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Page 102-103

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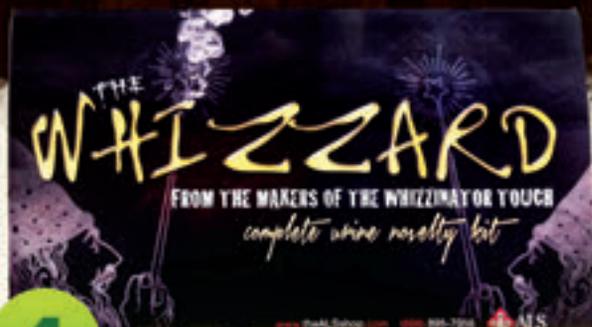
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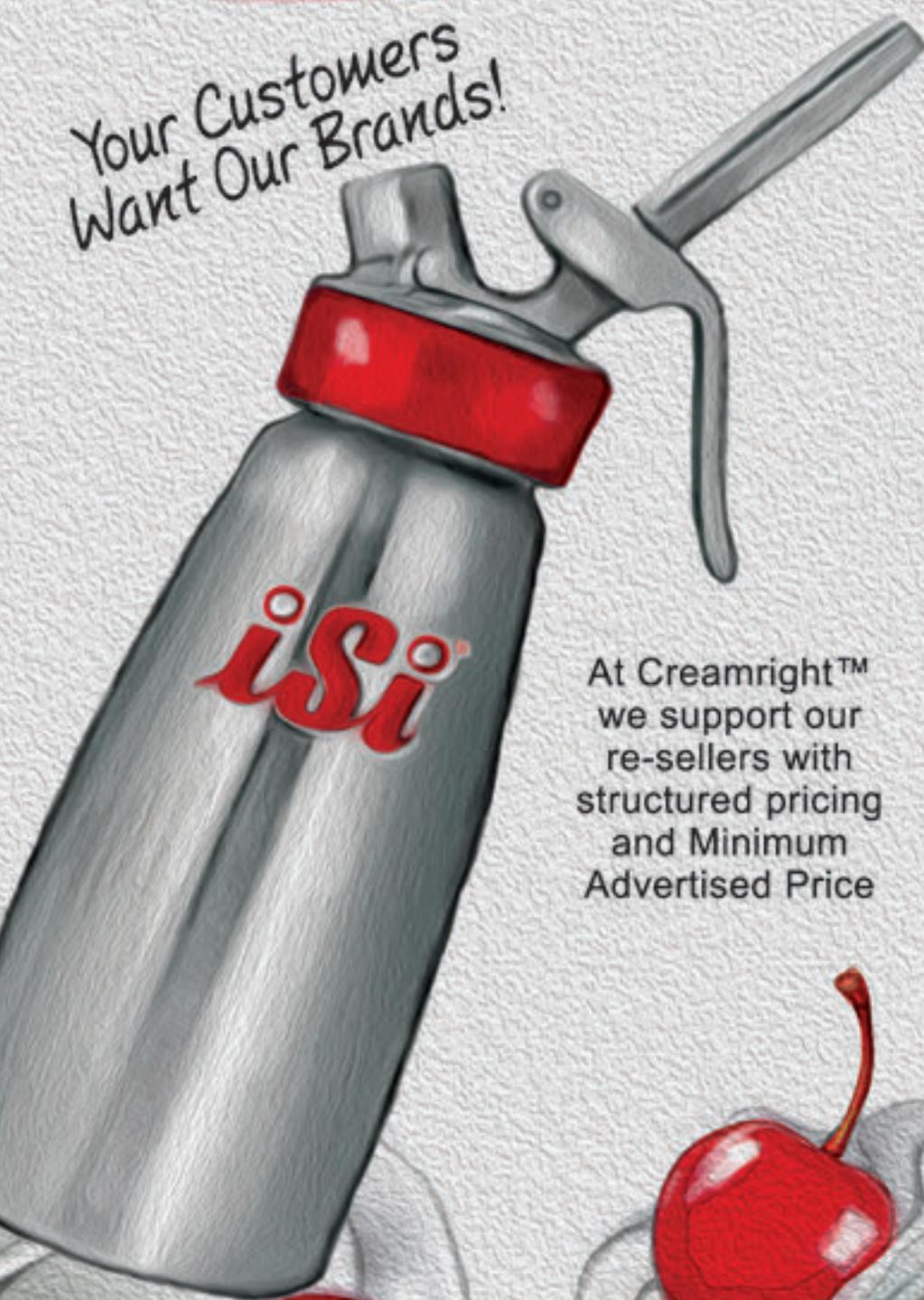
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Chaiah Sullivan of Unparalleled Glass page 60

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# COLORADO'S WESTERN SLOPE

It's almost summa' time HQ readers and we sure are ready for warmer weather! This month is crazy as it kicks off yet another much anticipated show season! Who is going where? Tell us on Facebook @Headquest...and be sure to stop by our booths to say hi!

Do you have a story idea? Regulations that you are unclear about? Special news worthy information? We want to hear about it so that we can continue to bring you the most up to date information. Email us at communications@headquest.com with your suggestions or questions.

And lastly, there have been so many new products to hit shop shelves and we want to know your top sellers! Email us or find us on Facebook and tell us what they are...share the love with fellow shop owners!

Happy May everyone and we will see you all next month as we welcome the first official day of summer.

Cheers.

HEADQUEST Inc. assumes no responsibility for contents herein. Opinions expressed in articles are strictly those of the writer. Published monthly by HeadQuest Inc., 9901 Acoma Rd. SE Albuquerque NM 87123. Subscriptions available for \$39 yearly, payable in U.S. funds.  
Send address changes (please include previous label) to address above or call (505) 275-6049. Printed in Canada. Publications Mail Agreement #40069018 Return undeliverable Canadian addresses to: 737 Moray St. Winnipeg MB, Canada, R3J3S9

## HQ Trade Magazine

May 2018 Issue #216

hqmag.com • headquest.com • facebook.com/headquest

### Published by

Headquest Inc.

