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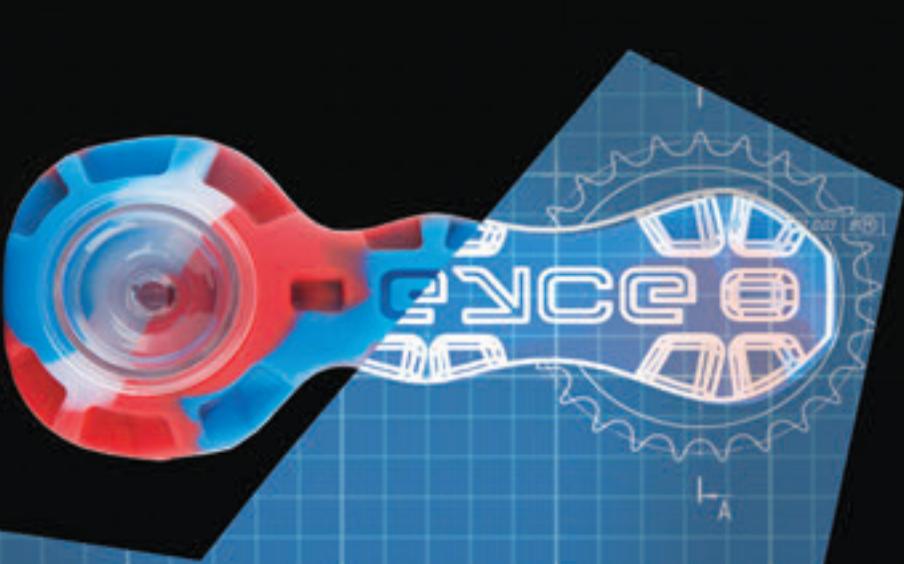
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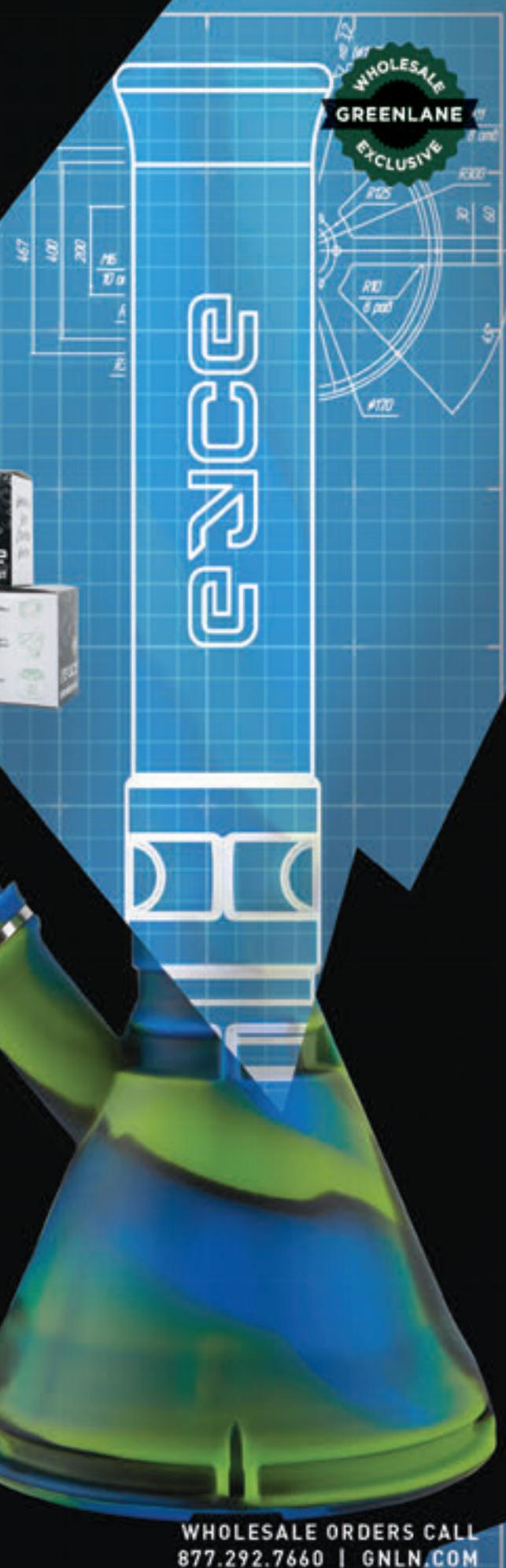
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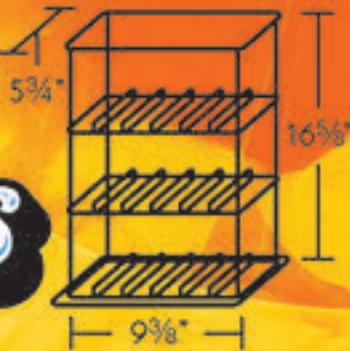
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Welcome

OCTOBER

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Happy Halloween HQ readers and boy do we have a special treat for you this issue! First, our ghost story of the year... if you report seeing a ghost in a smoke shop, you're bound to have somebody joke, "You're supposed to be selling the stuff, not smoking it." Lowell Hundt, owner of 20 After Four, in Prescott, Arizona, doesn't tell the tales to a lot of people, but there has been some stranger than average activity in his shop...check out the full article on page 62.

Next, we all remember the 80's right? If not, you at the very least can manifest images of what you interpret the 80's to have been like. Does the phrase "Members Only" ring a bell? Back in the Eighties you might have been in an exclusive group by wearing a nerdy jacket made even nerdier by a patch on the pocket that shouted to everyone, I'm in the Member's Only club! The thing is --- people like feeling that they're part of something special, and as a retailer, you can give your customers the ability to be part of the in-crowd without having to wear a special jacket.

And finally, in the spirit of All Hallows Eve, do yourselves a favor and check out HQ's Glass Blower of the Month! Ed Graves isn't actually a glass artist per say...At least not in the traditional sense - he doesn't stand at a torch, but glass is still a central part of his work which involves sculpting whimsically horrific characters in polymer clay and turning them into functional pipes, rigs, dab utensils, nectar collectors, ash catchers and even stash "coffin" boxes. Take a look on page 60 to see some of his amazing work!

And attention all wholesalers: HQ has enhanced its advertising packages to better serve you and all of your marketing endeavors! Choose among four packages (Bronze, Silver, Gold & Platinum)...all of which include social media marketing, digital advertising, and of course print! Think of HQ as your one-stop-shop! Call a representative today for all of the details!

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October 2017 Issue #209

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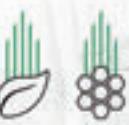


