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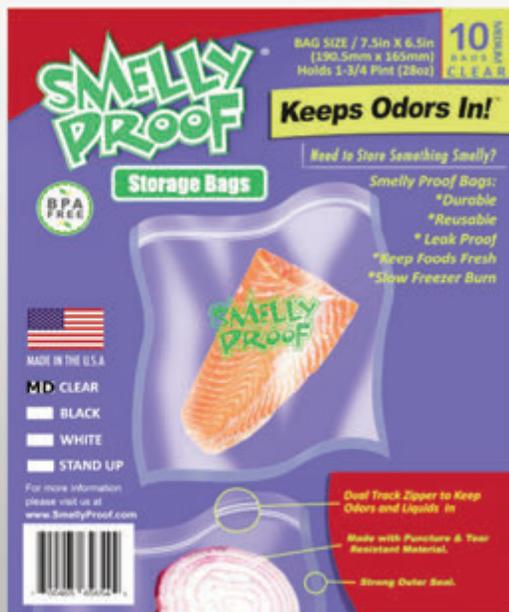
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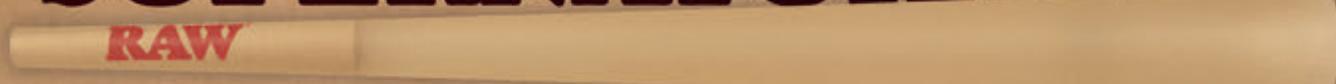
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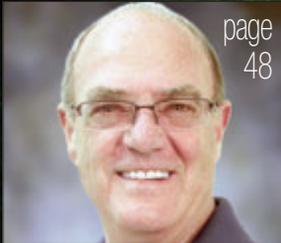
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-Bestgrinder.net 2016



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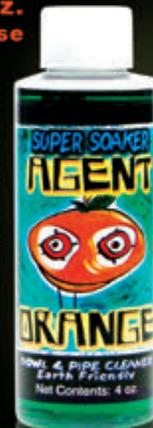


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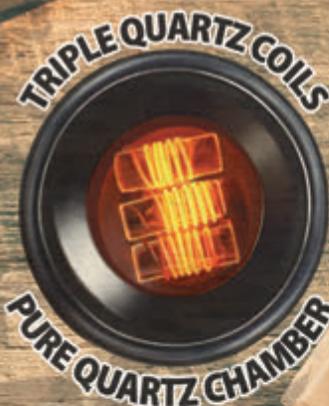
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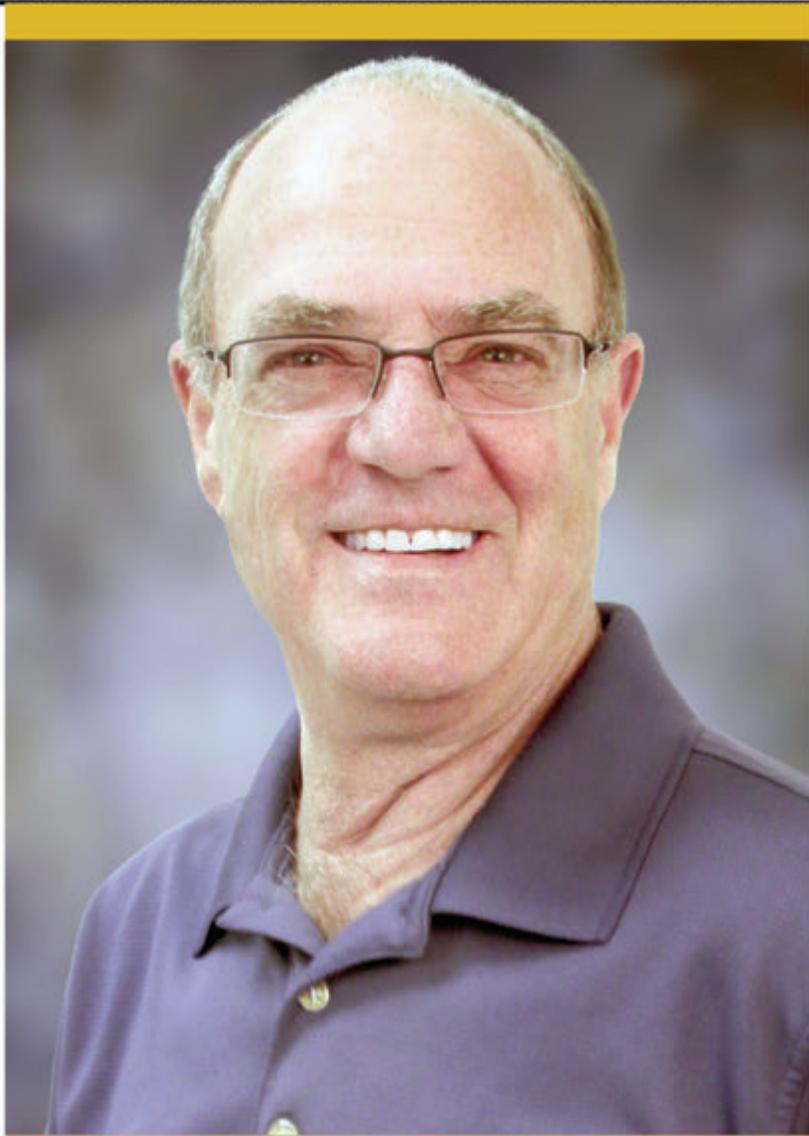
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Behind the Scenes

BY
DARIN BURT



ELDORADO.
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There's a huge banner hanging in the product warehouse at Eldorado Trading Company that keeps everyone focussed on the company mission "to be a dynamic distribution leader setting the standards of excellence in its markets."

