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Welcome AUGUST
2017



WELCOME HQ READERS

Evan Suzewits page 60

Back to reality folks as we all get ready for another busy show season and the kiddos head back to school! Are you ready? We've added a new writer to our mix...and you are gonna love him! He comes with a new voice that will surely have you laughing your socks off! Be sure to check out David Pogge's first articles with HQ: a coveted interview with Congressman Tom Garrett, Smokey Shay's Shop of the Month featuring Shana Wilkinson, and the HQ Q4B section!

Next, what (if anything) do you know about the Mexican drug cartels? Either way this month's Glenn Hickory Dope Report has got you covered! Here's a teaser: "Mexico City on June 19th legalized medical marijuana!" Read this feature on page 54.

Lastly, what do you do when you see a gap in the smoke shop industry? You fill it...and that's exactly what owner of Infinity Wholesale Group, Danny Bettan did! Join us for this month's Behind the Scenes Feature to see how this company, which began in 2009, has become so popular!

See you all next month! Until then, cheers.

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HQ Trade Magazine

August 2017 Issue #207

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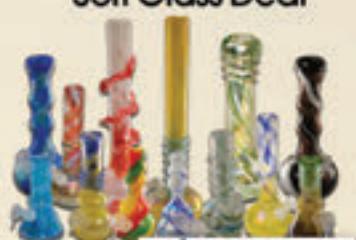
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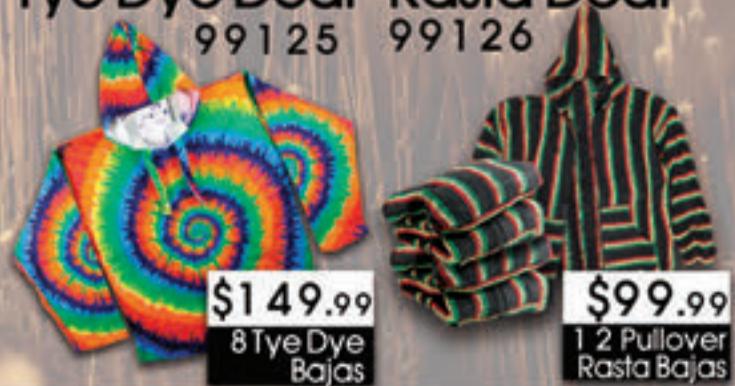
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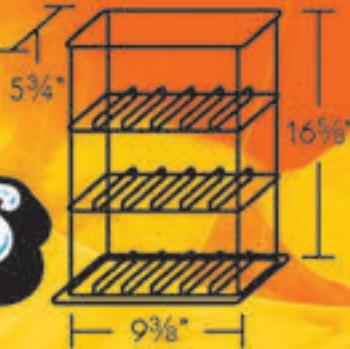


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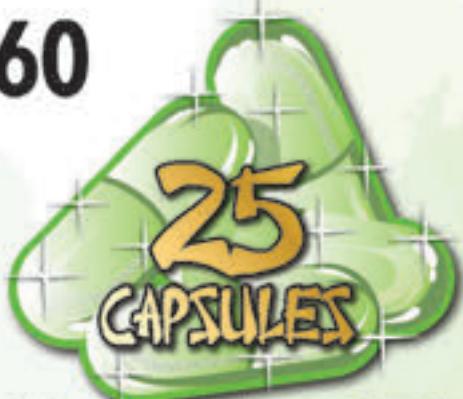
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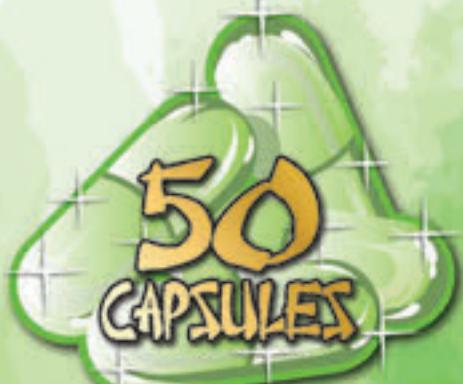
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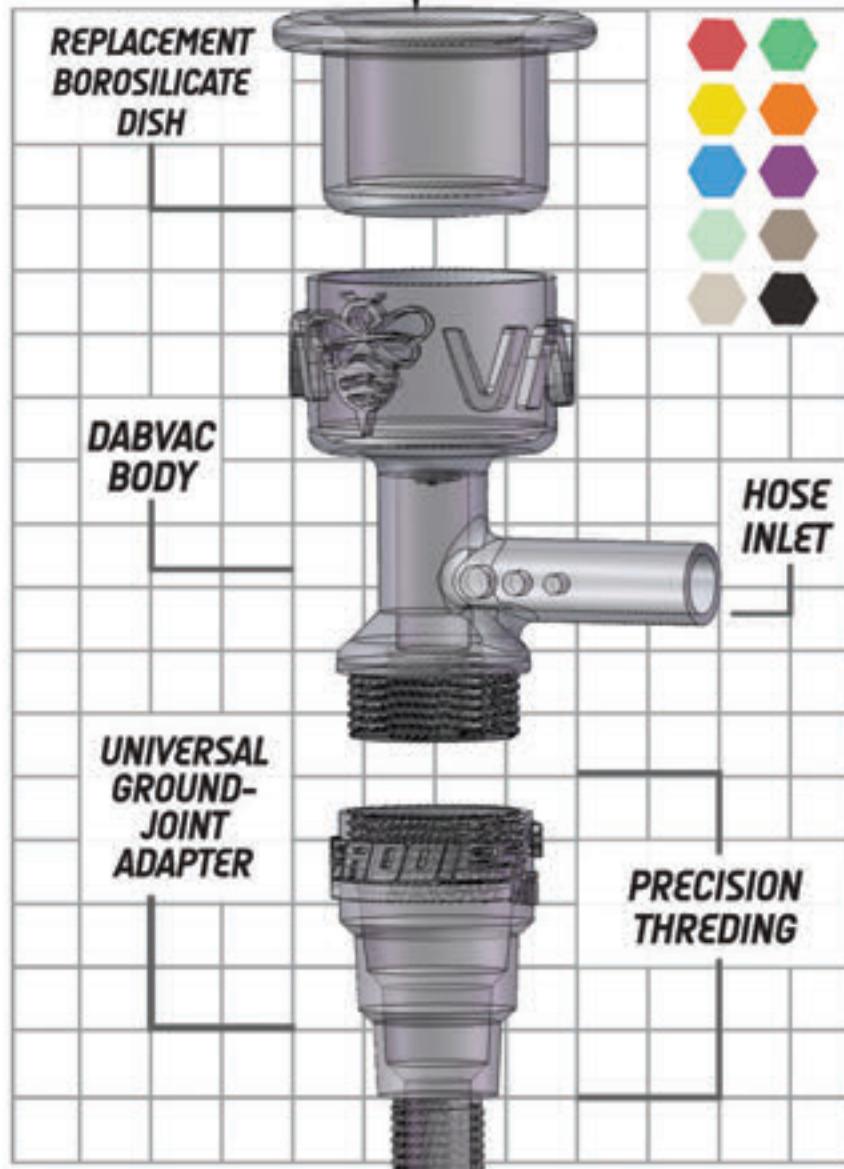
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Behind theScenes

BY DARIN BURT



INFINITY WHOLESALE GROUP



Danny Bettan founded Infinity Wholesale Group in 2009 upon noticing a gap in the smoke shop industry for quality products; especially imports from China that didn't break the first time they were used.

