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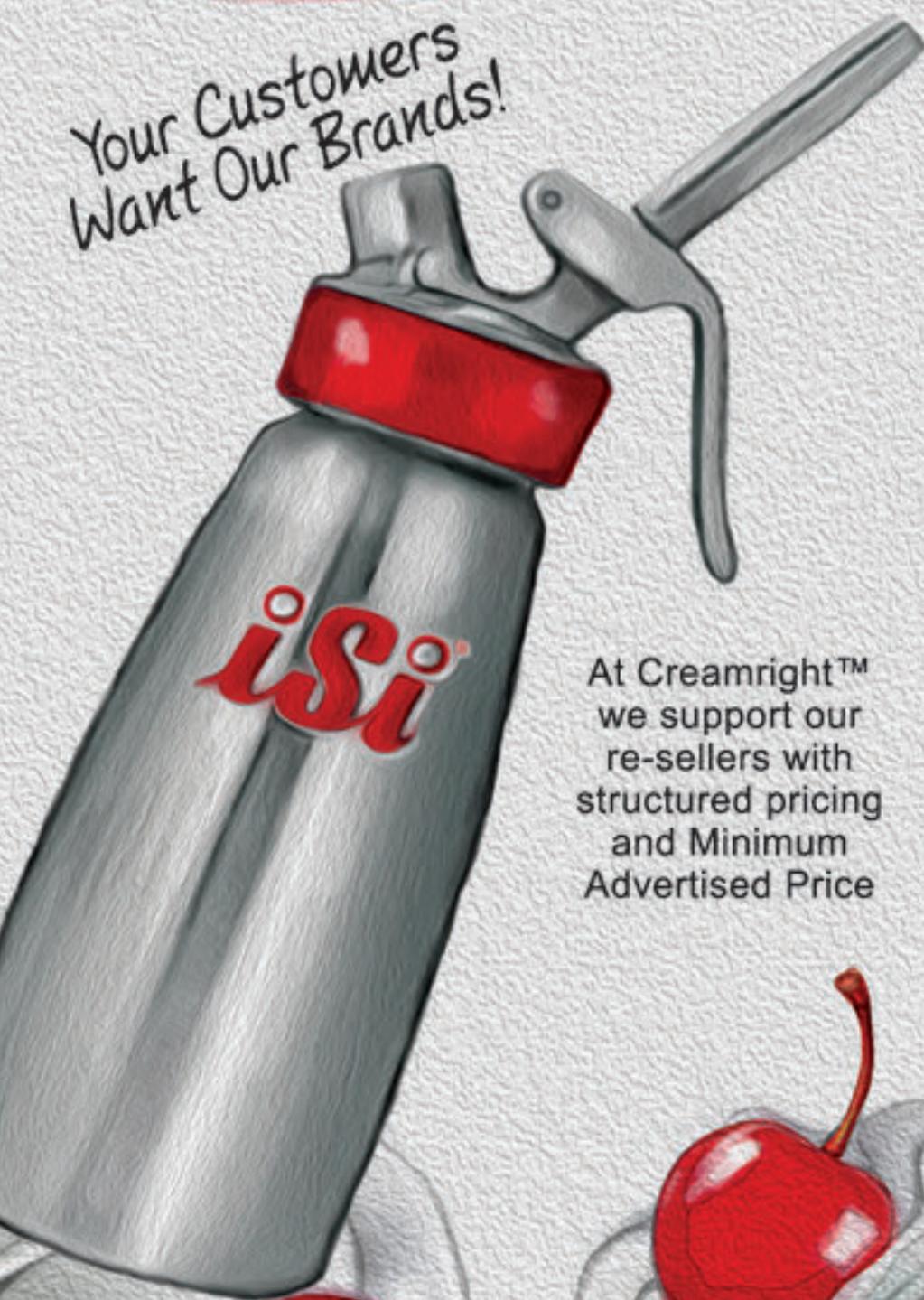
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October 2018



CATCHING FIRE

page 50

at the Champs Show

Hello HQ readers! Over the past few months, HQ has assembled a team of web developers and skilled designers to create a new kind of business platform and we are FINALLY ready to reveal to you the HQ Market Zone!