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R. Cantu

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Printed in Canada on recycled paper with vegetable-based inks

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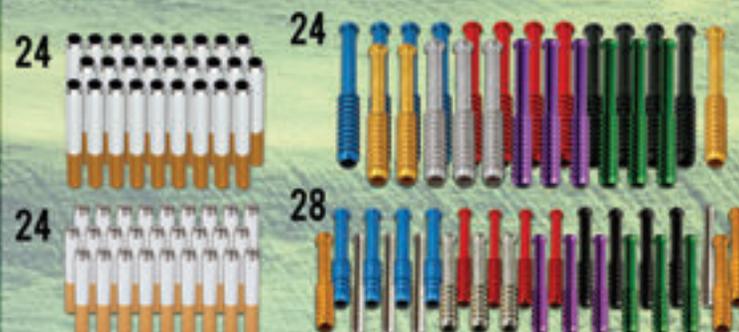
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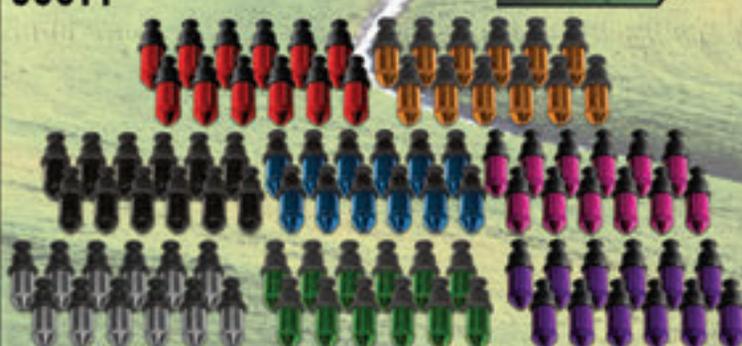


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# CONTENTS

## FEATURES

BEHIND THE SCENES PAGE 48



### B.O.B. Headquarters, Inc.

For Ritchot, helping retailers find success is (as they say in Canada) the cherry on the sundae.

**Managing Debt** page 50

**Smoke News** page 52

**Glassblowing** page 60  
Chaiah Sullivan

**Shop of the Month** page 68  
Fantasy

**Q4B** pages 92, 94

**Listening Station** page 104

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**PAGE 62**

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Page: 102-103

## advertisers

<b>420 Science / Jars</b>	<b>109</b>	HDC Distribution Kratom	<b>42</b>	Serious Monkey Bizzness	<b>63</b>
7 pipe	<b>59</b>	<b>Headdies</b>	<b>99</b>	<b>Skeye Wholesale</b>	<b>14-15</b>
<b>AFG Distribution</b>	<b>29, 35, 61</b>	High Voltage Detox	<b>108</b>	Skunk Bags	<b>106</b>
AGE American Glass Expo	<b>46</b>	Hot Vapes	<b>44</b>	SLX Grinders	<b>NEW Advertiser</b> <b>75</b>
<b>Alternative Lifestyle Systems</b>	<b>2-3</b>	Humboldt Vape Tech	<b>NEW Advertiser</b> <b>64</b>	Smoke Tokes	<b>51</b>
ASD Trade Show	<b>80</b>	Infinity Wholesale Group	<b>55</b>	Spark Vapor	<b>NEW Advertiser</b> <b>54</b>
<b>ATMOS RX</b>	<b>34</b>	Inhale	<b>49</b>	<b>Spectrum Vapor</b>	<b>95</b>
<b>Cali Kulture / Stash, Lyft</b>	<b>6-7, 22-23</b>	Inter-Continental Trading	<b>NEW Advertiser</b> <b>89</b>	SSE <i>Smoke Shop Events</i>	<b>56</b>
CHAMPS Tradeshow.com	<b>70-71</b>	JM Plastics	<b>90</b>	<b>Stash / Cali Kulture</b>	<b>6-7</b>
Choice Botanicals / Windship Trading Co.	<b>30-31</b>	<b>Journey Pipes</b>	<b>101</b>	<b>Stax Dreams</b>	<b>17</b>
Creamright	<b>8-9</b>	<b>Kannastör</b>	<b>33</b>	Storz & Bickel	<b>45</b>
<b>Diamond CBD</b>	<b>Front Cover</b> <b>102-103</b>	<b>Kava Therapy</b>	<b>69</b>	Strong Back	<b>NEW Advertiser</b> <b>79</b>
<b>Dimebags</b>	<b>73</b>	<b>Kava Tonics</b> previously 5 Hour Break	<b>36</b>	Tasty Puff	<b>66, 111</b>
Doob Tubes	<b>10</b>	Klear Kryptonite	<b>47</b>	Tobacco Outlet	<b>43</b>
<b>East West Trading</b>	<b>38-39</b>	Legal Lean <i>Infused Edibles</i>	<b>65</b>	Toro Imports	<b>53</b>
Epic Wholesale	<b>93</b>	<b>Lyft / Cali Kulture</b>	<b>22-23</b>	UniShow	<b>87</b>
Fleshlight	<b>86</b>	<b>Mandel Distributors</b>	<b>NEW Advertiser</b> <b>40, 81</b>	Vapor Tech USA	<b>41</b>
<b>Free River</b>	<b>NEW Advertiser</b> <b>32, 77, 85</b>	<b>Mandys</b> <i>Enhance Your Senses</i>	<b>17</b>	<b>Vapornation</b>	<b>26-27</b>
Futurola	<b>20-21</b>	Mighty Fast Herbal Infuser	<b>97</b>	<b>Vatra</b>	<b>106-107</b>
Glass Vegas	<b>55</b>	<b>Mike Worldwide Inc.</b>	<b>82-83</b>	<b>Volo Trading</b>	<b>33</b>
GLOW Ind.	<b>88</b>	MIT 45	<b>NEW Advertiser</b> <b>47</b>	V-Syndicate / Dabit Card	<b>98</b>
<b>Gourmet Innovations / Best Whip</b>	<b>4-5</b>	<b>Nature Therapeutics</b>	<b>36, 69</b>	Wild Berry <i>America's Best Incense</i>	<b>79</b>
<b>Got Vape</b>	<b>24-25</b>	Orange Chronic	<b>67</b>	Windship Trading Company	<b>30-31</b>
<b>Greenlane</b>		Organabus	<b>84</b>	Zone Wholesale	<b>100</b>
<b>IFC, 1, 12, 28, 37, 57, 112-IBC, Back Cover</b>		<b>Party Nuts</b>	<b>18-19</b>	Zydot	<b>58</b>
Greenlight Vapes	<b>NEW Advertiser</b> <b>43</b>	<b>Phresh Picks Dist.</b>	<b>13, 105</b>		
GSM Distributing	<b>59</b>	Precision Smokewear	<b>72</b>		
HBI International / RAW	<b>11</b>	PT Bags	<b>76</b>		

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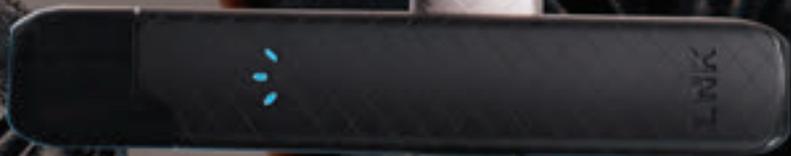


