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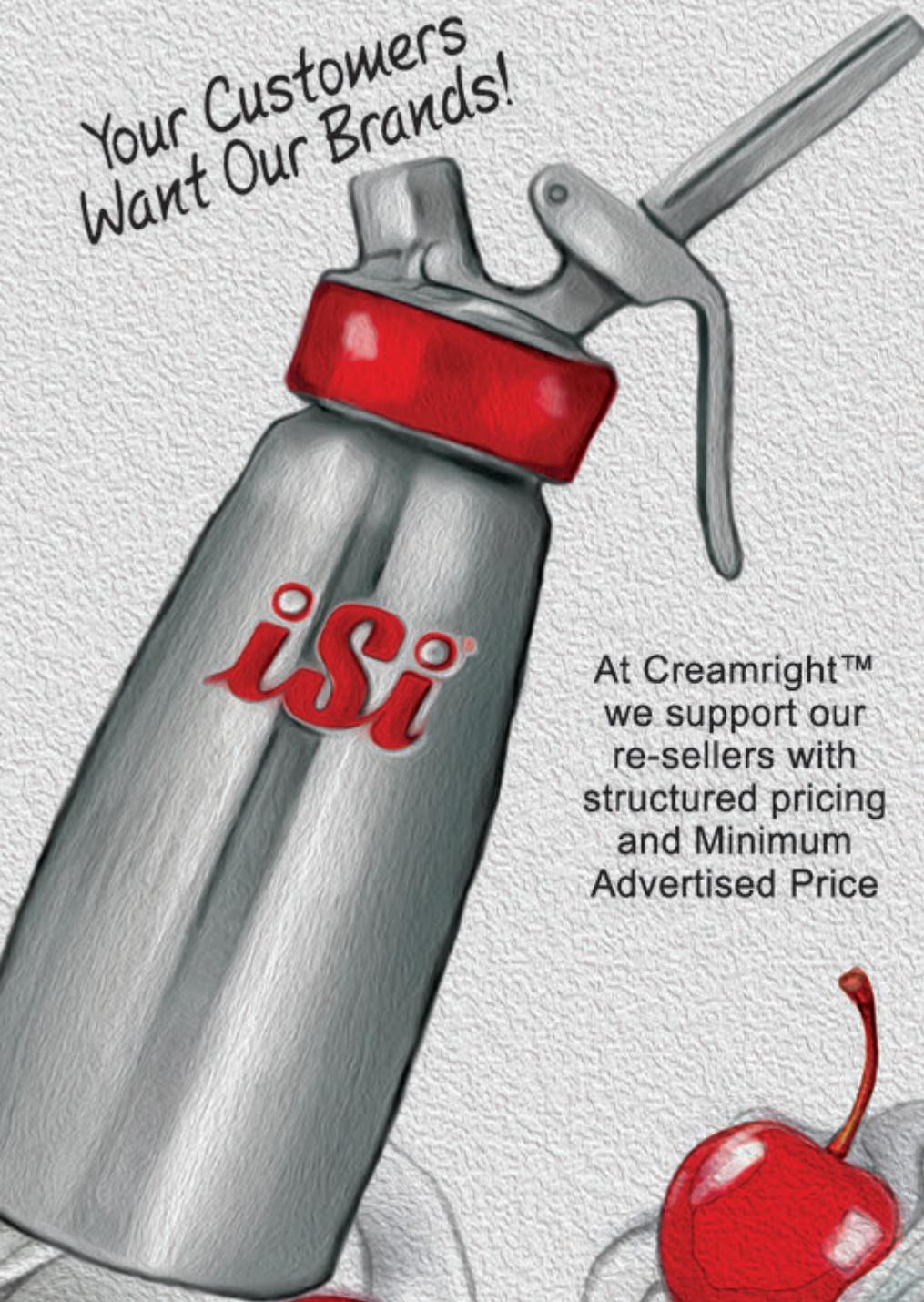
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## WE'RE FULL OF SURPRISES!

HQ would first like to thank you all for your loyalty and trust over the years. You are all an integral part of the industry and our company. We have two special shout-out's this month.

Calling all shop owners and buyers! HQ MarketZone is officially live and we are thriving! The first 200 buyers to register will receive a gift from HQ Magazine in addition to being entered to win \$500 worth of product from Orange Chronic! Don't miss this opportunity. This site was created for you! Simply visit [www.HQMag.com](http://www.HQMag.com) and click the buyer registration tab to register.

Shout-Out to industry wholesalers! HQ's infrastructure is changing and we are proud to launch our new pod system. With this system, we will differentiate ourselves from the competition by providing you with the best customer service available in the industry. The system will be spearheaded by knowledgeable sales executives with support stemming from account managers. Our goal here is to provide you with multiple channels to seek out information and to eliminate gaps in communication. By working more closely with our HQ clients, we are able to ensure you a successful ROI and a positive business relationship going forward. You will all soon be receiving an information packet which serves as a wealth of knowledge for everything industry related. Keep your eyes peeled!

HQ values our readers and clients and we look forward to the longevity that this amazing industry offers. Thank you for all of your support. See you all next month!