The Internet has changed the way people and businesses shop for and buy products, which is why HQ has elevated its online presence. In addition to being the industry's #1 printed publication, HQ recently launched the official online buying source for everything this incredible industry has to offer! This digital marketplace includes a fully functional shopping cart feature; and wholesalers/vendors will be able to promote, market, and sell products through a personal digital page. Pre-qualified, registered buyers (the shop owners) browsing the site will be able to access participating wholesaler pages and place orders directly from the HQ Market Zone website.

Only approved and registered buyers with a brick and mortar store front will be able to make purchases through wholesaler digital pages. And the best part...It's FREE! For submission guidelines, please email communications@headquest.com or call our office at 505-275-6049.

See you all next month!

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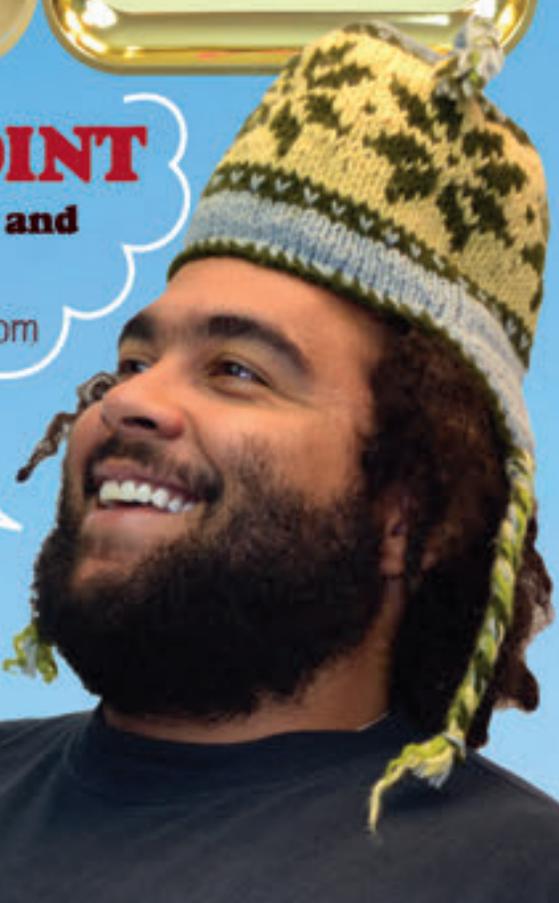


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CONTENTS

COVER
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FEATURES

BEHIND THE SCENES PAGE 48



American Juice Co.

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Feature page 50
CHAMPS Trade Show Summer

Smoke News page 52

Glassblowing page 60
Aly "Mama" Bryer

Feature page 66
Tariffs and Trade Wars

Shop of the Month page 68
The Smoke Haven

Q4B pages 92, 94

Listening Station page 104
Kyle Kinane



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Pages: IFC-2, 12,28,37,57,77,85,101,106-107

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420 Science / Jars	109	Greenlight Vapes	41	Serious Monkey Bizzness	69
AFG Distribution	29, 35, 108	HBI International / RAW	11	Skeye Wholesale	14-15
A.G.E. American Glass Expo	NEW Advertiser 76	High Voltage Detox	40	Skunk Bag	54-55
Alternative Lifestyle Systems	2-3	Hot Vapes	44	SLX Grinders	NEW Advertiser 75
American Juice Co.	NEW Advertiser 99	Humboldt Vape Tech	59	Smoke Tokes	49
Amira Hookas	43	Infinity Wholesale Group	63	Spectrum Vapor	67
Arizer	81	Inhale	53	SSE Smoke Shop Events	90
ATMOS RX	34	Jacpa Nose Desserts	10	Stash / Cali Kulture	6-7
AVNS Inc. Distribution	NEW Advertiser 73	Journey Pipes	95	Strong Back	63
Cali Kulture / Stash, Lyft	6-7, 22-23	Kasher Ultimate Lighter Tool	79	Tasty Puff	30, 86, 102
Catch A Fire Promotional Hat pins	100	Legal Lean Infused Edibles	45	TMS International	42-43
CHAMPS Tradeshow.com	70-71, Back Cover	Lit Culture	NEW Advertiser 46	Tobacco Outlet	64
Charco Blaze / Shisha Tech	42	Lyft / Cali Kulture	22-23	Toro Imports	56, 65, 72, 103
Choice Botanicals / Windship Trading Co.	26-27	Mandys Enhance Your Senses	33	UniShow	87
Creamright	8-9	Mighty Fast Herbal Infuser	91	Vangecco	NEW Advertiser 20
Cycle Stickers	NEW Advertiser 31	Mike Worldwide Inc.	82-83	Vapor Tech USA	13, 110
Dimebags	51	MIT 45	47	Volo Trading	96-97
Earths Remedy	111	National Retail Solutions POS System	NEW Advertiser 61	Vatra	54-55
East West Trading	38-39	Orange Chronic	62	V-Syndicate / Dabit Card	98
Famous Brandz	NEW Advertiser 32	Party Nuts	18-19	Wild Berry America's Best Incense	79
Futurola	17	Phresh Picks Dist.	21, 105	Wise Guys Wholesale	47
Gourmet Innovations / Best Whip	4-5	Platinum X CBD	NEW Advertiser 36	Zone Wholesale	93
Got Vape	24-25	PT Bags	89	Zydot	58
Greenlane	Front Cover, IFC, 1, 12, 28, 37, 57, 77,85,101,106-107,112-IBC	Randys	88		
		RYOT	96-97		



