



# GANJIER<sup>®</sup>

*Cannabis Sommelier Certification*



The Certified Level Online Curriculum



Ganjier.com



## Welcome To The Certified Ganjier Online Curriculum

Ganjier is a first-of-its-kind, rigorous, multi-tiered cannabis trade certification created and taught by the most respected names in the field with the intent of producing an entirely new class of cannabis professional -- A Master of Cannabis Service™.

Ganjier is a trusted guide for the cannabis consumer, trained and certified to assess the true quality of cannabis flower and concentrates, and qualified to provide accurate, trustworthy, and valuable guidance based on the Ganjier standards.

Ganjier will serve the millions of customers who are receiving incorrect, wrong, inaccurate, or entirely fictitious guidance on which cannabis products to buy, what constitutes true cannabis quality, or how to zone in on the ideal cannabis experience for them.

In other words, our Cultivation course is not built to teach the student how to root clones. Instead, the Cultivation course is tailored to inform the student about each of the decisions the grower makes that affect the end quality of the flower. Each of our courses have been designed with the sole intent of training a “Master of Cannabis Service”.

We hope you're excited by this Certified Ganjier Curriculum, and ready to get involved. It's time to create an entirely new class of cannabis professional - The Ganjier.

Sincerely,

The Ganjier Council

The top of the page features a collage of cannabis-related items. On the left, a clear plastic jar with a 'GANJIER' label is visible. In the center, a wooden sign with 'CANNABIS' and a cannabis leaf symbol hangs. To the right, a blue archway and a green archway, both labeled 'CANNABIS', are shown. Further right, a brown glass jar with a 'CANNABIS' label is partially visible. The 'GANJIER' logo is prominently displayed in gold text on the left side of this collage.

**GANJIER**



Frenchy  
Cannoli



Swami  
Chaitanya



Dr. Amanda  
Reiman

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## The History of Cannabis & Cannabis Consumption

Instructors: Frenchy Cannoli, Swami Chaitanya, Dr. Amanda Reiman

### 3 Lessons

Cannabis has been cultivated, processed, and consumed for centuries, and yet most people are unfamiliar with the origins of cannabis, the spiritual and cultural significance of cannabis around the world, or even why it suddenly became so outlawed in our western society. This course aims to make you more sophisticated in your understanding of cannabis history.

#### **In Search of the Origins of Hash with Frenchy Cannoli**

Our journey of discovery begins with global wayfarer and Master Hashishin Frenchy Cannoli as he explores the origins of the cannabis plant, its earliest uses, and its movement through the ancient world, from the Yamnaya - the first known culture to use cannabis for pleasure in 3,000 B.C. - to the storied Nepalese "Temple Balls." Frenchy then takes us on a deep dive into the origins of hashish, including the various methods of resin collection and hash production by region, and the best ways to discern hashish quality.

#### **Spiritual, Mythological, & Historically Practical Uses with Swami Chaitanya**

Next, Professor Swami Chaitanya enchants us with an enlightening account of the many societies and cultures throughout history who have consumed cannabis for spiritual, religious, and medical uses. From the ancient Chinese Shennong ("Divine Farmers") to the earliest consumption methods like the chillum, to the first uses of hemp, and the role of cannabis at the turn of the century, examine the ancient concepts, traditions and rituals that still permeate today's cannabis culture.

#### **Prohibition to Present with Dr. Amanda Reiman**

Our first course concludes with Dr. Amanda Reiman, who traces the history of cannabis use in America and its arc from early widespread medicinal/ pharmacological use, through the Harrison Act of 1914, to the Nixon administration, and the evolution of contemporary progressive cannabis legislation. Dr. Reiman presents an in-depth exploration of the reasons cannabis was declared illegal in the United States in the early 20th Century and its path to decriminalization in recent decades.



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## The Botany of the Cannabis Plant

Instructors: Mel Frank, Frenchy Cannoli

### 2 Lessons

There are over 42,000 terpenes in the plant kingdom and cannabis contains 300-400 of them, making it one of the most complex flora on the planet. That also makes cannabis plant knowledge a pivotal component of the Ganjier canon. Our roster of experts have been studying cannabis for decades - its varieties, cycles, traits - and are continuously unlocking the secrets and potential of this remarkable plant. Now you can join them for an up-close, inside look.