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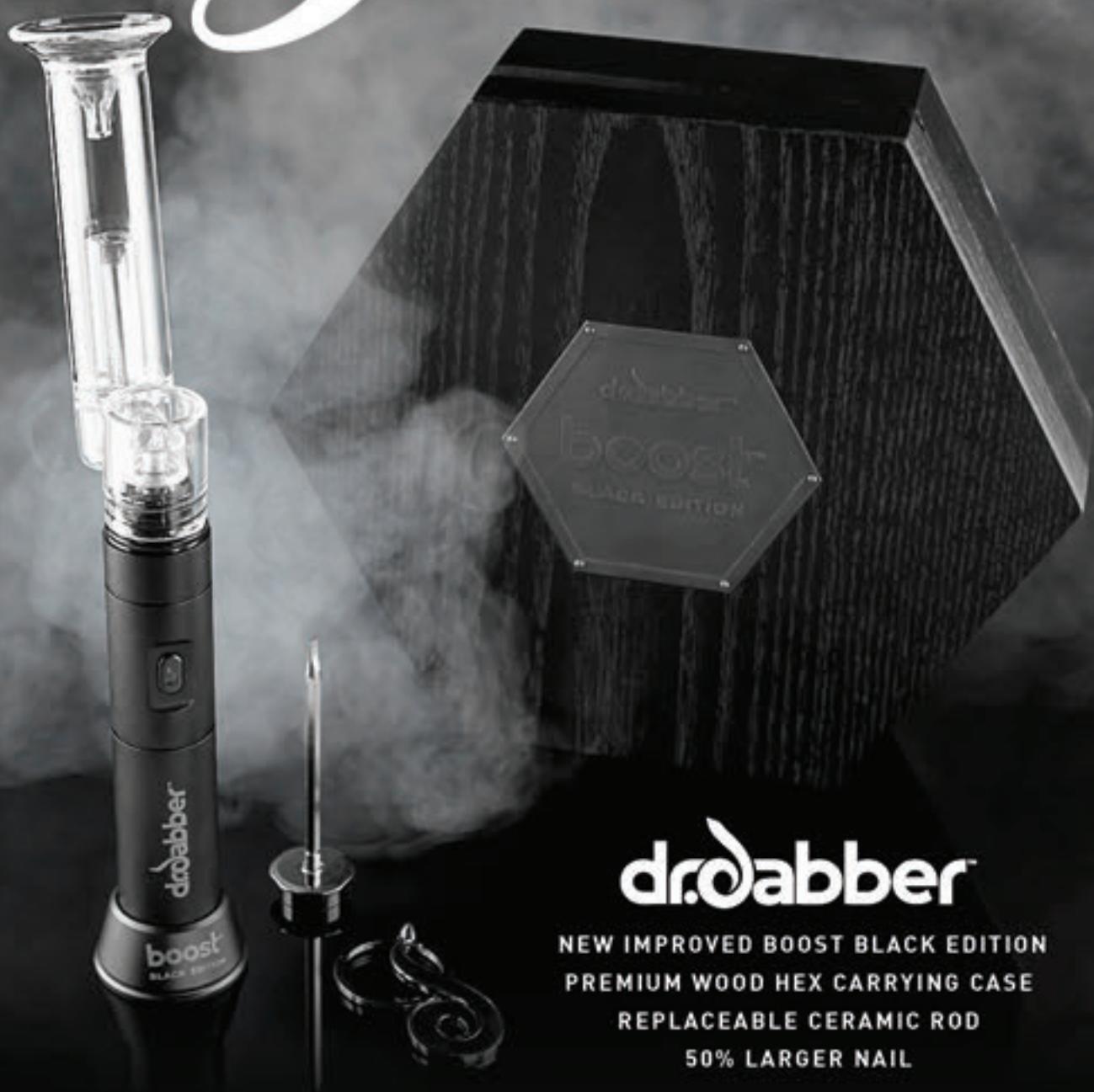
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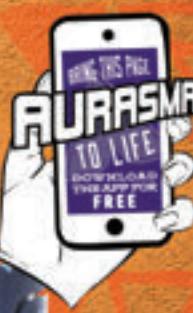
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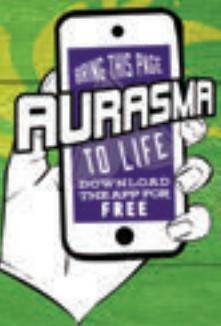
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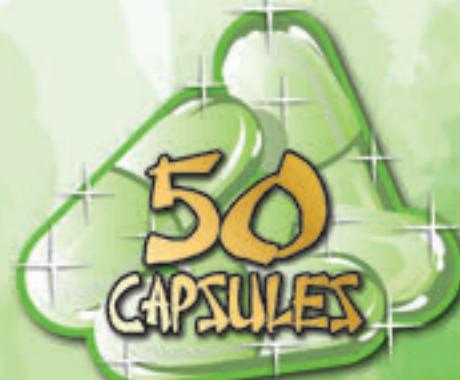
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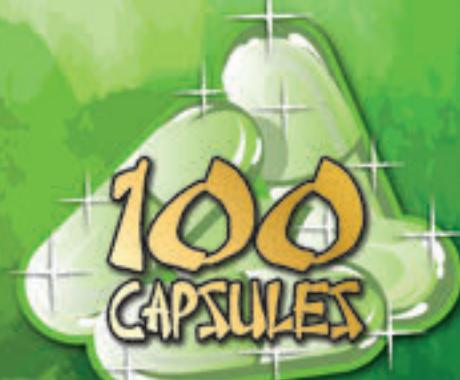
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Remember Members Only? Back in the Eighties you might have been in an exclusive group by wearing a nerdy jacket made even nerdier by a patch on the pocket that shouted to everyone, I'm in the Member's Only club! The thing is — people like feeling that they're part of something special, and as a retailer, you can give your customers the ability to be part of the in-crowd without having to wear a special jacket.

We're talking about customer loyalty programs. According to Nielsen, which gauges people's habits in everything from TV viewing to breakfast cereal preference, 84 percent of consumers are more likely to choose retailers that offer a loyalty program.

While many retailers use these programs to attract new customers, they're also powerful retention tools as they motivate existing customers to remain engaged and spend more. A majority of those customers are willing to pay to get into the club. One reason, according to a LoyaltyOne survey, is that 61 percent of 18-24 year-olds and 54 percent of 25-34 year-olds feel that fee-based rewards are better than free programs.

Ever been to Costco? Along with special discounts on eyewear, prescriptions and even vacation planning, the biggest reason to carry that Costco card in your wallet is probably the ability to get a hot dog and a pop for a dollar fifty!

The same model can work for your small retail business (even if you're not selling gallon drums of mayonnaise). Whether you charge a one-time or monthly fee, the benefits include: increased commitment from customers, who typically feel compelled to take advantage of the benefits

they've paid for; instant gratification for customers, as benefits begin immediately without having to achieve pre-set purchase or activity levels.

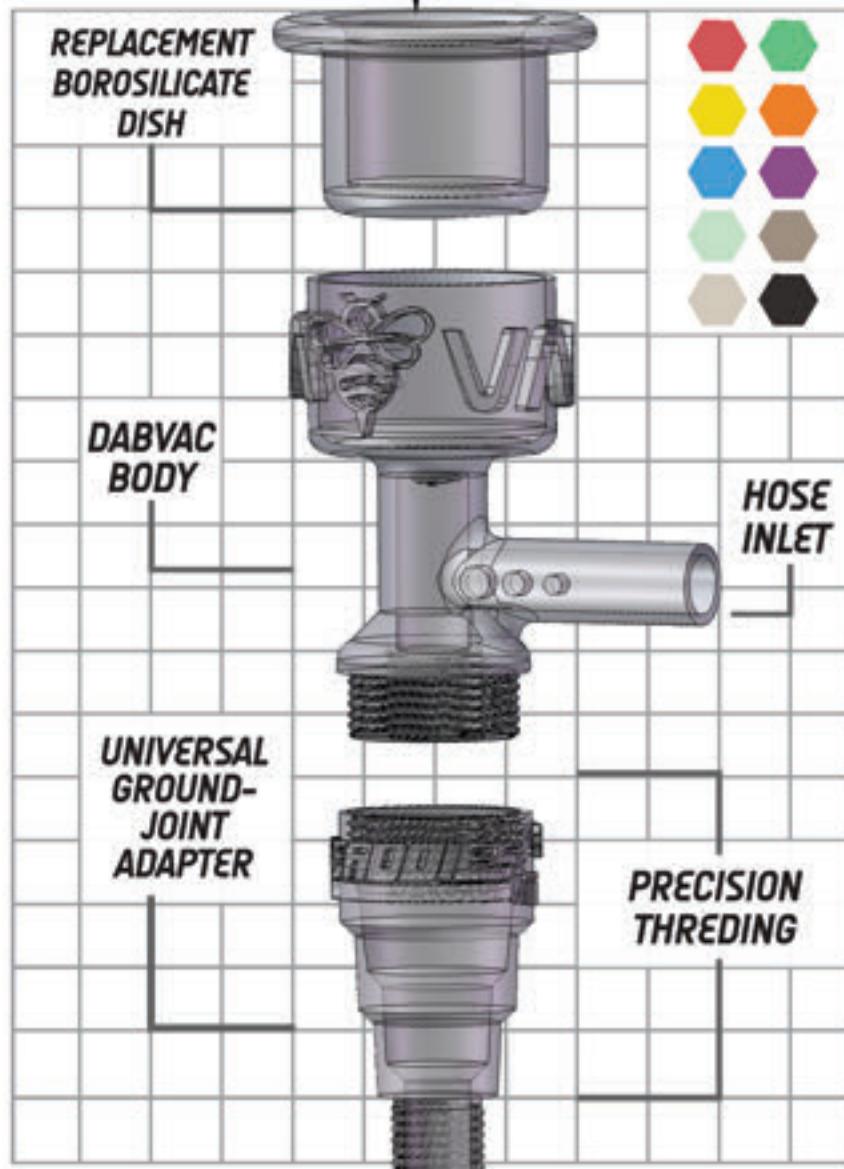
Providing exceptional service will always be the priority, and in many cases is the deciding factor whether or not a customer returns. A "membership club" is not so much about having customers make an "investment" but simply getting them into the "club" so that you can market to them more effectively. Obviously, smoke shop customers aren't going to plunk down \$50+ for a membership like they do at Costco. Another approach is to reward customers with a membership when they spend a certain amount — \$50 or \$100 wouldn't be unreasonable for a smoke shop purchase.