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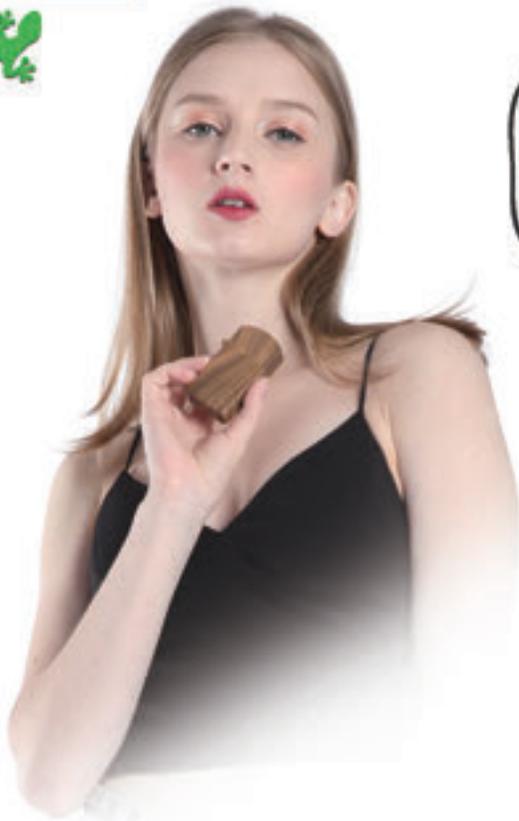
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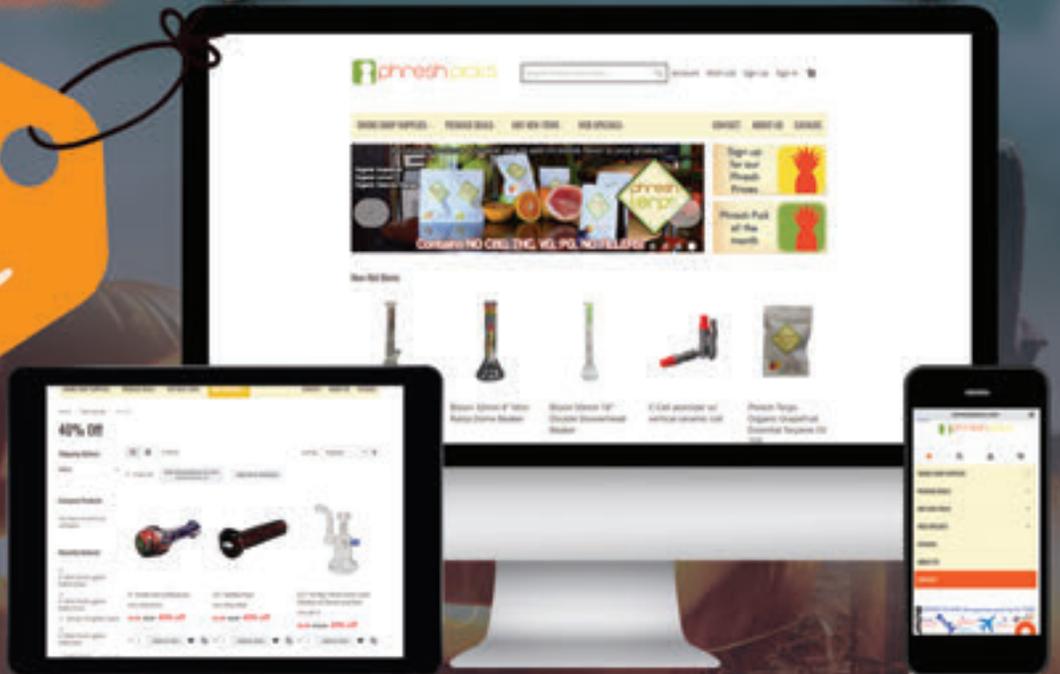
