



The Fire Station Cannabis Co.

AU-R-000132
AU-R-000295
AU-R-000443

AU-R-000454
AU-R-000604
AU-R-000660

AU-R-000686
AU-R-000855

This entity qualifies for the Gold level tier of
the Social Equity All-Star Program



SOCIAL EQUITY • PLAN •

FISCAL YEAR | 2024



**COMMUNITY | ADVENTURE | DE-STIGMATIZATION
EQUALITY | DIVERSITY | INNOVATION**

Introduction

The Fire Station Cannabis Co. (TFS) is a U.P. business that was started by brothers-in-law Stosh Wasik and Logan Stauber. They met in early 2017 and instantly recognized their mutual passion for entrepreneurship and shared interest in the fast growing marijuana industry. By the end of 2017, TFS was officially incorporated.

Stosh and Logan opened their first cannabis business, The Fire Station Medical Marijuana Provisioning Center, in Negaunee Township in October of 2019. Since then, TFS has opened nine Adult Use Marijuana Retail locations across Michigan's Upper Peninsula. TFS employs approximately 175 U.P. residents and reinvests in local communities through various social equity efforts.

TFS values are the foundation of our company culture. These values include adventure, community, diversity, de-stigmatization, equality, and innovation.

Mission & Approach to Social Equity

Since the beginning, TFS has made community a top priority. Community involvement is heavily incorporated into its business model, as it is one of the company's core values. This is reflected in our company protocol, employee-customer interactions, and in our drive to implement social equity initiatives on a local level.

TFS's mission revolves around serving as a source of information, providing cannabis education, and working to decrease the stigmatization of marijuana. TFS provides resources and tools to engage individuals and establishments to reach their goals in the cannabis industry. We will continue to prove that there is a successful, functional future for marijuana and the marijuana industry that can transform and benefit individuals, families, communities, states, and the nation as a whole.

TFS has always fostered a diverse, nondiscriminatory and unbiased work environment as an equal opportunity employer. TFS is operated by people who advocate heavily for the inclusion and equality of all walks of life, including but not limited to veterans, persons with disabilities, LGBTQ, women, various racial/ethnic minority groups, Native American tribes, various gender identifications, and more. TFS takes pride in setting a standard of excellence when it comes to community connection and involvement.

TFS has developed a social equity plan that is applicable to its local U.P. communities, as well as distant Michigan communities that have been disproportionately impacted by marijuana prohibition.

TFS Cares Committee

The Fire Station's social equity efforts stem from its TFS Cares Committee. The committee consists of multiple TFS Administration members, as well as employees from TFS's retail locations via the Employee Engagement Committee. The committee meets quarterly or on an as-needed basis to discuss and act upon social equity, community reinvestment, and diversity opportunities, objectives and goals.

The current members of The Fire Station's TFS Cares Committee include:

- Logan Stauber, Owner/CEO
- Stosh Wasik, Owner/CEO
- Kelsey Potes, Chief Marketing Officer
- Jacie Duranso, Director of Licensing/Compliance
- Lauren Rotundo, Marketing & Public Relations Specialist
- Carlee Wasik, Director of Human Resources
- Nine rotating members from each of TFS's retail locations

Social Equity Efforts

Although The Fire Station operates solely in Michigan's Upper Peninsula – hundreds of miles from the nearest disproportionately impacted community recognized by the CRA – we consistently make efforts to be meaningful contributors to the CRA's Social Equity Program.

College Scholarships

In 2023, The Fire Station established scholarship funds at each of the Upper Peninsula's public universities that offer cannabis-related degree programs. The scholarships were then administered by each university, with the following requirements:

1. The recipient is studying in a cannabis-related degree program
2. The recipient is a junior or senior class standing
3. The recipient graduated from a high school in one of the Michigan communities that meet criteria for the State of Michigan's [Social Equity Program](#)
4. Financial need preferred

The Fire Station completed its gift agreement establishing an annual scholarship at Northern Michigan University and Lake Superior State University. TFS will continue to work with these local universities through scholarships in 2024 to support the CRA's identified disproportionately impacted communities..