Here are some of the member's only privileges you can implement:

- Daily in-store discounts and specials
- Members-only pricing on select items
- Early notice and availability of in-store promotions and sales
- Points with purchase that add up for free merchandise
- Special discounts during the month of your birthday
- Access to members-only contests

Is a membership club in your future? It can be a great way to boost your bottom line and ensure repeat customers. However, you need to be sure that the benefits you provide are "membership worthy" and not just a stupid patch on a jacket. ♦

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Behind the Scenes

BY DARIN BURT



Hasmet Girgin and Ataman Bilgin immigrated from Istanbul, Turkey to the United States, seeking "adventure and opportunity." They landed in New York, where they sold sunglasses, body jewelry and novelties, stretching out across the country with many retail locations. Knowing they had successful selling products, they switched their focus to wholesaling.

The partners seized the "opportunity" part of their mission, and joined the vaping industry in its infancy in 2012, starting Vapor Tech USA, and developing their own line of e-liquid. They were one of the first e-liquid manufacturers in Arizona, where the company is now headquartered, and there they began to get accounts with local retailers. In a few short months, sales had grown so much that they decided to reach out to other places by attending industry trade shows around the country. Business was good, but for Hasmet and Ataman, the reward wasn't just about making money – vaping represented a product category they truly believed had benefits for the consumer.

continued on page 58

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- 3 Techies Day
- 3 Virus Appreciation Day
- 4 National Golf Day
- 4 National Frappe Day
- 4 National Kale Day - first Wednesday of October
- 4 Sukkot - begins at sundown, date varies
- 5 Do Something Nice Day
- 5 World Teacher's Day
- 6 Come and Take it Day
- 6 Mad Hatter Day
- 6 Physician Assistant Day
- 6 World Smile Day first Friday of month
- 7 Bald and Free Day
- 7 International Frugal Fun Day
- 7 World Card Making Day
- 8 American Touch Tag Day
- 8 Oktoberfest in Germany ends, date varies
- 9 Columbus Day - second Monday of month
- 9 Curious Events Day
- 9 Fire Prevention Day
- 9 Leif Erikson Day
- 9 Moldy Cheese Day
- 10 International Newspaper Carrier Day
- 10 National Angel Food Cake Day
- 11 Emergency Nurses Day
- 11 It's My Party Day
- 17 National Fossil Day
- 11 Take Your Teddy Bear to Work Day
- 12 Cookbook Launch Day
- 12 Old Farmer's Day
- 12 Moment of Frustration Day
- 12 National Gumbo Day
- 13 Friday the 13th
- 13 International Skeptics Day
- 13 World Egg Day - second Friday of month
- 14 Be Bald and Free Day
- 14 National Dessert Day - take an extra helping, or two
- 15 White Cane Safety Day
- 16 Bosses Day
- 16 Dictionary Day
- 17 National Pasta Day
- 17 Wear Something Gaudy Day
- 18 No Beard Day
- 19 Hindu Dilawi Day - date varies
- 19 Evaluate Your Life Day
- 20 Brandied Fruit Day
- 21 Babbling Day
- 21 Count Your Buttons Day
- 21 National Pumpkin Cheesecake Day - find a recipe, too.
- 21 Sweetest Day - third Saturday of month
- 22 Mother-In-Law Day - fourth Sunday in October
- 22 National Nut Day
- 23 National Mole Day
- 23 Tv Talk Show Host Day
- 24 National Bologna Day
- 24 United Nations Day
- 25 Punk for a Day Day
- 25 World Pasta Day
- 26 National Mincemeat Day
- 27 Frankenstein Friday - last Friday in October
- 27 National Tell a Story Day - in Scotland and the U.K.
- 27 Navy Day
- 28 Make a Difference Day- neighbors helping neighbors.
- 28 Plush Animal Lover's Day
- 29 Hermit Day
- 29 National Frankenstein Day
- 30 National Candy Corn Day
- 30 Mischief Night
- 31 Carve a Pumpkin Day - no surprise here
- 31 Halloween
- 31 Increase Your Psychic Powers Day



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Smokin' News from across the country

Accidental marijuana ingestion sending more kids to the ER

Increased availability of potent marijuana products may be driving an increase in emergency room visits by intoxicated tots, a new study suggests.

In the U.S. state of Colorado, where recreational marijuana is legal, researchers reported double the rate of marijuana-related visits by children under age 10 to a hospital or poison control center in 2016.

Healthcare officials advocate that parents and caregivers need to be educated about marijuana, keep the products out of reach and keep them properly packaged.

The town that marijuana built

American Green Inc., a maker of cannabis products, has bought the tiny northern California town of Nipton, for about \$5 million and plans to invest as much as \$2.5 million over the next 18 months to create a pot-friendly tourist destination. The purchase includes 120 acres of land with a general store, a hotel, a school building and mineral baths.

The plan is to utilize renewable energy to revitalize the town. Among the planned projects are a new facility to manufacture water infused with CBD, a production site for edible marijuana products, retail stores, and artist-in-residence programs.

Oregon ups legal age for buying smoking products

Oregon has raised the minimum age for buying tobacco and vaping products in the state from 18 to 21, bringing its regulations into line with sales of marijuana. The higher age already applies in California, Hawaii, Maine and New Jersey.

Washington State advertising law protects children from exposure to marijuana

A new Washington State law changes methods retailers are using to advertise the sale of marijuana. Senate Bill 5131 restricts outdoor advertising in the following ways (Source: Washington State Liquor and Cannabis Board): Signs must contain text stating that marijuana products may be purchased or possessed only by persons 21 years of age or older; - Signs cannot contain depictions of plants or products (ex: leaf = plant, joint = product), or use movie or cartoon characters, or any other depiction that might be appealing to children; licensees are prohibited from engaging in advertising that specifically targets persons outside the state of Washington.

The new law is intended to protect children, and Washington is leading the example for other states. "Washington is doing so well that [the federal government] won't enter the state for enforcement unless it's invited. So we need to keep a clean house so we don't get unwelcomed attention," State Senator Ann Rivers, who sponsored the bill, told King 5 news.

continued on page 78

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Behind the Scenes continued

"I used it to quit smoking," says Ataman. "We strongly believed in the concept."

It wasn't long before Vapor Tech transitioned into manufacturing and distributing vaping devices for oil, wax and dry herbs. "Many of the other devices on the market were very pricey, so we decided to manufacture ours in China so that we could give to our customers good quality devices at affordable prices. We started with the Dabster (for wax/concentrate) and then we added the Baker (for dry herb) – all the devices that we introduced did really well."

"Before we got into the cannabis side of the business, we were checking it out and devices were selling for over a hundred dollars. Not everyone has that kind of money to spend, so it was our goal to give them a high quality product that was also less expensive."

Hasmet and Ataman come up with product ideas, and a designer aides with product development. From there, they source the top quality materials, we continue through production with heat and cold testing – when the product leaves the factory it's guaranteed to last. All Vapor Tech products are covered by a one-year warranty from the date of purchase.

"We stand behind our products --- we make it very easy for retailers to exchange a product for their customer if there is a problem," Hasmet says.