#### Foundational Botany with Mel Frank

Mel lays down the basic structure and function of cannabis, including common cannabis nomenclature and proper terminology, but also the origins and explanations behind designations like landrace and cultivar. Mel will introduce the importance of male/female plant differentiation (and how to discern each) and its significance to the flowering and vegetative cycle of cannabis.

He'll also cover the process through which hybrids and clones are propagated, the dynamics of cannabis genetics, the genetic significance of cultivars and landrace strains, and the intricacies of cannabinoid classification. Mel concludes with a deep-dive into the distinctions between Indica / Sativa as well as Ruderalis and Hemp.

#### Exploring Trichomes with Frenchy Cannoli

Master Hashishin Frenchy Cannoli gives a comprehensive look at the structure, function and compounds produced where the real magic happens in the cannabis plant – the trichome. Differentiating glandular from non-glandular trichomes as well as their sub-classifications, Frenchy explains how the plant combines terpenoid and phenolic compounds to produce the all-important cannabinoids. Frenchy also illustrates how to gauge trichome maturity (not by color or size, despite popular belief) and peak ripeness, introducing the “fruit tree” model of assessing quality.



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Dr. Jeffrey Raber



Dr. Amanda Reiman



Josh Wurze

## The Science of Cannabis

Instructors: Dr. Jeffrey Raber, Dr. Amanda Reiman, Josh Wurze

### 3 Lessons

Interpreting the science behind the tradition is a cornerstone of the Ganjier program, and we've assembled several progressive and pioneering practitioners of cannabis science to clarify the complexities contained in this remarkable plant.

#### **The Endocannabinoid System and Beyond with Dr. Jeffrey Raber**

The ECS is a vast network of neurotransmitters and receptors present in all humans and animals that dictates the interaction of cannabinoids within the body, critical to regulating equilibrium/homeostasis. In this course, he breaks down the basic ECS functions by differentiating endogenous cannabinoids (created within the body) like Anandamide and 2AG and the more familiar exogenous (outside the body) compounds like THC and CBD.

He also introduces the concept of EDS (Endocannabinoid Deficiency Syndrome) that may underlie the cause of many medical ailments, necessitating the use of cannabis and exogenous cannabinoids to restore balance.

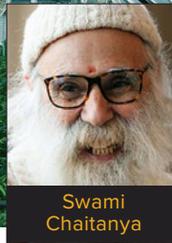
Dr. Raber presents insight into the latest on what we know and don't know about the traits of Indica/Sativa, highlighting the necessary olfactory skills Ganjiers will require to overcome current classification and naming vagaries. Dr. Raber concludes the course by debunking prevalent myths around cannabinoid concentration and potency.

#### **Mythbusting Cannabis with Dr. Amanda Reiman**

In this lesson, Amanda Reiman visits several well known "cannabis myths" and explains which ones are "Bullshit" and which ones are true.

#### **Interpreting the CoA & Decoding Terpenes with Josh Wurzer**

In this lesson, Josh introduces the dominant terpene classifications and profiles from Myrcene through Beta Caryophyllene along with their respective traits and effects (and even includes some rare outliers with intriguing possibilities) before providing a glimpse into the future of cannabis where qualitative assessment combined with quantitative data will provide the Ganjier with a whole new language and nuanced response to give future clients.

Swami  
Chaitanya

Kevin Jodrey

Genine  
Coleman

## The Art & Science of Cannabis Cultivation

Instructors: Swami Chaitanya, Kevin Jodrey, Genine Coleman

### 3 Lessons

This course will take you into the minds and gardens of some of today's most venerated and successful growers with decades of experience in the field (literally) to help you understand a variety of cannabis cultivation methods from the ground up, encompassing ancient, conventional, contemporary and (re)emerging techniques (such as living soil/regenerative farming) as well as their relevance and implications for you as a Ganjier.

