



# Mary Jane Comes to Campus

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## Across Canada, legal pot will force universities to change residence rules



By Patrick Cain

National Online Journalist, News Global News

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Shoppers Drug Mart posts job for medical marijuana brand manager



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### Shoppers Drug Mart posts job for medical marijuana brand manager

Parent company 'optimistic' Ottawa will allow pharmacists to handle sales

The Canadian Press - Posted: Nov 13, 2017 10:03 PM ET | Last Updated: November 14, 2017



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Apr 16, 2018

## From barrels to buds: Calgary banker abandons crude for cannabis

Kevin Orland, Bloomberg News



# Agenda

- Cannabis 101
- Bill C-45 – The Cannabis Act
- Themes impacting Career Centres
  - Employer Recruitment
  - Marijuana in the Workplace
  - Marijuana on Campus
- What happens next?



# Cannabis 101

## What's the Difference?

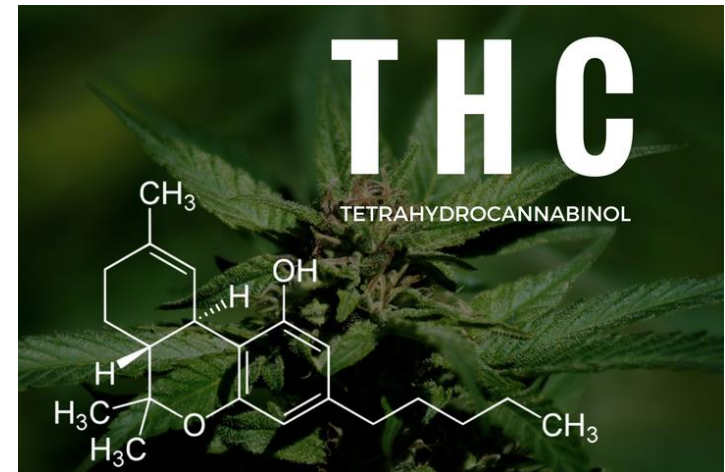
### A Beginner's Guide...





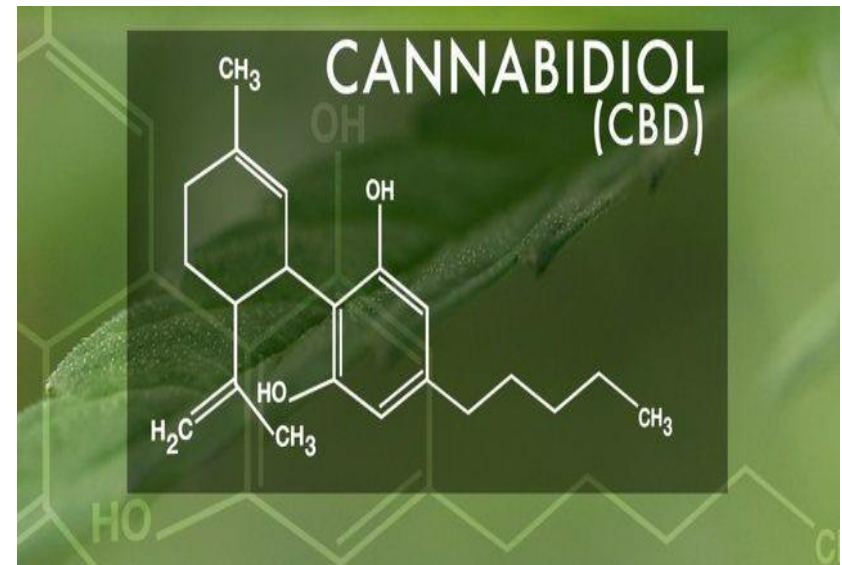
# THC

- Produces the “high”; makes you feel hungry
- Sold as two primary types: Sativa and Indica
  - Indica: believed to be physically sedating, perfect for relaxing with a movie or as a nightcap before bed
  - Sativa: believed to provide more invigorating, uplifting cerebral effects that pair well with physical activity, social gatherings, and creative projects.
- Used to treat: PTSD, appetite stimulant for HIV/AIDS patients, reduces nausea and vomiting from cancer treatment, helps patients with insomnia, inflammation and pain.



# CBD

- Non-intoxicating
- Non-addictive
- Used to treat: anxiety, pain, inflammation; epilepsy, particularly in children, and schizophrenia



# Consumption

## Smoking:

- Hand pipes
- Water pipes
- Rolling papers
- Hookahs
- Vaporization
- Dabbing



# Consumption



Oral delivery:

- Tinctures
- Edibles
- Capsules



# Consumption

## Topical:

- Massage oils
- Ointments
- Bath products
- Note: Products designed to be absorbed through the skin do not produce a high



# Let's Weed Through the Issues



# Bill C-45

“An Act respecting cannabis and to amend the Controlled Drugs and Substances Act, the Criminal Code and other Acts”



<https://www.canada.ca/en/services/health/campaigns/introduction-cannabis-act-questions-answers.html>