"A lot of local distributors were doing convenience store products and putting them into smoke shops," Bettan says. "I wanted to fill that void with affordable quality products."

Bettan started out working with American companies to produce proto pieces. But when he eventually went to China and discovered that wholesalers were pinching the pennies in order to get cheaper products, he decided to invest a little more to get better quality.

"They have the ability in China to make quality products," Bettan states. "I've said countless times that I've seen better proto pieces from China than I have from a lot of American glass blowers."

What started as a little company being run out of Bettan's parent's home office, has grown into a major player with more than a thousand SKUs -- everything from vaporizers and dry pipes to e-cigs, MODs, water pipes, e-liquids, rolling papers, torches, and pretty much any smoking accessory you'd ever need. Some are imports, yes, but a good majority are American made.

Bettan likes to describe Infinity Wholesale Group as a wholesaler and distributor of "smoke and vape shop essentials."

"We're constantly looking for voids in the market and the next big wave before it happens," says Bettan, who stepped down as the CEO of the company to take on a marketing role where he could be more focussed on promoting new products. "If I see something and it catches my eye, I'll start looking a little more into it to see how many people are putting it into production and how many people are actually using it."

continued on page 58



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- Aug 2** Wednesday Ice Cream Sandwich Day
- Aug 3** Thursday Watermelon Day
- Aug 4** Friday Single Working Women's Day
- Aug 4** Friday International Beer Day
- Aug 5** Saturday Work Like a Dog Day
- Aug 6** Sunday Sisters' Day
- Aug 6** Sunday Fresh Breath Day
- Aug 7** Monday Lighthouse Day
- Aug 8** Tuesday Happiness Happens Day
- Aug 9** Wednesday Book Lovers Day
- Aug 10** Thursday Lazy Day
- Aug 11** Friday Son and Daughter Day
- Aug 12** Saturday Middle Child Day
- Aug 13** Sunday Left-Handers Day
- Aug 14** Monday Creamsicle Day
- Aug 15** Tuesday Pythagorean Theorem Day
- Aug 15** Tuesday Relaxation Day
- Aug 16** Wednesday Tell a Joke Day
- Aug 17** Thursday Thrift Shop Day
- Aug 18** Friday Mail Order Catalog Day
- Aug 19** Saturday World Photo Day
- Aug 20** Sunday Chocolate Pecan Pie Day
- Aug 21** Monday Spumoni Day
- Aug 22** Tuesday Be An Angel Day
- Aug 23** Wednesday Ride Like the Wind Day
- Aug 24** Thursday Pluto Demoted Day
- Aug 25** Friday Kiss and Make up Day
- Aug 26** Saturday Dog Appreciation Day
- Aug 27** Sunday The Duchess Who Wasn't Day
- Aug 28** Monday Bow Tie Day
- Aug 29** Tuesday According to Hoyle Day
- Aug 30** Wednesday Frankenstein Day
- Aug 31** Thursday Eat Outside Day



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Smokin' News from across the country

Rhode Island plans incremental legalization

Rhode Island state lawmakers who want to legalize recreational marijuana before retail pot shops open in Massachusetts are proposing a scaled-back alternative.

Legalization advocates announced the plan after their earlier legislation stalled. They're calling it "incremental legalization," because it would legalize adult marijuana possession but wouldn't yet authorize retail sales.

Specifically, the compromise legislation would: legalize possession of an ounce or less for adults 21 and older on July 1, 2018 when marijuana retail stores are scheduled to open in Massachusetts; and establish a six-person advisory board comprised of two state officials selected by the governor, two state senators, and two state representatives to study outcomes of legalization in other states and issue a report by January 1, 2019 with recommendations for the General Assembly on how to establish a system for taxing and regulating marijuana in Rhode Island.

Legalization could put \$5 billion in California's pockets

California's impending legal cannabis market could mean a \$5 billion boost for its economy, a new state-sponsored study by the University of California Agricultural Issues Center has revealed.

About 29 percent of all cannabis consumers, however, may continue to fuel the illegal market at the get-go to avoid the costs of new regulations that require cannabis to be tested, tracked and taxed at 15 percent of its retail value.

State officials are on track to start issuing licenses in January to businesses hoping to grow, transport, test and sell cannabis following voter approval in November to legalize the plant for recreational use.

Adults think secondhand e-smoke not harmful to kids

Despite the toxic ingredients commonly found in e-cigarettes and other vaping products, many adults don't think secondhand e-cigarette aerosol poses a risk to children, according to a report by the Centers for Disease Control and Prevention.

About one-third of adults surveyed didn't know if secondhand aerosol caused harm to children, and 40 percent of the adults said this kind of exposure caused "little" or "some" harm to children.

People who had smoked cigarettes in the past or were current smokers were also more likely to think that secondhand e-cigarette emissions would not cause harm. And men were more likely than women to say that exposure to these emissions did not cause harm to children, according to the survey.

E-cigarettes less addictive than cigarettes, study shows

People who regularly use electronic cigarettes are less dependent on their product than those who regularly use traditional cigarettes, according to Penn State College of Medicine researchers.

Researchers found that compared with cigarette smokers, e-cigarette users waited longer to start using their product after waking up. Vaporers were less likely to consider themselves addicted, to have strong cravings or to feel like they really needed their product. They were also less likely to say they found it difficult to refrain from using their product in restricted places.

Smoken Spoken

"Cannabis needs a chance to be regulated like any other business in this country –that's what we believe, and what we fight for every day. I don't see a rationale in cherry-picking states' rights. Politicians on either side of the aisle, have some consistency: let states govern."

-Southern California Coalition (SCC) Executive Director Adam Spiker

CBD market could grow 700% by 2020

A new report by market intelligence firm Hemp Business Journal projects that the CBD market will grow to \$2.1 billion by 2020, an astronomical jump in value compared to last year's CBD market of \$202 million.