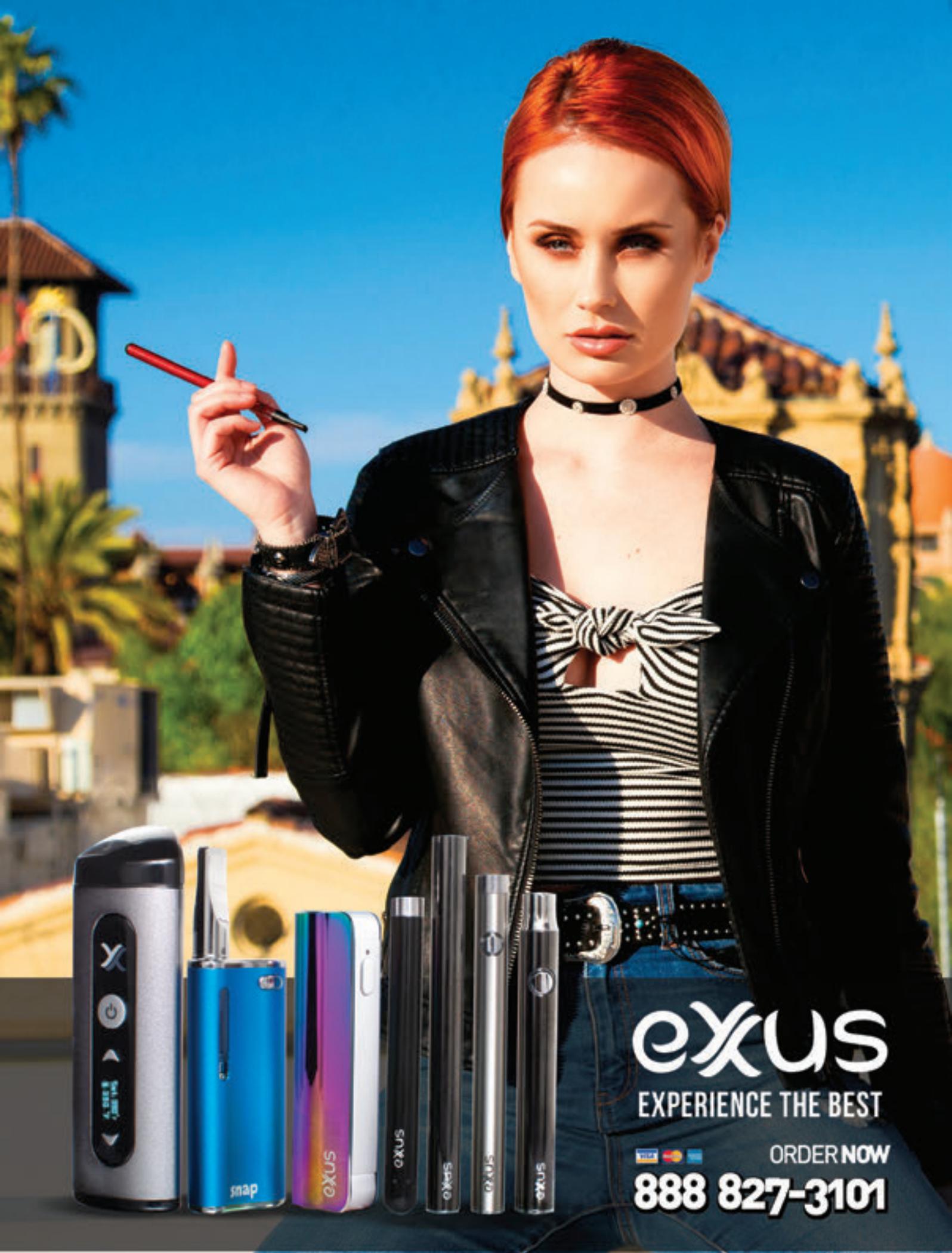
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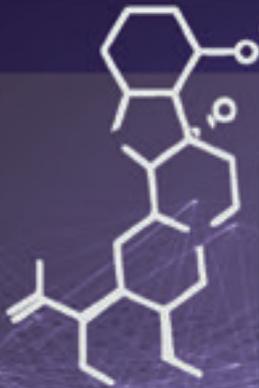


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# Behind the Scenes

BY DARIN BURT



**R**obert Ritchot founded B.O.B. Headquarters, a small smoke shop in the prairie city of Brandon, Manitoba, Canada. Located about an hour north of the North Dakota border, Brandon is the second-largest city in the province, after Winnipeg. But even with a population of 40,000, it wasn't big enough to support Ritchot's goal to increase and diversify his product offerings.

It's for that reason that Ritchot soon focused on reselling to other retailers across the country, into the USA and beyond. Because of extensive product knowledge and remarkably loyal customers, B.O.B. Headquarters has grown into one of Canada's largest distributors of counterculture products.

For Ritchot, helping retailers find success is (as they say in Canada) the cherry on the sundae.

"We couldn't possibly make all of those products available if we just had our one retail location, so to be able to expand our variety and increase the diversity of offerings it just made sense to try to sell into different markets. You have to remember that 20 years ago, when we started, there weren't thousands of stores across the country — you had to help them open their doors," Ritchot says.

*continued on page 58*



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# Managing Debt: The Holistic Approach Vol. 2

By Chris Black

Continued from the previous issue. If you missed our first installment, grab the April issue and turn to page 50. Enjoy!

**N**ext, work your vendors (sorry, advertisers.) Squeeze every possible drop of savings out of them. A big part of that is knowing who you're dealing with. Those big vendors with plenty of cash flow don't necessarily need distributor-level orders to cut you a better deal. They value the regularity of a long-term partnership, something you can offer even at the lowest level. The smaller vendors, on the other hand, are often sitting on large swathes of inventory that they need to make liquid. They're the ones with whom you go big, stocking up on as much as a year's worth of inventory at once to get bare-bottom rates that double your margins. Obviously, only do that on things you know will sell. It's only a good deal if it's something that will make you money.

**Helpful Hint:** Don't assume that 'going direct' will always get you the best price. I know that probably flies in the face of everything you think you know but trust me on it. A manufacturer has a vested interest in ensuring his product isn't devalued. Often, you'll get a better deal with a distributor than a manufacturer. True story.

**Profitable Practice:** At the end of each day, evaluate every action you have taken and determine specifically how it went toward increasing your bottom line. I do it every day of the week and you should too. You can rest on the weekend. Or when you're dead.

**Now, it's time to increase your revenue.**

This is how you lower fixed costs, albeit in percentage only. For example, say your rent is \$5,000 a month and your average monthly revenue is \$50,000. That means your rent is 10% of your monthly earnings. Now, what if you can get that up to \$100,000? You just dropped your rent cost down to 5%. This sounds like a no-brainer, but ask yourself, are you truly doing everything you can?

**Get social.** Everyone has a Facebook and Instagram page, yes. But what about the dozens of other online methods your customers use to find you? The list is in the hundreds; Google, Bing, Yahoo, Yelp, Facebook, BBB, Merchant's Circle, LinkedIn, YP, White Pages, Super Pages, Yellowbook, City Pages, City Search . . . you get the point. Spend one hour a night on each of these, claiming them, enhancing your pages, cleaning up the spam and troll reviews, etc. If each of these pages gets you even one new customer each month, you're looking at a solid hundred or more customers each month. It's such a simple concept, it almost seems too easy.

**Be a good community citizen.** Don't just be another local wookie with a business card that goes home and gets stoned with his or her friends. I sell pipes and dildoes to baseball moms just because I coach their kids. Put yourself out there. The more you integrate yourself into your community, the more you'll attract your community's business. Not to mention, those relationships will go a long way to prevent that dreaded day when Johnny Law comes knocking.