For more than three decades Eldorado Trading Company has been a leading distributor and wholesaler of pleasure products, and adult toys and novelties. "Only the Best" will do for this Colorado-based company, and CEO and founder Larry Garland leads his staff in selling the best products from the best manufacturers, and providing the best customer service possible.

It's ironic, as we're telling this story in a smoke shop industry publication, that Eldorado got its start selling smoking paraphernalia, which was an untapped, but volatile market back in the eighties.

"My then partner and I actually started out as Indian jewelry traders in the early seventies, but when K-Mart put in Indian jewelry one Christmas season, we figured it wasn't a good sign for our business, so we jumped into (smoking paraphernalia)," Garland says. "We started truck jobbing, but when the price of gas went up, we began selling out of our warehouse, by phone and at trade shows. In the 1980s, the government started cracking down on paraphernalia and strongly suggested that we get out of the business. You might say they went from bongos to dongos."

Eldorado started carrying all of the major adult manufacturers at the time. Their product lines included – as they do today, everything from massage oils and pleasure products to lingerie, novelties, bachelorette party supplies and games.

Fortunately, some of Eldorado's loyal customers from the smoking industry followed them into the new market as they too were feeling the pressure from the government surrounding paraphernalia. It wasn't so much a do-over for Eldorado, but a new market meant acquiring customers that were interested in adult products.

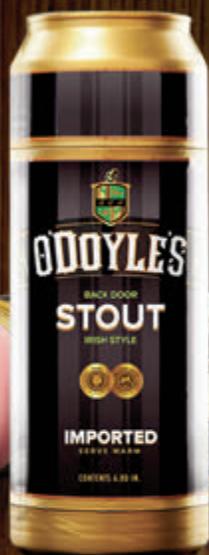
Continued on page 58



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Smokin' News

from across the country

Attorney General calls marijuana reform a tragic mistake

New U.S. Attorney General Jefferson Beauregard Sessions III, a man with a long and antagonistic attitude toward marijuana, could have a dire impact on legalization efforts across the nation.

As reported in Politico Magazine, Sessions has said, "Good people don't smoke marijuana," and that it was a "very real danger" and is "not the kind of thing that ought to be legalized." Sessions, 71, has called marijuana reform a "tragic mistake."

Onward and upward

\$7.1 billion - that's the size of the legal marijuana market in 2016, according to a report by New Frontier and ArcView Market Research and reported on Forbes. The amount represents a 26 percent growth over 2015.

Spoken Tokin

"I guarantee you're going to have people playing in a game or practicing high. I've never really gotten high in my life. I thought I had some weed as a kid, but I think the guy sold me regular grass."

- Andrew Bogut, Dallas Mavericks, on the possibility of the NBA allowing players to use medical marijuana.

Gramps and Granny lighting up

Researchers from the National Survey on Drug Use and Health, found a 71% increase in marijuana use among adults aged 50 and older between 2006 and 2013. Adults ages 65 and older had a significantly lower prevalence of marijuana use compared to those ages 50-64, but prevalence of use increased two and a half times over eight years. Overall, prevalence was higher among men than women through all years.

"We found only five percent of these older adults felt using marijuana once or twice a week was a great risk to their health," said Joseph J. Palamar, PhD, MPH, an affiliated researcher and professor of population health.

"I thought the perception of low risk was fascinating because, typically, we think of older generations as drug-adverse, and perceiving most drugs to be risky," added Palamar. "But apparently very few Baby Boomers consider marijuana use risky. After all, this was the generation who was there, in the late 1960s, when the counterculture revolution exploded marijuana into mainstream popularity."

Beer sales taking a hit in marijuana states

Beer sales have dropped roughly two percent in Colorado, Oregon, and Washington, which have all legalized recreational pot, according to Nielsen data cited in a recent report from Cowen & Co. The trends show significant overlap between buyers of cheaper beers and users of marijuana.

Virginia and Arizona most vape-friendly states

Researchers from the free market think tank R Street Institute created Vapescore.org, an interactive database ranking 52 U.S. cities on their friendliness to vaping. At the top of the list are Virginia Beach, Virginia, and Tucson and Phoenix, Arizona. One of the main reasons for these locations is that the states have no regulations or taxes on the products. The worst three cities for vaping included Chicago, Illinois, Boston, Massachusetts and Minneapolis, Minnesota. It's easy to see why there's trouble - in Chicago, vaping is banned everywhere that traditional cigarettes are prohibited, and there is a 80 cent tax on vaping units and a 75 cent tax per milliliter of nicotine fluid. In the Twin-Cities, vape products are taxed at 95 percent of their wholesale price.

Blazing in Canada can still get your busted

Despite promises to "legalize" and "regulate" marijuana, Canadian Prime Minister Justin Trudeau has disappointed Canadian legalization supporters in statements to the Toronto Star in which he encouraged police to "enforce the law" against medical marijuana dispensaries and supports a recent string of raids against vendors.

"People are right now breaking the law. We haven't changed the laws," Trudeau told the Toronto Star back in December.

"I don't know how much clearer we can be that we're not legalizing marijuana to please recreational users," he added. ❖

A dark grey Indica i2 vaporizer is shown in the lower right. A green dashed line diagram illustrates the temperature control system. A central green circle contains the text 'LEVEL 1' and '376 F / 191 C'. Dotted lines radiate from this circle to various points on the device, labeled '1.A', '1.B', '2.A', and '2.B'. A solid green arrow points from the top of the device to the central circle. The background is a blurred city street at night with warm, bokeh lights.