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MAY 2017 Issue #204

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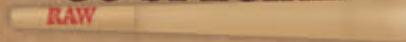
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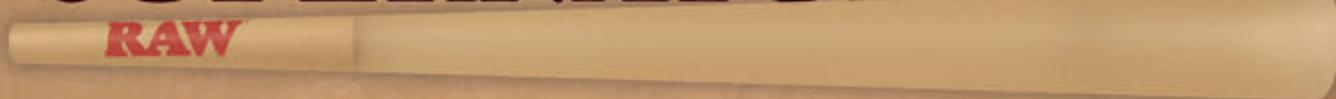
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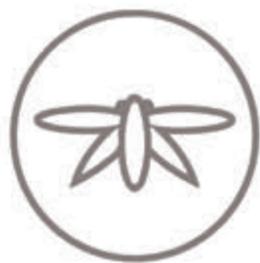
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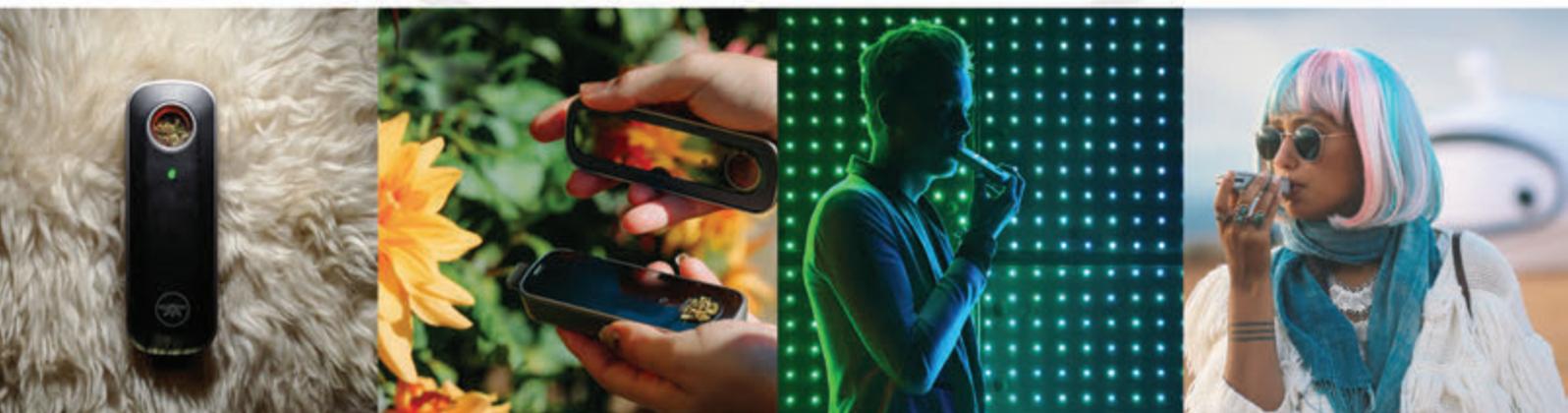
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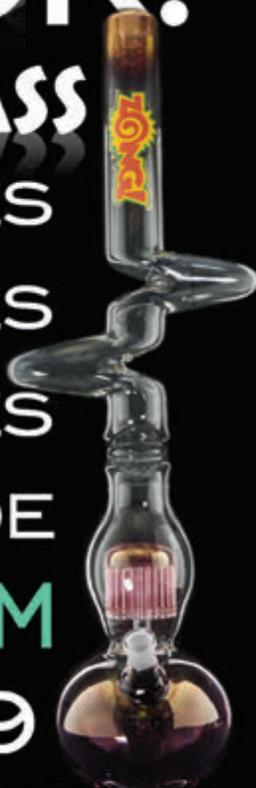
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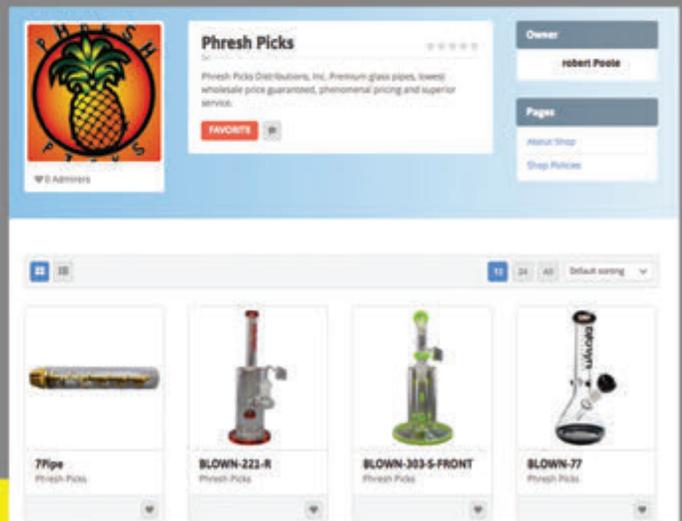
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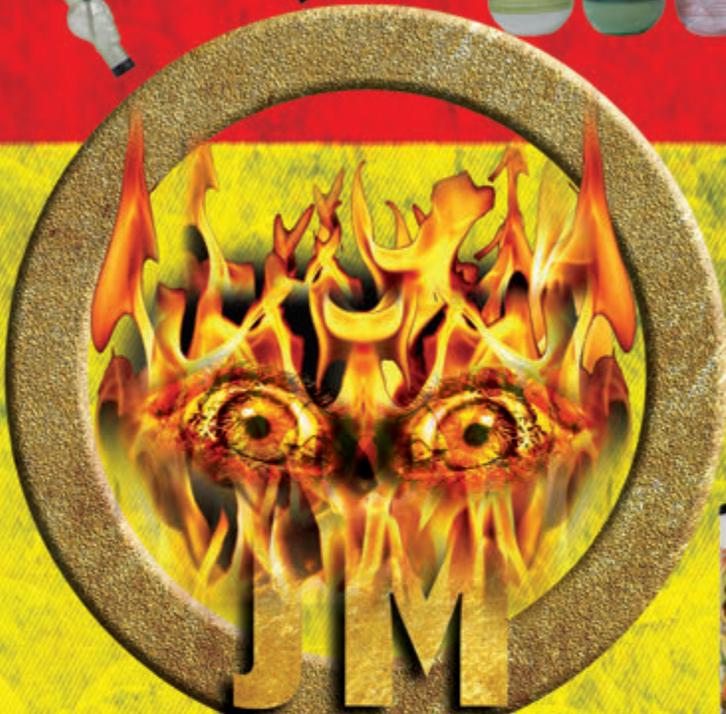
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# Behind the Scenes

BY DARIN BURT



Like a lot of entrepreneurs, Steve Kelnhofner, founder of 7th Floor Vapes, followed his passion and in the process developed a new product. He loved vaping, but ten years ago, there weren't many quality vaping devices on the market. The wand style vaporizer seemed to be the best in performance except that the quality was not there and the wand angle was an issue. The heating elements were going out every few months and in the dry climate of Colorado the wooden box itself started falling apart. The vapes worked great, when they were working, but just did not last long for the price.

The catalyst for invention happened after Kelnhofner was busted for growing marijuana and subsequently lost his job; his first venture was selling adult products online, and with the experience he'd picked up about e-commerce and building websites, he developed and sold a vaporizer he dubbed the Silver Surfer. This tabletop vaporizer utilized what, at the time, was the first ceramic heating element; replacing the standard nichrome wire that tended to burn out after a few months of use.

## 7TH FLOOR VAPES

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"The ceramic heaters last for years," Kelnhofner notes. "They wrap ceramic around the heating element and bake it at like 13 thousand degrees where it comes out with the same crystalline structure as a ruby."

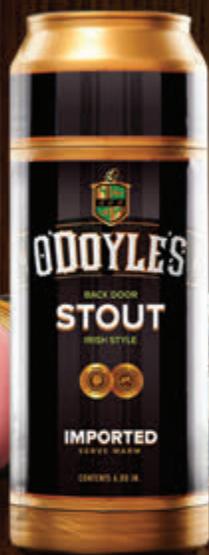
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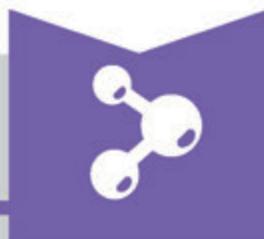
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# Smokin' News

## from across the country

### College partiers get low marks

A new study out of Yale University confirms that substance abuse is linked to bad grades – but also reveals a number of trends among college students that surprised its authors.