Medical Marijuana Inc. said that there were \$65 million in hemp-based CBD sales in 2015 and that they are the current market leader with over \$800,000 in retail CBD sales per month. Their CBD sales have grown from \$3.4 million in 2013 and are expected to be \$9 million in 2016. ♦

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DOPE REPORT

When I was in college, nothing was as fun and unregulated like First Thursday in Ciudad Juarez, Mexico. For those of you unfamiliar – which I presume is most of you – First Thursday was somewhat a rite of passage. Eighteen, nineteen and twenty-something year-old college kids from across the Rio Grande Valley would make the pilgrimage on the first Thursday of the semester to El Paso, Texas. Then, for the low cost of thirty-five cents, young binge drinkers can walk the bridge across the river and shed the constraints of American laws.

This was before passports were necessary, hell I remember losing my ID on spring break and just being waived through the checkpoint. Of course, today you won't find ten dollar "drink 'till you drown" bars like Tequila Derby or scores of eager waiters competing for tables at the Mercado. In the late 2000's, Juarez became the front lines in a bloody drug war between the Mexican government and the cartels.

The drug war is still being waged today. Cartels continue to fight amongst themselves and with the government while forcing otherwise law-abiding citizens to participate in, or at least tolerate, violent criminal activity that has left over 100,000 Mexicans dead since the government started cracking down in 2006. That is why the news coming out of Mexico City on June 19th was so surprising: Mexico has now legalized medical marijuana.

Even more surprising is the overwhelming support the law received. Back in December of last year, the Mexican government approved bill 98-7. Then this past April, Mexico's lower parliamentary house voted yea 347-7. President Enrique Peña Nieto, a staunch hardliner on drugs, has now signed it into law.

But don't pack your bongs for Cabo quite yet. The law only allows for cultivation of cannabis with under one percent THC which is probably less than the seedy joints I smoked on late nights in Juarez. This really isn't about the law – or the weed – it is about how Mexico, as a nation and through their representatives, has indicated a willingness to take a different approach to its drug problem.

It is unlikely that signing the law will have a significant impact on Nieto's approach to Mexico's drug problems. Even as this bill was passing parliament, Nieto, during a special session on drug policy, told the United Nations General assembly that despite criticisms and evidence to the contrary, his administration's drug policy has reduced crime. He also vowed to continue to engage and fight the cartels which suggests that Mexico may still be years away from substantial reform (Nieto is four years into his six-year term).

However, there are indications that the Mexican people are ready for a new approach. Nieto was polled in March to have only a 17% approval rating. To offer an indication of just how bad that really is, Nixon still had a 24% approval rating after resigning in disgrace over Watergate. Also, several countries in Latin America, including Columbia, Argentina and Brazil, have decriminalized or partially legalized the possession of marijuana. In 2013, Uruguay became the first country in the world to legalize the use, sale and cultivation of marijuana for all its citizens.

All of this had me thinking how the United States is not so unlike Latin America when it comes to how best to deal with its drug problem. Some states like Colorado and Washington have decided marijuana should be legal. Other states, however, still have harsh drug laws on the books including those for marijuana.

This column has spent significant effort focusing on the federal government and its role in drug law enforcement as well as states that have passed laws less restrictive of marijuana. But what about states that still have prohibitive laws? There are several to choose from but in the spirit of summer we will visit states along the Sun Belt – that strip of clear skies and warm air that runs from Southern California to Florida.

On this literary road trip of sorts, our hero Ryder will travel from coast to coast, smoking weed and finding the long arm of the law. All the while, we will see how vastly different the same acts will be treated from state to state. Buckle up. ♦

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"The first thing I look for is something that myself or my close group of friends would actually use, and then is it something that I would have fun promoting. But we make sure they're quality products — I don't want to bring in s*** just because I could make more profit on it," adds Bettan who graduated from Florida State with a marketing degree.

Infinity likes to work with companies that are just starting out, and grow together so that it's a win-win situation. A perfect example is Atmos. One of Infinity's top sellers is the Atmos line, but when Bettan first discovered them, they only had the Atom Raw, one of the first dry herb vaporizers on the market. Another innovative product that Bettan brought onboard was the The Source Turbo By Extract Craft, sensing a growing need for an easy to use appliance for people wanting to make their own essential oils at home.

E-juices are a whole other beast in a product category that's taken on a life of its own. Infinity carries more than 25 brands, and they're picky about bringing on only the most popular. Among the best sellers are Naked, Mr. Salt, Fruit by the Drop and Heavens Lube.

"Every day there's a new e-juice and every day we get a new batch of emails from people wanting us to carry their product," Bettan says. "With e-juice, what we've done is let companies build their name and the hype around it to where we're getting requests."

*"This is a very word of mouth industry," Bettan adds.
"Hype has a lot to do with it."*

As Infinity's product lines and good company name has grown, so has their client list. They serve more than seven hundred smoke shops internationally, including some five hundred in the United States. Customer service plays a large part in the success of the company; not only are they supporters of the industry, but they have a newsletter they send out to shops to give them the lowdown on popular new products and special sales of which they can take advantage.

Opening a new smoke shop? Bettan says three must-have products from the Infinity catalog are Raw rolling papers, SEEGO Conseal portable oil vaporizer kits and Atmos vaporizers. You probably notice that those are big name brands, and Bettan says those names count for a lot with consumers.

"People recognize name brands as quality products," he states.

Bettan has found that nine times out of 10, customers will choose a product with a name they recognize. That's one reason that Infinity developed their own house brands: Been Dabbin (concentrate rigs and vapes), Infinity Glass (water pipes, etc) and Gimme Smore (e-juice).

"The industry is constantly changing," Bettan says, "and we are constantly changing, moving forward and continuing with the trends." ♦

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By Darin Burt

Glassblowing



They say, "A classic never goes out of style," and that's just the case with the wig wag designs being created by Illinois glass artist Evan Suzewits.

"It appeals to me more to see the crazy lines and bright colors than the big transparent pieces," Evan says. "The big, bright, bold style reminds me of tribal tattoos."

Evan, 24, was motivated to learn the art of glass blowing after seeing a intricate pipe created by WJC (Justin Cothren).