#### The Splendor of Sungrown with Swami Chaitanya

Swami gives a comprehensive overview of cannabis farming techniques, beginning with the basic building blocks of macronutrients NPK (nitrogen, phosphorus, potassium). He describes the current movement away from chemical fertilizers to more organic approaches involving regenerative and biodynamic farming techniques (including KNF practices) using living soil with active microbiology, helping produce a cleaner product while mitigating environmental issues through carbon sequestration in a closed-loop system. This approach can also be found in the form of integrative pest and threat management whereby the deployment of beneficial insects and plants also cuts down on potentially harmful pesticides. Swami also delineates the pros and cons of growing clones vs. seeds via the framework of wine vintner's vintages, highlighting variation against genetic consistency in a connoisseur market.

#### Achieving Quality in Mixed Light & Indoor with Kevin Jodrey

In this course, Kevin explores the use and manipulation of light sources, specifically, mixed light (a combination of sun and artificial light within a structure) and indoor methods. He also covers a wide range of lighting options and optimal systems for specific growing situations, as well as which plants to select for each condition, the pros and cons of LED vs.

HPS lighting and their effects on the cultivar/chemovar quality. Retracing the origins of indoor cultivation – as the early illicit status of cannabis forced growers indoors - Kevin explains how the most favorable and productive lighting styles, wavelengths, and techniques were originally discovered and developed, as was the market acceptance of indoor grown product.

He then outlines and weighs the factors to consider when growing indoors including: Maintenance of humidity and temperature control, finding the right cultivar for conditions, standardization and repeatability of crops, and the common traits of indoor vs. outdoor product, noting that, "When the operator, the cultivar and methodology work, we get excellent cannabis"

Shedding light on the popular practice of Light Deprivation (Light Dep) Kevin explains how the technique allows a shortened, efficient, multi-cyclical production cycle at the plant's photosynthetic energy peak through manipulating complete, timed dark-out phases and how it creates superlative quality cannabis. Kevin explores the rationales for using clones or seeds, and when it's appropriate to perpetuate genetic lineage and mitigate variables.

#### Terroir & Appellations of Origin with Genine Coleman

Location, location, location. Much like the storied wine regions of France, the concept of Terroir (the causal link between the quality of a product and its environment) and Appellation (the geographic designation of a product originating therein) have become imperative to the nomenclature, identity, and prosperity of today's cannabis industry.

In this comprehensive written lesson, 20-year cultivator and Executive Director of Origins Council, Genine Coleman combines science, culture, and commerce to better define these terms and the elements that comprise them, to construct a framework to establish a naming and standards convention, and to make the case for these types of critical trade protections in the cannabis cultivation sector.



## Cannabis Processing Methodology

Instructors: Patrick King, Dr. Jeff Raber, Nick Tanem (aka Nikka T)

### 3 Lessons

Between seed to sale and farm to flame, cannabis involves a myriad of moving parts. In this course, we delve into the mechanics and components of processing, the pros, cons (and costs) of various processing methodologies, and how to not only discern quality cannabis goods, but also articulate their value to the consumer in relation to these steps when assessing price points for premium products.

#### Processing Quality Cannabis with Patrick King

Join “The Soil King” at his cannabis processing facility as he illuminates the paths, timeline, supply chain and market factors that ultimately affect cannabis quality and price – and what the Ganjer needs to know regarding how labor and cultivation methods are reflected in the price of premium cannabis.

Patrick also delineates the disparate routes of “commercial” versus “craft” cannabis processing, through trimming, testing, handling, and market classification. He also provides salient insight into what to look for when sourcing a curating inventory and why, when it comes to pre-rolls, you get what you pay for. Patrick concludes by unveiling an innovative way to salvage tainted cannabis material using radio frequency while maintaining (and in some instances, improving) product quality.

#### Understanding Solvent Based Extracts with Dr. Jeff Raber

CO<sub>2</sub> has long been used to create chemically separated products from organic material like essential oils and fragrances. In this session, Dr. Jeff Raber gives a comprehensive overview of CO<sub>2</sub> and other solvent-based extraction processes

frequently used in the cannabis industry to create isolates and concentrates, explaining which method works best for each product and why.

Dr. Raber covers CO<sub>2</sub>, delineating Supercritical (high yields extraction of all molecules) from subcritical (specifically targeted terpenes or cannabinoids). He then explores the Hydrocarbon extraction utilizing isobutene, propane, or N-butane in the production of live resin, sauce, shatter, and wax budder, before moving on to Alcohol extraction, used in the removal of fatty lipids and wax material from the cannabis plant. He concludes by stressing the growing significance of terpene extracts to the consumer, and the caveat that the extraction process does not replicate the exact terpene or cannabinoid profile found in the original flower.