Vapor Tech is available in some 1,500 retail locations across the U.S. and South America. For new stores that want to try out the products, Vapor Tech is so confident in what they offer, that they'll gladly accept returns for whatever reason. However, in the five years they've made that guarantee they've never had a single occasion where they needed to honor it.

The Vapor Tech line contains some fifteen different devices. The Dabster and Baker continue to be their best-sellers. But they're not just copies of similar things already on the market. Vapor Tech was one of the first companies in the vape industry to come out with changeable coils and cartridges. Their latest innovation, they've dubbed the Blazer, is a digitally-controlled nectar collector that doubles as a water-filtration device.

"Functionality is the most important thing in these devices," Hasmet says. "When we go to trade shows we talk to customers and they tell us what features their customers are asking for and their needs – like the size of the device and how long the battery needs to last."

"Everyone is a smart shopper these days, and they want to get the best products at the most affordable price," Hasmet adds. "After they talk to a sales person in the store, and they find out that Vapor Tech has been a strong company for so many years, they trust us."

The same commitment to quality that Vapor Tech has put into hardware, they've continued to infuse, you might say, into their e-liquids. The original Vaportech line had 37 flavors; they've since added a Vaportech Drip line with 17 flavors. Vapor Tech has fruity blends, like strawberry, peach and watermelon, to please the masses, but what they're particularly well known for are their tobacco and menthol flavors.

continued on page 72



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By Darin Burt

Glassblowing



Ed Graves isn't a glass artist. At least not in the traditional sense – he doesn't stand at a torch, but glass is still a central part of his work which involves sculpting whimsically horrific characters in polymer clay and turning them into functional pipes, rigs, dab utensils, nectar collectors, ash catchers and even stash “coffin” boxes.

“Undead Ed” draws inspiration from horror movies like his all-time favorite - George A. Romero's zombie classic, “Day of the Dead.” His pieces harken back to the campiness and neon glow of the eighties.

“I'm of the generation where Madballs and Garbage Pail Kids were really big – things were gross and scary, but also funny, and I really push that in my work,” Ed says.

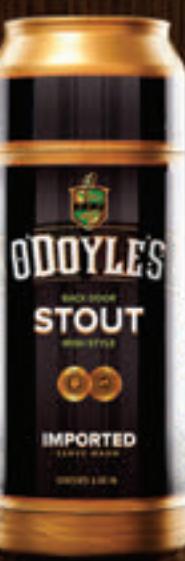
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a ghost Store

If you report seeing a ghost in a smoke shop, you're bound to have somebody joke, "You're supposed to be selling the stuff, not smoking it."

Lowell Hundt, owner of 20 After Four, in Prescott, Arizona, doesn't tell the tales to a lot of people, but there has been some stranger than average activity in his shop.

When Lowell first moved into the location, he noticed things going bump in the night – checking the security camera, he actually saw heavy cases of soda pop in the storage room being "shoved" off the shelves by an invisible arm.

"I'd come to work in the morning and there'd be a mess everywhere," Lowell says. "At first I thought there was a break-in, but there was no other damage; the doors were locked and the alarm was still set."

"Eventually, I started hearing 'whispers' and I was like what the \$%#*!" Lowell adds. "Once or twice a week I'll see something out of the corner of my eye and feel like somebody is behind me, but when I turn there's nothing there. Customers and employees have had the same experience."

Over the years, the building where 20 After Four is located has been home to an assortment of businesses from auto repair to sporting goods to an Asian "rub and tug." It wasn't until Lowell was at the tavern one night after work that he discovered from a stranger, who told him how his grandfather had fixed motorcycles out of the same place, that there was a guy named "Bob" who used to hang around the shop, drinking coffee and shooting the breeze – one day he was there for his usual visit when he shockingly up and died.

"People who knew Bob have told me that when he'd be in here drinking coffee he'd oftentimes pour whiskey into his coffee from his flask," Lowell says. "Once a month, I'll set a shot of whiskey on the back counter, and when I go back there the next morning it will be gone."

Prescott is known for having its share of spooky happenings. Full-body apparitions have been spotted roaming the Elks Opera House, and at the Hassayampa Inn legend has it that a woman named "Faith" killed herself in despair over a lost lover; employees there have also witnessed the spirit of a man they call the "Night Watchman." Lowell got in touch with a local paranormal investigator, who did some research on the haunted history surrounding his smoke shop building, confirming the story of Bob's death, and adding that there had also been disappearances of some of the ladies who had worked in the massage parlor.

Next, Lowell hired a psychic medium to reach through to the other side. "She sat in the shop from 10 at night till six in the morning, and she told me that there were definitely three spirits in the shop – an elderly white man and two young females from a village in Japan."

continued on page 72



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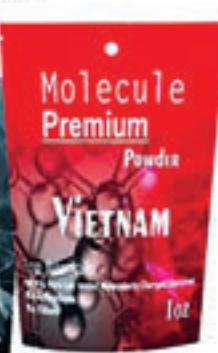
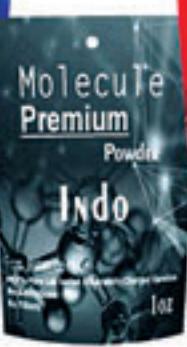
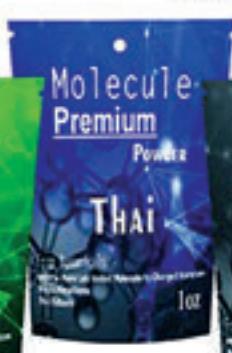
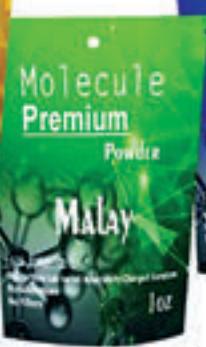
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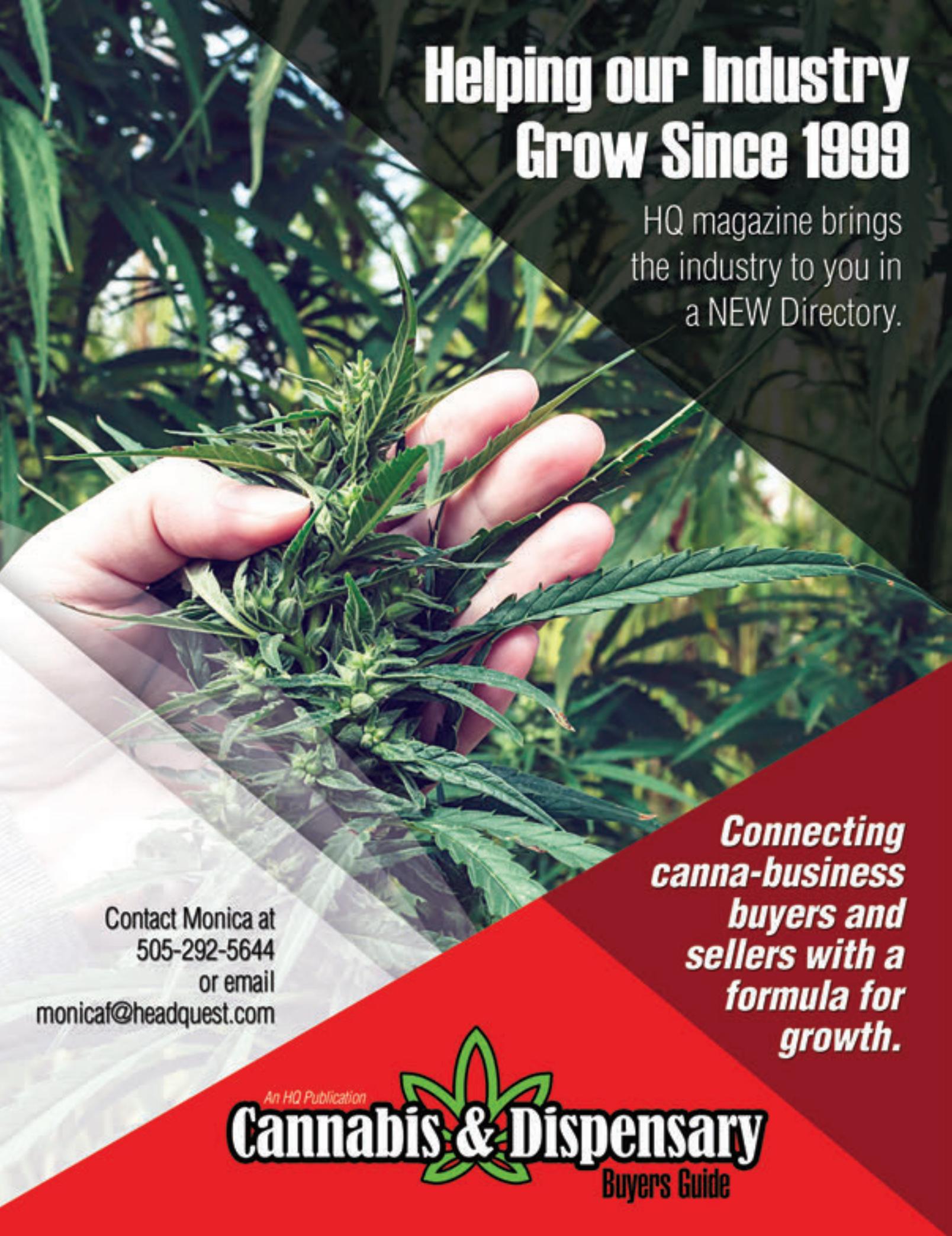
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Buyers Guide