# When will adult Canadians be able to legally purchase and consume cannabis?

*“Bill C-45, the proposed Cannabis Act, is currently before the Senate for review. The Senate has committed that it will hold a third reading vote on Bill C-45 no later than June 7, 2018.”*

*“Additionally, the provinces and territories have advised that they need 8 to 12 weeks between when the Bill receives Royal Assent and when the new laws come into force to effect an orderly transition to the new framework.”*

## Before the Fall???

# Will advertising be allowed?

- Proposed restrictions on promotion are intended to protect youth from being persuaded through marketing or advertising to consume cannabis.
- The proposed Act includes restrictions on several types of promotional activities, such as:
  - Promotion considered appealing to youth;
  - Promotion that includes false, misleading, or deceptive information;
  - Promotion through sponsorship, testimonials, or endorsements; and
  - Promotion using the depictions of persons, celebrities, characters, or animals





# Medical Use of Cannabis

- On August 11, 2016, Health Canada announced the new [Access to Cannabis for Medical Purposes Regulations](#) (ACMPR).



- The ACMPR allow for reasonable access to cannabis for medical purposes for Canadians who have been authorized to use cannabis for medical purposes by their health care practitioner.

<https://www.canada.ca/en/health-canada/services/drugs-health-products/medical-use-marijuana/medical-use-marijuana.html>

# Highlights from the federal marijuana task force report

Panel makes over 80 recommendations to advise Liberal government in its legalization push

CBC News · Posted: Dec 13, 2016 12:12 PM ET | Last Updated: December 13, 2016

- The Canadian Medical Association recommended limiting marijuana consumption to individuals over 21, with strict limits on quantity and potency until age 25.
- But a report from the federal government task force Tuesday says higher age limits would drive young consumers to black market suppliers.
- (Sean Kilpatrick/Canadian Press)

## A FRAMEWORK FOR THE LEGALIZATION AND REGULATION OF CANNABIS IN CANADA

THE FINAL REPORT OF THE TASK FORCE ON  
CANNABIS LEGALIZATION AND REGULATION



In what ways do you think the legalization of marijuana will impact career centres?

# Recruitment: Job postings

- Events Manager, CannTrust, ON
- Cannabis Industry Social Media Lead, Lift & Co, ON
- Operations Manager Assistant, Aurora Cannabis, AB
- Senior Project Manager, Construction, Company Confidential, ON
- Senior Quality Assurance, ACMPR, NB
- HVAC Installer, Gohotwater.ca, ON
- National logistics manager, Company Confidential, BC
- Recruiter, The Apothecary Corporation, QC
- Refrigeration mechanic, Cameco, SK

# Recruitment: Co-ops / Internships

- Summer Intern, Productivity team, Province Brands of Canada, ON
- Social media internship, CannRoy Delaware, ON
- Summer Intern, Finance Team, Province Brands of Canada, ON
- Real estate assistant, Weeds Glass and Gifts, BC
- Accounting assistant, Weeds Glass and Gifts, BC





# Career Fairs / Sponsorships: Turning over a new leaf...



## Disclaimer:

- Simon Fraser University Beedie Career Management Centre and Simon Fraser University Career and Volunteer Services do not pre-screen employers or endorse their products or services. Applicants are responsible for researching and obtaining information regarding the reputation of the employers, terms and conditions of employments, and rights and responsibilities as an employee.

# 2018 Silver Sponsor @ SFU mini BIG Fair



**Agrima Botanicals**

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Everyone is talking about it. Come see why. Explore the diverse and unique opportunities in the medical cannabis landscape at Simon Fraser University's Mini Big Fair at the Surrey Campus on Thursday, March 1. Visit us at our Agrima Botanicals booth to learn more about how to pursue a career in the fastest growing industry in North America! **#SFUcareers #SFUBeedie #medicalcannabis #careerfair #Agrimacareers**

# Entrepreneurship Opportunities

## *Stolz: Cannabis Infused Fine Chocolates*

- Hoping to enter the US Market this year
- Instantly signed up a “big player in the Canadian market”



L-r: Students Garrett Downes, Smarth Duggal, Jeff Salzsauler and Michael Pizzolon are behind Stolz, one of the winners at SFU Beedie's Opportunity Fest.

### PEOPLE

## **Cannabis business wins at SFU entrepreneurship competition**

*Winners of the most investable opportunity and innovator's choice at Opportunity Fest*

April 20, 2016



# Discussion Groups







# Medical Marijuana in the Workplace

# Marijuana in the workplace

- 42% of small businesses do not have a written policy prohibiting employees from possessing, using or being under the influence of marijuana at work
- 74% of small businesses do not require employees to take drug tests
- 19% of small business owners reported being concerned that employees would come to work under the influence once it's legal

# WHEN DUTY TO ACCOMMODATE AND MEDICAL MARIJUANA INTERSECT



# Shoppers Employees Now Have Coverage for Medical Cannabis



What if the company in which your student is being placed does not have an updated drug policy?