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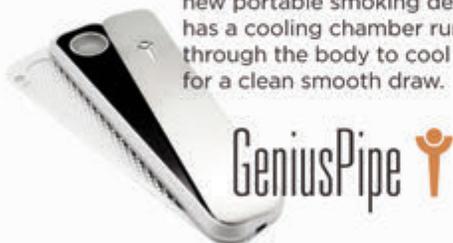
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Behind the Scenes continued

The majority of smoke shops, at the time, were still catering to their core customers. Eldorado helped them to reach new demographics by bringing in party supplies, couples games, and especially the herbal enhancers purported to boost male sexual stamina.

There was a time when – let's face it, adult meant porn. Television shows, such as Sex in the City, brought the adult into the mainstream, opening up conversations about sexuality, and making the topic more titillating than taboo. Sex in the City was responsible for introducing "The Rabbit" which because of the exposure, quickly became the world's best-selling vibrator. The erotic novel, Fifty Shades of Grey, sparked a fire of interest in taboo sex practices and toys – or at the very least, gave soccer moms the desire to explore these kinds of products without shame or embarrassment.

"The acceptance of the consumer has gotten much broader, and there's not nearly the stigma that there was in the eighties and nineties," Garland says.

"Women are more open talking about it." adds Alison Travers, Eldorado's director of marketing. "I go to a brunch club, and when I mention where I work, the ladies are all over me asking if I can get a discount."

It wasn't long ago, Garland adds, that most of the stores that carried adult products were like the dirty adult bookstores. With the newfound acceptance, stores became more boutique-like with lots of light and good customer service, and customers felt comfortable parking in front of the store rather than having to hide in the back alley.

Adult products, like vibrators, are now available in Wal-Marts, and online shopping, which provides discrete ordering and shipping, has taken some customers away from brick and mortar stores. Garland points out that there's still the personal aspect of being able to touch and feel the products, and the immediate gratification of being able to buy an adult product when the mood strikes rather than waiting for it to come in the mail.

"Especially, when it comes to sexual urges, people want to deal with it NOW," states John Vogt, Eldorado's director of purchasing.

But not every smoke shop has the extra space to devote to adult products. Eldorado solved that dilemma by developing an online affiliate-style program to give retailers the ability to offer thousands of products from Eldorado without having to stock everything onsite.

With StoreExtender, merchants basically get a custom e-commerce website, where they set their own prices, and Eldorado takes the payments, drop ships directly to the consumer, and mails out margin checks. Many stores will have a tablet computer that they dedicate to the site, so when customers inquire about a product, they help them place an order right then and there. StoreExtender also tracks purchases, so it can be used as a market research tool to help a store's buyer decide which products are best suited to add to their actual inventory.

Eldorado has also embraced the internet with an in-depth YouTube channel featuring hundreds of product videos. Education is a major focus for Eldorado, and not only can salespeople direct customers to the videos, but they too can watch them to enhance their product knowledge. It's a popular platform as evidenced by over three thousand subscribers and more than three million views.

Continued on page 98

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By Darin Burt

Glassblowing



To paraphrase that old Hair Club for Men commercial, Ryan Hilman isn't just a glass blower, he's also one who uses the pieces. That's one of the things that lead him to creating his own.

"When you're in your twenties, glass can sometimes be a bit expensive," says Ryan, who hails from Fredericksburg, Virginia. "I was mostly trying to get my own glass that I could use, and maybe further on down the line, able to sell it and make a business out of it."

Luckily, Ryan has a buddy who hooked him up with some guys who were making pipes and could get him started. It was a perfect fit for a guy who likes playing with fire. The first pieces that Ryan made were nothing special; just simple everyday hand-pipes that he could sell for a ten spot, but he was making as many as he could, as quickly as he could. It might have been repetitious, but it was also a lesson in the fundamentals of glass blowing and the proper habits to turn out quality work.

continued on page 72

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Video chatting offers a show-and-tell customer service solution

Take a look around ----- how many customers are in your shop right now? If all is quiet on the sales floor, you'd better figure out a new way to reach out to your customers --- and if you can't bring them through the door (at least at this second), you'll need to go where they are. There's a new way to go "door to door" without ever leaving your shop --- video chatting.

Most businesses have a Facebook page that, if they're smart, they utilize to post about new products, sales and events. You probably even "talk" to your friends on Messenger. You're not alone - there are now 600 million people using the Facebook chat application each month.

Imagine you are customer browsing a shop's page and you have a question about a product. The traditional ways to get an answer is to pick up the phone and call, or if you feel lucky, send an email and wait for a reply that may or may not ever come. Facebook Messenger enables you to have real-time conversations almost as if you were speaking with the other person face-to-face.

Great customer service is about exceeding expectations. The video chat feature of Messenger allows you to serve your customers before and after the sale in an effective and memorable way. Think of it as online show and tell - video chat gives you the ability to help customers better understand confusing instructions, demonstrate new products, and most importantly, create a memorable personal connection. Another plus is that when you are speaking one-to-one with a customer they are more likely to focus in on what is being discussed, and ultimately follow through with a purchase.

Video chatting isn't a techno-gimmick. According to call center solutions provider Talkdesk, roughly thirty-six percent of consumers said they would gladly use video chat if it resulted in better customer support.

Here's how it works: While both people are viewing an open Messenger conversation, tap on the video icon in the top right corner to start sharing real-time video. Audio is off by default but can easily be turned on if you choose. Your video will float over the active text conversation that you can continue while viewing the video. Your customer can watch the video stream again automatically if they decide.

Obviously, you're not going to sit at your computer all day and night waiting for a new message. Video chatting works best as a supplement to an initial phone call. Ask the caller if they have access to Messenger, and if they would like to chat online. You can also reserve a set time period each day when you'll be available for calls.

Nothing peeves a customer more than feeling ignored. When you know you're going to be away, make sure to set an auto-reply message stating when you'll be available. To do this, open your Facebook business page settings and click on the Messaging tab to set up auto-replies. You can write a message, and even include an image like a company logo, that the other person will receive as soon as they message you.