Shop of the Month



The Cosmic Fish Smoke Shop



Being a lifelong smoker and passionate about the cannabis community, it was fateful that she would one day own a smoke shop. So when the time came that she was between jobs, she used some money she had saved and opened the Cosmic Fish in Saint Petersburg, Florida. It was a good decision – October 2017 marks the shop's 10-year anniversary!

Like many first-time business owners, Courtney started out with a space that was small but affordable, and as the business grew, she moved to a better location with more customer traffic. Not only that, but this new place better represented to Courtney what a smoke shop should be – it was a little house that had been transformed into a store.

continued on page 74

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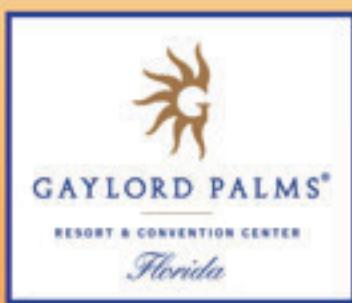
SHOW HOURS:

Friday, October 27 8am-6pm Exhibitor Set Up

Friday, October 27 6:30pm-10:30pm Select Buyers

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Room rates can be extended three days before the show or three days after the show. The room rate is \$189.

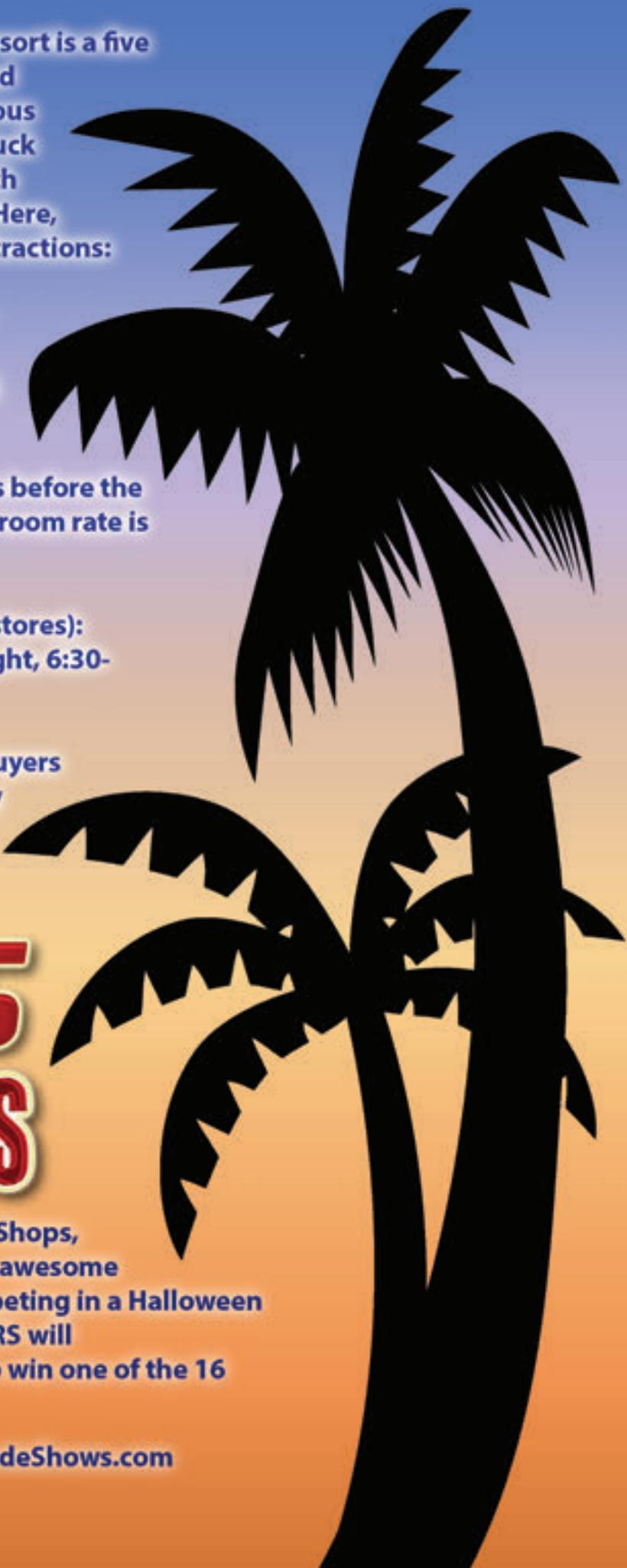
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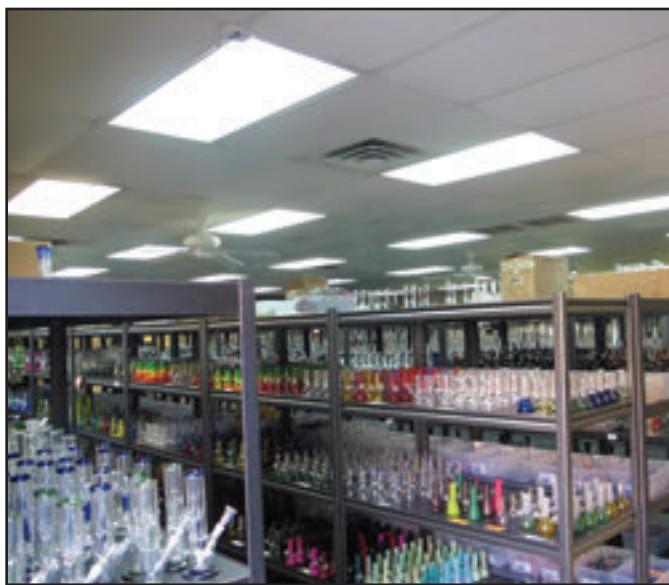
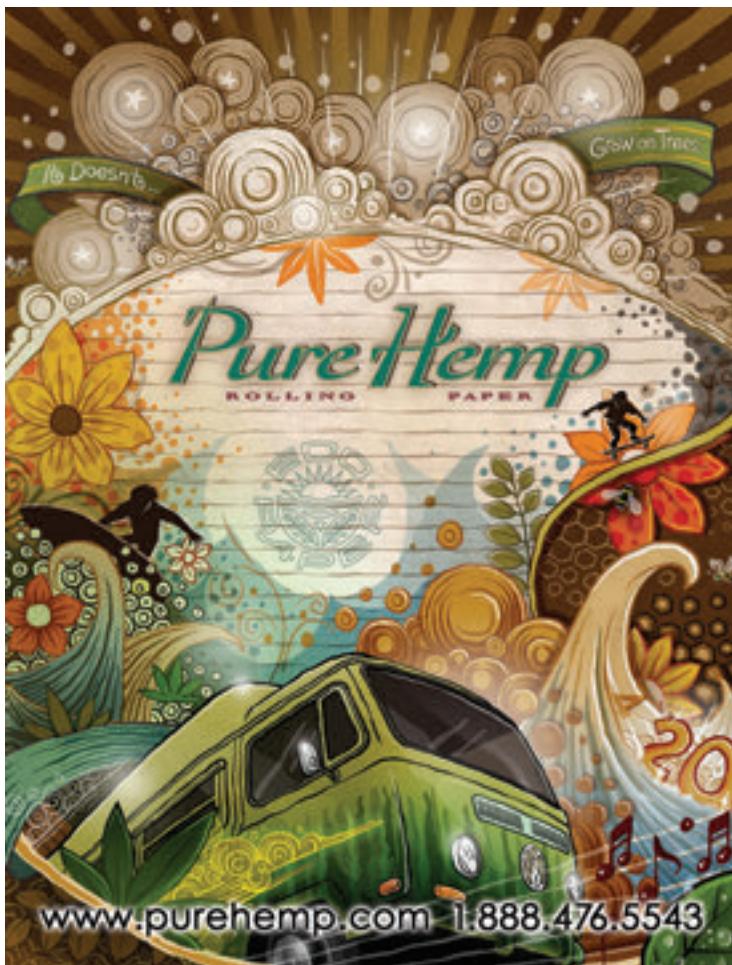
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For more information go to ChampsTradeShows.com or call 818-855-1528.