# What's the Buzz On Campus?



## Policies and Procedures

Searching within /policies

**Search**

No Results

# Cannabis on campus

- Smoking regulations
- Residence halls (pot versus no-pot dorms?)
- Education programs
- Advertising policies
- Scholarship / donor policies
- Student conduct policies

# Final thought to munch on...



# Questions?





# Selected Resources for your Consumption

- [http://business.financialpost.com/cannabis/welcome-to-cannabis-country-a-province-by-province-breakdown-of-what-to-expect-when-marijuana-becomes-legal?utm\\_campaign=magnet&utm\\_source=article\\_page&utm\\_medium=related\\_articles](http://business.financialpost.com/cannabis/welcome-to-cannabis-country-a-province-by-province-breakdown-of-what-to-expect-when-marijuana-becomes-legal?utm_campaign=magnet&utm_source=article_page&utm_medium=related_articles)
- <https://www.sfu.ca/sfunews/stories/2016/cannabis-business-wins-at-sfu-entrepreneurship-competition.html>
- <https://cannabistraininguniversity.com/denver-cannabis-college/>
- <https://cannabistraininguniversity.com/>
- <https://cannabistraininguniversity.com/about-ctu/>
- <https://www.coloradopotguide.com/marijuana-glossary/>
- <https://blog.employers.com/EMPLOYERSBLOG/tabid/165/ArticleID/226/Default.aspx#prettyPhoto>
- <https://www.canada.ca/en/services/health/marijuana-cannabis/task-force-cannabis-legalization-regulation.html>
- <http://www.cbc.ca/news/politics/marijuana-task-force-highlights-1.3894219>
- <http://www.hrreporter.com/columnist/canadian-hr-law/archive/2018/05/08/accommodating-medicinal-marijuana/>
- <https://www.macleans.ca/education/marijuana-use-canadian-universities/>
- <https://businessinsurrey.com/policy/workforce-development/>

# Case 1

- One of your students, Charlie, who is on his co-op placement as a marketing intern with a small digital marketing firm, is invited for lunch with his team. Walking to the restaurant, his boss, Samantha, pulls out a vape pen and takes a few puffs. Another senior co-worker, Simon, pulls out a pre-rolled joint and lights it up. Simon offers the joint to Charlie who declines. The same thing happens on the walk back to the office but when Charlie declines again, Simon starts to lightly tease Charlie about being too “square” for the team as “MJ” brings out the creativity they need. Charlie comes to you for advice.
- What do you tell him?

## Case 2

- Your career centre is holding your annual career fair which includes 50 of your top employers next week. Four local medical marijuana companies with numerous opportunities for new graduates have signed up for the event. A reporter from the student newspaper notices that almost 10% of the participating companies are cannabis companies and ran a story yesterday about the career fair under the headline “Looking for weed contacts? See Career Services!” You get into the office this morning and check your voicemail and find messages from your institution’s president and from a reporter from your city’s primary newspaper both asking you to call them back about the article.
- What do you do?

# Case 3

- Your career centre is planning a career fair in a highly visible location on your campus. You're very pleased with your team's efforts to lobby to hold the career fair on the Friday of Parent's Weekend, which has not only hundreds of parents on campus but all of the senior administrators and board of directors, and it will bring a lot of visibility and publicity to the career centre's work. You've just been approached by CannaGold, a medical marijuana provider, who wants to purchase the Gold Sponsorship for \$10,000, which comes with a large booth right at the entrance to the event. Your legal counsel has advised you that, as they are a legal entity and your institution is public, you cannot refuse to allow them to participate or purchase the sponsorship for the fair.
- How do you handle it?

# Case 4

- One of your graduating students, Sameen, comes to see you to talk about a job offer for business analyst role that she's considering. You know Sameen has been looking for a business analyst role just like this one. The salary is really good, more than \$10K over the average for roles like this, the company is anticipating a lot of growth, offers PD opportunities and good benefits, and is in a great location for her. Her concern is that the company is a cannabis provider that currently (May 2018) seems to be providing products for both medical and recreational use. On their website they call themselves a "dispensary" and only use the terminology "medical marijuana" but what she saw during the interview process made her question if this is really the case. Sameen comes to see you to ask what her risk would be if she takes the job and it turns out that not all of their activity is currently legal.
- What do you tell her?



# Case5

- Its February 2019 and one of your top accounting students, Chang, who is graduating in June comes into your office in tears. He tells you that the accounting firm where he was supposed to start after he graduates just rescinded his employment offer. He says that they told him that they found pictures of him on social media smoking pot on New Year's Eve (after it's legal) and the firm doesn't believe that he will fit into their culture. His friend, Jing, who has an offer from the same firm, was featured in pictures from the same party drinking alcohol but did not have his offer revoked. The firm does not drug test employees and, while it has a policy against being impaired or using marijuana during work hours, there is nothing in the policy about social media presence or marijuana use after hours.
- What do you do?