodes that didn't look to us like what we thought a seizure was, but it was very mysterious and. It happened one afternoon. The next day it happened twice.

[00:05:38] By the sixth day, she was having these mysterious episodes on our flight back to New York city, every hour and a half on the plane, on the plane, getting to the airport all the way home and. Childhood epilepsy. Epilepsy is not, maybe it takes so many different forums and it's [00:06:00] difficult for parents to realize it was a very small fluttering of the eyes.

[00:06:03] And then just getting very introverted and upset. Like she was like hearing a noise, but you know, that, that led us to where we went back to the doctors. One doctor was just like to get into why. How this came about, and it's another part of why we want to do what we want to do in the particular way that we want to do it because.

[00:06:28] We never, we're not sort of hippie parents that are anti-medicine, but we always face so vaccinations just out of precaution. And I've given all the vaccinations on one day, you know, space and I'll come back next month, doctor. Okay. No problem. We'll just make sure that not to give you, give the body a chance to process, but a lot of medicine that you're giving little children.

[00:06:49] So we never really. Our kids didn't need medicine. They weren't sick. We were very, very fortunate and, and, but then Ocean in our daughter, she, she, she [00:07:00]

developed some constant, she became constipated. So the doctor said, oh, give her MiraLax. And instead of what's MiraLax, it's a, it's a, um, a medicine that will help you help her.

[00:07:11] Go to the bathroom easier. Okay. And it's not absorbed by the system, et cetera, et cetera. And was the only medicine we talk. We gave her. So when we were in Ireland, Helen Googled, MiraLax, what are the side effects? And we were just utterly. Shocked. I went, haven't read to me a letter written by another mother, the side effects of, of what happened to their daughter.

[00:07:34] I was like, oh my good Lord. Listen, we speak to doctors all the time. And doctor says, Nope. MiraLax is used every day for many, many, many children, many all around the world. And we'd never heard of anything like this. I give doctors the benefit of the doubt. They do great work and I'm like, look, this is not everybody.

[00:07:52] Well, maybe it's just us. Maybe it's the other few parents that, that, that, that the few children that have reacted [00:08:00] this way, we started doing all their research. When, when, when our doctor basically pushed us away. When we mentioned MiraLax, could it be that the defense system went up? So we had to find our way then through the New York medical system to find a doctor that could help them.

[00:08:17] I mean to, to make an appointment in your New York city within urologist, there's like a 60 day waiting list. It was in some cases for the recommended doctors, it was, this was, this was October and they were giving us appointments in January. My head was ready to explode when I heard this. Wow. But finally we found our way the very next day, after arriving back into the country, within the urologist, our daughter sat in front of her, had one of these mysterious episodes and she said, That's a seizure.

[00:08:50] We're booking you in through the emergency room right away seizure in front of her doctor in his office. And he was like, [00:09:00] I can't tell you, I don't know what this, and he said to me, he said, I've got a lunch appointment. I was ready to. You can imagine, you can imagine where I was at out of your skin, out of your mind.

[00:09:11] It was terrifying. Spent the night in the hospital. I spent the night in the hospital with her. She was put on an EEG monitored the next morning the doctor came in and confirmed that she had 18 seizures overnight. And he said to me, I would recommend it. So she said to me, this is idiopathic epilepsy, meaning we don't know what causes it.

[00:09:38] Here is my recommendation for a medication. My partner likes using this kind. And he handed me basically a menu of 30 other meds and said, but, feel free to have the look like it's a wine list. Have a look and see if any of these

[00:10:00] [00:10:00] I am crying my eyes out, trying to figure out this was a real like, wow, what's that AF moment. These people. Yeah. I don't know. Like we don't know, we still don't know what you know, for so much of what happens in the brain and in, and in the body, we don't have the answer. And this was like a year after watching Dr.

[00:10:25] Group does CNN documentary on weed, where he was called weed where he featured stories. Children with epilepsy, adults with cancer, all sorts of other disorders,

learning about medical cannabis. Brought us back to that. It was like four months before medical marijuana became legal in New York. We personally Helen like got on the phone and it was kind of, yeah.

