



While Delta-8 Grows in Popularity, Federal Agencies Warn of Health Risks

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CANNABIS NEWS FLORIDA™

FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS

2019 Cannabis Business Award's Publication of the Year

Cannabis Spotlight

Durée Ross
DURÉE & COMPANY

What benefits do you see for patients throughout Florida within this space?

Florida, although a large market, is still very young. There is great potential for growth here, but there is also a lot of competition. With that said, any brand coming to market (or already present in the space) needs a solid strategy for the right product offerings and relevant ways to engage patients who are becoming increasingly savvy in how they research, shop and purchase products.

What motivates you to be a part of the cannabis industry?

Being a part of the cannabis industry ties into Durée & Company's work in emerging markets. Well before the 2018 Farm Bill passed, we saw incredible potential and were already working in the industry. There is a significant need for ongoing education, branding and public relations so that companies in this space reach customers/patients no matter their comfort level or knowledge of cannabis products. Being able to directly impact a brand, be a part of their DNA, and create a path for success is what keeps us motivated and enriched in our work.



Durée Ross

What field are you in within the cannabis space?

Durée & Company is a full-service marketing and PR company, with a burgeoning emerging markets practice. The agency has worked with cannabis, medical marijuana treatment centers (MMTCs), MSOs, hemp and CBD brands/products, processing facilities, farmers, growers, cannabis cultivators, labs and more. We understand the industry up and down the supply chain and work with companies to identify goals, key messaging and competitive advantages that lead to successful outcomes for their brands.

How can people in Florida benefit from the company you represent?

Durée & Company has set itself apart by offering a select group of clients our proactive and strategic counsel. Never a one-size-fits-all PR strategy, we thoroughly understand the industry, the client, and recognize the continued need for education and anticipatory thinking. We keep a watchful eye on local and federal legislation and have a strong pulse on key expos and leadership conferences. We have proven relationships with influencers and thought leaders and utilize these relationships to garner publicity and awareness for our clients. As the industry continues its

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rapid growth, companies are seeking expert PR help to define their space among consumers/patients and that's where we come in!

How did you get started within the cannabis industry?

Recognizing opportunities in the marketplace and embarking on industries that others were once afraid to touch has led me to cannabis. An existing real estate client brought me into the space; he was confident I could help move the needle for a company that desperately needed our help. So, prior to the Farm Bill passing in 2018, I took a leap and began representing clients within the cannabis industry. Per my relationships and research, I continued to see a need in the marketplace to represent clients in this space who wanted strategic, proactive PR help. Fast forward to today, Durée & Company has a bustling cannabis practice, but we remain dedicated to a select roster of clients, limiting the amount of brands we work with in each industry segment.

Are you personally a MJ card holder?

Not yet but I am working on it! I want to make sure to get the full patient experience and document it, so I know how to explain the steps to journalists and others who are trying to obtain one. I also spend part of the year in Colorado at our Colorado office, where a card is not needed.

Do you see Florida moving forward with recreational marijuana/cannabis and how will that affect your business?

I think time will tell, but yes, there is potential for this to happen in the future! Recreational cannabis will definitely impact our business, as it will open up a whole new segment that needs public relations – including education, promotion and storytelling. There is huge potential for existing MMTCs to expand their business and reach a greater audience so that it drives more competition and demand – two key areas where our agency can help prepare businesses and strengthen their brand.