**Finally, it's time to talk about existing debt.**

If you've followed all of the previous cost-cutting and revenue-generating steps, this part will be a helluva lot easier. Tackle your debt head-on and avoid debt restructuring scams; if it's too good to be true, well, it's too good to be true.

**Focus on credit cards over bank loans and prioritize high interest loans first.** Interest rates are at an all time low, so with most bank loans, you're better off putting extra money into things that generate revenue than trying to pay down your debt quickly. Now, don't be stupid. Stay on top of that payment; just don't deprive yourself of the opportunity to double up your money just to pay down a loan that's only costing you a few points in interest.

**Approach credit card companies yourself and negotiate.** Trust me, they'd rather deal with you than a middleman who's going to strongarm them with threats of default. One effective method is to call your credit card company and ask to speak with someone in customer retention. I once took this approach, telling them I wanted a better deal and ended up getting refunded on four months' worth of interest. Next, maneuver your credit card when you can. If you have decent credit, you can often find cards that offer zero interest for 12 months. Transfer your debt to one of these and use all available revenue to pay it down interest-free. Again though, be smart, negotiate and read between the lines to make sure you're getting the deal you think you're getting. The Devil is in the details.

That's the short of it, folks. The long of it would require publishing a book, something I plan to eventually do when I'm not up to my ears in the daily tasks of running a business. Admittedly, I'm not a professional financial adviser or a CPA. I'm just a guy who took \$10,000 at the age of 19 and grew it into a multimillion dollar enterprise over the course of 18 years. Trust me when I say I know the debt game. Have you ever been hit by the IRS with \$100,000 in back taxes because your accountant failed to do their job? Well I have. And guess what? I paid it off in six months. Meanwhile, I still have my business, my home that comfortably houses my wife and five children (along with the inground pool) and both of my Porsches. I did that because I played it smart, learned from my mistakes and followed these steps. More succinctly, I pursued wisdom over mere knowledge and it paid off.

**About the Author:** Chris Black is the owner of the wildly successful Munson's Emporium in Belton, Texas, the husband of former Blackball Distribution star, Wanda Black, the father of five children and the founder and admin of the Facebook forum, Smoke Shop Owner's Society, a community of 1,300 industry professionals and growing. When not at work, Chris enjoys spending time with his family, coaching his son's baseball team, working on his Porsche and viciously trolling those of lesser intelligence on social media.❖

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# Smokin' News

from across the country

## United Nations Takes Stand Against Legalization

The United Nations International Narcotics Control Board (INCB) recently issued its 2017 annual report, and the takeaway with regard to cannabis is clear: The INCB is deeply concerned with the spread of adult-use legalization.

Countries pursuing legalization are acting in 'clear violation' of the UN's 1961 Single Convention on Narcotic Drugs, says the International Narcotics Control Board.

"States must take measures to prohibit the unauthorized cultivation of cannabis plants," stated the report, "to seize and destroy illicit crops, and to prevent the misuse of and trafficking in cannabis."

## Brownies Becoming a Bust

Cannabis infused edibles are losing their popularity as consumer and brand sophistication pushes forward.

According to Bethany Gomez, Director of Research for Brightfield Group, while initially popular in legal markets, baked goods like brownies and cookies are declining rapidly as dispensaries look for products with a longer shelf life and consumers look for more discreet and easily micro-dosed options.

## ET Gets Stoned

Astronauts haven't landed on Mars yet, but when they do, they will be able to grow marijuana there thanks to breakthroughs in extraterrestrial cannabis cultivation.

A biologist at the University of Guelph in Canada has developed a cultivation chamber called 'The Fridge,' which can grow edible vegetation on the Red Planet.

The theory goes that if the "Controlled Environment Systems Research Facility" can produce a stasis pod that allows marijuana to thrive, the same technology can be put to use when humanity begins colonizing the solar system..

## Canadians Play the Waiting Game

Canadians will have to wait until at least early August or later to legally purchase recreational marijuana.

Prime Minister Justin Trudeau's government has insisted it is on track for legalization in July. But given a new Senate timetable to pass the legislation, Health Minister Ginette Petitpas Taylor conceded it won't be done in July.

Provincial and territorial governments need eight to 12 weeks following senate passage and royal assent to prepare for retail sales. That puts it in August and possibly not until a month later. Each province in Canada is coming up with rules for the sale of recreational pot.

## Trump Tax Cuts Could Lead to 654,000 MJ Jobs

When President Donald Trump implemented the sweeping 2018 Tax Cuts and Jobs Act, most of America wasn't concerned with how the legal cannabis industry would be affected.

But a recent study from New Frontier Data, an analytics firm serving the legal cannabis industry, predicts that legal pot would generate \$105.6 billion in tax revenue over the next eight years and create 654,000 jobs under Trump's tax overhaul — if it were legalized nationwide.

## Smoken Spoken

"I'm always willing to try anything. You got one life to live, why not?"

- Actress, Charlize Theron, on her personal marijuana use.

## Project Finds E-Liquids Trigger Stress

A senior from Garnet Valley High School in Glen Mills, Pennsylvania earned a national science award recently for a project to determine the harmful effects (if any) of vaping.

Natalia Orlovsky tested the effects of e-cig liquids on bacteria and human cells. She also tested nicotine. She discovered that the e-cig liquid itself caused cells to produce chemicals associated with stress. That was true even when there was no nicotine present. While this research was only done in cells, not people, the young scientist notes, "The fact that it could apply to people is reason to do more research. Vaping may indeed be safer than cigarettes, but that doesn't mean it's harmless."

## High Tech Inhaling

Resolve Digital Health is taking a personalized approach to medical cannabis care with the world's first smart inhaler, the Resolve ONE.

The device uses pre-filled pods, curated specifically for a patient's condition. Using machine learning, the Resolve ONE will gain insights from each individual patient and fine-tune the appropriate dose needed to provide desired relief. All data collected through the device can be shared with the patient's doctor, creating a patient driven, collaborative health care model.

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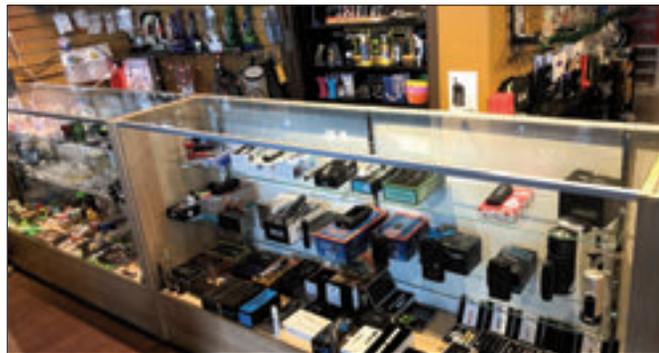
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## Behind the Scenes continued



*"What it allowed us to do was to offer all of the products that we loved," he adds.*

Name a brand or product, and you'll likely find it among the tens of thousands of SKUs in B.O.B. Headquarters' 500-page catalog.