[00:10:53] It was, there was a mistrust there with, with, with doctors at that stage, we were like, what, what is going [00:11:00] on? And we're not we're we love our doctors. We were very grateful to have. Yeah, there is that with the brain. And with the human body, we don't, we don't understand everything that we are right now. And that is our mission in life is to, is to try and be part of homeopathic or pain medicine that can benefit people and understanding we're not pointing fingers.

[00:11:29] We're not at all that way. We're very grateful for the doctors and what they do for us. But we yet, we do understand what, what we do and what we don't. And we have, we have a law as a human race. We have so much to learn about our environment, Richard Branson, fruit, flutes, fluid flutes out or space yesterday.

[00:11:52] It's like, come on, dude. We got a lot to look at over here first, you know? Well, but I think the real message here that I'm hearing is [00:12:00] love passion, grit, and courage. That's what you two have in so many words. Because there's so many people that would be faced with that situation where the medical community said here, just take the medicine.

[00:12:13] Right? How many people, they just do it. They follow that path. Yeah. The two of you said, wait a minute. Okay. There's gotta be a better way. And that to me is, is, is really what entrepreneurs do every day. Right? Every day we constantly wake up and ask the question, how can I do that? Faster, easier, bigger, better.

[00:12:37] There's gotta be another way. Like we don't settle. And your love and drive and passion for your daughter was this I say to people, the angels talk to you. If you have ears to listen, nasals were talking to you that day and they were saying, we've got to go somewhere else. You've got to look somewhere else.

[00:12:54] We can't tell you where, but it's not here. And you had the ears to say, [00:13:00] all right, where are we going? And I believe what your, your, your daughter is the first medical cannabis user in the state of New York. Is that true? He was one of the first and probably could, could be. I mean, it's not public information, but she could have been one of the first, like two or three or 10 pediatric cardholders in, in the state of New York.

[00:13:22] Absolutely. So you've been on this journey for her benefit. When was the moment that you looked at each other or one of you looked at the other and said, I think there's an opportunity here. That's bigger than just us and our daughter, because that's the entrepreneurial mode. As Chris said, he's, he's the entrepreneur of the family.

[00:13:42] I have worked for someone else behind someone else's desk behind someone else's computer, my entire career. And it's interesting. The Genesis of, of this whole idea was Chris saying one day that we should make artisanal [00:14:00] cannabis chocolates. And what were you smoking that day?

[00:14:10] Berlin potatoes in the Irish field. I'll tell you that, you know, that's, that's, that's crazy. I'm, I was never really a cannabis consumer. I would smoke a little bit, but it wasn't my thing. I love a glass of wine. I know it was much more Helens thing, you know, I swear to God, I never inhaled. Yeah. When don't you, when you look at cannabis becoming legal, I always looked at it.

[00:14:39] And how is this going to, how is this the crop? Where is the crossroads of my business, the hospitality industry and cannabis, right? Because cannabis is a social drug and that's how I understood it as a social drug. Right. Like a glass of wine, recreational marijuana, [00:15:00] recreational cannabis. And I looked at the industry, they say, well, we're so underperforming.

[00:15:04] Even the high end products are so much made with such there's so, so bad. We could give it a shot. And Helen would always look at me, go you're your junior year, you know, go whatever, whatever. So it definitely the catalyst then to that was, was when, when ocean got, got sick. And what we had discussed and what we did understand, we applied immediately.

[00:15:28] I remember Helen doing two things when I do what I do. Is sorta run around and, and like, ah, this guy is falling and then Helen, Helen picks up the phone. It's like, we can't get a doctor in six months. It's eight, eight months. I call these doctors. I can't get an appointment. Literally. Maybe back to you, two hours later, you know, from her desk and was like, okay, we're seeing somebody tomorrow at Beth Israel.