State and Local License Application Fee Support

The Fire Station will provide fee support to individuals from CRA identified disproportionately impacted communities who are in the process of obtaining a State or Local License and are in need of financial assistance. The form for partners to reach out can be found [on our website](#).

Legal Consulting & Legal Expense Support

The Fire Station will cover legal consultation fees to marijuana license applicants who have qualified for the CRA's social equity program who are in need of financial assistance to a capped amount. The form for partners to reach out can be found [on our website](#).

Employment Practices

The Fire Station actively seeks to employ individuals who have relocated to the Upper Peninsula from one of the CRA-identified disproportionately impacted communities. According to a recent employee survey, approximately 25 percent of The Fire Station's staff formerly resided in one of the CRA-identified areas.

Social Equity Outreach

Throughout 2023, the Fire Station worked in tandem with the CRA to provide educational insights for social equity program participants. TFS CEO, Logan Stauber, and Director of Licensing and Compliance, Jacie Duranso, spoke at the March 30, 2023 meeting titled *Q&A with Event Organizer Licensee, The Fire Station*. On September 7, 2023, TFS Chief Marketing Officer, Kelsey Potes, was one of four panelists on the *Q&A with CRA Social Equity All Star Qualifiers* education session. In addition, TFS Director of Human Resources, Carlee Wasik, has sat on the CRA's Diversity, Equity and Inclusion Workgroup for the majority of 2023. Further, TFS has offered mentorship to social equity program participants at no cost.

The Fire Station has also focused on social equity outreach in local Upper Peninsula communities. This includes, but is not limited to:

- Northern Michigan University scholarship for a cannabis-related degree
- Lake Superior State University scholarship for a cannabis-related degree
- 50th Anniversary Celebration Heroes Gala in support of the Women's Center
- Marquette Room at the Inn donation
- Support for local resident cancer benefits
- Funds provided to local holiday food and gift drives across the U.P.
- Participation in the TV6 Canathon, providing over 2,000 pounds of canned goods to local food pantries

Business Partnerships

The Fire Station has partnered with licensees who qualified for the CRA's Social Equity All-Star Program on business ventures. Qualified partners include:

- Common Citizen (Gold)
- Redbud Roots (Gold)
- Pure, LLC (Silver)
- North Coast Cultivators (Bronze)

Social Equity Education

The Fire Station will provide information and assistance for the expungement of marijuana-related convictions for Michigan residents through a public form on our website. Further, TFS will also provide education to its customers and communities related to marijuana-related convictions through a partnership with the Great Lakes Expungement Network and Redemption Cannabis.

In addition, TFS has partnered with a local university, Northern Michigan University, on several initiatives including providing an industry representative to sit on the Great Lakes Cannabis Education Conference planning committee, and providing representatives as class speakers for cannabis- and marketing-related degrees.

Diversity and Inclusion

Leadership Diversity Training

The Fire Station continues the implementation of a Diversity & Inclusion Strategic Plan in 2024. The initiatives within this plan include:

- Having all company leadership complete “Diversity in the Workplace Training,” via [MyLifeExpert](#) upon hire.
- Follow the guidelines issued by the Tribal Employment Rights Organization (TERO) to increase employment and inclusivity among tribal members.

Statewide Involvement

The Fire Station is eager to continue conversations surrounding diversity and inclusion at the state level. As previously stated, TFS's Human Resources Director, Carlee Wasik, has served on the Michigan Cannabis Regulatory Agency's (CRA) [Diversity, Equity and Inclusion Workgroup](#) (DEIW) for the majority of 2023.

Inclusive Work Environment

The Fire Station is committed to fostering an inclusive environment, with a workforce made up of a diverse range of ethnicities, genders, and backgrounds, outpacing the regional benchmarks. Compared to the Upper Peninsula's regional average, TFS employs 10.24% less individuals who identify as *White, Non-Hispanic*. Additionally, TFS employs 3.36% and 3.09% more individuals who identify as *American Indian or Alaskan Native, Non-Hispanic* and *Two or More Races, Non-Hispanic* than the regional average, respectively.