Video chatting is still a relatively new idea for business, but big companies including American Express, Hertz, Bank of America and Target are boosting their customer service scores with this approach. They're relying on a fundamental customer service rule: putting your best face forward is the quickest way to make customers smile in return. ❖

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There's a saying about running a successful retail business: Location is everything. For Uberglas, being located in the Pittsburgh Mills Mall clearly has its advantages.

"We definitely get the foot traffic," says Jamal Johnson, co-owner of the Tarentum, Pennsylvania smoke shop with fiance Brandy Pelusowe. "We get people from all walks of life coming in who never knew before that there was such a store in the mall."

Doing business in Pennsylvania means that the smoking products must be labeled for tobacco-use only. Being in the mall has its own restrictions, such as making double sure that customers (especially those making a purchase) are 18 or over, and the mall has said no to items like chillums, scales, and detox drinks that they feel represent the nefarious side of the smoking community.

"When we first opened, it was a little different for people to see our store in the mall, and at first we got a little bit of negative backlash from people who just weren't ready for this type of business to be in this location," Brandy says. "We'll still get a person making a complaint about us every few months, but we really don't have any issues."

continued on page 74



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Glass Blowing continued



That was 2012. Ryan has since developed a passion and a talent for sculptural pieces.

“It really shows an artist's style,” he says. “You and the person working next to you can make a figure of a person and they'll both look completely different.”

“The bigger the better,” he adds, noting that he is inspired by the sculptural work of glass artists Joe Peters, Robert Mickelsen, Elbo, Buck and Banjo, who he admires for pushing the envelope of the craft.

Even though most sculptures are caricatures, there's still the challenge of maintaining a somewhat realistic aspect ratio, such as arms to legs or head to body. “Assuming you're going for something realistic, you want it to be reasonably so,” Ryan says. “Getting it to look like it does in my head can be challenging.”

continued on page 78



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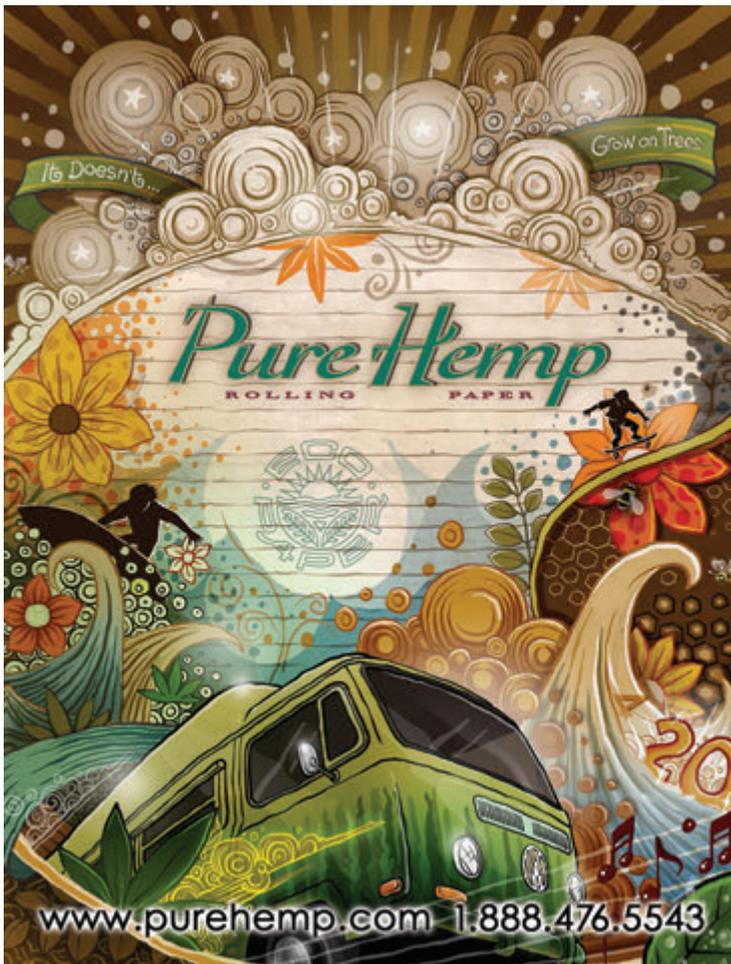
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Shop of the Month continued



Uberglas has a sleek interior design that almost could be mistaken for an Apple or ATT store – there are sheer curtains in the front windows (another mall request) to hide a little better what's going on inside, but the main doorway is wide open just like any other retailer along the concourse. The staff at Uberglas reflects that upscale environment; keeping positive upbeat attitudes and professional appearances.

“We wanted it not to be like an old dungeon smoke shop,” Jamal says. “We wanted to be classy with a professional look and atmosphere that’s inviting to all kinds of customers.”

When Jamal and Brandy acquired Uberglas in 2014, one of the first things they did was to modernized the business with a computerized inventory management system that helped to keep track of costs and profit margins. Another “upgrade” was forming a strong team that care about representing the Uberglas name who and are passionate about the products they sell.

“We have a small staff (as many as five), but they're very effective,” Jamal says.