"Because we're in Canada, and the fact that we're one-tenth the population of the U.S., to realize more growth, we had to diversify," Ritchot says. "We provide products for the entire hippie 420 culture — everything from hemp lotions to tie dye tapestries to glass water pipes to vaporizers to scales to candles to incense to body jewelry, even home décor and clothing — we've got it all."

Along with a 25,000 square foot warehouse in Canada, Ritchot made a bold move to support the U.S. market through a merger of B.O.B. Headquarters and Windship Trading Co., with the simultaneous acquisition of Vapor Outlet, creating an expansive North American wholesale network, which will operate under the umbrella company Humble + Fume.

*"The plan is to add all of the products available in Canada to our US facilities to balance out our inventory throughout North America," Ritchot says.*

More than 1,100 retailers in Canada rely on B.O.B. Headquarters to stock their shelves. The U.S. market is expanding so quickly that Ritchot doesn't even harbor a guess as to the number of new customers contacting the newly formed Humble + Fume on a daily basis.

*"As our product offerings increase, our focus will continue to be on building strong relationships with customers," Ritchot says.*

As a distributor, Ritchot's business model is to represent great brands and products, and give manufacturers the comfort of knowing that B.O.B. Headquarters won't be competing with their own version of X Y Z simply because it's a hot product category.

*continued on page 72*





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By Darin Burt  
**Glassblowing**



# Chaiah Sullivan

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**C**haiah Sullivan has spent most of his 28 years as a resident of Paonia on Colorado's Western Slope, a region comprised of high desert, sculpted cliffs and red rock country. It's here amidst the solitude and the beauty of nature where Chaiah draws inspiration for his art.

Colorado may be best associated with aspen, spruce and evergreen trees, but hiking the desert trails in spring and summer reveals a kaleidoscope of blooming cactus flowers.

Chaiah fuses the otherworldly forms and bold colors into striking works of functional glass.

"I've grown up with cactus and they've been special to me. . . but I never expected to be the 'cactus guy,'" says this torch worker who first started blowing glass in his garage more than a dozen years ago.

What sets Chaiah's style apart is how he does the sculpting.

**"As Robert Mickelson calls it, 'hollow sculpting.' The inside of my pieces have pretty much the same contour on the outside," Chaiah explains.**

**"I put all my ridges in, and then along each ridge I add dots; once those are all melted in, I pluck each spike out individually," he adds.**

"Sometimes I do get a little sick of plucking thousands of spikes over and over and over again. But once you see all your work come to fruition then it makes it all worth it."

"It's something about making it functional on top of it being a beautiful art piece that really pushes me," Chaiah says. ❖



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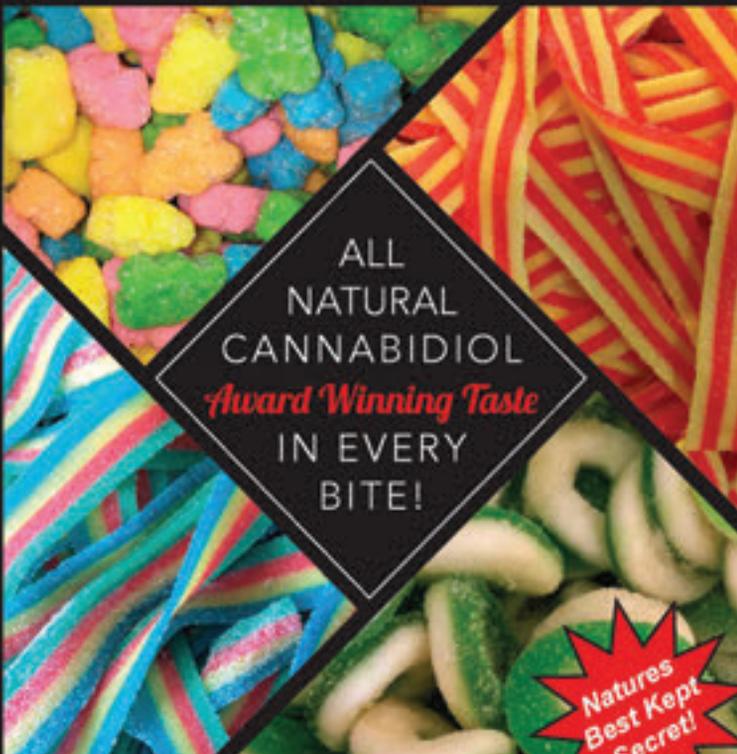
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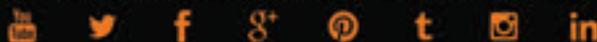
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# FANTASY



*“OK. So again, don’t tell your mom I brought you here. I’m pretty sure she’d put my balls in a vice for this. Don’t tell Pastor Kevin either. Actually, just don’t tell anyone. Got it?”*

I hesitated, then answered with a slight, tense nod. I really wasn’t sure if I was ready to walk through the door, or if I could even keep the secret. My thoughts raced back to my Jedi of a mother who always seemed to know every transgression before I committed it. The tragic short film was already playing out in my head.

Starring: me, my mother.

Plot: dark secrets exposed.

But peer pressure is a hell of a drug, especially when you’re 12 and it’s coming from someone six years your senior. We walked in. My breath suddenly felt sticky, as if it were lodged at the bottom of my windpipe as I stared, wide-eyed into the cave of verboten wonders before me. In every direction, I saw literally everything against which I’d been warned, as if someone had chopped down the fabled tree of knowledge itself and opened a fruit stand. Punk rock and heavy metal posters lined the walls, while every assortment of iniquity lined the shelves; pipes, zeppelins, tarot cards, daggers, skulls, bizarre jewelry. I felt faint.

*continued on page 74*

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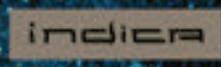
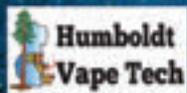
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“We have worked with a number of emerging companies, and helped them go from being unknown to being very, very well known, and thankfully they’ve rewarded us with territorial protection,” Ritchot adds. “That’s where the biggest opportunity lies — startups like “penny stocks”, get in early with those who have created something absolutely fantastic. We really like to work with those manufacturers and support them right from the ground up if we believe in the products.”

B.O.B. Headquarters expects to gain an even bigger share of the Canadian market later this year when Prime Minister Justin Trudeau’s Liberal government legalizes recreational marijuana. Even now, Ritchot has benefitted from the general ease of conducting a counter-culture business in Canada.

**“We have no issues importing products and running our company as any other business would run,” he says. “It’s ridiculous to say, but it’s kind of liberating. Finally a little easier to just be open with what you do for a living.”**

One change that Ritchot anticipates is that when legalization goes into effect, dispensaries will be allowed to sell both cannabis and the ancillary products — possibly taking some business away from existing smoke shops.