"I'd never seen a pipe with such detail and so much work put into it. It just blew me away," Evan says. "I went home and looked on Youtube, and saw that people were actually making crazy glass for a living... I guess I was naive because I'd always thought it was machines making these things."

continued on page 78

Evan Suzewits

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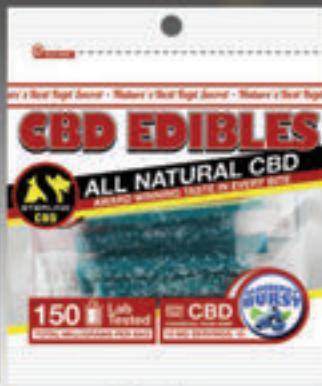


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TOM GARRETT'S HIGH IDEALS

Is Prohibition About to Go Up in Smoke?

"The United States Congress has made the possession of marijuana in every state and the distribution of it an illegal act. If that's something that's not desired any longer, Congress should pass a law to change the rule."

Sessions' statement shouldn't have come as a surprise, considering the incoming Attorney General's well-documented history as a Nixonian-era drug warrior, but it still seemed to suck the air out of the proverbial grow room. He was sending a clear message: the days of looking the other way are over.

"If you don't like it," he told Congress, "do something about it."

In walked freshman Congressman Tom Garret (R-Virginia).
"Hold my beer."

OK, so it didn't exactly unfold like a backwoods bar fight, but the Congressman sure as hell answered his elder party member's challenge. On February 27 of this year, Garrett, with Democratic co-sponsor Tulsi Gabbard, introduced House Bill 1227, a bipartisan initiative written to put the authority to regulate cannabis completely in the hands of the states.

It's a move that has many scratching their heads. After all, cannabis legalization hasn't historically been a rallying cry, let alone a priority for the party of Reagan, whose tenure was steeped in some of the shillest anti-marijuana rhetoric since the days of William Randolph Hearst. For decades now, the mythical left/right paradigm has been established with lines clearly drawn; conservatives loathe the "Devil's Lettuce" while liberals secretly smoke it. That's what the myth-makers would have us believe, anyway. But Garrett isn't buying the myth.

"I believe in the Jeffersonian concept of liberty," the Congressman explains, "which is, your freedom ends where mine begins. That is, you're not free to do something that adversely impacts me. But if you choose to do

something that adversely impacts you and no one else, that's your right . . . I think it's naturally a Republican thing. But maybe I'm just a different kind of Republican."

With the GOP currently dominated by law and order types like Trump, Sessions and Christie, one would be inclined to agree. But through the lens of the party's core principles, he's actually spot on, and he's not the only one. There are a growing number of free-thinkers within the ranks of the GOP who now share his conviction with more coming around every day. Ron Paul's torchbearers, Thomas Massie and Justin Amash, obviously come to mind, but dozens more are now joining the cause. In all, Garrett estimates that at least 50 congressmen from red districts are ready to vote yes.

As if the entire scenario didn't seem flipped on its ear already, Garrett's bill is virtually the same one that was submitted last year by former presidential candidate and self-proclaimed socialist, Bernie Sanders. Yes, a conservative from Virginia is pushing a bill that was once championed by the guy from Vermont that the Right would swear was the favorite pupil of Marx himself. Hannity would have a field day with the whole thing, but Garrett barely bats an eye at the suggestion.'

"If you get me on Hannity and he wants to take the con side of it, I'll kick his ass on his own TV program."

Fearless though he may seem in these moments, there's a duality in Garrett's talking points on the issue. For though he clearly elucidates a belief in individual liberty and fearlessly touts the medical value of cannabis, he insists that he's not taking a stand for or against legalization, but merely codifying the current federal approach to states that have already legalized. He even goes so far to suggest that the reader base of this publication may not see him as "their guy".

"I'm a law and order guy," he insists, "but justice that is blind isn't justice."

"Heck, I like Sessions," he later admits, almost as if actively trying to shirk the poster boy status.

"What this bill does is it deregulates federally," he qualifies, "and that is a passion of mine, candidly because I spent almost a decade as a prosecutor. Federal law should be enforced uniformly . . . but right now, that's not the case as it relates to marijuana policy." So why not just push for a federal crackdown? "I just don't think those laws make any sense. And I think states will come to those conclusions on their own."

As formerly acknowledged, this isn't the first time this bill has graced the House, and should the current version fail, it won't be the last. With over half the country now favoring recreational marijuana and support for medical hovering around 90%, federal prohibition repeal is only a matter of time. Be that as it may be Garret is convinced that it can happen now. From his calculations, the votes are there.

"If I look at the heads in the chamber and I try to count," He pauses and chuckles. *"There might be a double entendre there. I did not do that on purpose. But . . . I really think the bill passes if we get it out of committee."*

If you've taken one too many dab rips to remember the song from School House Rock, here's what this means:

The bill is currently sitting in the Judiciary Committee. There, it's awaiting the vote that will allow it to move to the floor where the entire House can weigh in. As Garrett noted, if it makes it to the floor, it will most likely pass. However, one look at the positions of many in that committee reveals that they'll need some persuasion to let it go through. That's where We the People come in. With just a little bit of applied pressure in just the right place (in this case, the House Judiciary Committee) we could potentially force the slow hand of progress to work its magic and make the dream of legalization a reality. It can happen. And oddly enough, all thanks to a conservative Republican from the buckle of the Bible Belt. ♦

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Shop of the Month



Artificial intelligence may already exist. And if it does, it plays the role of Shana Wilkinson, the visionary, hardworking owner of Smokey Shay's Tobacco Shop in the great state of North Carolina. But put down the pitchforks and torches. This is merely a hypothesis, and if it holds true, it means A.I. has manifested itself in a benevolent form. All the world rejoice; Stephen Hawking, eat your heart out.

It's important to note the word used wasn't "robot." That's an entirely different thing. We have robots, and overall, they're underwhelming. They're the kiosks in sub shops, the machines that build cars . . . and accountants.

She's not a robot. She's entirely too quick witted, warm-hearted and comfortable in her own skin to be that. We're talking about full-blown, inhumanly human, teleported from the future A.I., like the Spielberg movie, only no one's wishing it would have ended at the halfway point.