Researchers found that students who drank a moderate to heavy amount of alcohol actually had similar grade point averages to those who consumed little or no alcohol. However, students who used moderate to heavy alcohol as well as marijuana saw their grades plummeting.

Students who drank minimal alcohol and used minimal marijuana had an average GPA of 3.10, while those who drank alcohol earned an average GPA of 3.03. The most dramatic change occurred in students who used both alcohol and marijuana – their GPAs averaged 2.66.

Godfrey Pearlson, senior author of the study and professor of psychiatry and neuroscience at Yale, said the combination of those two drugs can have a number of different effects on student success.

"If you're hanging out with friends and drinking and smoking marijuana, it's time you can't spend studying," he said. "Another explanation is harming yourself cognitively. Your working ability and your ability to concentrate are affected by the drug. Marijuana smoking by itself produces a certain degree of apathy, so you're less motivated to study."

Researchers also found that when students in the third category – those with lower GPAs – decided to limit their alcohol and marijuana intake, their grades improved. Conclusion – drugs may get you high, but there's no irreparable damage to your brain.

### That's not walnuts in the brownies

Edible marijuana products such as candies and brownies need better labeling, a new study concludes.

Some labels on marijuana edibles contain so much information in fact that consumers feel overwhelmed. On the flip side, other labels do not even clearly indicate that a product contains marijuana at all.

Study participants fear that bad labeling could lead people to unknowingly consume marijuana. Guests in the home of a marijuana user could consume edibles by mistake, because they did not recognize that the products contained marijuana, and children might mistake such products for cookies or candy.

The research team is hopeful that the study will provide guidelines for product labeling in marijuana-legal states. Proper labeling can ensure that edibles are not accidentally consumed by children or adults, while also providing instructions to help inexperienced users from getting as high as a kite.

### Everybody's leaning towards legalization

Public opinion polls have shown significant growth in support for marijuana legalization, from about 20 percent in 1990 to 57 percent in the latest Pew Research survey.

A forthcoming study refutes the popular conception that younger generations have shifted the needle of public opinion by embracing more socially liberal policies. Instead, the legalization of marijuana has seen broad support grow across all demographics.

"Clearly, some people have changed their minds on this subject," said sociologist Philip Schwadel. "If you think about how rapidly the change in support happened, it's not that surprising. Not enough older cohorts have died off and fewer cohorts have come into existence for this much change to occur."

AG Jeff Sessions may have experts telling him "there's more violence around marijuana than one would think," but in reality, laws regulating the sale and use of cannabis for medical purposes is not associated with any uptick in the rate of violent crime or property crime, according to data compiled by researchers at the University of Victoria and the Motu Economic and Public Policy Research Institute in New Zealand. Why the kiwis are worried about what's happening in the U.S., we have no clue. But investigators analyzed FBI crime data to assess the potential impact of medical marijuana legalization on rates of murder, forcible rape, aggravated assault, burglary, and larceny. What they found was that medical marijuana laws are "unlikely to result in the substantial social cost that some politicians clearly fear."

### Cool factor of vaping more important than quitting smoking

People may have started off with e-cigs to help with quitting smoking. But if you believe what you read on Twitter, those reasons are changing, and more are vaping for the taste, the ability to 'smoke' indoors and their 'cool factor.'

"The reasons people vape shifted away from cessation and toward social image during the time that e-cigarettes evolved from a cessation device to a freestanding tobacco product attracting smokers and nonsmokers alike," said Jon-Patrick Allem, fellow at the University of Southern California's Tobacco Center of Regulatory Science.

Other reasons people vape appear to be "dubious," according to Eric Leas, a graduate student in the SDSU-UCSD Public Health Joint Doctoral Program. "Vaping may be no less expensive than smoking combustibles, despite their naming that as a reason for vaping. Understanding how the public is potentially misinformed, rather than guessing, is a tremendous benefit for public health surveillance and practice."

### Marijuana may not be illegal for long

BMI Research, one of the few companies to publish regular analysis on the marijuana industry, is still bullish on nationwide legalization despite the ambiguity coming down from the Trump Administration:

"The timeline for full marijuana legalization in the US will accelerate, especially in the context of newly passed initiatives in several US states. The most likely outcome will be that Congress passes a law removing marijuana from the Schedule system completely as opposed to re-scheduling the drug." ❖

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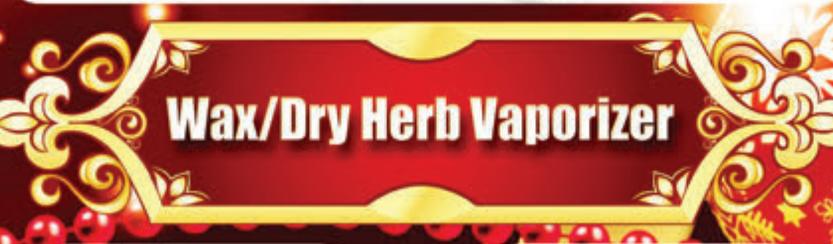
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## Behind the Scenes continued

The Silver Surfer also utilizes a unique reverse 90-degree angle design (which prevents your herb from falling out of the wand) and the force of gravity to effectively vaporize your favorite aromatic blend. This particular vaporizer offers a ground glass connection that allows the user to vaporize without holding the wand in place, providing a true hands free experience. Unlike the glass found on most other vaporizers, 7th Floor hand blows all their glass pieces to ensure only the highest quality components.

During the initial design stage, the pieces were easy to draw and to describe, but no glass blower in town would take on the project. Kelnhofer found a book called "Contemporary Lampworking," and with lot of time invested, a few months later some of the basic glass parts for the Silver Surfer were a reality.

The SSV is still all handmade all the way down to the custom glass knobs that make each unit unique. The original SSV used a ceramic heating element encased in a metal tube, like the competition. If you have ever seen metal after it gets really hot it turns a different color, which can indicate that some kind of toxin is being release, so the metal tube was eliminated. Now the SSV is the first vaporizer to offer a truly glass on glass experience and 7th Floor promotes it as best functioning custom vape on the planet.

7th Floor Vape has evolved as well. The Colorado Springs company not only produces desktop vapes, including the Super Surfer and Da Budah models, they've followed the trend towards portability with the Sidekick, Life Saber and Wax Maxer Vapor Straw.