The successful retailers, Ritchot predicts, will be the ones that offer a full spectrum of products.

**“The shops that just popped open because of legalization, and wanted to capitalize to make a quick buck, are probably going to fade away,” Ritchot says. “...while the really good, well-run shops are going to do very, very well.”**

“We are going to continue to do what we’ve always done and provide the widest variety so that everyone can find the right fit for their shop,” Ritchot adds. “We’ll continue to be very competitive with pricing and have everything that shops need.” ★

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Mitch smiled from behind the counter.

“Can I help you guys?”

I tried to push out a “hello,” but all that came out was a muted squeak. Each time our eyes met, the rumors about him, whispered on the back of church buses echoed in my head.

“He’s a Satanist priest.”

“He’s a warlock.”

I was convinced that he could see straight through me, that he knew I didn’t belong there. The pressure in my lungs intensified. What was this feeling?

In retrospect, it was just the incense. And that knowledge in his eyes, just a recognition of the obvious; a 12-year-old with the build of an 8-year-old and the face of a toddler standing in his shop, wearing an oversized “Racism Sucks” t-shirt he’d obviously borrowed from his friend to look ‘the part.’

For Mitch, it was another day at the shop. For me, it was a defining moment. Perspective is everything.

The scene plays in my head on repeat as Mitch sits across from me. That was 25 years ago. He still has a gaze that seems to cut right through you, though now I just attribute it to an ability to see through bullshit, which, in retrospect, makes perfect sense. I try to tell him the story. He smiles sheepishly, but the gravity seems lost on him. And of course, it is. It was my experience, not his, and it came from a place that is now foreign even to me.

After 32 years in business, Mitch is preparing for retirement. Fantasy, the legendary Newport News head shop he founded and operated all those years will sadly not survive his departure. In a matter of months, the lights at the shop will go out one last time and this business that has become a landmark of Virginia’s counter-culture will be no more. I realize that I’m not here for another standard profile, but an obituary, though legends are immortal and therefore, shouldn’t require such.

“I loved the New York trade shows,” he tells me, drifting back to a bygone era of an industry sans-CHAMPS. “I met Greg Allman, I met Country Joe MacDonald—I still have the Country Joe McDonald thing signed here somewhere . . .” He looks at the poster-covered walls of his office and points. “There.”



The walls of his office are a miniature museum of his career as a shop owner. The posters, most of them signed, each have a story behind them, and he gives a little snippet of each as we look around the room. The decades flash through his icy blue eyes as he points out one after another and gives the story of how he met each band and when. Really, this is what it was always about for him; the music. The pipes were just a peripheral, a natural extension of his role as an underground record store, as were the swords, occult supplies, man-sized dresses, et al.

“Music was really what I was into,” he confirms. “We started out in ‘85 in the flea market. I was bringing in import music from England and stuff, you know, Hawkwind and Porcupine Tree and just all of these side projects that nobody else was carrying back then . . . I was going to New York . . . just pounding the streets, finding merchandise that nobody else had.”

“It was just a really cool vibe back then,” he reminisces. “You could go to New York for nothing. It was a \$39 round trip . . . Originally, I’d stay at the Y. I stayed at the Chelsea once, just because you had to stay at the Chelsea. Big mistake. The sheets were hairy.”

One story slams into the next as each memory triggers a dozen more. We’re riding high on the tide of nostalgia, three decades’ worth all swirling and intermingling with the randomness of human memory. I bring up the time he invited my first band to play in the upstairs room of the shop. I tell him what a big deal it was to us even though hardly anyone showed up. It’s apparently something he’s heard before.

“A lot of people thank me . . . there are bands that have played here that I don’t even remember, and they tell me how much that meant to them at the time. . . I was glad to help.” The thought triggers another memory, this time of the seminal New York ska band, The Slackers, who played an in-store set there years ago, apparently also to no one. It turned into one long band practice for which they thanked him profusely. Eventually, it devolved into the bandmembers chasing each other around the store with swords and culminated with Mitch having to chase them off the property for smoking in the parking lot.

“But it was all good-natured,” he assures me. “That was fun.”

continued on page 78

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Good-natured or no, it's a situation for which Mitch has no tolerance. "This is Virginia," he reminds me. I understand his point. He's saying it's not Colorado. Merely tolerating a customer using the wrong word in the store could still bring the house of cards tumbling down, let alone someone partaking in the parking lot. It's a reality with which he's all too familiar. He had found himself under the boot of Johnny Law once years ago, all because, yes, a store employee failed to enforce the rules when an undercover walked in and said, "Let me see that bong." The next day, there were 14 federal agents at his door. They weren't there to warn him.

"Fortunately, the federal prosecutor didn't want to pursue a paraphernalia thing," he recalls, the relief still evident in his voice. "She was all tied up with kiddie porn cases at the time." Chalk one up for the good guys.

Sadly, though the business could survive a federal raid, it won't survive the new paradigm, for a myriad of factors. There's the new fire marshal. He's not interested in honoring the longstanding 'grandfather' precedent for old buildings like this one. He expects Mitch to live up to the standards of Walmart and Target. There's also the competition. There are now pipes in every gas station. But most devastating to Mitch personally, is the death of the record store in the digital age.

"I can't complain about people downloading music; I do it myself," he volunteers. "It was always about getting music for people that they couldn't get otherwise. Now they can. I'm not the middleman for their music anymore. That took a lot of the joy out of it." It also took a lot of the money out of it.

# FANTASY

"I looked at my figures from the 90s and I was doing three times the business that I'm doing now. And now I'm working three times harder just to get by."

Another casualty of technology; one more institution of American romanticism crumbling under the cumbersome march of progress. Mitch Kirsner and the legend he created must now go the way of Paul Bunyon and John Henry before him. With the loss of Fantasy and stores like it, we're not just losing a place to buy things. We have Amazon for that, everything we could ever want on our doorstep in a day with just the click of the button. But Amazon's not going to open a new world to a sheltered kid looking for identity. Amazon's not going to invite a group of fledgling musicians to come cut their teeth as performers on her warehouse floor. Amazon won't be providing a place where the dissidents and outcasts of society can feel safe. Amazon is convenience; Fantasy is a soul. I fear that in our quest for the former, we're throwing out the latter.

As both a native of the region and a member of the industry, I pay my respects here. Farewell, Fantasy. Goodbye and Godspeed, Mitch. Your business may be replaced in our world, but never in our hearts. ❖



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Operation is simple. Slide off the lid, load the chamber and slide the lid back in place. Then, insert the provided double-A battery and inhale when you see vapor. So easy, a kindergartner could do it, but don't even think about letting one try it unless you want us

calling child services on your ass. Give them their lunch box; you take the Launch Box.

Pro tip: If your customers come in complaining that their Magic Flight Launch Box just isn't hitting like it used to, the problem is more likely to be with the batteries than the unit. Those rechargeables can't keep recharging indefinitely. Be a hero. Keep replacements in stock to make happy customers while making an extra buck.

