

Cultivating a More Perfect Union

Cannabis dispensary seeks to create a culture of service in Seaside community

by Lisa Crawford Watson



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Growing up in the San Francisco Bay Area during the AIDS crisis of the 1990s, David Spradlin got a sincere sense of the value of marijuana in helping patients manage the effects of their illness. In fact, without early AIDS patients and social advocates like the equally controversial and determined David Peron of the San Francisco Cannabis Buyers Club, Spradlin realizes the medical marijuana movement may never have gotten traction.

“The realization that marijuana could help with nausea, pain, wasting syndrome, and one’s mental state of being put the focus on compassionate care for AIDS patients, and opened the door for where we are today,” said Spradlin, CEO of cannabis dispensary Perfect Union.

Today, Spradlin and his team are well aware that cannabis reportedly helps relieve chronic pain, improve lung capacity, manage weight, regulate and prevent diabetes, fight certain cancers and mitigate their effects, regulate seizures, alleviate anxiety, help manage PTSD, among other issues, as corroborated by the Medical Cannabis

Network.

Headquartered with two locations in Sacramento, the company is responding to need by expanding throughout California this year, including, with a grand opening September 1, Seaside.

Cannabis Constitution

“We the People of the United States, in order to form a more perfect union. . .” As Spradlin and his team established their cannabis company, the words of the Preamble to the United States Constitution rang true for the evolution of a company dedicated to bringing people together with the right product. A Perfect Union.

Spradlin, who shifted from marijuana farming to cannabis cultivation, understood impressions created by early retail cannabis interactions behind dingy storefronts and back-alley dealings. Perhaps, in those days, because they had to. This motivated him to bring his product to market in a well-lit, community- and education-focused environment in partnership with people who know cannabis and understand business.

The most prominent message on the Perfect Union

website is, “We appreciate the efforts of your cousin’s brother-in-law who grows weird stuff in his basement, but yeah, no. . .” Times have changed. And so has the commerce of cannabis.

“Our mission stems from the early days of cannabis commerce when we had to work hard to turn around hearts and minds,” said Spradlin, “which we still take seriously. We want to educate people who are cautious about cannabis coming into their community, and bond with people who come into our stores, in a spirit of service.”

Cultivating Cannabis Customers

Communities need organizations like Perfect Union, says Spradlin, which focus on getting to know customers at a level where the company can actually make a difference. It means knowing their name, their dog’s name, what they like and don’t like, what makes them feel better, and what they actually need.

“As we expand throughout California, we have a good model of growth, set up for the long term,” said Jim Taschetta, chief marketing officer and head of retail operations. “Our strategy

is based on our commitment to make communities better. This takes more than just selling weed. It is a mentality that permeates the company, in every interaction, every transaction, every relationship we establish.”

The Perfect Union model, Taschetta says, is a three-legged stool on which the company stands. It starts with taking care of employees, giving them a solid footing on which they can thrive. By so doing, they are positioned well to treat guests well, in a spirit of service. The third piece, he says, is the direct impact on the community. By giving back to the community, they

foster reciprocal support, making the community stronger.

“It is, quite simply, a very fulfilling way to do business,” Taschetta said.

Long-time local, John Lucero, who served 15 years as head bartender at Carmel Valley Ranch, has joined Perfect Union as general manager of the Seaside dispensary.

“After working in the cannabis business for about four years, what I like about this company,” he said, “is the focus on a culture of empathy and compassion for employees, guests, and the community, which aligns with my personal philosophy. This is

the ‘Perfect Union,’ and this is what drew me to pursue this job.”

Lucero, who has long been passionate about the healing capacity of cannabis, hopes every dispensary succeeds, in support of building cannabis commerce throughout California.

“Nothing warms my heart more than to recommend a product to promote people’s health, and to hear that it made a positive difference in their lives. These are the stories we’re trying to foster.”

Visit www.perfect-union.com to learn more about Perfect Union and their products and new Seaside dispensary.



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