"Concentrates have hit the scene like a firestorm. I remember about three years ago when somebody came into our smoke shop and asked for a 'dome.' I was like, what the f--- is that?," Kelnhofer says. "The e-cigarettes, which aren't really true vaporizers, but rather are atomizers, have brought a new demographic to vaporizers. It's hard to say how things are going to change, but I don't see the oils and concentrates disappearing at least here in Colorado."

"For a while, I thought that table tops were going away," Kelnhofer adds. "Everybody is doing dabs with e-nails, and even with water pipes, you're almost back at a table top. The Surfer has totally evolved - it was originally just for use with dry herbs, but now with the EOK (Essential Oils Kit) you can switch from herbs to dabs."

Consumers have responded favorably to the products produced by 7th Floor Vapes. They've even gotten great reviews from hard-hitting bands like Five Finger Death Punch, Blues Traveller and GWAR who loved to puff, but couldn't do it in the recording studio around all the high-tech audio gear. That's why they would turn to a Silver Surfer. Kelnhofer heard from one long-hair, headband wearing musician who said he hadn't sounded so good in years as after using a 7th Floor vape. That same singer has bought more than 40 of vapes from 7th Floor. . . and never once asked for a discount.

Kelnhofer points out that vaping is the only way to draw out the true flavor from any product. Dabs should be heated to 385 degrees - that's when THC and CBD start to vaporize; anything higher is burning them. Flower requires a bit more power.

"When you're doing concentrates, you can have a pen the size of your finger that you can take anywhere, but if you're in the flower mode, you've got to have more battery power and heat. A portable doesn't have the volume," Kelnhofer says. "It's like a .22 compared to a .50 caliber." ❖

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By Darin Burt

# Glassblowing



## JOSH MCMILLEMAN MCDANIEL

There are so many new artists working in glass these days, that to stand out, one needs to have a niche – one guy might be known for intricate linework another for sculpted style pieces. Josh McDaniel earned the nickname McMillieman for his talents at creating “mille” (short for millefiori) sculptures.

The millefiori technique involves the production of glass canes, known as murrine, with multicolored patterns which are viewable only from the cut ends of the cane. A murrine rod is heated in a furnace and pulled until thin while still maintaining the cross section's design. It is then cut discs, revealing a painstakingly detailed work of art.

“It's all about breaking (the image) down into shapes and assembling them – you're building a two-dimensional picture in 3D,” says Josh who began blowing glass in 2001. “I've got a lot of art school classes under my belt, and had done a lot of sculpture before I was a murrine maker which helped me jump into it so quickly.”

*continued on page 78*

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Remodeling a retail space costs less than building from the ground up. In reality, all stores are just an empty box until you put up some walls, shelving and display cases. When weighing a renovation, you'll want to determine how the return on investment. A typical ROI calculation is a ratio of increased sales to the amount of investment. For example, if a renovation cost \$100,000, and the store earned \$20,000 more in the year following the renovation, the ROI is 20 percent.

According to Monash University marketing researchers, retailers often recoup their remodeling costs within two to three years thanks to new customer visits, which were 6 percent higher after their first purchase in the remodeled store. Researchers also found that overall sales see a year-long boost following a remodel. In a small independent retail store, the sales increases in the year after the remodeling were 43 percent for new and 7 percent for existing customers. For a large multi-store retailer the contrast was similar, 44 percent for new and 10 percent for existing customers. Even more impressive is that between 30 percent and 80 percent of the growth in sales revenue after remodeling is attributable to new customers.

A remodel doesn't always mean gutting and rebuilding. An effective facelift can be as little as a deep cleaning and a fresh coat of paint to going all out by installing custom flooring and modern digital signage. The quality of the renovation has much to do with its lifespan. A common measurement is that a store's design will stay fresh for an average of five to seven years. When considering the elements that will go into the job, remember that good design can last many years while a trendy design will be outdated within months or minutes. \*



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# DAZE

## VAPE ROOM

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Colorfully Beautiful. That's how Kim Tasik describes Daze, her Long Island smoke shop. It's the perfect description of the place where you'll find Grateful Dead galore, all of the hippie goodies like incense, crystals, tie dye t-shirts, posters and tapestries, and you can even score vintage vinyl from Grand Funk, Supertramp and Steve Miller Band; there's also modern glassware and every kind of smoking accessory from grinders to rolling papers.

"A lot of the new smoke shops look like cell phone stores, but when you walk into Daze, there's a LOT of stuff," Kim says. "At least once a day somebody will say that it reminds them of the Seventies and how much they love it. It's 'kind of organized. . .it works and so why change it.'"

When Kim finished with fine arts studies at Hofstra University, her dream was to open an alternative business like a record store or smoke shop. The latter won out and she opened Daze in 2002. For the first few years it was a one-woman show and there was little on the shelves besides, by Kim's own description, "the crappiest things" like ceramic alien head pipes. What she did have to offer was a friendly and helpful attitude.

*continued on page 74*



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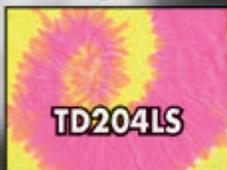
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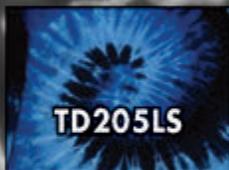
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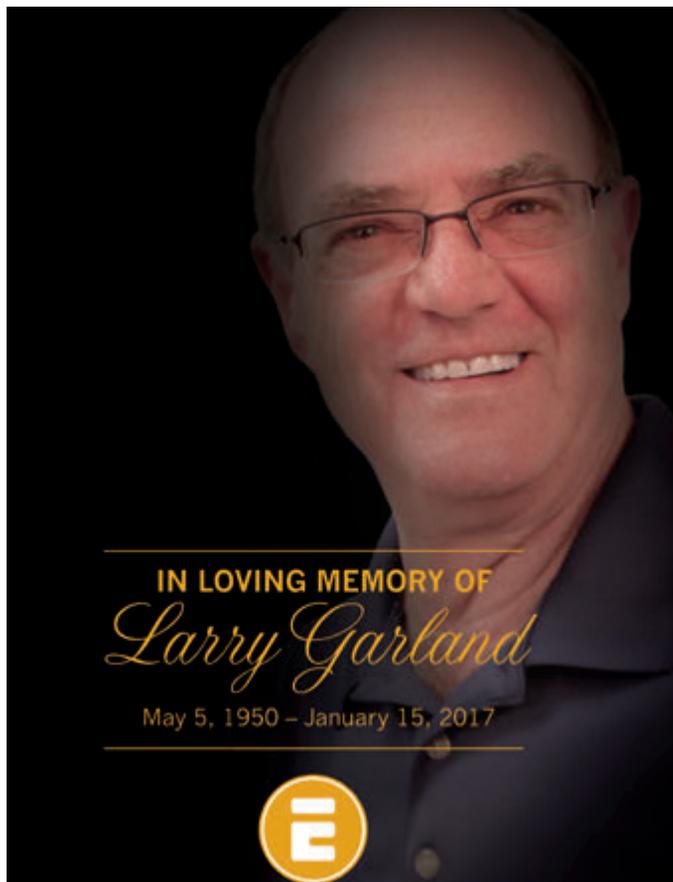
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## The Passing of an Leader



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May 5, 1950 – January 15, 2017



### Founder and CEO of Eldorado Trading Company Passes Away

Broomfield, CO – January 16, 2017 – Eldorado is deeply saddened to announce the sudden death of its founder and CEO, Larry Garland. Larry was a true icon in the industry and was recognized as an innovator who recently received the XBIZ Industry Pioneer award. His legacy is apparent and evidenced by the immediate outpouring of support from the countless people whose lives he has touched.