#### Defining Solventless Extraction with Nikka T

Nick Tanem (aka Nikka T) is a concentrate prodigy who created the first solventless cannabis processing company in the US. Nick starts off by outlining the three critical benchmarks that affect product quality (start material, environmental control, sterility/cleanliness). He then delves into the specifics of each one, citing the advantages, handling and expected outcome of fresh-frozen cannabis, “live material”, dry bud, dry trim and more, even taking us into his freezer to assess the quality of some fresh frozen material. He then discusses the optimal manufacturing environment and respective controls for ideal temperature and humidity.

As an industry pioneer Nick reveals some of his innovative products and terminology for solventless end products. He concludes the session with a rosin press demonstration.



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## Unraveling the Mysteries of Cannabis Genetics

Instructors: Kevin Jodrey, Alec Dixon, Justin Calvino

3 Lessons

### **The Past, Present, & Future of Breeding with Kevin Jodrey**

Genetics guru Kevin Jodrey guides us on a deep exploration into the roots of the modern cannabis gene pool. We'll begin by defining the difference between "landraces" and "cultivars", including how the geographical origins of "indica" and "sativa" influenced both their physical and chemical characteristics. Next, Kevin will decipher the difference between "genotype" and "phenotype". We'll continue our deep dive by identifying the historical genetic building blocks of today's modern cultivars. Professor Jodrey wraps the lecture by giving us a look into the future of cannabis breeding and the emerging role of genomic based breeding techniques.

### **Chemotaxonomy - An Olfactory Odyssey with Alec Dixon**

Alec Dixon, Co-Founder of SC Labs, takes us on an "Olfactory Odyssey" where we'll explain the value of chemometric classification. Alex will identify the predominant terpene classes in contemporary cannabis cultivars, including their associated effects. Lastly, we'll look into the critical role that terpene content plays in the assessment of cannabis harvest and batch quality.

### **Deciphering the Role of Terroir with Justin Calvino**

Join us as we take a tour of three different farms in three separate regions to compare and contrast the variables that influence the phenotypic expression of the cannabis plant. Appellation expert Justin Calvino begins our journey in the heart of the Emerald Triangle as he explains the concept of "terroir" and the relationship between where the plant is grown and its influence on the expression of the flower.



GANJIER®



Swami  
Chaitanya



Frenchy  
Cannoli



Nikka T



Kimberly  
Hooks

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## Accurately Assessing Cannabis Flower & Concentrates

Instructors: Swami Chaitanya, Frenchy Cannoli, Nick Tanem (aka Nikka T),  
Kimberly Hooks “Madame Cannoli”

4 Lessons

### **Developing a Cannabis Palate: The Science of Taste & the Lexicon of Flavor with Madame Cannoli**

The ability to confidently discern, educate and articulate the difference between good cannabis and exquisite cannabis will be the imprimatur of the Ganjier. In this written course, you will learn to hone your skills and senses to cultivate a palate that recognizes nuances and complexities in flavor and aroma and how these translate into desired effects and elevated experiences for the consumer.

You'll also learn the importance of breathing through the mouth as well as the nose for taste. And you'll discover the methods to develop a “palate” which is built over time by consciously developing a lexicon of taste. The course is also punctuated by a series of experiential exercises for the aspiring Ganjier to complete including: nose vs. mouth smelling, separating taste from smell, recognizing common aromas, and more.

### **Accurately Assessing Cannabis Flowers with Swami Chaitanya**

“This is where the rubber meets the road... if you're going to be a Ganjier.” Ganjier Managing Director Derek introduces you to the Systematic Assessment Protocol (SAP) developed over a two-year period of deliberation and collaboration with 18 of the cannabis world's most respected minds and talented artisans. He's joined by iconic cultivator and Emerald Cup competition judge, Swami Chaitanya and together, they break down step-by step, each criteria as well as the rationale behind each.

When it comes to assessing cannabis flower, the SAP literally assays every aspect of the sample from the ground-up, classifying method of cultivation, light source, nutrients, certifications, and progresses through trichome quality, structure and trim. The core criteria - similar to those of a wine sommelier - are comprised of appearance, aroma, flavor and experience.

