

CMCA BUSINESS PARTNERSHIP PROGRAM

Help support your business. Help support your community.

Business Partner: *Spiritleaf (Canyon Meadows)* Owners: *Paul, Charlie & Ken Power*

Contact: *403-454-3780* www.spiritleaf.ca/locations/canyon-meadows

When the Federal Government legalized Cannabis in 2018, it opened the market for thousands of new jobs & businesses across the country. Most importantly, it enabled customers to purchase a wide variety of cannabis products that is grown & produced with strict methods to ensure safety & quality.

Spiritleaf CM is a family run business, and the true definition of a Mom & Pop shop, although in this case “Pop & Sons”. Ken Power, along with his 2 sons Charlie & Paul, spent a great deal of time and research before deciding to invest. There are now over 100 Spiritleaf franchises across Canada, making them the largest cannabis retail brand in Canada. A truly astonishing and commendable feat, given that they have grown to this size on the backs of small business owners. Not only is Spiritleaf founded in Calgary, but the Power Family also have their own Calgary roots. They have lived in the South for 21 years and Charlie Power is #46 Full Back for the Calgary Stampeders. It doesn't get more local than that. We had a chance to meet Paul at their Canyon Meadows store, which offers a warm & inviting atmosphere, with beautiful display cases and an attractive store design that feels calm and connected to nature. “Operating a business with family has been an absolute joy.” They remain firm on their personal vision, despite a lot of competition from corporate giants who employ pricing strategies designed to force small business out.

1. Be a responsible employer. They are in the process of being certified as a living wage employer, and they provide full health & dental benefits for staff. “We do our best to take care of our staff, so they can take care of our customers.”

2. Educating customers. “You should feel confident & safe with your choices. Our highly knowledgeable and friendly staff can teach you everything you need to know to make a safe & informed decision.”

3. Be a steward for their community. Spiritleaf is a proud supporter of The Gord Downie Fund and The Community Spirit Fund, providing opportunities to invest in the communities they serve.



SPIRITLEAF



Legalization of the cannabis industry has allowed for an explosion of innovation, such as edibles, drinks and spa products. As with anything, these products are appropriate in moderation. “It's important to know whether the product you've chosen is helping or hindering your experience. We always recommend you start low and go slow.” The highly knowledgeable and friendly staff are ready to help you discover the multitude of ways cannabis can enhance your life. Visit them in store for a full educational experience!

If you own or operate a business in Canyon Meadows

and would like to be featured here, please visit www.cmca.ca/bpp