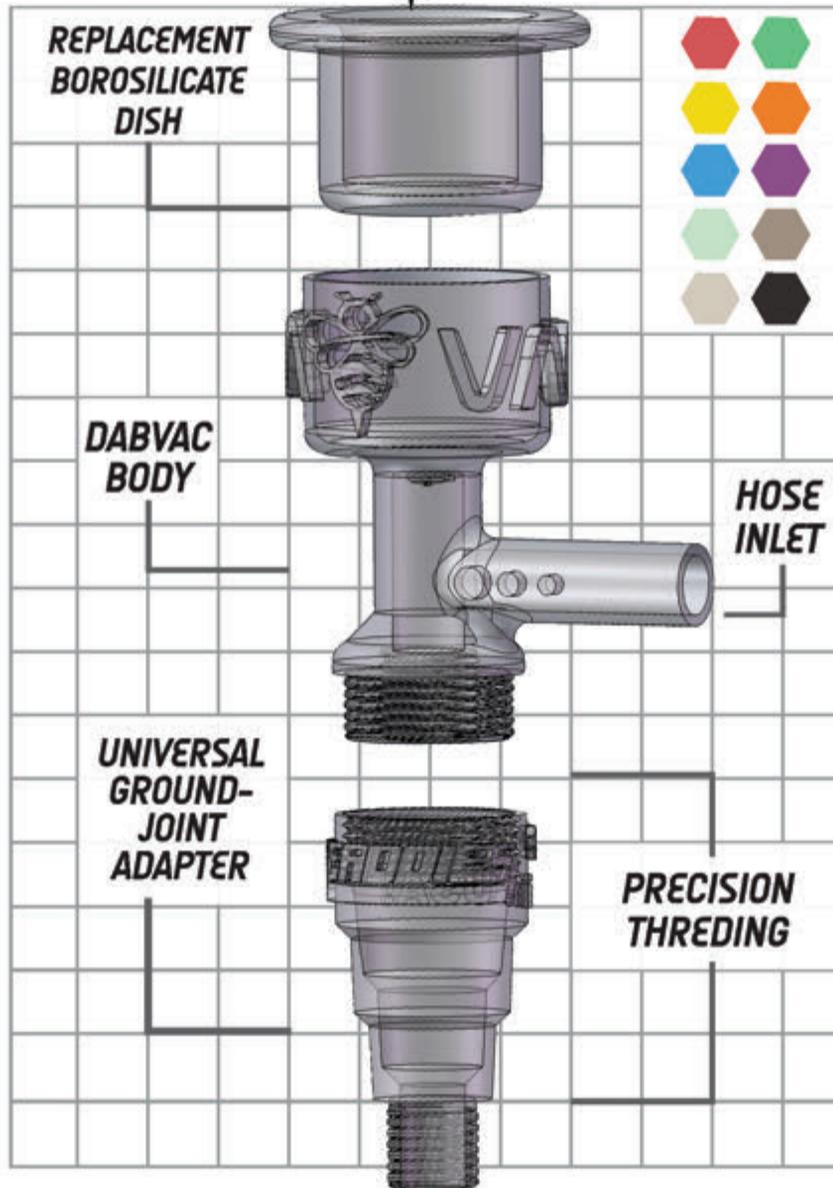
The Eldorado family is devastated by this news, but is rallying together to preserve his legacy. We are dedicated to continue to service our customers and business partners to the standard Larry has set for over 40 years.

Garland is survived by his wife Wanda, son Preston and daughter Shauna. Details of a memorial will be released as they become available. This is a tragic and sudden event. We ask that you respect the privacy of the family during this difficult time. An email address has been established ([condolences@eldorado.net](mailto:condolences@eldorado.net)) for those who wish to leave their condolences.

### About Eldorado

An award-winning distributor of adult toys, party supplies and lingerie, Eldorado is an unrivaled pleasure products powerhouse. With the sole focus of providing all the best to its customers, Eldorado provides the most knowledgeable staff, a huge collection of educational resources and an unparalleled lingerie selection. Eldorado offers a wide range of fulfillment services for online retailers both foreign and domestic. Experience the legend of Eldorado – an industry leader with legendary prowess. For more information please call 800.525.0848, email [sales@eldorado.net](mailto:sales@eldorado.net) or visit [www.eldorado.net](http://www.eldorado.net). ❖

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"I'd gone to other smoke shops and I always felt like the people there were really rude, and thought that if I ever opened a place I would be really nice to people," she says.

Daze slowly evolved into the place to shop. A friend who travelled to Amsterdam would always bring new things back for Kim to sell, and she also found U.S. vendors on whom she could rely. Most importantly, she listened to her customers as to what they really wanted.

There's a focus on American-made glass at Daze, from big name companies, including RooR, Pyrology and Grav Labs, to pieces from independent local blowers, and even headies from legends like Merc and Marble Slinger. There was a time when customers sought out the name brands, Kim says, but more now are simply looking for the best deal on a quality piece.

"We can sell twenty dollar hand pipes all day long," she says. "We try to have something in all price ranges so everyone's happy."

[continued on page 88](#)



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# JUNE

*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. Repeat Day:** This odd holiday, always celebrated on June 3 and intended as “an opportunity to do things over and over again,” seems like a great day for a creative sale in your store. This odd holiday, always celebrated on June 3 and intended as “an opportunity to do things over and over again,” seems like a great day for a creative sale in your store. This odd holiday, always celebrated on June 3 and intended as “an opportunity to do things over and over again,” seems like a great day for a creative sale in your store. This odd holiday, always celebrated on June 3 and intended as “an opportunity to do things over and over again,” seems like a great day for a creative sale in your store.