[00:15:54] Boom. We're done. Let's let's okay. Great. Next thing she did. Yeah. The next thing she did. [00:16:00] You know, the Stanley brothers who were well, they were the, the, the focus of Dr. Gupta's CNN work. He worked with the Stanley brothers. They Charlotte's web this hemp derived medicine, but cannabis derived medicine, which they were using, but they were doing the research.

[00:16:21] They took this huge leap of faith in this jump to work with a mother who's whose deliver it's frightening. Breathe with every day, hundreds of, of serious epileptic and they weren't, they grew the, the medicine for, or this young child. It just made her life. Livable more livable and the parent's like more livable and it was, it was truly amazing within a couple of days, Helen was on the phone and had us on the phone to Josh Stanley who was in London.

[00:16:55] Right. And he's from Colorado and was, but she tracked him down, got him on the phone. [00:17:00] It was more of a kismet situation. My friend's mother happened to be sitting next to him on an airplane. And they exchanged phone numbers like a week before all of this sort of fell upon us, the universe or the angels, I'm hearing the angels.

[00:17:25] She took the call. He was incredibly generous with his time and insights. I learned so much from him about basics, like the entourage effect, THC versus THCA and all the different components and childhood epilepsy and what works and why. And that was sort of the beginning of our journey into this and then navigating the medical marijuana.

[00:17:54] Programming New York, which at the time was Byzantine. Exactly. [00:18:00] Doctors with, with borders and brains. Yeah. Well, no more or motivation or motivation to embrace. That's it? I think the one, if I have to, if I have to point a finger and pick something out, and it's not about one doctor it's about medicine.

[00:18:18] And, and it's not again about the doctors or the nurses. It's about assessing our, exactly. Our government doesn't matter who they are left right up down sideways, green, red, blue. It's the, it's the laws that have been applied in this country. They made doctors responsible where they're afraid. To care anymore, right?

[00:18:41] There are, there's a way of doing it. There's medicines that are used. There's a kickback. It's, you know, it's economic doctors are in it to make mines. Like my doc, I have a longevity doctor, a stuffed lad and in Dallas, okay. I'm living to 148. My wife is living 156 and he was a [00:19:00] cardiologist and he gave up his practice to go into customized longevity medicine.

[00:19:06] And he said, look, the system is built. If I can't prescribe you a drug, you're not my patient. So if you're healthy and you come to me and you want to live a long time under the system, can't work with you. And then if you have a, like your daughter that doesn't fit into the prescription box, and you're now saying no, no, no, look, there's this alternative over here.

[00:19:32] They're out for many reasons. It's not the system, the legal world, everything, everything that you're bumping up against. So now just take me, this is about how many years ago that you're dealing with all this uncertainty who was late 2015, early 16, 16, 17. And then, and then as you were navigating this, because most people would.

[00:19:59] They'd work [00:20:00] to find the solution for their daughter that they love yet. Something opened up where one of your, both, you said, Hey, if we're having this problem, maybe other people are, there's an opportunity here. And that's what an entrepreneur does. Look for opportunities where there aren't. So the definition of an entrepreneur is somebody who takes something from a lower level production to a higher level of production or productivity.

[00:20:25] That's the French definition of entre. Wow. So there you were dealing with this low level of understanding and production and whatever. What got you to think? Hey, we could elevate this and especially since you're going into the high end confectionary world, which, oh my God. We could spend two hours on all the logistics around that, but I just want to get to that crystallized moment for our listeners.

[00:20:56] What was that when you either looked at each [00:21:00] other or one of you came home and said, I got a crazy idea. What do you think? Two things that really cemented the direction for us, the idea was already in place, sort of. Which I dear the so and so I had, we were always talking about it. I was looking at different, I had domains registered for chocolates, and I was always looking at it and looking at what's happening in California, Colorado chocolates.

[00:21:31] Why not the other side? Because most people are growing and doing the other side. My business is hospitality, right. Cuisine and, and. Restaurants. Right? So it's, it's food, it's edible. So you know that, that's what we're looking, we're looking at our coworkers and how we can build a business together and where the, um, I'm not a farmer.

