

Nev. firm aims to be link for medical pot businesses

By Danielle McCreaTuesday, Las Vegas Sun

With state approval recently of dozens of medical marijuana licenses, a native Nevadan with two decades in the gaming industry is laying the groundwork for the new industry's next steps.

Heidi Cook, managing partner of Regulated Employee Resources, is creating an education program to ensure businesses keep up with state and county regulations.

Her company is developing a virtual school that will teach licensees and their employees all the rules to legally operate, relate best practices from out-of-state industry leaders, and provide access to a network of local business lines, from banking to insurance to security.

Cook, who was an account manager with IGT for more than 20 years, said the gaming industry's evolution in Nevada correlates to medical marijuana now in that the state took a "back-door" business into the "regulatory sunlight."

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