"Fifty percent of people who vape like tobacco and menthol," Hasmet states.

One of the main reasons Vapor Tech has been able to compete well in a very crowded market, is that their e-liquids are produced with 99.7 percent pure USP-Grade nicotine – the best quality available.

"Other companies may use 99.3 percent, which is a lot cheaper, but also contains a lot more chemicals that are not good for your body," Hasmet points out.

"Even with other ingredients, Propylene Glycol and Vegetable Glycerin, we could buy a lesser quality and save hundreds of thousands of dollars, but we never do that," Hasmet adds. "We buy only the top quality, and that's why we're still in the market and why people keep smoking our juices."

Just as Vapor Tech originally moved into the e-liquid market with a product they believed in, they're now fulfilling consumer interest in CBD. They're one of the top companies in the U.S. selling CBD products that include Vaportech Drip+CBD, a combination of their popular e-liquid flavors with the health benefits reported of CBD. Again, they utilize top-quality crystalline CBD — it's the only documented CBD in the U.S.

"People are buying (CBD products) as a medication, so we want to keep the quality as high as possible," Ataman says.

Not only does Vapor Tech offer smokable CBD in cartridges, they also utilize the non-psychoactive cannabidiol in body lotions, muscle wraps and tinctures.

"We love and enjoy what we're doing in this industry," Hasmet says. "It's not just a business; it's so much fun. We have not only customers, but a family that shares information and supports each other." *

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An advertisement for Cheech & Chong Rolling Papers. It features caricatures of Cheech Marin and Tommy Chong. Cheech is on the left wearing a red beanie and a jacket with "DAVE'S NOT HERE, MAN." Tommy is on the right wearing a red bandana and a jacket with a marijuana leaf. Between them is a large, stylized title "Cheech & Chong" with a red and blue outline. In front of the title are several boxes and packages of Cheech & Chong Rolling Papers in "UNBLEACHED" and "HEMP" varieties.

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Shop of the Month continued



"I walked in and that was it: I said I'd take it before knowing much of anything," she says. "The building had been rented by psychics for years, and it had a really good energy to it."

Location, location, location is the old adage for successful businesses, and the new digs for Cosmic Fish was the point when the shop really started to take off. It wasn't only the unique space, but also that it had a certain smell that transported people back to an early time of an old school head shop.

"People are always asking what incense we're burning, but it's just the natural smell,"
 Courtney says.

Certainly, you can find incense at Cosmic Fish. In fact, if it's something that belongs in a smoke shop – from tapestries to glass pipes, it's there too. It's a good mix of old and new school. There's one entire case filled with wood, metal and stone pipes -- unlike a lot of other shops in the area that are focussed on the newest whizzbang gadgets.

The gentlemen and women around fifty years old are always very excited that we carry (the old school items) because it's what they're used to using. Sometimes we're also able to turn the younger crowd onto it because it's something they're not going to be able to break."

continued on page 87



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NOVEMBER

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. 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. Sandwiches and Deviled Eggs (Nov. 2-3)** — Question: does this sound hokey? Answer: yes, of course it does. Another question: can you argue with sandwiches and deviled eggs? Another answer: no, of course you can't. These two days are the perfect excuse to hand out delicious finger foods at your store. And, given that these are two of the most debated finger foods in the whole stinkin' world, it's also perhaps a great time to encourage your customers to pit their best ideas against each other in a RECIPE DEATH MATCH. The most important part about a RECIPE DEATH MATCH is that you capitalize the words RECIPE DEATH MATCH. That's how they'll know you're serious, and how you will rake in the cash. Count on it.
- 2. The Day After The Election Day (Nov. 9)** — OK, listen. We're not gonna get political here. Everyone has their opinions, and they are welcome to them. That being said! Everyone's probably gonna need a break after whatever happens on Nov. 8. We suggest you have a Reach Across The Aisle promotion. Maybe it entails 25% off for anyone who brings in a friend who's a member of the opposing political party. Maybe it means buy one get one free on selected items for anyone who didn't vote for the new president but is willing to get behind them and try to make this country the best it can be. Listen, again, we don't wanna boss anyone. But whatever happens on that day, we gotta deal with it together. Maybe a sale would help?
- 3. Veteran's Day (Nov. 11)** — As much as we enjoy having fun around here, you should leave the jokes at home on this one. This is a great day to honor the veterans in your community and who shop at your store. Offer them discounts or perhaps just a chance to tell a story. Either way, they'll appreciate the kind words and the ability to be propped up as the heroes they are. It's the least you could do, right?
- 4. Black Friday (Nov. 25)** — Yeah, this is the one everybody does, but that doesn't mean you should sit it out. Rather, think about your audience. Do you have the kinda crowd that expects an early opening and insane sales? Cater to them. But if your tribe is the counterculture type (and, not making too many assumptions here, but we have a feeling that might be the case since you're holding this magazine in your hands right now), maybe your best is an Anti-Black-Friday Sale. Remember that you can be creative. Zig when others zag. Try something different if you think it'll resonate with your people.
- 5. Stay At Home Because You Are Well Day (Nov. 30)** — "Hold on a second," you're saying right now. "How am I gonna make money at my store if we do a promotion around this holiday, which, by the way, sounds highly dubious." Reader, when have we ever done you wrong? Here's what you do: have a sale on Nov. 29 highlighting the kinds of things one might want to have on hand if one were to, say, stay at home on Nov. 30 because one is well. See where we going with this? We don't have to spell it out any further, right? This is a great holiday and you can make money off of it. Go forth and prosper, y'all.

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HQ News continued

Global marijuana market going up and up

A market report by Ameri Research Inc. indicates that the global market for recreational and medical marijuana was valued at \$14.3 billion in 2016 and is projected to grow at a rate of 21.1% from 2017 to 2024.

A major component of the legal cannabis industry is the CBD market. As cannabidiol, marijuana and Hemp products and uses continue to diversify; the quickly expanding market for alternative marijuana demand outside of recreational and traditional medicinal usage continues to grow at an exponential rate. Hemp Business Journal estimates the hemp industry will grow to \$1.8 billion in sales by 2020, led by hemp food, body care and CBD-based products.

CBD “extremely effective” according to majority of users

The largest-ever survey conducted on cannabidiol (CBD) users found 80 percent of respondents reporting the cannabinoid “very effective” or “extremely effective” in treating their respective conditions, with 42 percent reporting they actually stopped using traditional prescription and over-the-counter medicines and replacing them with CBD-based products.

The study was conducted by HelloMD, one of the nation’s largest online communities of medical cannabis patients, and Brightfield Group, a marketing and research firm specializing in cannabis industry data and analysis.

Among the cannabis users surveyed, 75 percent used CBD products, with half reporting using whole plant-derived CBD and 20 percent using hemp-derived CBD products. Of those, 80 percent said they used CBD products at least once a week, and 41 percent indicated they used the products daily.