### **Accurately Assessing Traditional Hashish with Frenchy Cannoli**

Go on a step by step demonstration of the Ganjier Systematic Assessment protocol (SAP), explaining its unique and transcendent quality beyond the typical “four stars” scale of ratings and delving into deeper, more comprehensive dimensions of cannabis encompassing criteria like appearance, aroma, flavor and experience. They also utilize criteria specifically suited for hashish, including melt. “It's important to have something that can represent every aspect of hash.”

### **Accurately Assessing Cannabis Concentrates with Nikka T**

Uncover how the rigor and depth of The SAP works in the assessment of concentrates utilizing the criteria (and rationale behind) appearance, (color, condition, consistency) aroma (intensity, complexity, age, category) flavor (body, intensity, complexity, longevity) experience (physical effect, mental effect, potency) and after-effects. They also cover assessment methods, tools of the trade (jeweler's loupe) what to look for, how to assign value and what makes an exquisite product.



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Nikka T



Wendy Kornberg



Frenchy Cannoli

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## Contemporary Cannabis Consumption Options

Instructors: Nick Tanem (aka Nikka T), Wendy Kornberg, Frenchy Cannoli

### 3 Lessons

It's time to think outside the bong: Elevating the cannabis experience is a core tenet of the Ganjer mission. To that end, being adept at all manner of connoisseur consumption modalities is paramount. In this course, you'll explore the entire gamut of options available, from edibles to topicals and the ancient chillum to the contemporary cannagar.

#### Savoring Solventless: Then & Now with Nikka T

How we roll: Master hashishin Nick Tanem (Nikka T) reaches deep into his bag of tips & tricks, beginning with rolling techniques, preferred "ingredients" including papers, grinders, and artistic/synergistic blends of cannabis to produce connoisseur creations. In addition to rolling and crutch options, Nick also demonstrates proper form for lighting and smoking, the secret to building the perfect spliff, and conducts a build-a-blunt workshop.

Nick introduces the pure magic of fresh terpenes through use of the bamboo-based steam chalice and the potency of the hot-dab. He charts the history of concentrate consumption methods from the early Moroccan hand-pipe to today's portable herb-irons, advising what Ganjiers should look for in contemporary concentrates. Nick concludes with a demonstration of a modern portable dab rig.

#### Topicals, Tinctures, Edibles & More with Wendy Kornberg

As topicals, tinctures and edibles continue to provide an easier path of entry into cannabis consumption for newer clients and patients, the role of the Ganjer will

involve confidently guiding beginners toward the optimal products and consumption methods for their needs.

In this course, Sunnabis Farms CEO and noted product formulator Wendy Kornberg covers a wide range of cannabis items – from bath and beauty salves, to dermal patches, intimate enhancement products, tinctures, edibles and more – demonstrating how they work, optimal applications, proper dosing, active ingredients, caveats and what to look for on labels and in formulated cannabinoid products.

#### Traditional & Modern Methods of Enjoying Hashish with Frenchy Cannoli

Embark on an epicurean journey to explore and demonstrate the full spectrum of hashish consumption methods, starting at the beginning with the world's oldest smoking device: the chillum. Used back as far as the 18th Century, these clay pipes have been updated and found a resurgence in popularity today, delivering an intense, potent, and rapid onset of effects.

The second evolution of hash smoking involved the introduction of water to diffuse the smoke (rumored to be a chillum in a coconut filled with water) leading Derek and Frenchy to sample an elaborate modern glass hookah pipe. Next, Derek and Frenchy explore the alchemy of paper, hash, cannabis flower and/or tobacco as they partake of a hand-rolled spliff. The duo concludes their sojourn by sampling several classes of glass hash pipes.



Omar Figueroa



Dr. Amanda Reiman



Nikki Lastreto

## Artfully Executed Cannabis Service

Instructors: Omar Figueroa, Dr. Amanda Reiman, Nikki Lastreto

### 4 Lessons

Being a Ganjier is all about service. “People will tell you, a hundred times a day, that you have the best job in the world, so own it,” advises Dr. Amanda Reiman. The Ganjier course is designed to create an entirely new class of cannabis professional – one who delivers unparalleled insight to produce an elevated connoisseur experience and deliver a new standard of cannabis service excellence.