Speaking of making those extra bucks, don't forget that Magic Flight offers all kinds of upgrades and add-ons for easy upselling.

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## THE MONKEYTAIL

Sometimes the best things in life are the simple ones. Take the MonkeyTail, for example. Is it a revolutionary breakthrough in technology? Well, it's no vaporizer or e-nail, that's for sure. But could it become a staple that your customers find they can't live without? Absolutely.

The MonkeyTail is a lighter sheath with a flexible tail that clips onto your belt loop or hangs on the edge of your pocket and provides a kickass bonus feature as a super-portable mobile phone kickstand. If you think you've seen it before, maybe you have. It's been in the winner's grab bag at the past three Winter CHAMPS in Vegas, as well as once in Atlantic City, you lucky sonofabitch, you.

But seriously, the real icing on the cake is you can have it customized with your store logo, which means your name gets brought up every time one of your customer lights up with friends. Even better, make it the loyalty card your peeps will never lose. Whether you give it out as schwag or use it to squeeze an extra few bucks out of every transaction, tell those savvy mofos to bring it back for a discount and watch your customer retention soar. You're welcome.

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Yes, the geniuses behind the Genius Pipe now offer a way to turn their state-of-the-art cough-free smoking system into a dab rig. It's called the Genius Taster, and as if that isn't good enough news, as of this past December, they've already released the Genius Taster V.2, with added rings to give you better heating action while still delivering that cool hit.

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HQ PUBLICATIONS

# Canna Dispensary Supply

Headquest (HQ) is a monthly business-to-business magazine that has been serving a broad range of counterculture retailers since 1998. HQ will now be publishing a buyers guide for dispensaries throughout the U.S. Our new guide will be distributed to over 3,500 outlets conducting business in states allowing the use of legalized recreational and medicinal cannabis.

Canna Dispensary Supply's goal is to provide canna-business buyers a format for safe, easy access to credible, professional vendors. Headquest's 17 years of diligent data gathering ensures both buyers and vendors in these industries mutual growth and security. HQ's Cannabis guide is the new source!



**Circulation:** 3,500

**Online website:** [CannaDispensarySupply.com](http://CannaDispensarySupply.com)

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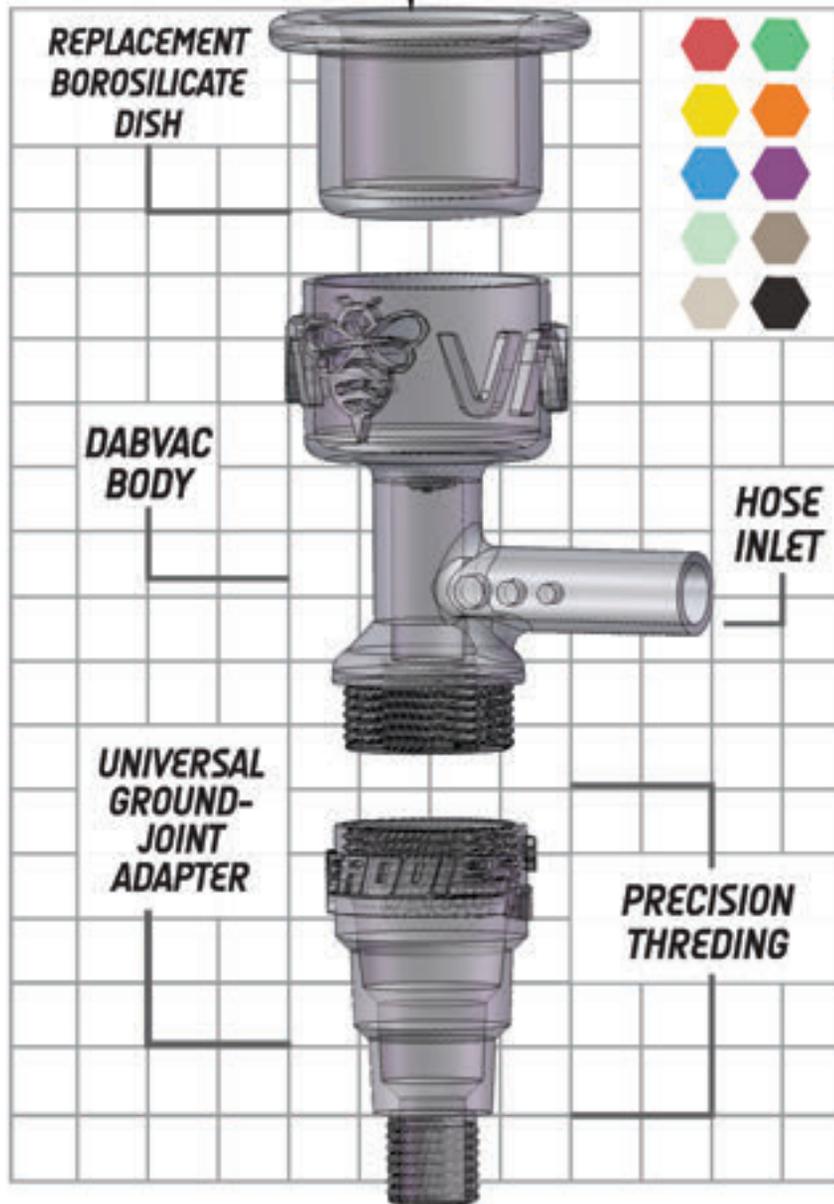
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# DIAMOND CBD & Full Spectrum Liquid Gold Vape Tanks

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Brand new for wholesale distribution to retailers and distributors nationwide, Diamond CBD introduces the latest in vaping technology - new Liquid Gold Vape Tanks and Full-Spectrum Vape Tanks. These full-flavored, all-natural CBD vape tanks from Diamond CBD fit standard vape battery packs and are an excellent way for retail outlets to cast a wide net over the CBD customer base. Both of these innovative brands are made to attach quickly and are perfect for vaping aficionados or for those looking to jump into the vape scene.

Liquid Gold Vape Tanks and Full-Spectrum Vape Tanks will attract new and experienced vape fans to any store. Retailers can easily sell the benefits of these vape tanks:

- They fit standard vape battery packs
- Both brands are made to attach quickly
- Pre-filled cartridges allow for ease of use
- Full-flavored, all-natural CBD

**Customers will love these full-flavored, all-natural CBD vape tanks.**

## An Expanded Customer Base

Diamond CBD's new Liquid Gold Vape Tanks and Full-Spectrum Vape Tanks are unique products designed to help retailers serve a wide-ranging customer base. Available in three delicious flavors, strawberry, jungle juice, and watermelon, Liquid Gold Vape Tanks from Diamond CBD are a full-flavor vaping experience. Full-Spectrum Vape Tanks will open a new revenue stream for retailers across the board. These full-flavored, all-natural CBD vape tanks from Diamond CBD fit standard vape battery packs and will have customers clamoring for more.