Inside Uberglas are showcases displaying a wide variety of functional glass ranging from five dollar hand-pipes to water-pipes from RooR, Pulse, Grav Labs, Empire Glassworks, and Crush Glass. They also focus on unique pieces from independent local glassblowers, such as Neil Coe, Brandon Dorn with Monster Glass, John the Glas Smyth, and Alyssa Schaffhauser Wired, and just like in a gallery, they help promote the artists by putting their names with their pieces for people to see.

continued on page 87



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MARCH

Giveaways & Promos

It's hard out there for a retail shop. You've got customers to serve, bills to pay, appearances to keep up, lights to keep on, vendors to please, employees to please, and a whole host of other things to take care of that a humble trade publication like Headquest wouldn't even think of in an intro to a goofy piece like this. But what we can do is offer some suggestions to help gets folks into your store, buying things and having fun. That's the idea of this new monthly column which will detail a handful of promotional sales ideas for your store. Consider them a brainstorm—a place for jumping off into new ideas that will inject some life into your storefront. And let us know what you think. We'd love to come up with some suggestions for a theme that makes sense to you.

- 1. Peanut Butter Lovers' Day (March 1)** — Peanut butter gets a bad wrap. Or, maybe it doesn't. All we know for certain is that about five minutes ago we learned there's a day, every year, for celebrating people who love the stuff. And we're on board. Because peanut butter is versatile, you've got a lot of options on this day. PB&J sandwiches, Reese's candies, crackers and celery and all that other stuff people put it on. It's a great day for a great food, and that means it'll be great for your business. Probably.
- 2. Girl Scout Day (March 12)** — Assuming you're not some kind of goddamn monster, you have a favorite Girl Scout cookie. Chances are, you've got a couple of them. Over here at Headquest HQ (we call it HQ around the office), we're partial to Tagalongs and Thin Mints. But hey, you do you. Point being! This is a great day to celebrate those cookies as well as the Girl Scouts who sell them to you. We suggest you invite some of both to your store, and trust us, folks will show up for that. Eat some cookies, encourage some young people (they're our future, after all), and have a great time selling stuff. Everybody wins.
- 3. National Pi Day (March 14)** — Get it? March 14? 3/14? 3.141592653—you get it. Now, there are a couple ways you could go on this day. Hold a contest to see who can recite Pi the farthest. That's fun, right? But maybe the best option is to have people make Pi Pies. Delicious and nerdy—just like us. And maybe you and your customers! At the very least, you'll have pie. And who doesn't love pie?
- 4. Saint Patrick's Day (March 17)** — According to the goofy website where we research this stuff, "Saint Patrick's day is in honor of the Patron Saint of Ireland, who brought christianity to the Emerald Isles, as Ireland is known. It is truly a day of celebrating Irish history, ancestry, traditions and customs." But we all know what you should do on this day. Encourage your customers to dress up like leprechauns, hold a contest, and give a gift certificate to the winner. Obviously.
- 5. National Chip and Dip Day (March 23)** — Listen, folks, we don't make these things up. Someone else makes them up. But one thing we can all agree on is that chips and dip are good. And when you put out chips and dip, you have a party. Or at least some people. And you know who spends money? People. If we had to guess, we'd guess that 100% of your revenue comes from people. So put out some chips and dip this day, see what happens. We believe in you.

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Glass Blowing continued



“Often times, a piece will start as a drawing,” he adds, “and then I’ll make the individual pieces and then figure out how to assemble them so that all I have to do is pull the blow tube off and it’s done.”

Glass blowing is a constant learning experience, and one of the reasons that Ryan began creating dinosaurs is that they help him to develop his sculpting and proportional techniques.

“I like dinosaurs, and I can see them in my head and work towards making them better every time,” Ryan says. “There are a few guys who make dinosaurs, and some are really good. . . the devil’s in the details and no two are the same.”

“I like the finished product. . . it’s a great feeling when you get it right,” he adds. “There’s a certain prestige to working with glass because not everyone can do it.” ♦

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Clear	ZB1212-CL	ZB5858-CL	ZB3434-CL	ZB1034-CL	ZB1010-CL	ZB12510-CL	ZB125125-CL	ZB1510-CL	ZB15125-CL	ZB1515-CL	ZB175175-CL	ZB2020-CL
Black	ZB1212-BLK	ZB5858-BLK	ZB3434-BLK	ZB1034-BLK	ZB1010-BLK	ZB12510-BLK	ZB125125-BLK	ZB1510-BLK	ZB15125-BLK	ZB1515-BLK	ZB175175-BLK	ZB2020-BLK
Blue	ZB1212-BLU	ZB5858-BL	ZB3434-BL	ZB1034-BL	ZB1010-BL	ZB12510-BL	ZB125125-BLU	ZB1510-BLU	ZB15125-BL	ZB1515-BLU	ZB175175-BLU	ZB2020-BLU
Green	ZB1212-GR	ZB5858-GR	ZB3434-GR	ZB1034-GR	ZB1010-GR	ZB12510-GR	ZB125125-GR	ZB1510-GR	ZB15125-GR	ZB1515-GR	ZB175175-GR	ZB2020-GR
Red	ZB1212-RD	ZB5858-RD	ZB3434-RD	ZB1034-RD	ZB1010-RD	ZB12510-RD	ZB125125-RD	ZB1510-RD	ZB15125-RD	ZB1515-RD	ZB175175-RD	ZB2020-RD