Smoke Spoke

“The best way to prevent drug addiction and overdose is to prevent people from abusing drugs in the first place. If they don’t start, they won’t have a problem. If they do start, it’s awfully tough to get off. So we can keep them from going on, and maybe by talking to youth and telling them, ‘No good; really bad for you’ in every way.”

– President Trump speaking on the opioid crisis.

DOJ orders 'Hands Off' approach to state marijuana laws

A special Justice Department committee tasked with reviewing existing marijuana enforcement policies and making recommendations has failed to offer support for a federally led crackdown in legal marijuana states, according to documents obtained by the Associated Press.

The Task Force on Crime Reduction and Public Safety, a group consisting of federal prosecutors and members of law enforcement, did not call for changes in existing policy. Since 2013, the Justice Department has directed US attorneys in all 50 states not to interfere with state legalization efforts and those licensed to engage in the plant's production and sale, provided that such persons do not engage in marijuana sales to minors or divert the product to states that have not legalized its use, among other guidelines. ♦

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By Darin Burt

Glassblowing



UNDEADED



"The Walking Dead really catapulted the whole zombie movement, and that really helped my career," he adds. "I love zombies; the stuff sells, but I'm also looking forward to the next craze."

Ed has been a full-time artist since his late-twenties, creating everything from murals and illustrations for children's books to miniature figurines for role playing games. It was while at a tattoo convention that he saw some cheap glass pipes and got the inspiration for using them as the innards for fantastic monster sculptures. The pieces were an instant hit. Ed bought a bunch of "crap glass" from a local smoke shop and started making pipe creations.

"I quickly learned about the culture and how American glass is so much better," Ed says.

At the very beginning, though, when glass artists found out Ed was working with clay, they didn't want anything to do with it. He's since hooked up with independent glass blowers including Ray Shakes, Dan Patterson and Jack Yorkovich.

"I've had some glass blowers give me crap for being in the industry and not being a true glass artist, but those who are open-minded really get what I'm doing. It's kind of an homage to the beginning of glass culture when they used to put clay on rigs," Ed says.

continued on page 90

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Shop of the Month

continued



Glass remains a big seller. Because of the enormous local competition, the glass pieces need to be unique designs. Big names like Sheldon Black, Darby and Salt bring in customers, as do creations from local independent artists. The best sellers are prodo pieces in the \$50 to \$200 neighborhood.

CBD products are another popular product category. Cosmic Fish stocks CBD products from Creating Better Days and Bee Delightful. Courtney sees a lot of people who buy the tinctures, creams, etc. out of curiosity, and then return for more when they discover that CBD offers them actual benefits.

continued on page 88



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Shop of the Month

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"We let the products speak for themselves," Courtney says. "I think CBD products are something every shop should carry and at least test the waters."

As you can see, Cosmic Fish isn't just another smoke shop. It's a fun place for Courtney and her three employees to work, and delighted customers make it even better.

"I just can't imagine coming to work and not being around everything we're around everyday," Courtney says. ♦

Courtney Koske

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By Darin Burt

Glassblowing



UNDEADED



"When I buy (prodo) I always tell the glass artist what I do because I don't want them to be upset about how I'm using their work."

Now, Ed's even being asked to collab on pieces. Ray Shakes is one of the well-known glass artists who has asked to team up. You might wonder how exactly is it a "collaboration" when Ed is covering up the glass. That's the thing -- he'll often put cut-out in the sculpture where the eyes, mouth or even guts would be so that the bubbling perc shows through.

"I just need the basic skeleton so that I can do what I do with the clay work," Ed says. "I can't expect everything to be perfect, and so I make the design fit the rig – plus I like the problem solving challenge of the art."

"I've been following this motivational speaker who talks about how if you want to be successful in whatever you do, you have to be obsessed with it. I moved to Colorado a year ago, and I smoke every day. I absolutely love the art and the culture," Ed says. "I'm all in." ♦

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QUEST 4 THE BEST



There's a new sarong-wearing hippie showing up to sell jewelry on Venice Beach every day. But it's not every day that a sarong-wearing hippie selling jewelry on Venice Beach turns his disdain for a conventional job into an entrepreneurial launch pad. Nevertheless, it has happened. Years ago, Shhmokewear founder and CEO, William Pallagi was that hippie. After spending years wandering the country like a lost prophet of psychedelia, Pallagi had found a form of rest on the boardwalk of America's funkiest stretch of oceanfront, where he kept himself fed from the sales of his handwoven hemp bracelet pipe that he would eventually dub the "Wrist Hookah."

Turn the clock forward to 2017. The Wrist Hookah has become a staple of low-profile smoking accessories and Pallagi's operation has moved from a sandy blanket on the beach to production facilities in both California and Mexico. Now, to accommodate those who can't cough up the scratch for the 100% American made, handwoven hemp Wrist Hookah, Pallagi has developed the Survival Wrist Hookah: a fully functional smoking accessory modeled after the famous paracord survival bracelet. It's sleek, discrete, sized to fit any wrist, and priced to fit any budget with a barebones MSRP of 20 bills. If the price tag on the original Wrist Hookah gives your buyers sticker shock, or if your demographic prefers ATVs over longboards, the Shhmokewear Survival Wrist Hookah could be the subtle new shhwag that brings a solid bump to your monthly stats. Shh. It's Shhmokewear. *

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Dab Ninja Mini E-nail

Attention dab heads and terpene connoisseurs, put down your torches and quit overpaying for a decent e-nail. More importantly, to all of you luddites still doing knife hits, just stop it already. You're ruining your mom's best silverware and frankly, she's fed up.

Speaking of your mom, she called. She said that she stashed \$300 under your Xbox and she wants you to use it to buy a Dab Ninja. Yes, she knows what you've been up to and she doesn't care. She watched that Sanjay Gupta documentary and has really come around on the issue. Plus, the Dab Ninja is cheaper than another silverware set. She buys the good stuff and thinks you should do the same.

Mom says the Dab Ninja offers a flawless level of precision that gives you unparalleled control of the terpene profile of your favorite concentrates. It has a temperature range that goes all the way up to 990 degrees, takes a mere 30 seconds to heat up (Mom says to use that extra time finding a job), and maintains temperature for hours on end. Also, Mom's tired of buying you new "vases," so she's super excited that the unit comes with a grade 2 Titanium nail with heat diffusion technology to help you avoid cracking the glass. The Dab Ninja Mini E-nail also comes with an AC power cable, silicon container and dab tool. Now, go make your bed.

www.glowindustries.com • sales@glowindustries.co • 1.800.626.5395



Entwood Dugouts

This industry is full of options. Overloaded, even. We have every way to Sunday to light up right at our sticky little fingertips and there's a new smoking contraption being invented every day.

But sometimes in a pinch, the classic zeppelin and hitter box combo is all you need—especially when all you have left is a pinch. The beauty is in the simplicity. Pop the top, pull out the bat, and dunk it down into the stash chamber for that quick, easy drag. Repeat as necessary.

Sadly, in the modern world where mass production reigns supreme, most dugouts are dime-a-dozen machine cuts at best and laminate garbage at worst. Fortunately for the discerning smoker, there is Entwood Dugouts, a small but productive mom and pop outfit from Grand Rapids, Michigan that specializes in handmade hitter boxes that tell the tale of a true craftsman. Each box is hand carved from a single piece—no snap-togethers or laminates here—and shaped by a master with a keen eye for detail who knows how to work with the wood rather than against it. The dugouts are finished out with a subtle wax finish that adds just the right amount of shine to let the grains sing. There are no extra bells or whistles, but who needs them? Each box is made with the standard swivel top, stash space and a spring-loaded ceramic hitter and both three and four-inch models are available at an MSRP ranging from \$20-\$30. Simplicity is severely underrated.