Given, it sounds crazy. But, it's really the only explanation for how in a mere six-year span, the former middle school art teacher and her partner, Matthew Rogers, could take a festival blanket full of glass and transform it into a multimillion dollar enterprise consisting of two stores and a thriving wholesale business. Plus, she practically admits it.

continued on page 74

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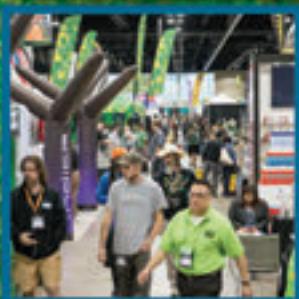
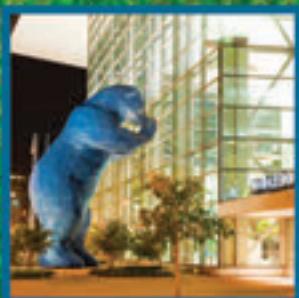
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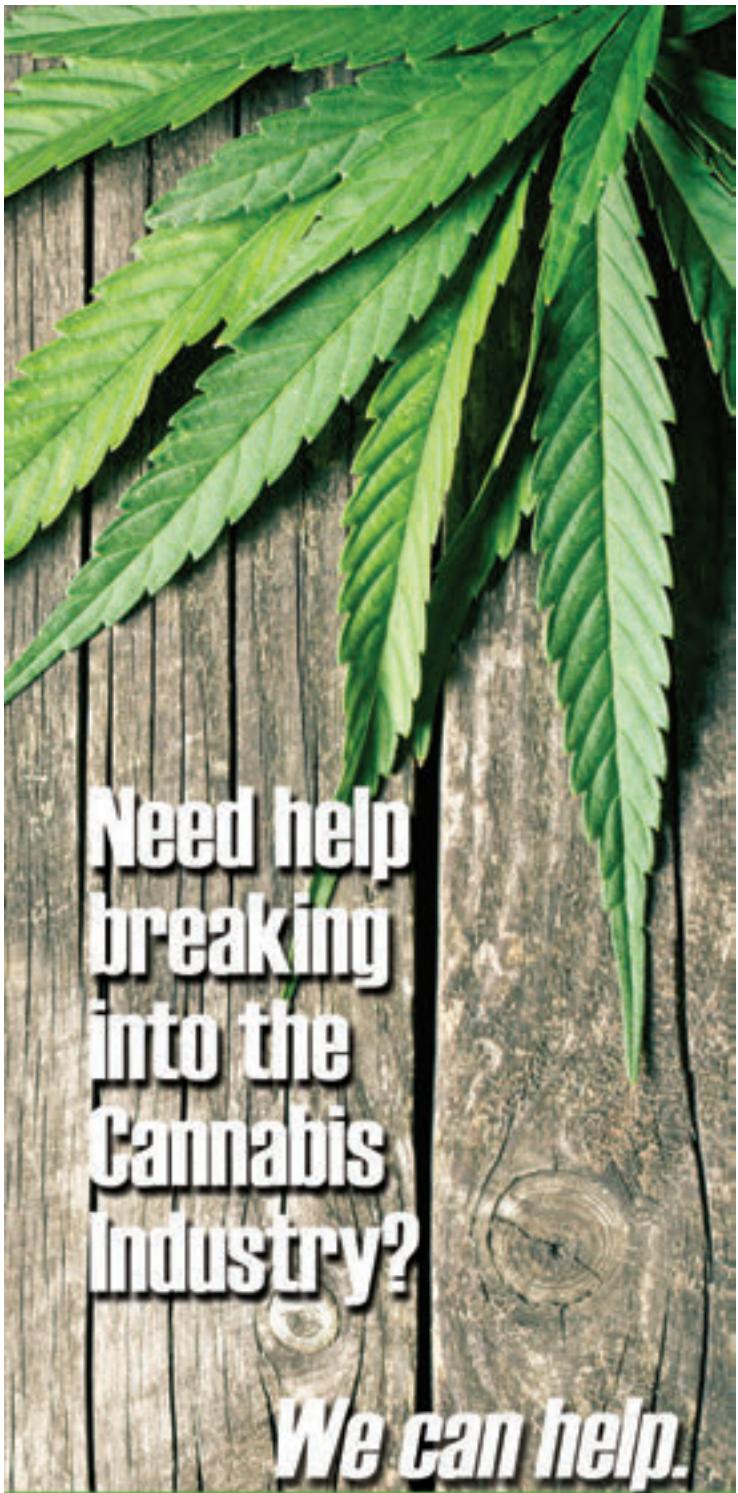
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"I have this uncanny ability not to sleep. I'm up until like three or 4 o'clock in the morning just scrolling through Instagram and Facebook. I follow as many product pages and culture pages as I can find." See? She was explaining her trick for staying ahead of the curve on gadgets and gizmos, but read between the lines. She dropped a hint; humans need sleep.

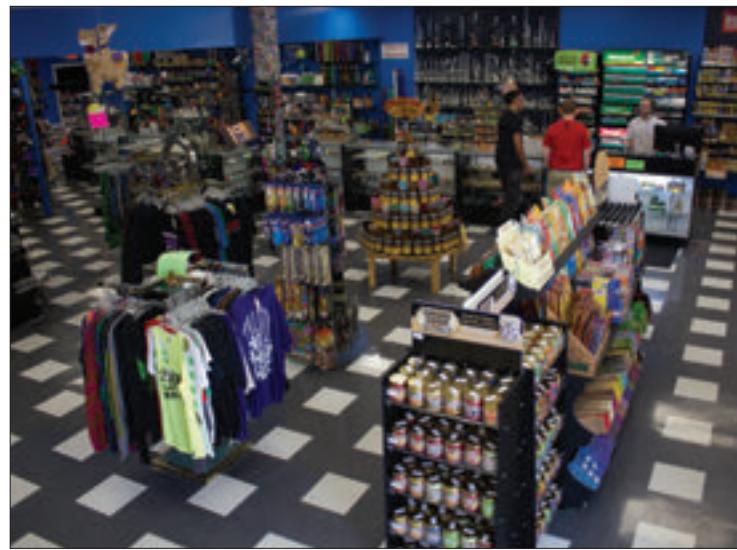
A.I. or not, Shana runs a hell of a shop. A hell of two shops, actually. For the sake of brevity, we'll focus on the newest and largest, a 4,500 square foot megastore right in the heart of downtown Winston Salem, North Carolina. Well, not in the heart, exactly, more like the lungs. But what better location for a smoke shop?

It's hard to put a finger on what makes the store so successful (is it the post-human intelligence?). Maybe it's the endless product selection Shana accrues during her aforementioned 3am buying binges. Or, maybe it's the claw machine she packs with hundreds of adult themed prizes.

"On 4/20 and 7/10, people actually stand in line to play, just to get their chance to win a frikin' China pipe or a little plastic grinder for a dollar," she laughs, a mischievous smile radiating through the phone.