**2. D Day:** As much as we enjoy having fun around here, like Memorial Day last month, you should leave the jokes at home on this one. On June 6, 1944, more than 150,000 Allied troops landed on the beaches of Normandy to fight the Nazis. And this is a great day to honor our veterans and the families who have lost someone in service. Discounts for military personnel, special deals for those who have been affected by war abroad—there are plenty of ways to serve your customers and your country on D Day. And while we're all for having fun, it's important to remember those who have given us the ability to have that fun. Hang a flag in remembrance on this day.

**3. Father's Day:** Everyone loves a reason to honor dear old dad, and there are a lot of opportunities to let your customers do precisely that on Father's Day. How about a “bring your dad to work day” for employees? Or if customers do the same, both they and dad get a discount? You could even reverse it and ask new fathers to bring in their kids for special discounts and offers. Hold a “best dressed dad” contest and give gift cards to the winners. Or force people to get especially creative and write poems or paint portraits of their fathers which can then be displayed in the store. The point is to have a little fun and make some folks happy, and you've got a lot of options on this day.

**4. Summer Solstice:** First of all, this is a supremely nerdy holiday, and you can use that to your advantage. Check this: “the summer solstice occurs when the tilt of a planet's semi-axis, in either northern or southern hemispheres, is most inclined toward the star that it orbits.” That's amazing! But it's also the longest day of the year, so maybe reward your customers for coming out late. Or stay open an extra hour or two to celebrate something we won't see again for another 365 days. Summer solstice trivia seems like a great idea, especially when gift certificates are involved. While you're at it, why not grill out? Summer's about great food, right? You can even suggest your customers try to take the best photo of the summer solstice sunset with your store in the background. Get a hashtag, get some winners. get some free promotion for your small business. But most important of all, get your solstice on, people.

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## Glassblowing continued



"I made sure from an early point that I picked images that I really care about," Josh adds. "It's a lot of work, and if you're a week into a pull, you're beat up, and your natural instinct is to start cutting corners. . . I'm so attached to the images that I'm not willing to do that."

While it's being worked with, a cane can weigh three or four pounds and measure up to eight inches in diameter. Glass millees require a clear end cap that isolates the color section and can add a couple more pounds. A mille can be pulled down to a tiny as 7-8 mm in diameter and still hold a recognizable image.

Those images can be anything from geometric designs to brand logos to pop culture icons. Josh has created "chips" with Spidey shields, the murderous doll Chucky and Sloth from the Goonies. His favorites are Star Wars characters, including Darth Maul, Yoda, Darth Vader and R2D2, which translate marvelously well into graphic images.

"It's just like a painting — you've got to pick something that has a good composition and color balance. You also have to think about it all being pulled down so far that it's like looking at a painting from across the room," Josh says.

*continued on page 90*



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# BIG IDEAS FOR MAXIMIZING SMALL RETAIL SPACES

**F**inding the right location for a retail business can be challenging, and the cost of renting a space is overwhelming, especially in urban areas, to many business owners. You might have big plans for your business but that doesn't mean you have to have a big floor plan. Being strategic about how you design the space and display your merchandise will help you to optimize that amount of square footage you really need. Thinking small can help you to cut costs on a new business and have a better chance at successfully expanding to a second location.

## Get higher

Take advantage of all of your wall space, up to the very top. Display your items vertically by installing slat-wall panels. Available in a variety of attractive styles from wood to metal, slat-walls provide a custom-finished appearance and allow the walls of your store to be used as retail space. The standard panel is 4' H x 8'L with slat boards spaced at 3" intervals. Between these slat boards are grooved slots to insert the slat-wall accessories and shelving for display. This design works especially well with water pipes and hookahs because the shelving can be adjusted to accommodate items of varying heights.

## Traffic control

A strategic store layout is a tremendous way to make the most of a smaller retail environment. Often times, smaller retail spaces fail to fully utilize high traffic areas. By simply relocating popular items to the central spaces within the store, and moving less profitable items to wall aisles or corner spaces, you should see a substantial boost in sales margins.

*continued on page 98*

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REPORT



There are sayings that suggest one must be living in a cave or under a rock or on a faraway planet if they have not heard of certain news. However, there is likely no cave deep enough, no rock heavy enough nor any planet distant enough to escape the news of the 2016 presidential election. New administrations are typically quick to enact policy changes that undo the actions of its predecessor and shape the focus of American politics. The Trump White House is clearly no exception to this standard - to the contrary, the new administration has gone to unprecedented lengths to curb the actions of the Obama years.

An article that addresses all that has transpired since November 8, 2016 would make the Beijing Yellow Pages blush. Instead, two articles to appear in subsequent volumes of HQ will focus on something the public has very little information about: How will the Trump administration treat medical and recreational marijuana?

Since California first legalized cannabis for medical use in 1996, a standoff of wild west proportions has been brewing between the states that have taken steps to legalize marijuana and the federal government that still classifies cannabis as a schedule I narcotic. For most of the past twenty-plus years, presidents and congress have taken an approach of benign neglect and allowed states to govern the issue themselves. But Donald Trump is not a typical president and already has a propensity to affect change through executive action. Additionally, Jeff Sessions, the man he appointed to oversee the Justice Department, is a staunch critic of marijuana legalization. In a statement in which Sessions' views on marijuana were only the second most offensive portion, he was once quoted saying that he thought the KKK "were OK until I found out they smoked pot." Even White House Press Secretary Sean Spicer suggested a relationship between recreational marijuana use and the opioid epidemic.

While not much is known about the Trump administrations intentions, it is an administration that tends to regularly drop bombshells. Will the Justice Department go through with their fight on recreational marijuana use? Or will the states take preemptive steps in the courts or make a bigger push for constitutional protection? While writing this, Sean Spicer may have already revealed the White House's intent. Attempting to predict the actions of the unpredictable is a fool's errand. However, there are plenty of real issues that can be predicted, such as economic and social ramifications, if a federal crackdown of recreational marijuana does occur.