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(5858) .625" x .625"	ZB5858D-1	ZB5858D-8B	ZB5858D-CR	ZB5858D-DI	ZB5858D-DL	ZB5858D-GA	ZB5858D-HD	ZB5858D-HF	ZB5858D-SK	ZB5858D-SP	ZB5858D-SPD	ZB5858D-ST
(3434) .75" x .75"	ZB3434D-1	ZB3434D-8B	ZB3434D-CR	ZB3434D-DI	ZB3434D-DL	ZB3434D-GA	ZB3434D-HD	ZB3434D-HF	ZB3434D-SK	ZB3434D-SP	ZB3434D-SPD	ZB3434D-ST
(1034) 1" x .75"	ZB1034D-1	ZB1034D-8B	ZB1034D-CR	ZB1034D-DI	ZB1034D-DL	ZB1034D-GA	ZB1034D-HD	ZB1034D-HF	ZB1034D-SK	ZB1034D-SP	ZB1034D-SPD	ZB1034D-ST
(1010) 1" x 1"	ZB1010D-1	ZB1010D-8B	ZB1010D-CR	ZB1010D-DI	ZB1010D-DL	ZB1010D-GA	ZB1010D-HD	ZB1010D-HF	ZB1010D-SK	ZB1010D-SP	ZB1010D-SPD	ZB1010D-ST
(12510) 1.25" x 1"	ZB12510D-1	ZB12510D-8B	ZB12510D-CR	ZB12510D-DI	ZB12510D-DL	ZB12510D-GA	ZB12510D-HD	ZB12510D-HF	ZB12510D-SK	ZB12510D-SP	ZB12510D-SPD	ZB12510D-ST
(125125) 1.25" x 1.25"	ZB125125D-1	ZB125125D-8B	ZB125125D-CR	ZB125125D-DI	ZB125125D-DL	ZB125125D-GA	ZB125125D-HD	ZB125125D-HF	ZB125125D-SK	ZB125125D-SP	ZB125125D-SPD	ZB125125D-ST
(1510) 1.5" x 1"	ZB1510D-1	ZB1510D-8B	ZB1510D-CR	ZB1510D-DI	ZB1510D-DL	ZB1510D-GA	ZB1510D-HD	ZB1510D-HF	ZB1510D-SK	ZB1510D-SP	ZB1510D-SPD	ZB1510D-ST
(1515) 1.5" x 1.5"	ZB1515D-1	ZB1515D-8B	ZB1515D-CR	ZB1515D-DI	ZB1515D-DL	ZB1515D-GA	ZB1515D-HD	ZB1515D-HF	ZB1515D-SK	ZB1515D-SP	ZB1515D-SPD	ZB1515D-ST
(175175) 1.75" x 1.75"	ZB175175D-1	ZB175175D-8B	ZB175175D-CR	ZB175175D-DI	ZB175175D-DL	ZB175175D-GA	ZB175175D-HD	ZB175175D-HF	ZB175175D-SK	ZB175175D-SP	ZB175175D-SPD	ZB175175D-ST
(2020) 2" x 2"	ZB2020D-1	ZB2020D-8B	ZB2020D-CR	ZB2020D-DI	ZB2020D-DL	ZB2020D-GA	ZB2020D-HD	ZB2020D-HF	ZB2020D-SK	ZB2020D-SP	ZB2020D-SPD	ZB2020D-ST



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“As this industry grows and expands, we've added more rigs as the customers have become familiar with that style. People will come in, and they're like a kid in a candy store,” Jamal says. “They'll talk to us for hours about all the different pieces. . . we don't mind that at all; we'll bring the piece down so they can see it up close, and sometimes we'll even put in some water so that they can check out the functionality.”

“We'll get older guys, who are used to the one-hitters and the little bats, and they're overwhelmed,” Jamal adds.
“They don't know what to say about how far the industry has come.”

Jamal, 32, who works a day job in IT, and Brandy, 27, who ditched her career as a hairdresser to run this new business, travel to industry trade shows, like CHAMPS in Denver, to stock up on the latest and greatest merchandise. As Jamal says, they're “exploring the scene and seeing how far it can expand.” CBD edibles, from Cured Bomb Desserts, are one of the newest products they've tried out with good response.

“Being in the mall, we do get people to try out some of these new products,” Jamal says. “We had feedback just the other day from a customer who said he bought some and it really helped his sickness and nausea. It makes me feel good that we're making a difference for people, and helping them to ease their pain in a way that doesn't totally destroy them.”

Uberglas is surrounded in the mall location by a pet store, Hallmark card shop, and a pop-up vendor that might be offering meats and cheeses or massages depending on the season. Speaking of seasonality, Jamal says that being in the mall during the holidays is the best part of the whole thing. On Black Friday, traditionally the busiest retail day of the year, Uberglas will have special sales and promotions to draw in the shoppers, and Jamal confesses that boy does it pay off!

Still, Jamal and Brandy agree that the success of Uberglas is not so much about the money, but in furthering the awareness of the whole industry.

“We'll get people who are like 'What's an Uberglas?' and ask if we're related to the Uber car service,” Brandy says with a laugh. “People get the idea as soon as they see the glass. We educate the customers on what they're looking at and buying, and we try to give them more than enough information about everything in the store.” ❖

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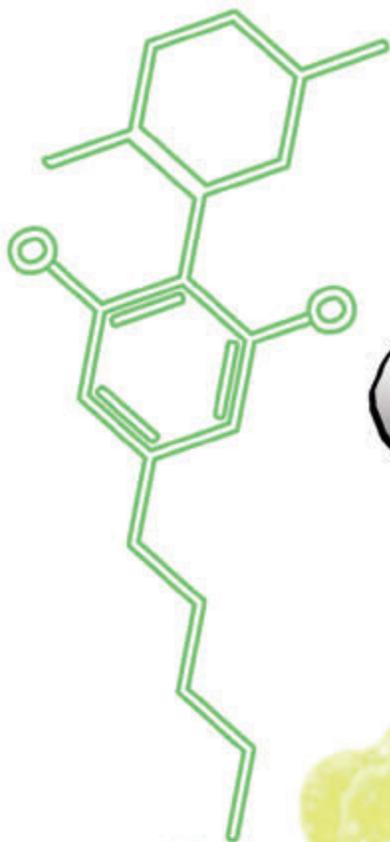


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It's strategies and extensions of the brand like these that have helped Eldorado continue to be on top of the market despite downturns in the economy. Garland says a more universal need has something to do with the increased popularity of adult products as well.