Then again, maybe it's her impeccable staff, all of whom she's whipped into literal walking encyclopedias of all things 420.

continued on page 88



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SEPTEMBER

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 get 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. Labor Day (Sept. 2)** — This is the big one and the obvious one, but that certainly doesn't make it a bad one. As you know, if you're a fan of Wikipedia like we are, Labor Day "honors the American labor movement and the contributions that workers have made to the strength, prosperity, and well-being of the country." Why not show a little love to your employees today? You could run a promotion highlighting them and encouraging customers to come in and meet them. It's a long weekend, too, so it's a great time to find a way to attract people who might otherwise be working—throw some burgers on the grill, provide some cold, refreshing drinks, the sky is the limit on Labor Day.
- 2. Newspaper Carrier Day (Sept. 4)** — You remember newspapers, right? They were these big, thick rolls of information, and every week (sometimes every day!), they'd get delivered to your door, and then you'd take them to your breakfast table or the couch or the toilet or wherever it is you like to get some reading done, and that's where you'd do your reading. Afterward, you'd feel sad about the state of the world and vow to never read the news again. That is, until another newspaper showed up. Anyway, where were we? OK, maybe this one isn't the best holiday for promos after all. Newspapers are pretty cool, though.
- 3. Make Your Bed Day (Sept. 11)** — This is America, and we will reward people for doing things they should be able to do on their own without reward if we want to! In fact, why not extend the idea. 10% off for anyone who tied their shoes that day. 20% for showers and other personal hygiene. 25% off for making eye contact and saying good morning? Alternately, you could have a bed-making contest. Who can make it the fastest? The most creative? We don't make our beds that often, truthfully, but this kind of thing could get us to right our ways.
- 4. Crush a Can Day (Sept. 27)** — We probably don't have to explain this one for you, but allow us to explain this one for you. Clearly, you should give away beer (or soda, or sparkling water, or cider, or anything that's delicious and comes in a can). But you should also hold a contest for can-crushing. Gift certificates for anyone who can win based on speed or creativity or weirdness. Take lots of photos and post them to social channels. Get the neighborhood involved. Crushing a can is meant to be a celebratory and sacred event. The more, the merrier.
- 5. Ask a Stupid Question Day (Sept. 28)** — What do you mean you don't get how this could be a holiday promo? Why would you ask us that? Is it really that weird to think that maybe you'd have a little fun on this day? What's that? Was that a question? Are you getting it now? What do you think of the month of September? Have you found some ways to engage your customers? Is there anything more fun than having fun with the people who keep the lights on for you and your family? Have we run this joke into the ground yet? Hey, wait a second, where are you going?

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Glassblowing continued



Evan took some classes in glass blowing, and after about six months of learning the fundamentals, he set up a home studio where he would experiment further with pipe making. At the time, he was working as a cook, and he spent his free time on the torch. Soon he was able to create pipes as a full-time job.

Inspired by the linework of Jason Lee, Cameron Burns and Eusheen Goines, Evan made that niche his specialty.

"Basic wig wags always sell, but I want to take it to a new level," he says. "I'm working on making it 'disoriented' where there will be hundreds of lines and you'll never be able to follow where they start and end."

continued on page 87



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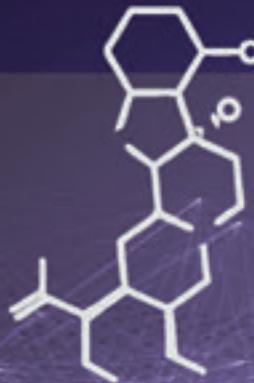


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Glass Blowing

continued



Decatur is a town of about 90 thousand people, and Evan is one of the only glass blowers in the area. He puts time and effort into making quality pieces, and prices them so they are affordable to both retailers and customers. As an up and coming artist, he also focuses on customer service, often packing in a few extras with his orders.

Evan has only been at the torch for a few years, but it wasn't long after sharing his work on social media that people started to take notice of his dedication to producing clean linework in his pendants and mini rigs.

Still, Evan, attributes a lot of his success to luck. "I've never looked at myself as a great glass blower. I've always just had fun and made what I wanted to make."

continued on page 90



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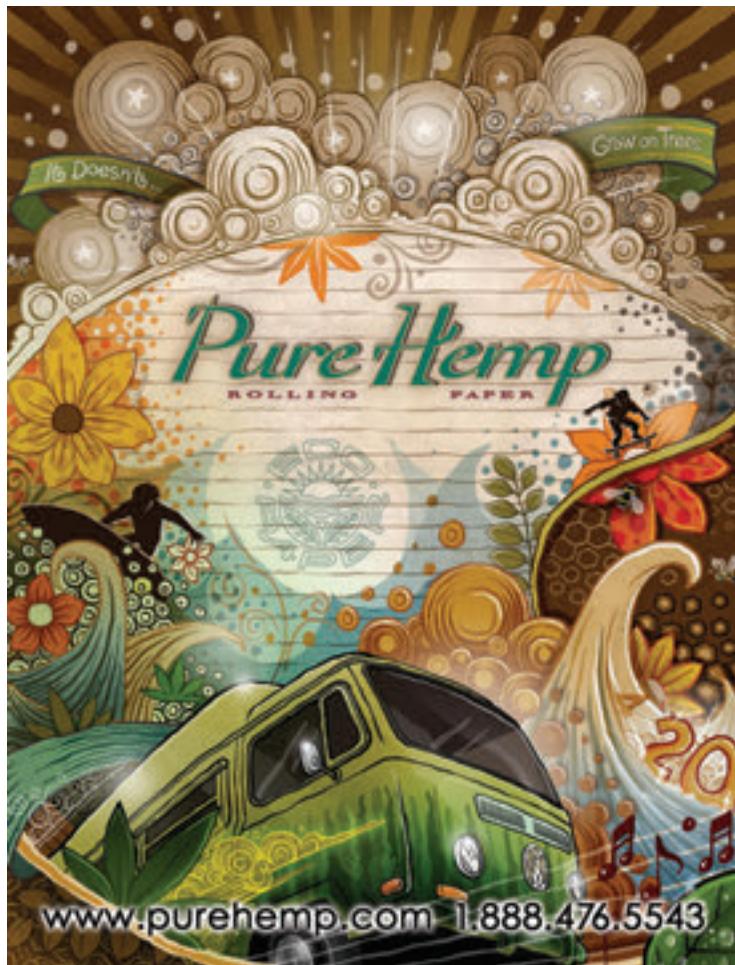
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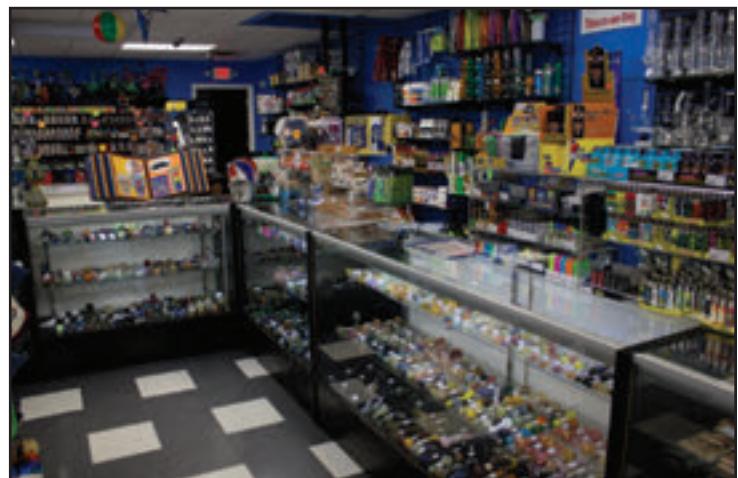
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Shop of the Month continued



Then again, maybe it's her impeccable staff, all of whom she's whipped into literal walking encyclopedias of all things 420.