[00:21:52] Okay. But, but I think it's a great question because as we're thinking about [00:22:00] and learning. How, how we can make this business or how we can make this idea, a reality networking, meeting people in the business, learning as much as we can about in real time cannabis as medicine. But also cannabis cultivation.

[00:22:16] It was very easy for us to know that we could source the finest most sustainable, fair trade chocolate, local dairy, incredible local seasonal botanicals or whatever, but then learning about the cannabis plant and how it filters toxins from the soil and how conventional cannabis cultivation is actually.

[00:22:42] Quite bad for the environment, with all its energy use and water waste and synthetic nutrients, then that then make their way into the medicine. It became very clear to us that we would have to also cultivate our own cannabis because we weren't [00:23:00] finding what we considered a good clean cannabis. And that was, and that was always our philosophy.

[00:23:07] And on the restaurants that we ran to, the people that we hired, the wine that we would drink was always natural. Right. We look looked at just, just for our family and for ourselves, what anybody would want. Healthy vegetables, healthy food. Wine is a wine and booze is a prime example. If you think about what you put into the plant is what you get out.

[00:23:32] Now, if you're growing something with synthetic nutrients to feed that plant because you've killed everything, that's the training. The Vermont trained by the way. But if you, if you put all these synthetic nutrients in pesticides, et cetera, the plant absorbs that. Right. And we're after the grape, from that plant, that fruits, well, the, on the skin of the fruit, you have all the pesticides, if you sprayed on it.

[00:23:57] And, uh, and then in the [00:24:00] soil, you have to feed that pack with PIR fertilizer because you've killed it. There is no nothing alive in, in the, in the. In the vineyard or the field. Cause you've all the bugs, the bugs, and then the birds chase the bugs and then the Fox chase the birds. And so there's nothing, it's just dead in silence.

[00:24:18] You've gotta, you gotta put, put, put in to feed the plant and then we consume that. Then we eat that. So for us, it's like, I don't get it. You know, it's just logic, then you wonder why or how did I get colon cancer? So well, okay. Well, You don't off to wonder to laugh. So when we, we say we can, we can find the cacao, we can find the raw materials to make, you know, chocolate or any other edibles, the sugars, the sugar cane put.

[00:24:46] So where are we going to get the cannabis that we need, right. Massachusetts, we're going to Massachusetts. There's nothing. There's nothing there. And so we said, okay, well now we got to grow. Everybody said to us, you're out of your mind, you can't do that. [00:25:00] Don't bring dirt bacteria into your growing environment has to be stair IO, all the,

and these are investors, all of the places that I've been to successful cannabis, they're like labs.

[00:25:11] They're like laboratory. So clean. They are, you got to go in and, uh, you know, it's like making a computer chip for Intel. It's a sterilized environment. Like we're making fun making pharmaceuticals again. Right. And that's what people are doing. They're they're coming up a recipes and they're producing something that is man-made.

[00:25:34] Again, people always say smart guys from MIT and whatever, you know, enlightening and alert. They are smart guys. I'm not saying that I'm smarter though. But when they say that we can scientists that say, you know what, Chris, we can do it better. And I'm like, hang on a sec, 150 million years of nature and evolution in you at 26 years old from MIT can do it better.

[00:26:00] [00:25:59] Okay. Rocket science, you know, so here's the, here's the part I love about the two of you. You're totally insane with your passion. That's what I love. You're just, it's like my passion for getting people to discover their path. And I know my listeners and viewers are going wow, but listen, you mowed down the crop, right?

[00:26:26] You sold the townhouse in Brooklyn,. And I remember you telling me this beautiful townhouse that we bought. Right? You sold the, what? The restaurant business, or is it still going? Um, most of it, most of it has gone all the New York stuff has gone and I'm a partner in one you're like immigrant.

[00:26:44] The immigrants that came from Ireland, the immigrant story is the immigrant left everything behind and only came with what they could carry. And so you've left everything behind in Brooklyn, New York, and you're only with what you could [00:27:00] carry. And here's the key thing is you cut off the, the alternatives you went.