"Overall, I think there has just been a change in America," he says. "More people are staying home and having fun."

"They are more people experimenting and trying these items, and shopping in couples-friendly stores, and once they get started they don't stop," remarks Dennis Jones, Eldorado's senior buyer who's been with the company for forty years.

Certain products, such as vibrators, are consistent sellers. Other categories like dildos and dongs, for instance, have seen a growth spurt for many reasons including increased competition among vendors who bring down the price point to where people who normally wouldn't go for such products, are more willing to give them a try.

Among Eldorado's top selling products is an app-enabled vibrator device from We-Vibe that allows couples to stay connected and have virtual relations from across the house or from the other side of the word. Another is a high-powered bullet spinning vibrator from NU Sensuelle. Then there are the "sucking toys" like The Womanizer that utilize suction instead of vibration, and induce powerful orgasms in a shockingly short amount of time. Not to leave out the guys - there are cock rings, prostate massagers, enhancement supplements, and the always-entertaining Fleshlight.

Among the most unusual items you'll find in Eldorado's catalog is a dildo vibrator equipped with a tiny video camera and LED lights for taking selfies of — well, you get the picture.

"I'm baffled by some of this stuff," Garland says with a laugh.

"The market is going to continue to evolve. The thing I've learned in life and business is that the only constant is change," Garland adds. "Eldorado will keep on adapting and changing." ❖

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Broomfield, Colorado

www.eldorado.net

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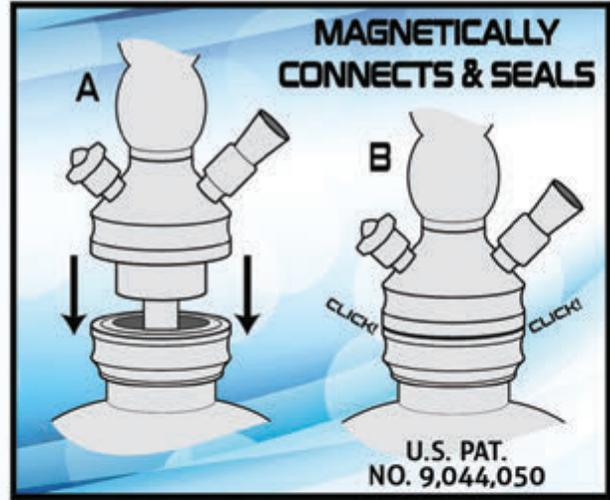
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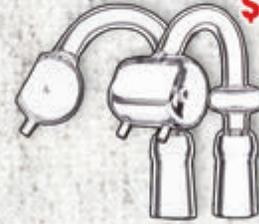
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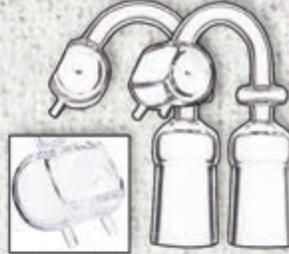
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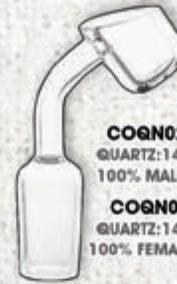
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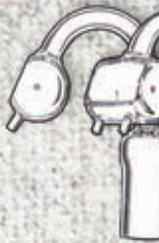
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Reggie Watts in 2011

“I just know that I want to create something very immersive and have a quality of being transported to another way of thinking, and another reality in a really interesting, subtle way,” he says, closing his eyes for a moment and really digging in. “I think it’s just about freedom and not having rules about not having rules. It’s about creating the most natural situations possible, so that people are speaking in a natural tone, a natural voice, and it feels like there’s a reason behind everything they’re doing in that. They’re just being natural and communicating a situation. But the situation is just slightly stupid. But they’re completely 100% committed to it. That’s the reality, and that’s what they need to deal with. I really want to direct these.”

Backstage at Atlanta’s Plaza Theatre, Reggie Watts is pondering what it means to be weird. Or, perhaps, more accurately, how to stay weird. To call Watts a comedian is a vast understatement, if only because he wears so many creative hats. “Performance artist” is fair, as is “musician.” During live shows, he grabs and discards from all of these piles, throwing things up against a wall to see what sticks.

“Being weird, to me, the idea of viewing the world in a different way, or viewing it strangely, or having weird mannerisms, it’s mostly an honesty issue,” he says, letting the thought unfurl aloud. “If someone’s being weird, then there’s something that rings false about it. Unless it’s a setup. They’re acting weird. It’s a conscious decision to be weird. It’s a totally different feeling than someone who just has a different way of looking at the world.”

Define it however you like, but Watts definitely sees the world differently than his fellow man. Born an Air Force brat in Germany, Reginald Lucien Frank Roger Watts has lived in Spain, Montana, and Seattle; is classically trained in piano and violin (11 years of lessons total); has played in numerous bands; and currently stars in Scott Aukerman’s Comedy Bang! Bang! series on IFC. Entry points for his art are equally ridiculous. People discover him from his crass and hilarious videos with titles like “What About Blowjobs?” and “Fuck Shit Stack,” as well as the gorgeous and complicated music he’s created. His most recent special, *A Live at Central Park*, is a mixture of his usual live performance and a chopped-up sketch with an intentionally weak/confusing story arc involving hobos, park rangers, a tiny television and a squirrel named Parsons.