"I pay my crew to know every single product in the store," she says, "If you walk into the store, you can expect them to be the experts on every vaporizer and every piece of glass." When pressed on the way she handles her employees, Shana readily admits that this was the one area in which she had to learn a few lessons the hard way. But as we know, computers (or, A.I. entities) don't typically make the same mistake twice.

"My discipline and rewards models—no lie—is 100 percent based on the discipline and rewards models that I learned to teach middle schoolers and elementary schoolers." Yes, she can replicate previously learned programs.

But perhaps it's the wow factor of the hand laid floor in her glass gallery: \$1,000 in pennies, all stuck to the floor with Gorilla Glue and covered in polyurethane. Yes, you did the math right. That's 100,000 pennies that Shana and her hardworking team painstakingly stuck to the floor, one by one. She's a machine (literally?).

Maybe it's none of these things, but all of them at the same time. Maybe it's the fact that her mind is constantly moving, always churning out new ideas, developing new revenue streams and she's only just beginning. As this article goes to press, she's drawing up plans for a patio hookah lounge. After that, she's setting her sights on a glassblowing studio in the basement. After that, it's anyone's guess, but our money is on world domination through Singularity. ♦

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Glass Blowing

continued



The main reason that I got into glass blowing is because I love pipes. I've always been fascinated since the first time I went into a head shop and saw a color-changing fumed spoon," Evan says.

"We're always going to have the old school folks or the newer age that goes for old school," he adds, "Like me, they respect the tradition. . . it would be a shame to see tradition die." ♦

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QUEST 4 THE BEST

PRODUCT OF THE MONTH



As legend has it, the first scientific bubbler was crafted in the garage of Chad Zindroski back in 2003. According to the official narrative, Chad had grown weary of creating more of what was already in full supply. On a quest for his own niche, he opted to trade in the wigwags and benderbacks for a stylish simplicity that found its appeal in functionality and affordability. As a result, the now ubiquitous Pürr Glass was born, the name itself drawn from a reference to the perforations he made in the downstem of the bubbler, with the umlaut thrown on top to salute the famous German engineering from which he had drawn his inspiration.

Now, Chad and company have taken their idea of a pipe for the everyman to a new level with the Pürr2Go, a polycarbonate version of his original design that's collapsible, highly portable and virtually unbreakable. Each unit comes complete with a full pipe assembly, glass bowl and downstem, dab rig and a fabric carrying case for safe and easy transport. All of this, combined with professionally branded packaging and a solid price point, make the Pürr2Go a solid buy for any store where value is king and function is in fashion.

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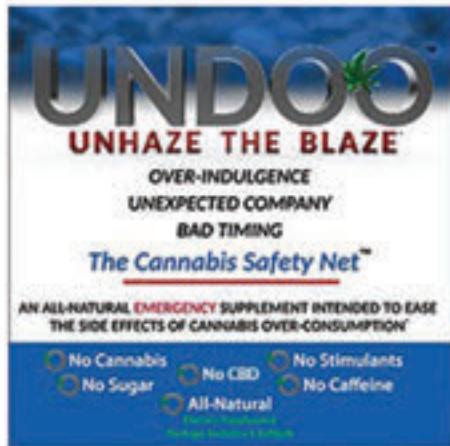
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QUEST 4 THE BEST



Undoo

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*"Just take a nibble and save the rest for later.
I made them stronger than I'd intended."*

I heard him; I really did. But then I took that first nibble. As the gooey, skunk-tinged chocolate goodness broke apart in my mouth and slid across my taste buds, the digestive enzymes in my gut awoke and began to moan, reminding me that I hadn't eaten since breakfast. Bad decisions ensued. I spent the rest of the evening with my head glued to the bar top, in fear of toppling off my stool into the nonexistent lava below. This was 2010. Unfortunately, Undoo wasn't created until 2016. We need time machines.

What is Undoo? It's the all natural, cannabis-free gel capsule that is purported to dramatically reduce the effects of overconsumption without mitigating the associated therapeutic benefits. While I don't understand exactly how the patent pending, proprietary blend works (pure devilry is my guess), I have now heard dozens of testimonials of its efficacy, leading me to suspect that this new supplement may soon become a market mainstay. Whether you're a dispensary owner, caregiver, or smoke shop owner concerned your "tobacco use only" sign is being ignored, Undoo could be your ticket to new revenue streams.

The Smokeey Ring

smokeey.com smokeey@deyso.com 888.863.6648

As the cliché goes, necessity is the mother of invention. Sometimes that necessity creates something world-changing, like movable type, the automobile, or that iPhone app that rates your sexual performance. Other times, it's a bit simpler than that, like the need to not lose another round of Call of Duty online to that homeschooled because you were reaching for your pre-roll while he was lining up his kill shot.

Admittedly, we're not certain that this is what drove the geniuses at Highlife-media.com to concoct the Smokeey Ring. But we are certain that what started as a homemade jerry-rig to keep their doobs accessible became a viral sensation when they posted the invention online. It reached 10 million pairs of red, itchy eyeballs within three days, leading the young ganjapreneurs to team up with Dexso.com to mold their simple solution into something marketable to the mind-altered masses. Simply put, the Smokeey Ring is a clip that keeps the grown-up gamers' late-night focus-fuel exactly where it needs to be (attached to his finger). It's available in ten colors and comes in a retail-ready counter display. Necessity may have been the mother of this invention, but the good herb was definitely her one-night stand.



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PenSimple

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If you've ever found yourself on the floor, digging the last of your stash from the carpet after kicking over your grinder, this gizmo was made for you. Reason being, that's exactly what inspired its creation in the first place. On a cold and frustrating night back in 2014, a particularly crafty fella had just experienced this gut-wrenching scenario for the umpteenth time. So, he did what any rational smoker would do: he went to the public library and used their 3-D printer to churn out a solution.