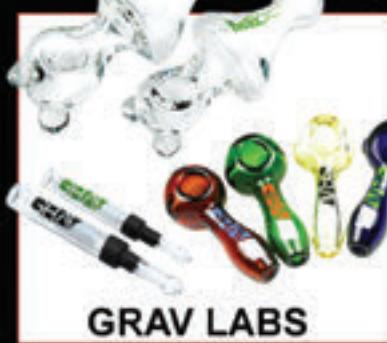
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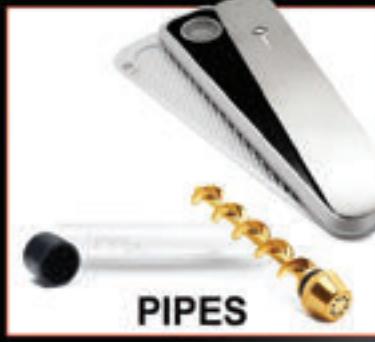
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7Pipe Twisty Glass Blunt and Mini

It was 2014, a day like any other, or so it seemed. And on this supposed day like any other, design wiz and 7Pipe CEO, Jeffrey Han, happened to be doing his daily business in the lavatory. Being that his business was of the “two-sie” variety, Han found himself idly dissecting the dispensing mechanism on his deodorant stick to quell his boredom. Why the deodorant? No one knows, exactly, but our best guess is his phone was dead, there was no magazine rack, and he’d already read the shampoo and conditioner bottles.

That's all speculation. But what is absolute fact in this 100% true story is what he pushed out that day (aside from well . . . y'know) was an idea for a brand-new smoking device that would become so popular that to date, Han has spent almost as much time battling knock-off artists as he has selling the product.

That idea was 7Pipe's Twisty Glass Blunt. It's a savvy redesign of the industry classic that uses a proprietary auger-style mechanism to guarantee a fresh hit every time while doubling the smoke's travel distance, thereby allowing for a cooler drag (by 30%, to be exact.) Though the \$50 retail price might garner a few winces from the financially challenged, appreciative smokers have continued to flock to the design, recognizing the importance of inhaling smoke through only the highest quality materials. In this case, that means a proprietary, multi-layered, titanium coated brass auger that exceeds the criteria set by European Union RoHS standards for Restriction of Hazardous Substances.

A few bucks shy? Have jeans with tiny pockets? No sweat. Try the new Twisty Glass Blunt Mini, a more affordable version that crams all the original quality into a more, shall we say, ‘fun-sized’ package. Plus, a smaller cherry means a gentler hit. Less money, less space, less coughing. Each ‘Mini’ comes standard with an O-Ring, cleaning brush and two Silicone Caps, while the original comes with all of this plus a microfiber bag for easy transport.

www.7pipe.com • sales@7pipe.com • 650.207.1833



Cali Crusher Glass

Now that the Cali Crusher has all but crushed the grinder competition with its patented four-way quick lock, removable screen and redesigned blades, the masterminds behind its creation are setting their sites on the glass world. American glass artists can relax, though; they're not going after your niche. You can keep making the Lamborghinis and they'll gladly handle the Toyotas, metaphorically speaking.

Let's stretch that metaphor a little more. From Yaris to Camry, Cali Crusher has it all with five basic models conceived and designed in Austin, Texas. These include a chillum, handpipe, steamroller, bubbler, and dab rig. Each of these production staples is blown on hefty 25x4mm borosilicate and stamped with the trusted Cali Crusher name that consumers have come to cherish as one synonymous with quality.

Never ones to pump out more of the same, the folks at Cali Crusher have painstakingly designed every SKU to maximize style, function and durability for the consumer while maintaining an incredible displayability for retailers, especially those with limited shelf space. Best of all, they're priced to sell, with the MSRP starting at \$16 for the chillum and maxing out at \$75 for the dab rig, bringing that Toyota quality to customers rolling on a Kia budget. Available in six colors.

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A Ghost Store continued

"My next question was how do I get rid of them?" Lowell says. "I didn't necessarily want them gone; I just wanted to be able to sit in the shop and not worry about what's going on behind me."

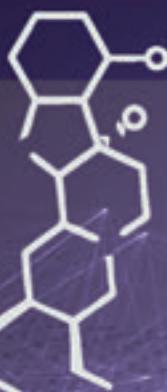
"There are nights where I'll stay for two or three hours after we close to do some work, and since I'm too tired to drive home, I'll just crash on the couch in the back room. There was one time when I did that and it was the worst night of sleep I've ever gotten – every time I was about to fall asleep it literally felt like somebody was physically nudging me."

After calling in a team of ghostbusters that included a translator and even a shaman from the nearby reservation, Lowell feels like he's on better terms with his otherworldly tenants.

"The shaman was very unnerved when he came into the shop," Lowell recalls, "he kept talking about evil spirits. Everyone else says they're not here to hurt us or anything."

"I've always believed in this kind of stuff, but until now I've never witnessed it first-hand," he adds. "I wasn't really scared. My first thought when all this stuff started happening was that I'd just signed a five-year lease and it kind of sucked. I wasn't leaving and neither where THEY so we just had to find a way to get along." *

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W. Kamau Bell in 2014

W. Kamau Bell has honed his witty, managed outrage at the world around him into a consistently hilarious brand. Like any comedian who focuses on cultural material, in his early years he battled to find the right mix of commentary and humor, but things started to turn around with his one-man show *The W. Kamau Bell Curve: Ending Racism in About an Hour*. As Bell told the A.V. Club in 2012, "You can't ask people to come out to see you do an hour of just you talking about race, unless you're famous." So he wrote the show as if he was famous. It was a hit in San Francisco, and it would eventually lead to his weekly-then-daily-then-sadly-cancelled TV show for FX, *Totally Biased*.

You haven't always identified as a political comedian, but that label has kind of been put on you lately, has it not?

It's certainly become more purposeful over the years, but at first, I was just talking about my perspective. If you put me on a show with other political comics, I will look somewhat different, because I'm not talking about the players. I'm talking about identity politics or sociopolitical politics. As you get older in life, I have a daughter, you start having a different investment in the world, and the world sticking around and going down the right path. But I still try to be funny. If it's not funny, it's just a really poorly put together speech.

Are you trying to say that taking care of another human being makes you care about the world?

Yes! [laughs] I am ready to make this bold statement, yes. When you're responsible for another human being, you care about the world. I mean, you don't have to. There's the

option of being a bad parent. Every day I'm invited by my circumstances to be a bad parent, I just try not to choose that option. Being a bad parent is way easier, I think. You get a lot more sleep and you still get to hang out with your friends.

Before Chris Rock approached you about making a show, did you have any desire to be on television?

Well, yeah. I was working to get on TV like every professional comic in the country. You might not be on the path to get on TV, but you want to get on TV. I would submit sets to late-night talk shows, but they would think it was too political, too topical. And I was like, "Well, that's kinda what I do." I never really invested in rewriting what I was doing, so I tried to pursue my own direction. So when Chris came to me with the opportunity, I was shocked by it, but it was also something I wanted to do.

You've said on your show that the Internet ruins everything. You were joking, but do you feel like it does more harm than good sometimes?

It depends on how you measure good and bad things. Lindy [West, who debated Jim Norton] getting all those negative comments is horrible, but thank god the guy released the Steubenville video, because those guys got caught. There's the Twitter that helped create Arab Spring, but there's also the Twitter that's has #EightWaysToPunchAWoman as a trending hashtag. You could fix it without getting rid of it. I feel like, right now, with the Internet, we're like the caveman who just discovered fire and are like, "Man, this fire's great!" and they just keep burning themselves with it. I think in 50 years people will look back on how we use the Internet, and will be like, "Ah, they didn't know what they were doing." That's my hope, anyway.

Outside of your professional life, what's the funniest thing you've experienced this week?

I live on the Upper West Side of New York, which is a fairly nice neighborhood, and I was in a bakery with my daughter getting her a cookie that she shouldn't have had, but her mom's out of town so what are you gonna do about it? And I heard a white woman say to her 9-year-old son, "It's pronounced crah-sahn, not crussant! It's French!" And I was like, "Man, this is not the neighborhood I used to live in!" [laughs] Bad things haven't happened to you in a very long time if you're getting mad at your son about that. You are living the best life ever if you're willing to go, "Hey, wait a minute, we gotta stop here." ♦

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