TFS is proud to have diverse representation at all levels of the organization, including leadership roles, which benefits decision-making processes from a variety of perspectives. In 2023, TFS took great steps toward a more diverse leadership team, going from 100% male leadership to 25% female leadership by the beginning of 2024.

In order to maintain inclusive hiring practices, The Fire Station lists leadership roles on diverse recruitment platforms, ensuring that job opportunities are pushed out to as diverse of an audience as possible.

Corporate Spend Plan

The Fire Station focuses on supporting businesses that are 50% or more owned and operated by an individual or group in one of the following categories: minorities, women, veterans, tribal, LGBTQ, and people with disabilities. Some of our partners include:

- Emerald Transport
- HOG Cannabis Co.
- MC3 Botanicals
- Northstar EAP
- Symponia Farms

In addition, The Fire Station has become a member of the [Minority Cannabis Business Association](#) and makes contributions to the [Great Lakes Women's Business Council](#) and the [Indigenous Cannabis Industry Association's Wisconsin Policy Summit](#).

Community Reinvestment Plan

The Fire Station has made it a priority to engage in community outreach efforts within the U.P. municipalities where we operate. There are many individuals and organizations in the U.P. who face the same struggles as those residing in the communities recognized by the CRA. The Fire Station's community reinvestment plan details our commitment to make meaningful contributions – either in the form of sponsorships, donations, or volunteerism – to organizations and nonprofits that align with our company values.

Sponsorships

- Events
 - Ishpeming Ski Jumping Tournament
 - Heikki Lunta / Rail Jam
 - I-500
 - Michigan Ice Fest
 - 35th Yooper Invitational Hockey Tournament
 - Snowmobile & ORV Association
 - UP 200
 - LSCP Annual Celebration
 - Copperdog 150
 - Spread Goodness Day
 - Jester's St. Patty's Day Birthday Bash
 - LSSU Sooper Yooper Euchre Tournament
 - TEAM DIGS - Dancing with our Stars
 - Copper Country Community Arts Center Auction
 - Munising Trout and Salmon Classic
 - Iron Range Roll / Connect MQT Sponsorship
 - YMCA Golf Outing Fundraiser
 - MQT Pride Fest
 - Bridgefest
 - Sault Ste. Marie Pride Drag Show
 - NMU Arts & Athletics Golf Outing
 - Fresh Air Plein Air Painting Festival
 - Pictured Rocks Road Race
 - American Legion Golf Scramble
 - UP Championship Rodeo
 - Great Lakes Recovery Center Annual Run for Recovery
 - Sarah Gardner Weber Memorial Golf Outing (Diane Pepler Resource Center)
 - Guts team sponsorship - US GUTS NATIONALS
 - Bark River Off Road Races
 - Pasty Fest
 - Riverfest
 - Harborfest
 - Ironwood Copper Peak Trails Fest
 - Music on the Mountain (Charity: Women's Center)
 - 8th Annual Honoring Our Women Golf Fundraiser
 - Parade of Nations
 - Mud Drag Races
 - Marquette County Walk for Hope
 - Northwoods Animal Shelter
 - Smoke the UP - Embrace the Stigma
 - Harvest & Haunt
 - Christmas in Lights