The outlaws and the law are both huddled in their camps, contemplating their next moves, but it is close to high noon at the THC coral. Someone has to shoot first - who will still be standing when the dust settles? ❖



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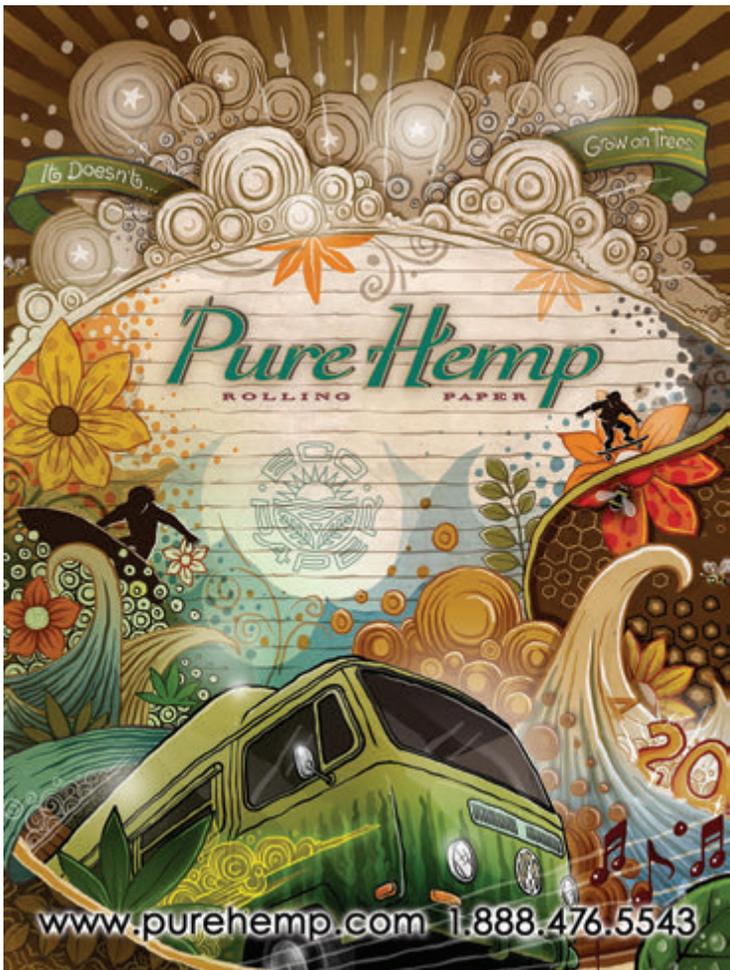
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“If people tell us that they can get something at a gas station, we explain to them why buying American is better than imports,” Kim adds. “We’re not here to take every dollar out of the customer’s pocket; we’re there to find the best thing for them after listening to what they want. We’re not so much worried about what they’re spending today, but that they’re happy and they’ll come back.”

Rather than adding vapes into the already crowded product mix, Kim took over the retail space next door and turned it into Daze Vape Room. This is where customers can find popular ejuice brands including Funk Master Flakes and Naked 100, and all the mods...but it's the starter kits that move best. Since the FDA regs took effect, there's no more tasting bar, but rather a “building bar” where vapors can work on their setups.

Daze is where Kim calls home. And she's not kidding — she lives in an apartment right upstairs.

“I’m always here,” she says. “I love the store, the glass, finding new product; I have great employees and customers. . . I love everything about it.” ❖



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“Traditionally, there's a certain amount of old school tattoo elements with bold outlines around everything and filling in with bright colors,” Josh adds.

A mille can be put inside a marble to decorate a pipe or as the image on a pendant – for Josh that means he's not limited to a single style; if there's a mille involved he can call it his own.

Millees are so popular that they've spawned a collectors market where enthusiasts treasure the slices themselves. While Josh was recently in Vegas for the industry trade shows he attended a milli party in a hotel suite where artists and collectors could sell and swap their favorites.

“I always joke that it's baseball cards for stoners,” Josh says. “The milli collectors are some of the most hard core fans. We're like a little offshoot of the bigger borro community, and there's just a lot of love.” ★

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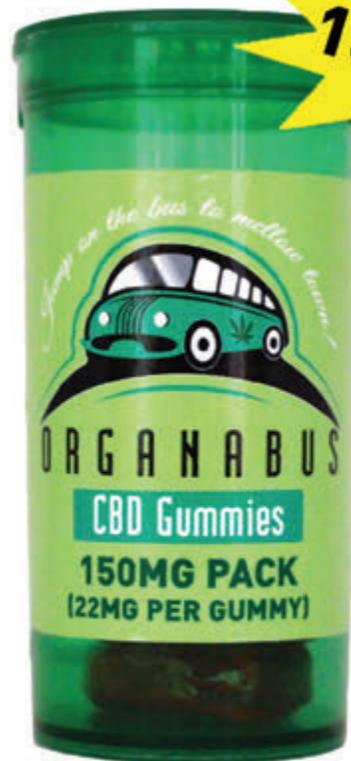
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# QUEST 4 THE BEST

## THE PUCK **A Universal Carb, New from Mystic Timber**

As the vaping world evolves, Mystic Timber continues to be on the cutting edge with another industry-first innovation: the Mystic Timber Universal Carb Dab Tool, the PUCK.

Introduced at the Champs Trade Show in Las Vegas this February, the PUCK was a run-away best seller. Designer of the PUCK, Bruce Jorgensen, calls the product "a unique, quality addition to any store's premium accessory offerings, and a must-have for even the most casual dab enthusiast's toolbox."

The PUCK is a unique tool, with a T2 Titanium Carb on a two-inch wood handled dab tool, hand-crafted in New Jersey from sustainable North American and tropical hardwoods. The natural wood is finished and buffed with our clear, proprietary, non-toxic wax. Available in a choice of three different, hand-milled, titanium tips: a Ball, Pic/Scoop or Flat Shovel, The PUCK has a 45° angled vent for smooth vortexual vaporization. The PUCK was designed to be the perfect universal all-in-one Carb Dab Tool, with a flat side for bangers, buckets, and troughs and a flip side that's a graduated domed carb ready for any titanium, quartz or ceramic nail up to a 22mm diameter.

Mystic Timber has announced that the PUCK is now available for wholesale and retail purchase.



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It's billed as the "Knife of the Party" and for good reason. The High Knife, a discrete and stylish multi-tool, has everything the modern smoker needs – the High Knife incorporates a Smoking Pipe, Pipe Sleeve, Spoon, Tweezers, Roach Clip, Small and Large Blades, Wine Opener, Bottle Opener, Can Opener, Screw Driver, Punch and Sewing Tool, Toothpick and More. Utilizing 15 years of design experience, High Knife creator Georgiana Weddington created a versatile tool that benefits medical and recreational users alike.

[Highknife.com](http://Highknife.com)

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### Divide and conquer

Sectioning off areas of a small shop can be challenging, but tall, open bookcases can be an effective way to divide the space, as well as display products and create an airy feel. Open bookcases are also flexible, allowing you to easily change both the layout and the merchandise. The Kallax shelving units from Ikea are an inexpensive option and can be put together in multiple configurations.

### State your case

Frameless glass showcases are another way to increase sight lines in a small space and provide maximum exposure to the products inside. "There's nothing blocking the view and you can see through from one case to the next," explains Allan Mamoon, of Allan Store Fixtures. "Mirrored doors on the showcases make a space seem bigger than it really is, and LED lights make products really pop – especially with glass pipes, they give a nice reflection and bring out the colors."

### In the right light

Having the appropriate lighting in your retail space is always key, especially when you're working in close quarters. If there's a section of your store that isn't properly lit, it's being wasted. Track lighting allows you to put the spotlight on specific product displays and task areas like your checkout counter and store signage.