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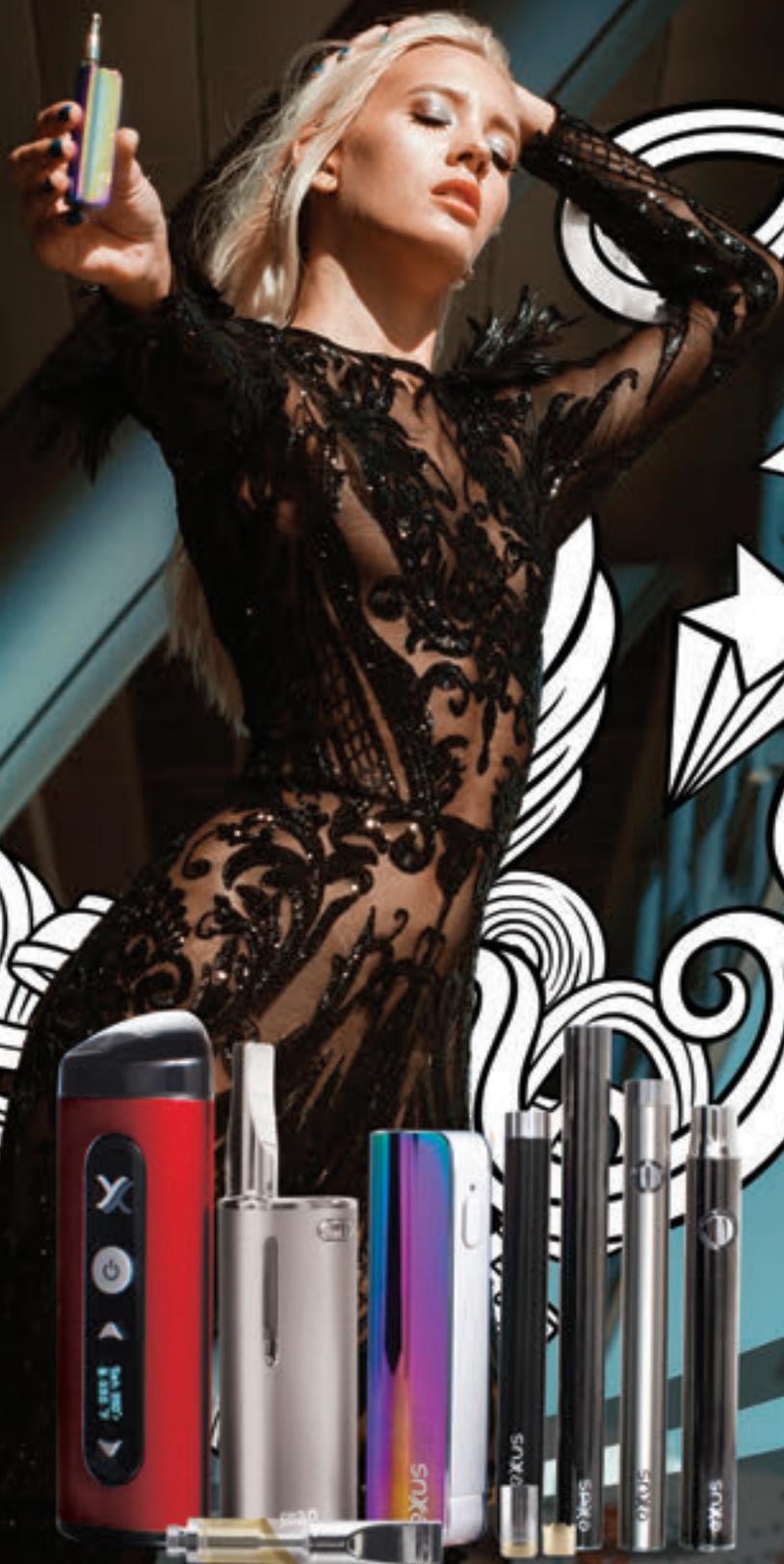
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For The People



