



CONGRATULATIONS

Missouri! 60 license recipients are on their way to cultivating the state's first crops of legal medical marijuana.

LAST QUARTER CAPTURE

Last quarter, we introduced the Surna Destrat Ventilator and helped raise support for the Veterans Cannabis Project. Now we are moving forward with new projects in 2020...

Chillin' with Surna

SPRING 2020

IN THE GROW

Brandy Keen highlights four key considerations in "What to Expect When You're Expanding or Retrofitting."



COVID19 UPDATE

We are continuing business-as-usual. We do not foresee disruptions in our operations or deliveries, and we will continue to support our clients in every way possible, so they receive the level of support they expect and deserve.

Newsletter



LAST QUARTER CAPTURE



In our current environment, last quarter seems so far away and yet it was just a few short months ago. At Surna, we were busier than ever with the expansion of our engineering services, a bustling production facility and traveling all over North America for client meetings and trade shows.

At Surna, we have spent the last few years beefing up our mechanical engineering services, adding talented engineers to our staff. We have seen an ongoing need to offer the full suite of engineering services and are happy to announce that we have added electrical and plumbing engineering services to our capabilities. Surna can now provide full MEP engineering and consulting services. We can provide these services as stand alone or combined with our HVAC product portfolio. [Go here](#) for more information

We introduced our new [destratification fan](#). Implementation of a destratification fan is the surest way to prevent air layers from forming in your indoor grow room. The Surna Destrat Ventilator promotes vertical air movement by pulling hot, humid air at the canopy and displacing it with cooler, dryer air when used in conjunction with a Surna-designed system. This creates a more homogeneous cultivation environment and allows your cooling and dehumidifying equipment to operate at their correct capacities for precise environmental control.

In December, at MJBiz Con in Las Vegas, we were proud to sponsor Operation Cannabis: A Bash for Veterans' Cannabis Access, a fundraiser for [Veterans Cannabis Project](#) (VCP). VCP's mission to increase veterans' cannabis access. They work every day to heal our nation's broken approach to cannabis and the devastating impact cannabis prohibition has had on too many veteran lives.

June
27-29

NeCann
Boston, MA
Booth 608

With the recent legalization of recreational marijuana in Massachusetts, this is the can't-miss event of the year by cannabis growers, consumers and business cultivators across the region.

July
17-18

CannaCon
Chicago, IL
Booth TBD

Medical and recreational marijuana was recently legalized in Illinois, which means there's no better time than now to attend CannaCon Chicago to meet with like-minded entrepreneurs, farms, distributors, equipment specialists and more.

All dates subject to change.

August
20-22

CannaFarm Con
Garden Grove, CA
Booth TBD

The conference showcases advanced technology and on-farm solutions for every grow style. Industry experts empower farmers with decisions that drive success.

Upcoming **Events**

September
1-3

Cannabis Conference
Las Vegas, NV
Booth 620

Presented by Cannabis Business Times, this premier industry event will offer insights into the dynamic cannabis space at a time of continual growth in the industry.

September
23-24

Montreal Cannabis Expo
Montreal, QC
Booth TBD

Join like-minded industry professionals working in all aspects of the cannabis industry, including licensed producers, growers and suppliers.

September
28-29

CannaCon
Oklahoma City, OK
Booth TBD

Following its 2019 legalization of medical marijuana, the Oklahoma cannabis industry is now in full swing. Join us at the Cox Convention Center in Oklahoma City.

In the Grow

WHAT TO EXPECT WHEN YOU'RE EXPANDING OR RETROFITTING

By Brandy Keen - Co-Founder & Senior Technical Advisor, Surna Inc.

Recently I had the pleasure of speaking with a multi-state operator on the subject of expanding a cannabis business. It was a really fascinating insight into the process of building a cannabis business and brand, and the challenges and successes that come along with that. I thought I'd recap some of the highlights below.

Dial it in before you replicate it

Obviously, there's enormous benefit to being early to market, but so often in our industry we might be rushing into a new market to our own detriment. Sometimes there's wisdom in slowing things down to make sure you're not replicating a losing model. For example, if you haven't created sustainable profitability yet in your first cultivation facility, and can point to productivity and/or quality of product as a key component of those losses, it's usually wiser to slow things down and ensure you have your processes dialed in and maximized before you expand or replicate. Second round builds or expansions are always improvements over the first, but it doesn't matter how well designed your facility is if your cultivation practices haven't been perfected.

Consistency is key

Once your processes and SOP's are dialed in, maintaining them is vitally important to customer retention and to your bottom line. Part of building a brand means that your client will have the expectation that they'll get the same experience every time they use one of your products, and the only way to guarantee that is to ensure that the cultivation and processing operations are consistent. This doesn't just mean nutrients and trimming—it extends to climate parameters, lighting levels, extraction processes and even packaging. Maintaining consistency also means you can reliably predict cash flow for your business, minimizing surprise expenses or disappointing harvests that can derail a cannabis business.

Strive for continuous improvement

No business owner should ever find themselves feeling complacent. Maintaining the status quo just means that someone hungrier is going to find a way to do what you do, but better. Continued success means constantly exploring ways to both improve your product and reduce your operating costs. In the past, we've recommended a test room for exploring new technologies and cultivation methodologies for exactly that purpose.

Data is king

In order to achieve any of these things, you MUST collect and analyze your business data. In order to assign credit for improvements (or blame for failures) to a specific variable, you must understand what those variables are. When you have an unexpectedly large harvest, what were the variables that led to that? If you had a pathogen or fungus outbreak this harvest but not last harvest, what was different? This overwhelming need for real data in our industry is one of the reasons we introduced our SentryIQ™ controls system last year. In order to fully realize the precision that our climate control systems are capable of (which is so important to consistency), the correct automation controls are an absolute requirement. Beyond that, we collect and record data including lighting status, CO2 levels, VPD, temperature, humidity and more. We can also monitor and record how, when and where energy is being consumed, which allows us to tweak controls sequences to minimize energy use, perfect mechanical designs to maximize efficiencies, and connect spikes in usage back to specific cultivation decisions—all of which speak directly to your bottom line.

SURNA COMMUNITY

A message from Tony McDonald

Surna President and CEO

As of Tuesday, March 17th, Surna made the decision to require employees to work remotely in response to local orders in our home city of Boulder, CO. However, our production personnel are still working as needed at our facility, while practicing social distancing and within the rules of the city order, to ensure there is no disruption to product deliveries. We take the health and well-being of our hard-working team seriously, and we hope that taking this precaution will help minimize the spread of illness.

We are continuing business-as-usual. We do not foresee disruptions in our operations or deliveries, and we will continue to support our clients in every way possible, so they receive the level of support they expect and deserve. However, in our effort to mitigate the spread of COVID-19, the Surna team has implemented the following adjustments:

- For the foreseeable future, we will not have an active receptionist to answer general calls. **HOWEVER:** please leave a voicemail indicating who you would like to reach and/or the nature of your call. We will receive your message immediately via email where our coordinator will promptly send your message to the appropriate person
- If you call a team-member's direct line or extension, please leave a voicemail if they do not answer. They will immediately receive your message via email.
- We will continue to follow-up on all tech support inquiries within 24 hours of receiving your message.

For additional questions on how we are addressing our business operations or concerns you may have, please contact us at info@surna.com.

We appreciate your patience and cooperation during these unprecedented times as we do our part in keeping our communities safe and healthy. Surna is committed to your well-being and success; please do not hesitate to let us know if there is anything further we can do to support you.





CONTACT US

We would love to hear from you!



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