Listening to Watts speak about such aspirational projects is equally overwhelming and borderline nonsensical. On one hand, it’s easy to lose track of his thought process as it wanders off like one of his trademark improvisations. But it’s also otherworldly in its own weird—there’s that word again—way. You get the sense that Watts is ahead of his time, and that the folks who are smart enough to pay attention to him and attempt to keep up, get dragged along for the ride. Avant garde by proxy, as it were. He says he wants to be remembered for “accessing pure creativity,” which, if he were to die tomorrow, that legacy would be set. But like any other restless genius, he keeps pushing forward. By the time this story is published, he may have given up on creating immersive things that transport people to other ways of thinking. But maybe not. Maybe he’ll just be doing it differently—like he’s always done it.

“It’ll never, ever, ever be done,” Watts says about his work. “Sometimes you hear annoying stories of stars, like, going into painting. You know, like, really? I’ve never heard of you as a painter at all. People are like, whatever. But for some people, it’s something they’ve always done. You never knew that someone was such a great photographer, or you never knew that someone was so good at, you know, like, Jack White loves upholstery. He’s upholstering still, and that’s a thing he likes to do. He practices, and it’s a craft. So, you know, people like this generally tend to have several things going on and are known for maybe one thing. I like to be as flexible as possible so that I’m known to be able to fit into multiple situations, because I like to be included in all the various forms because I’m interested in how it works. I’m a fan of it as well. I’d like to be a part of it in that way.” ❖

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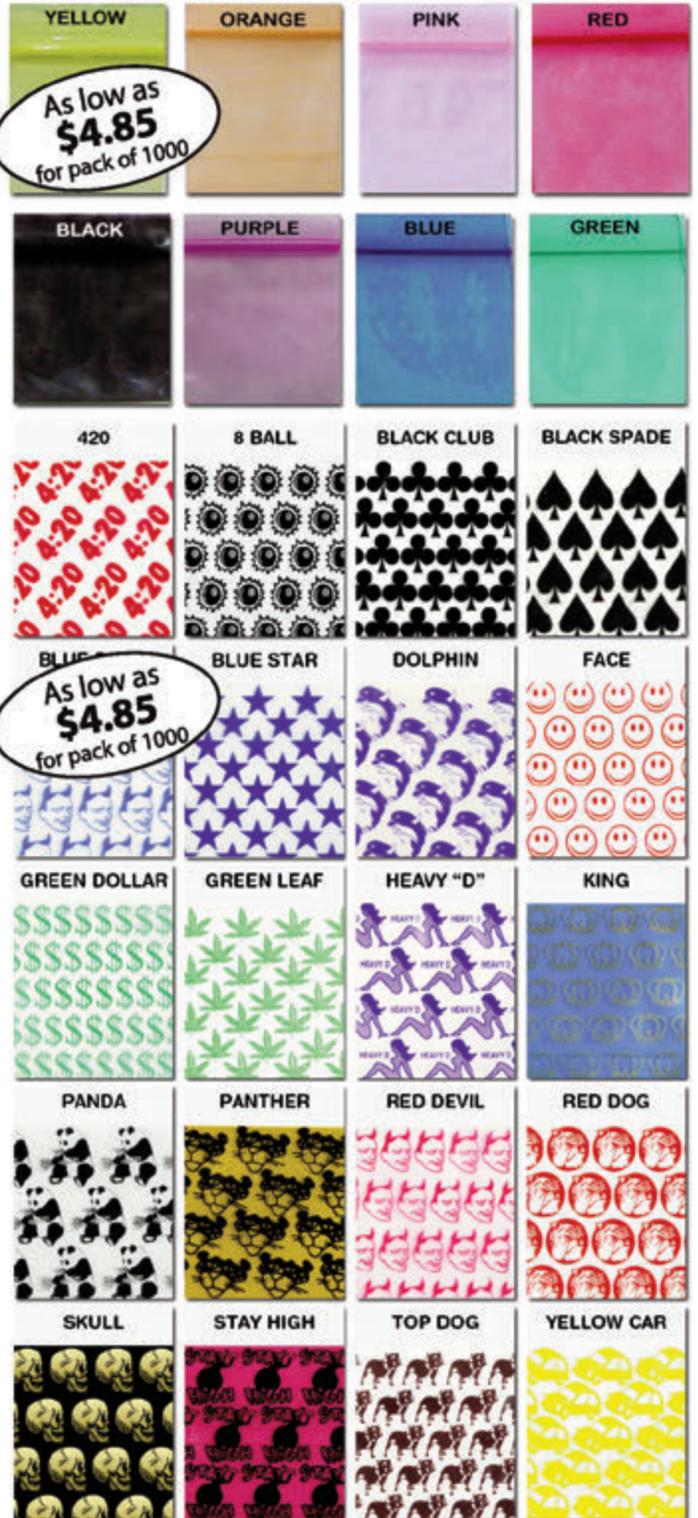
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100% opaque surface protects contents from harmful light and snooping eyes

POWERED BY
combi-fresh[™]
TECHNOLOGY

COMBINATION LOCK-FRESH VACUUM SEAL





CUZ
EVERYTHING
ELSE STINKS



ODORLESS TECHNOLOGY

The secret of the Skunk Air-Flow system lies in a patented high potency activated carbon technology. Odors & harmful chemicals are trapped and neutralized.

How does it work?

When the odor molecules come into contact with the activated carbon molecules, they become trapped within the pores and the odors defused. With our formula, stink doesn't stand a chance.

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INTRODUCING
DAVINCI IQ

PRECISION VAPORIZER



100% CERAMIC ZIRCONIA AIRPATH
SMART PATH TECHNOLOGY
PRECISION TEMP CONTROL

BOOST & STANDBY MODES
REMOVABLE 18650 BATTERY
BLUETOOTH APP CUSTOMIZATION



Firefly²[®]

The Highest Rated Vaporizer. Ever.



“Best Overall Vaporizer”

GIZMODO

Jet Black Firefly 2 Is Exclusive To Brick & Mortar Retailers