Although not technically a lighting fixture, mirrors are an inexpensive way to reflect light and brighten up your store. This is especially true if mirrors fit into your decor, as they often do in high-end stores. Mirrors will instantly open up a space and also give you an opportunity to play with perspective, bounce light, or even use several layers of mirrors to make the tiniest corner feel like a kaleidoscope.

### Color schemes

Choose a basic, neutral wall color, and then painting one wall in a contrasting color is a designer's trick for creating the illusion of receding space that will make your shop seem larger than it is. Going with a palette of warmer darker colors can sometimes help to push the walls out and warm up a cold space — pay attention to the wall colors the next time you're waiting for your latte at Starbucks. Using one or two brighter pops of color will make sure customers' eyes are drawn to focal points.

### More in store

If space for displaying products is at a premium, one way to add inventory to your store is adding a kiosk where customers can look at your online catalog. Some distributors will allow you to set up an affiliate shopping cart where you receive a commission on each sale; and best of all, shipping is handled by the vendor and you can add a wide variety of products without using up valuable shelf and storage space. ❖



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# HQ LISTENING STATION

*Classic Edition* by Austin L. Ray



**B**rendan O'Brien is a record producer. He's actually kind of a big deal, as far as record producers go. If you've listened to alternative rock in the last 20 years, chances are you've heard his work. His credits including a veritable laundry list of monster acts, from Stone Temple Pilots to Bruce Springsteen, Mastodon to AC/DC, Incubus to Rage Against the Machine. But a band he's worked with as much as any is Pearl Jam. Here's a 2009 chat with him about that relationship.

## **When did Pearl Jam first get in contact with you about working on Backspacer?**

I guess we started talking about a year before we actually started recording. But a little before that, they were asked to do a song for a movie, the Who cover ["Love, Reign o'er Me" for the movie *Reign Over Me*], and we had a blast. We'd known each other for years and we had such a great time doing it, we were like, "Why don't we just get back together and make a record?" They've kind of gone their own way the last 10 years, and it's been all good. So yeah, we just started talking about it. That was it, really.

## **It's been a little while since you guys have worked together. When you got back in the studio, was it awkward at all?**

No, no, no. Not even a little bit. We worked together for quite a while before that, and I think for a while they just wanted to do things on their own. At this point, they were ready to be, for lack of a better word, "produced" again. It was actually awesome. We all worked very hard, but I think I can speak for all of us in that we all had a great time doing it.

## **Is there any way for you to compare or contrast it to previous records you worked on together?**

Oh, yeah. [laughs] I would say the first records we worked on, I was very proud of them, and they were great, but at that time, we were all in a different place. There was probably more tension back in those days. A lot had to do with the position they were in, and Eddie in particular; there was a lot of stress in their lives. That provided stress toward me, just because of our position. It was a different time. We made four records together, and we did quite well and we had a great time, but I would say it was harder then just because they were in a different headspace and maybe I was still learning my craft a little bit. It was a very singular goal this time.

## **What a typical day in the studio like?**

Once we started recording, mostly we would just get together around noon, and when we were tracking, we were tracking all together. We actually recorded most of it in L.A., and I think that was good for them. They weren't at home, and that was a good situation. They had been resistant to recording in L.A. before, and I live in Atlanta, but that was a good, neutral place to do it, because it kept them out of the routine of their house, and yet they weren't too far from home. Every day we got to work and everyone was really focused on work. Pretty much every day, their head was in the game.

## **How close do you work with a band on song ideas? It sounds like you were right there for the writing on this one.**

Well, every artist is different. Everybody's different. In this particular situation, they worked a lot on their own with the songs and I helped them with the arrangements. There was another writing session—I didn't write the songs, but I was there—in Montana up at Jeff's place where Eddie wasn't around, it was just the band together, and it was sort of my job to help them pull all the ideas together and get them arranged. I feel like, on this record, they allowed me to be more of a part of it than maybe in the past.

## **Tell me a about how you've watched Pearl Jam evolve over the years?**

I've known them almost since day one, not quite since day one, but almost, and I've seen them evolve from being... They're still a huge band and they still fill up arenas and all that, but they are not quite the phenom band they once were, and I think that's great for them. You can't sustain being a phenom band for 20 years. The first five years of their career, I think, was very hard for them, even though it was massively successful. It happened so quickly, so fast, and a lot of bands burn out at that stage. I believe they withdrew a bit for a while. They sort of made music for themselves, and it was something they needed to do and wanted to do. ❖



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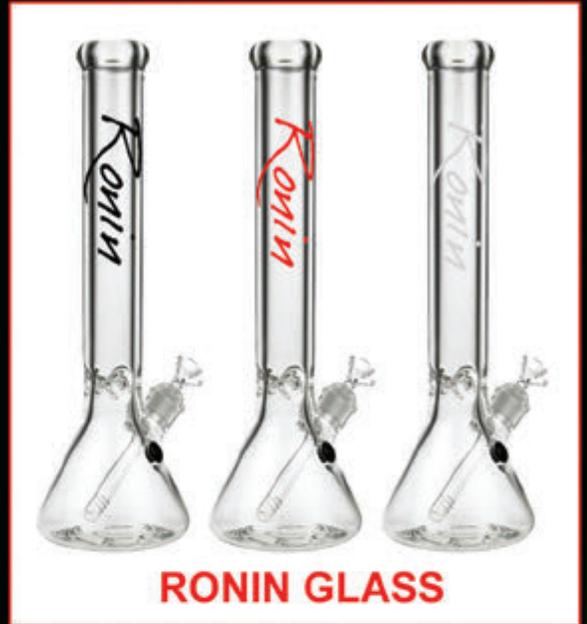
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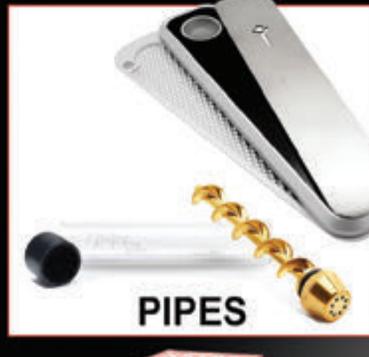
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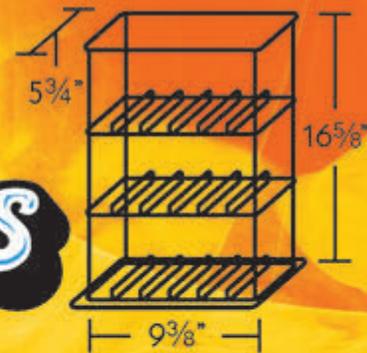
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