[00:27:07] We have no choice, but be successful. This isn't, this is true. I mean, we've really put all of our eggs in this basket, but I will say just going back to the insanity part, which yes, we are totally insane, but I mean that, it's your passion. Yeah, no, I get it, but I just want to be clear for those that are listening and, and as you, Chris and I are, we have the same goals, but we look at things so differently.

[00:27:36] He. So macro, so big picture. Why lime back behind my desk, making calculations and, and the living school story, nothing would, nothing would get done. If who was me, I'd be just running around like a madman, which is what I do. You're the, you're the idea guy. And you're like my wife. So my wife and I worked together and she says to me, did [00:28:00] you even read the instructions?

[00:28:01] I go, there's instructions. And did they put instructions in anything she said, did you think through, did you think through what has to happen here to make this happen? I go thinking is for whimps. Charlie, Charlie Helen just said to me before this, she said, did you read that thing that Charlie sent about what's going to happen?

[00:28:26] And, and I was like, no, was I supposed to read that? I didn't send it for you? Send it. I sent it. So Helen would feel comfort. That it was okay to come on the show. Well,

exactly, but I did have a point my point. Oh yes. Okay. But let me just really quickly just inject a bit of sensibility into the conversation.

[00:28:51] So Chris is talking about how investors and other business owners were telling us that living soil was. [00:29:00] Not smart. Why do it that way? When you can automate for high yield and high THC from an economic and risk mitigation perspective, the truth is, is that. In a commoditized market, living soil flour maintains pricing power.

[00:29:23] You actually it's, it's actually a safer way of growing over the weekend. If the power goes out, you could lose a whole garden, quite good. Living soil plants, you have stronger, healthier plants that can withstand those sorts of crises. And then the last thing I just wanted to add is, is, and we talk about it all the time and, and we are, we, we don't like to speak badly of our peers, but there is a reckoning coming around, energy usage and water waste and the cannabis and misuse of pesticides and [00:30:00] oil just gets ahead of all of that while delivering the cleanest healthiest.

[00:30:06] Living living soil, living soil properly, right? There's a way of doing it. Well, you said two important things, product differentiation in a commoditized world, which I talk with my partners all the time about, and again, you're the definition of entrepreneur. How do we take something from a lower level of productivity to a higher level of productivity, but differentiated at the same time?

[00:30:29] So we have a unique brand, a unique story that people are going to be attracted to both in and out of the healthcare industry. It's brilliant. It's brilliant. My listeners, these are brilliant people, but it really is. It really is very important. I want to just backtrack as well and say, you know, a friend of mine said to me, He said to me, Chris, you would have left.

[00:30:53] You would have just slammed the door and got in the car and left and left everything with the lights on you. You didn't give a [00:31:00] damn, that was Helen's house. Helen worked hard to take to get that while we both worked hard, but that was talent's house. That was whole house in a home house, kind of home.

[00:31:11] Right? Whatever about you, Chris. To give that up and to say, he said that is the most amazing thing for a woman to take the two children. And I'm telling you Charlie, the way we did as you're talking about entrepreneurship and you're talking about the angels, it was just, everything had to be perfect.

[00:31:33] Everything was, literally milliseconds of waiting to fail. Right. It could have all compression down, no house, everything gone, maybe cash in your pocket, but to buy this building, everything had to happen as it did. So it was truly amazing for, for her to take for Helen to take that risk. And, and for us to be where we are.

[00:31:59] It's [00:32:00] beyond amazing. I mean, the building was for sale for years, and then everybody's coming into that town of holy of my folks. So holy Oak mass is the Amsterdam of America. I might've said this before. It sits on a canal in the 18 hundreds, all these factories were built. They were all paper, mill factories, clients of mine.

[00:32:20] It was also the furniture, capital Epstein Furniture. My kissing cousins. And then the city got burned down in the seventies. That's a whole nother story. And now we've got this regentrification with cannabis companies buying all these mills for three, four, \$5 million. You guys got in at the right time. We got it at the right time, but I just want to say one of my least favorite words is gentrification and people use it a lot.