- Alger County Animal Shelter - Pints for Paws
- Dancing with the Stars, Sault Ste. Marie
- Loyaltees Charity Ping Pong Tournament
- Rebels MC Menominee Turkey Drive
- Iron County Museum's Annual Christmas Tree Galleria
- Gifts from Santa Project (Golden K Club)
- Marquette NYE Ball Drop
- Marquette Mutineers
- Conferences
 - [Northern Michigan University Great Lakes Cannabis Education Conference](#): The Fire Station Cannabis Co. has sponsored Northern Michigan University's cannabis education conference since it began in 2022. This conference is held annually on NMU's campus at the end of April. The conference topics vary, but always include a social equity component through their panels and/or keynote speakers. In 2023, Director of Licensing and Compliance, Jacie Duranso, spoke on a panel titled *The Social Impacts of Legalized State Cannabis Markets*. The 2024 event will see continued support from The Fire Station, with TFS Marketing and Public Relations Specialist, Lauren Rotundo, sitting on the planning committee as an industry liaison.
 - [Connect Marquette Conference](#) - The Fire Station was one of the sponsors for the annual Connect Marquette professional development conference, targeted at working professionals throughout the county. The 2023 conference was centered on the theme of *Embracing Change and Transformation*, where topics such as workplace culture and community impact were discussed. Co-Owner and CEO Stosh Wasik participated as a panelist on the *Transforming Workplace Culture* panel.
 - [Wisconsin Cannabis Industry & Policy Summit](#): In 2023, The Fire Station sponsored the Indigenous Cannabis Industry Association's Wisconsin Cannabis Industry & Policy Summit. The Indigenous Cannabis Industry Association exists to support the development and advancement of the cannabis industry for the benefit of all Indigenous communities. TFS Co-Owners and Co-CEOs, Stosh Wasik and Logan Stauber, presented at this conference, providing industry insight and advice to attendees.

Donations

- Communities
 - Copper Harbor Trails Club
 - Iron River Trail Club
 - Ishpeming Rotary Annual Gala
- Organizations
 - Little Brothers - Friends of the Elderly Holiday Meals
 - Room at the Inn (Marquette)
 - LSSU Scholarship
 - NMU Scholarship
 - 50th Anniversary Celebration Heroes Gala (Women's Center)
 - St. Vincent Christmas Basket Program
 - Rob Lewis Benefit
 - Nick Gwitt Benefit
 - [Native American Food Sovereignty Alliance \(NAFSA\)](#)
 - Kick it to Cancer Kickball Tournament
 - Marquette Rotary Club
 - Marquette DDA Initiatives
- Food pantries

- [Canna-Thon drive](#)

Volunteerism

The Fire Station has implemented a Volunteer Time Off (VTO) policy whereby we will grant any full-time employee with eight hours of paid leave and part-time employee with four hours of paid leave to participate in a volunteer activity that directly relates to social equity or one of our company core values. TFS provides information on recommended volunteer opportunities to staff on a regular basis, and awards VTO once participation has been verified.

TFS employees have volunteered for opportunities such as:

- Negaunee Township playground construction project
- Marquette Fringe Fest
- Iron River Museum's Christmas Tree Galleria

Customer Group Discounts on Purchases

In addition, The Fire Station offers standing discounts to customers who are Native American tribal members, hold a medical marijuana card, active military members or veterans, teachers, and individuals working in emergency medical services.

Cannabis De-stigmatization

We believe that part of our responsibility under our social equity plan is to make meaningful contributions to the de-stigmatization of cannabis. We accomplish this by creating engaging and informational content, being good community partners, and through the implementation of innovative ideas.

Local Outreach Education Efforts

In an effort to move towards cannabis de-stigmatization, The Fire Station attended many local, U.P. events throughout 2023. This in-person participation allowed both cannabis users and canna-curious individuals to speak to TFS representatives, as well as demonstrated to the community members the positive support and impact that cannabis companies have on their local community. These events included:

- Engineers Day (Sault Ste. Marie)
- Genesee Street Market Days (Iron River)
- Blueberry Fest (Marquette)
- Bark River Off Road Races (Bark River)
- Music on the Mountain, Women's Center Fundraiser (Marquette)
- Lake Superior State University's Fall 2023 Career Fair (Sault Ste. Marie)
- LoyalTees Charity Ping Pong Tournament (Marquette)

In addition to these larger community events, The Fire Station actively engages with professors and classes at Northern Michigan University. This collaboration between academia and industry helps to promote understanding, awareness, and dialogue around issues related to the cannabis industry and subsequently those related to social equity. Presentations by TFS staff included:

- TFS Director of Licensing and Compliance, Jacie Duranso, spoke to a medicinal plant chemistry class regarding cannabis operations and plant-based wellness.
- TFS Chief Marketing Officer, Kelsey Potes, spoke to a Marketing class regarding marketing challenges within the cannabis industry.