

# YERBA GARDENS

"Elevate Your Experience,  
Cultivate Your Well-Being."



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 <https://YerbaGardens.com>



# Mission Statement

- **At Yerba Gardens, our mission is to create a space where individuals can elevate their cannabis experience while actively cultivating their overall well-being.**
- **We are dedicated to providing a curated selection of premium cannabis products that cater to diverse preferences, ensuring a journey of discovery and satisfaction for our customers.**
- **Beyond the products, we aim to foster an environment that promotes education, community, and responsible consumption.**
- **Yerba Gardens is committed to being a trusted partner on your wellness journey, harmonizing the benefits of cannabis with a holistic approach to health and happiness.**



# Our Story



- Welcome to Yerba Gardens, where our journey is rooted in a friendship that spans over 15 years. Jesse and I, passionate advocates for medicinal marijuana and its legalization, found ourselves united in purpose.
- Our shared commitment led us to enroll in the prestigious Columbia University cybersecurity program together, deepening our bond and broadening our skills. Kyle, having experienced the challenges of justice involvement and a three-year residency in the Bronx, brings a unique perspective to our team.
- Our connection with Joe, one of the locations owners deeply entrenched in the community, further strengthens our foundation. With Joe's expertise in running successful businesses and his profound community ties, combined with Kyle's proficiency in online marketing and sales, and Jesse's security-heavy background, we form the perfect trinity to establish and nurture a thriving business here in the Bronx.
- Yerba Gardens is more than a dispensary; it's a testament to friendship, advocacy, and a shared vision for well-being in our community.



# About Us



**KYLE FEDOREK / CEO**

Meet Kyle, a determined individual who defied the odds to carve a unique path. Starting with a Bachelor's in Psychology, Kyle continued the journey at Columbia University, graduating with a specialization in Cybersecurity. Despite a period of justice involvement, Kyle emerged stronger, using the experience as a catalyst for personal growth. Today, Kyle wears multiple hats as a Cybersecurity Consultant, leveraging expertise in online marketing, SEO, and sales. Not stopping there, Kyle has ventured into real estate investments, showcasing the resilience and adaptability that define this inspiring journey from academia to a successful, multifaceted professional.



# About Us



**JESSE PHILLIPS / CO-FOUNDER**

Meet Jesse Phillips, a security specialist with a passion for Cannabis startups. A proud alumnus of Kean University and Columbia's cybersecurity program. Jesse holds both a New Jersey and a Pennsylvania carry permit. Jesse has undergone extensive training and has an armed guard license for New York. With a foundation in NJ but strong ties to NY, Jesse has safeguarded prestigious establishments like Barneys New York, Madison Ave, and multiple establishments in the NYC Diamond District.



# Outreach & Community Initiatives

- **Creating a Welcoming Atmosphere**
  - Establishing a site that fosters a sense of belonging for customers, providing opportunities for discovery, connection, education, and healing.
- **Local Sourcing and Employment**
  - Commitment to sourcing products locally and employing from the neighborhood.
- **Community Engagement and Collaboration**
  - Working closely with the Community Board team to ensure alignment with community needs and values.
  - Hosting neighborhood job fairs to provide local employment opportunities.
- **Beautification Initiatives**
  - Planning and executing cleanups in the surrounding Bronx community's.
- **Enhancing Neighborhood Safety**
  - Maintaining a robust security presence to contribute to neighborhood safety.
- **Social Responsibility**
  - Advocating for annual expungement drives to support individuals in the community who have been affected.



# Security & Training

- **Facility Security Measures**
  - **Video Surveillance:** The premises will be secured via comprehensive video surveillance.
  - **Professionally Trained Security Officers:** Our security personnel are experts in their fields, fully prepared to address any security challenge at any time.
  - **Network Video Recorder (NVR):** Direct accessibility of NVR to NYPD 45th Precinct and the Office of Cannabis Management (OCM) of New York.
- **Exterior Lighting**
  - **Additional Lighting:** Installation of extra exterior lighting to illuminate the block, discouraging unwanted loitering or individuals.
  - **Secured Access Points:** All entries and doors will have secured access using a fob.
- **Secure Storage Area**
  - **Limited Access:** The area holding products and cash will have very limited access.
  - **Check Points:** Accessible only by security and senior staff prior to entry.
- **Comprehensive Security Training**
  - **New Hire Training:** Detailed training for new hires to ensure a comprehensive understanding of security protocols.
  - **Quarterly Security and Awareness Training:** Regular training sessions to keep the team updated on security measures and promote awareness.



# Highly Regulated Market



**STATE ID  
VERIFICATION**



**SIGNAGE**



**PACKAGING**



**NO LOITERING**



# Safe Cannabis Consumption

- **Purchasing cannabis products from the New York State regulated cannabis market is safer than buying unregulated products. When you buy legal products, they are lab tested, and labeled accurately with all the information you need.**
- **Unregulated cannabis products (those sold illegally by someone without a license) may contain heavy metals and pesticides, which can be harmful to your health. Unregulated products have been found to list inaccurate information including inaccurate amounts of THC or CBD.**
- **Each product label contains information about what makes up a serving size and how many servings are contained within the package. Each serving size contains a specific amount of cannabinoids and terpenes.**
- **There are many unregulated products with NY universal symbols on the label however those products have no oversight.**



**[Click Here for more info from the Official NYS Safer Cannabis Consumption Guide](#)**



# Questions & Open Discussion

**Thank you for your time and attention. I now invite any questions or comments from the audience. Your engagement is crucial, and we are here to address any queries you may have. Let's open the floor for discussion.**





# THANK YOU!



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