[00:32:50] And I say, why? Because. I used to hide a business in the east village in Manhattan. People would use this word [00:33:00] gentrification and in a very bad way saying I'm coming into a neighborhood. And, and increasing the prices of the neighborhood. Cause I opened a restaurant there and it was terrible neighborhood at the time.

[00:33:10] And so I was gentrifying. Yes, but it was, it was just a terrible thing. So we'd have customers, local customers that I knew they were, I was part of the community. I lived in the unit. I worked in the community. I shopped in the community. I tell people every day, walking up and down the street and it's not a Dane.

[00:33:25] People say it was a dangerous community. What a beautiful community, a beautiful people. The east village. I said to one of my customers, you sitting at the bar having a glass of wine, I get this rap gentrification, you know, and it really rubs me up the wrong way. She said, Chris, do you not think that I want to come in here and have a nice glass of wine with you?

[00:33:44] Do you not think that I want the streets clean so my kids can walk up and down the street and there's not thugs and gangsters out there. Do you not think that I want to shop in a nice groceries? Right. Am I not entitled to [00:34:00] these, to these things you being here makes my community a better place. And my house is now worth, worth more.

[00:34:09] I enjoy living. Some people that call gentrification are the bitter people that have moved into a neighborhood taking advantage of the low rent. And when that rent increase, they get bitter about it. And they're like, well, gentrification and everybody has to move well. That's not really true. So sorry about that.

[00:34:29] It's all positive ships. All ships rise, right? All ships rise and that's what's happening. Right. And Holyoke, it reminds me a lot of the east village, which by the way, the whole reason, I mean, aside from our amazing daughter of course, is that my, my, my life goal is to retire in the east village. Um, and, and be the.

[00:34:55] You can have the old lady that walks around the neighborhood that everybody knows that I'm a [00:35:00] west, I'm a west village guy. So, you know, we can, let's go, come on, we'll meet you. We'll meet you over there for lunch. Okay. As I already said that we're going to get the cuttings and you and me and my wife out and everything, but let's, let's come back to where you at now in this process.

[00:35:20] So you've bought the building, bring us up to date. Where are you are now in the process in terms of launching and product and that kind of. We're incredibly blessed to be here in Holyoke, which is such a vibrant community that has really welcomed us and that our whole family has embraced. And with clean green, affordable energy, I might add, which is

incredibly important in this industry after a year of basically stagnation and sort of feeling like COVID.

[00:35:55] But at the same time, like so grateful that we're happy and healthy. So really not much [00:36:00] to complain about we're in a really, really incredible position. We're finalizing a design construction, design, MEP design, hoping to break ground later on this year with our production facility and also. A dispensary and coffee shop right in the heart of downtown Holyoke at 3 84 Dwight street.

[00:36:21] Nobody else wants to be in Holyoke. We do know it's amazing. And we really think there's so much an entrepreneurial spirit here in Holyoke, and we're seeing so many wonderful small businesses, restaurants, bars, corner stores, and all sorts of great things happening. Yes. When do you think your, a coffee is going to be open and you'll be in production?

[00:36:44] Do you have any idea? So late spring summer. Yeah, we, we, yeah, hopefully. Yeah. Hopefully by, you know, February, March St. Patrick's day, next year, or before we start, we still [00:37:00] are. We're we're finalizing everything. We're still finalizing our fundraising. And we were working with partners on the west coast partners in New York.

[00:37:13] We, we, uh, we have hoped to start a crowdfunding campaign when our, when our presence is ready. So we don't even have a website yet, but that's because. Which we just don't want to have that presence yet, but very close to that that will happen. We'll work on crowdfunding. We believe that crowdfunding can help the community cannabis community in general and social equity applicants, because it allows members of the community, Charlie, that wants to invest in businesses in the community.

[00:37:44] Right. And then support them. Businesses in the community because by supporting them, they also benefit from them. Right? And we believe that these, that the cannabis industry, social equity, they need help from their community, but they have to, people have to be allowed to invest into that because you [00:38:00] can't borrow from banks.