The result was the PenSimple, the herb mincing, self-dispensing wonder of a storage unit that's been generating an unprecedented amount of hype on social media since making a splash on Kickstarter.com a year ago. The modular design makes it easy to clean, while the fool proof loading system means you'll never smoke cat hair again. To the countless retailers patiently following their Instagram, say a prayer of thanks to the ganja gods, for the wait is finally over. The PenSimple is now available for bulk orders. Each unit holds 1.2 grams when fully assembled and comes with a loading funnel, micro USB charger, and quality poker for all your bowl-packing needs.



Hyer Big E

gethyper.com sales@gethyper.com 855.438.4937

There are amazing new products being released in this market every day. But every so often, there is that one that shows up and truly manages to tingle the nether regions of our inner gadget nerd. At press time, if there is one new piece of merch worthy of such a description, it's the Hyer Big E, the latest in a steady stream of new innovations whose goal is to make the torch obsolete.

Billed as "the safest and easiest way to dab," The Big E is a battery powered e-nail with an adjustable base designed to fit just about any rig on the market and an advertised room temperature to dab-a-riffic heating time of a mere 90 seconds. If that's not enough to get the juices flowing, the unit also features a magnetic charging port that all but eliminates the disasters that often accompany sessions with clumsy friends. Forgot to charge your smartphone? They've got that covered too with an extra USB port just for juicing up your dying electronics. Cap it all off with a stash drawer and dab tool and you just might have yourself a real reason to drop your torch at the Goodwill.



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THREE BEERS THAT MADE PETER BOUCKAERT'S CAREER



If brewmaster Peter Bouckaert seems to have particularly refined palate for beer, it may be because he got a head start on the rest of us. "From 12-18, we always had beer on the table in school," he says, recalling his childhood in Belgium. "Table beer," we call it. Beer for kids, with low alcohol—it had like 2.2% or something."

Long before he was creating some of the most popular beers in the country for New Belgium, the third largest craft brewery in the U.S. (and eighth largest overall), Bouckaert was studying biochemistry at Hogeschool Gent, a renowned university in Belgium's Flanders region. But he quickly found himself bored and longing for something more. "The guys in the brewing department at university always had hoses and boots," Bouckaert says. "I liked science, but I got tired of such a small lab scale. The brewing department, those guys were really making something."

Here, Bouckaert reminisces on a few of the brews that defined his palate and his career, including the sours of his youth and the Sierra Nevada barley wine that convinced him American brewing was ready for a change.

Brugs Tarwebier

Brugs refers to the city of Bruges. When I was in Rodenbach, I had done pretty much everything, and at a certain point, [my friends and I] decided to buy 95% of a brewery. So suddenly, I had this brewery that was able to grow very fast because they'd just gotten their beer in a big chain. We had to help them out, so I spent quite some time with this wheat beer that was bottle-conditioned. That was something completely new to me. At Rodenbach, we were kinda stuck—we made three beers. Now I had a whole bunch of different beers. That was fun and at the right time for broadening my brewing career. It was called Gouden Boom, which means "gold tree." The brewery has since closed, because real estate in that town is a nightmare. The beer still exists, but I'm actually not sure who brews it now.

Slijtersbier

A lot of brewers [in the States] come from homebrewing, but I actually started very late. We found a guy with old, used equipment and a location, and we told him we were scaling up our homebrew to something bigger. He showed us a location, and it was magnificent, plus he had money, so that was great, and he was like, "I really would like to start a brewery in here." My friend was the bartender, I was the brewer, and we suddenly had a whole

brewpub to ourselves, and that became Slijtersbier. That was 1994, and I moved in 1996 and started making Slijtersbier in Boulder, which became the supplier for Oerbier's yeast. I made it the first time for the birth of my oldest son, and the leftover we sold as La Folie because we thought it was kind of a funny endeavor. Then that name went somewhere else, as you'll see later.

New Belgium Biere de Mars

You think about knowledge, experience, and creativity. Blue Paddle was pure knowledge. For me, Biere de Mars, was pure creativity. It started with an architect in Brussels that we kind of fell upon during a conference in Belgium. On the way back, we were like, "Wow, we should make beer the way Victor Horta builds." He builds art nouveau, and every element—furniture, mirrors, paintings—is a function of the house, or whatever he's designing. We thought it was a fantastic concept for making beer. For the people drinking beer, it doesn't really matter that we used warm fermentation temperatures, or oats, or Brettanomyces, some spices, or blah blah blah. In the end, the person drinking it is going to grab the glass, smell it, taste it, and say, "Wow, this is beautiful." You look at a Victor Horta building and you just say, "Wow, this is beautiful." You don't really see the details, and you don't have to. ♦



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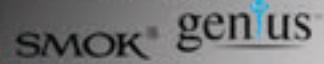
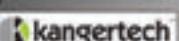
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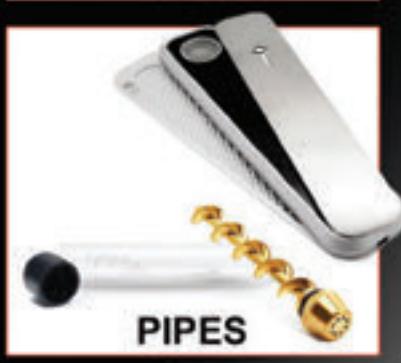
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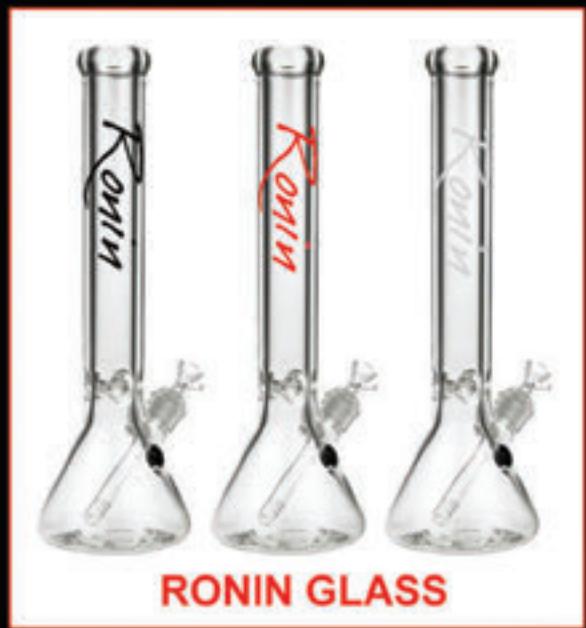


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