Aside from the full-flavored nature of the product, some users claim that industrial hemp CBD may help in relieving pain and with mental clarity as well. Industrial hemp CBD is one of nature's wonders, and these Vape Tanks delivered wholesale to any store are a great way for businesses to bring the benefits of this all-natural product directly to their customers.

## An All-Natural CBD Product That Makes Selling Easy

Of course, the reason customers keep coming back to Diamond CBD is because of the potential of industrial hemp CBD in relieving a whole host of ailments as well. A unique, natural, in some ways miraculous extract, CBD-infused vape tanks delivered wholesale to any store give retail shops and businesses a way to present customers with the extensive benefits of this one-of-a-kind product.



## Why Sell Diamond CBD?

Diamond CBD is a leading supplier of a complete line of CBD products, from vapes and crystals to gummies and drinks. Diamond's quality CBD brands create an accessible pathway for retail outlets through an innovative distribution model designed to meet the needs of customers first. Retailers enjoy a whole host of benefits, including premium access to exclusive pricing deals, wholesale discounts, and some of the finest incentives in the business. Diamond CBD controls their entire production chain - it's the reason why Diamond CBD is a trusted wholesaler everywhere.

**Diamond CBD's  
wholesale line is  
redefining the CBD  
landscape for  
retailers and  
distributors.**

Everything produced at Diamond CBD is 100% all-natural CBD made from quality extracts and advanced processes honed by chemists and scientists in their research and development labs. They use non-GMO organically grown plants and select only the highest-quality raw materials. Furthermore, everything Diamond CBD uses goes through strict testing to ensure it meets the highest standards for when it arrives at the store.

Diamond CBD performs supercritical CO2 extraction, which helps to retain the naturally-occurring beneficial molecules in the hemp plant. As part of their guarantee, they supervise the entire process, from growth to manufacturing and all the way through to distribution.

To verify these statements, they recently had an independent 3rd party laboratory test all of their products, with the results proving the validity of their claims and ingredients. The lab tests are available on their website, [www.diamondcbd.com](http://www.diamondcbd.com), and are listed under each product.

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After going to [www.diamondcbdwholesale.com](http://www.diamondcbdwholesale.com) and creating an account, retailers and distributors will immediately receive access to exclusive wholesale pricing. Once this simple process is complete, outlets will be ready to start earning profits from The entire catalog of products.

Diamond CBD products have some of the best prices in the industry today, with savings passed on directly to the store. Products ship to over 10,000 retail locations in all 50 states, as well as internationally. Diamond retailer partners become part of a select group leading the industrial hemp CBD revolution, helping customers to learn the benefits of CBD while earning special pricing, discounts, incentives, and profits from the fantastic line of products.

## Also Available

Diamond CBD also offers retailers and distributors many of their most popular CBD brands requested by customers today such as Diamond CBD oils and Chill Gummies. CBD oil drops can be used orally, sublingually (under the tongue) or topically. They can even add flavor to a whole list of food favorites. Oils take a bit longer to take effect, but they have the added benefit of lasting longer, making them an excellent buy for retail shops and customers. Diamond CBD oil drops are available in a host of concentrations and flavors, giving retailers numerous options to attract a whole new customer base. And the popular gummies are simply a tasty CBD treat.

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by Austin L. Ray

## THE FESTIVAL



**W**e're standing line for maybe 30 seconds before I overhear someone talking loudly about a \$7,000 bottle of Cantillon. They only made 180 of them, he tells his pals, droning on until one of them finally says something in return: "It's just a beer." The whale-hunter doesn't dignify this with so much as a pause, much less a response, instead going back to his story as his friends and I go back to staring straight ahead at maybe a quarter mile's worth of similarly beer-obsessed humans who have come from all over the world to stand in this line outside in the San Pedro sun.

While that anecdote is not, perhaps, an unusual one for any number of brew meccas like the Great American Beer Festival in Denver, the Festival of Wood and Barrel Aged Beer in Chicago, or Hunahpu's Day in Tampa, none of those actually have Cantillon pouring inside their doors, much less pouring half a dozen offerings, as The Festival does. But here's the thing: Cantillon is just the tip of the Festival iceberg. This year boasted more than 90 beer makers from places as far flung as Japan (Harvestmoon, Baird, Mino), New Zealand (8 Wired, Peckham's, Renaissance), and Spain (Ribela), with no shortage of Belgian (Struise, De Ranke, Blaugies), and hyper-regional-and-highly-sought-after U.S. breweries (Hill Farmstead, Side Project, Bluejacket). All of this without mention the meads and ciders. And the Hanson. But we'll get to that in a minute.

The Festival is such an embarrassment of beer riches that tables from perfectly stunning breweries that have brought with them not-at-all-common selections have no line whatsoever. I imagine this is due in part to the fact that the event doesn't overcrowd like many similar festivals, but it's also a credit to just how unbelievable the roster is each day. (While we only attended one four-hour session, there are four of them total, two on Saturday and two on Sunday) U.S. craft beer OGs like Allagash and Hair of the Dog and Firestone Walker never had huge lines. For me, this meant drinking delicious, not-easy-to-find beers like Nancy, Pannepooch Reserva, and Parabola with little-to-no wait.

I'm standing on the expansive slab of pavement that both separates CRAFTED from the soon-to-open Brouwerij West, and a smattering of food trucks from a couple walls of porta-potties. I've got a little buzz. From the beers, sure, but also from a well-planned event filled with joyous humans happily chatting about similar

interests. The thing about beer festivals is that they're extremely hard to do just right. Go too broad or too big and it's an unmitigated shitshow, replete with pretzel necklaces and costumes, the kind of thing that only a blacked-out kid in his early twenties can truly enjoy.

The Great American Beer Festival, for example, with its 50,000 people crammed into a massive building in Downtown Denver feels more like Dragon\*Con than an enjoyable place to spend an afternoon tasting exotic beers. When someone drops their tasting glass in the Colorado Convention Center, a series of "Ooooooooooooooh"s reverberate out from the impact site like a frat party atomic blast provoking disgruntled faces to any reasonable human within hundreds of feet.

On the other side of the spectrum, regional festivals suffer from all-too-often featuring the same old beers. If I'm going to give you my \$50+ and fight a crowd, you'd better be bringing something I can't get at the bottle shop. The Festival finds a pleasant middle ground, a mix of intense-but-approachable obsessives—both the folks making and drinking the beers—in a space that has plenty of room for all of them, and plenty of booths so that, for the most part, nobody's waiting around for tasty beer. It's while I'm having this revelatory moment, staring up from the pavement at the sun as it starts to duck behind some palms, that someone drops their substantial and well-designed Festival tasting glass, which happens to be made out of actual glass. It shatters on the concrete, and those surrounding the carnage yell, "Ooooooooooooooh!" like a pack of juvenile delinquents as a frowning, beleaguered security guard shuffles up to make sure no one steps on the glass and to quickly get it cleaned up. OK, so maybe you can win 'em all. But I'll let it slide for the best beer festival I've ever attended. And I'll be back next year for sure, wherever they decide to hold this thing. ❖



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