[00:38:01] It's a very unusual situation. It's federally illegal, but in the state of Massachusetts legal, that's a whole other conversation. It's so complicated and there's sort of, God, there's so many conversations. We should have our own podcast. Yeah, we'll do the cannabis podcast. You said it there's so many positive things.

[00:38:19] I sit on the board of trustees at Holyoke community college and we're teaching cannabis courses, and I know you're connected, but just the entrepreneurial spirit of, as you've discovered all the businesses that are there, people that have grown up raise their families and holy Oak, our office used to be in holy Oak and the people's building until we moved to the booming metropolis of east long meadow.

[00:38:40] But there's so many positives. So I've got one final question as we kind of wrap up if it was three years from today and the two of you were looking back to today from three years, what has to happen for each of you to be satisfied with your progress? Both in business and personal. That's a [00:39:00] tough question.

[00:39:00] Oh, you know what? I think, I think it brings it back to someone that we, we, we work closely with and who's advised us in the very beginning, said, what are the things that are Mo why are you building this business? What, what is, and, and to three years from now, look back and say, well, we've maintained the integrity of our product.

[00:39:25] Through as being a sustainable and ethically produced as possible, we've been able to hire a workforce and paid them well. And given them ownership of the business. To have been able to, to grow some medicine for our daughter, which is really the based of, of, of the still depending on others for a lot of what we, we do.

[00:39:50] So I know. Three years time, we will have a have be able to have represented our plate is ourselves and [00:40:00] show what we want to do in a wonderful community. And just, I have the cannabis industry is very corporate, right. Right. And, and there, there is no real commute people. People don't share enough that we find that the people in the cannabis industry are very friendly, but the corporate side of things is, is very, obviously it's corporate corporate secrets.

[00:40:24] So to have people to be able to share information, share each other's stories within a community in Holyoke and have our it's not about the products it's about. It's about building a, a community that every everybody can share together. That's a great, bigger future. Absolutely. So I really appreciate the two of you, your spirit, your wisdom, your energy, your passion, your love, your commitment.

[00:40:54] It's just infectious as your candy is going to be. I'm sure. [00:41:00] And I guess I was going to say, how can people locate you, but you don't have a website up here. The best way to reach us is to find me on LinkedIn, Helen Gomez, Andrews, and also our website should be up by, by early August. And it will be the high-end cannabis.com

[00:41:18] Or, or they can contact you charting and you'll, you know how to get, hold us, right. Go to Helen Gomez. Andrew's Lincoln with her. So you can follow the high end chocolate candy story and the opening of the business St. Patty's day, holy mass, every week, 2022, we're all be toasted and share. I like, so thanks so much for being on the show.

[00:41:40] I really appreciate it. Thank you so much, everybody. Thanks so much for being here and listening to the incredible story. And I have one question as we sign off, what are you willing to give up for what you can become to be or not to be? What are you waiting for? Wasn't COVID enough [00:42:00] sitting home. Just saying, why am I in this job?

[00:42:05] Why am I earning this paycheck? Where's it going to get me one day someday? And by the way, if you'd like to reach out to me and have a conversation for possibility, how we can help you figure out how to achieve your passion and your dreams, you can reach me at charlie@yieldofdreams.com. And again, the show Yield of Dreams is going to be opening at the North Hampton arts center, August 26th and 27th.

[00:42:29] 7:00 PM. Look forward to seeing you there. Thanks everybody. Peace out. I get out of here and go live your dreams. Thank you for listening to my podcast, Yield of Dreams and learning how you can create paychecks for life to ease your pain and suffering about your money and begin to pursue all of your passions, dreams, and aspirations.

[00:42:51] You're listening to Pedro Martinez, Jasmine. Amazing sound be sure to look him up as well, and be sure to click the subscribe [00:43:00] button below so you can be notified when new episodes become available and you can reach me directly at C D as in David Epstein. That's E P S T E I N @the401kcoach.com. Look forward to connecting with you and being of service to you in the near future peace, everybody.