#### Active Listening with Omar Figueroa

One of the more valuable skills a Ganjier can possess is the ability to create rapport, trust and reciprocity with a client, and one of the most effective methods to achieve this is through Active Listening. In this course, cannabis attorney Omar Figueroa defines and differentiates active from passive listening and how it applies to the Ganjier setting.

You’ll learn how to dissect conversation, interpret feedback, read body language and non-verbal cues. Conversely, you’ll also learn what gestures and behaviors you can employ to better facilitate engagement and enhance the interaction. The course concludes with several role playing exercises where active listening is (and isn’t) utilized, illustrating the best ways to harness feedback, develop an effective sales pitch, and craft a bespoke experience for the consumer.

#### Maintaining Legal Compliance with Omar Figueroa

Compliance mistakes in the cannabis sector are one of the main reasons operations get cited and/or shut down. As a Ganjier, your knowledge of the latest regulations is critical to maintaining trust and sustaining business.

Cannabis legal pioneer Omar Figueroa explains which government agencies actually regulate the legal

cannabis market and provides informative sources (including his own comprehensive book) to help you stay up to date. He also outlines the different regulatory framework for each license type (i.e., events vs. storefronts).

#### Introduction to The Consumer Interaction Protocol™ with Dr. Amanda Reiman

The Consumer Interaction Protocol (CIP) was developed exclusively for the Ganjier by a team of top cannabis experts, entrepreneurs and artisans to help guide Ganjiers in conversing with consumers; specifically, the questions to ask and information to gather in order to facilitate an optimal experience.

Dr. Amanda Reiman gives an overview of the CIP, covering areas of inquiry pertinent to the Ganjier including setting, desired outcome, situational pairing and health issues, as well as how to work with both veteran and less experienced consumers. Next, several Ganjier experts engage in role playing scenarios to help choreograph various client interactions, illustrating what a Ganjier should (and shouldn’t) do in specific situations.

#### The Foundations of Etiquette with Nikki Lastreto

Today’s cannabis clientele comprise a wide demographic - from seniors to seasoned aficionados to curious patients – and the Ganjier will need to be adept at creating a comfortable, enjoyable, educational environment for each. In this course, Nikki will use her decades of experience in San Francisco’s high society scene (pun intended) to reveal the secrets of success for superlative cannabis service, establish parameters for producing the perfect retail atmosphere, best practices to set a tone of individual respect making clients feel special, and transforming cannabis enthusiasts into store evangelists.



Aaron Varney

## The Business of Successful Cannabis Sales

Instructor: Aaron Varney

### 3 Lessons

Nothing beats experience, and few have the breadth and depth of cannabis retail chops like Aaron Varney. Starting in 2010, Aaron now runs four stores including the longest running storefront dispensary in Washington and employs over 70 associates under the Dockside banner.

For this course, Ganjier goes on location, where Aaron delivers an exhaustive, compelling, comprehensive and engaging master class in running a cannabis retail operation, balancing philosophical and personal with practical and professional aspects of success.

#### Curating a Successful Menu

Aaron covers the exact steps in curating a dispensary menu, realizing it's an iterative, evolving, cyclical process, including the four key values when choosing a producer/partner and how to create client profiles.

Bringing all the requisite Ganjier skills to bear, Aaron provides a checklist of protocols and quality control best-practices when managing an

inventory including: what to look for in a producer (consistency/reliability in logistics and supply chain delivery) ensuring internal QC protocols for pest/contaminant control, assessing product quality (flower, aroma terpene strength) and evaluating edibles for key ingredients.

#### Managing Inventory

Revealing that the retail process is fluid, dynamic and nonlinear, Aaron goes on to outline the crucial considerations needed for success, including location management, presenting guidelines for store temperature, supply shelf-life and turnover, how to set pricing, pick the right packaging, plus marketing tips involving targeted messaging and loyalty programs to stimulate demand.

#### Sales and Service

Aaron concludes in one of his own stores to discuss design, physical layout, atmosphere and the architecture of the customer journey (terpene-smelling station, anyone?) reminding that, "Ultimately, no one cares how much you know, if they don't know how much you care.