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Behind the Scenes

BY
DARIN BURT



AMERICAN JUICE COMPANY

The smoke and vape industry these days is much like the Wild West, a new frontier filled with limitless opportunities for enterprising pioneers ready and willing to embrace unpredictable challenges. American Juice Co. has hitched its wagon to this booming market — but unlike so many companies simply chasing the next gold rush, they're outfitting themselves to stake a valid and lasting claim in this multi-billion dollar landscape.

American Juice Co. even started in the West, founded in Utah in 2013, at which time the company was known as JJuice after their brand of premium e-liquid. Founders Joe Deighan and John Ross felt that if JJuice focused solely on quality ingredients that were formulated properly they could capture a valuable piece of the market. Gathering a group of like-minded friends, they boot strapped the business and put every cent back into the venture.

"When we were in Salt Lake City we had built a tremendous reputation, but starting the company from nothing and growing it as we did, we were still limited in regard to what we were able to do. We just didn't have the infrastructure of multimillion dollar companies," says Deighan.

The solution was relocating to a new facility with unlimited potential. AJC found a new home in Dallas, Texas inside a 42,000 square foot facility complete with a 7,000 sq-ft clean room equipped with 36 HEPA filters for keeping the environment contaminant-free, and a separate state-of-the-art research & development lab outfitted with pharmaceutical-grade equipment.

[continued on page 58](#)

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CHAMPS TRADE SHOWS

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The summer 2018 edition of the "The premiere counter-culture business event" brought together upwards of 400 exhibitors and over 2,000 buyers representing some 4,000 smoke and vape stores from across the U.S. and Canada.

"It's a great place not only to buy products, but to put a face to a name," said CHAMPS founder and CEO Jeff Hirschfeld.

Product trends change from show to show, and season to season, and this time out, CBD products — from gummies and tinctures to pet treats, were in abundance. Glass tubes also seemed to be making a comeback.

Glass is always a big draw at CHAMPS. Over 80 glass artists were competing in the Glass Games, vying for giant-sized checks and to make the cut for the Masters Finals held in February. Glass enthusiasts could watch as well as buy with 150 independent artists represented.

"The glassblowers stepped it up," Hirschfeld said. "The young artists are really fine tuning their game and creating some beautiful art."

Selling Out

While crowds are typically smaller for the CHAMPS summer event, retailers and distributors in attendance were ready to buy rather than just window shop.

"We had an insane amount of orders," reported Jason Johnston, CSO and Co-Owner of DabPadz, Kill Your Culture and TorchKoozee. "We actually sold the entire booth within the first two hours of the show, so we had to make some special deals because so many people make a point to stop by our booth at CHAMPS to see our new designs."

"If you want to come to a show where you're going to get a taste of every single product in the market and all the new stuff that nobody has seen, you come to CHAMPS," Johnston added. "If you're not at CHAMPS then you're not legit."

Getting Schooled

According to Hirschfeld, "It's CHAMPS's job not only to bring retailers products to sell, but to also keep them on the straight and narrow." With that goal in mind, there were seminars on current topics and issues impacting the industry.

Deanna Clark-Esposito, managing attorney with Clark-Esposito Law Firm, gave an overview of cannabis legality, specifically as it relates to CBD. As pointed out by Clark-Esposito, specific wording of federal and

state laws make selling CBD risky for uninformed retailers.

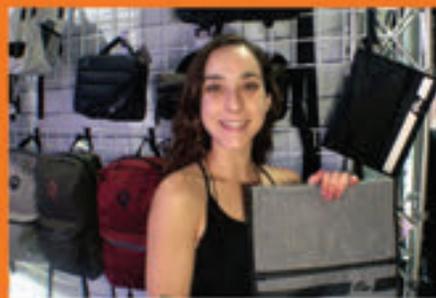
Prior to January 2018, the federal position was that retailers and vendors would be given a pass as long as they were abiding by state regulations. Attorney General Jeff Sessions rescinded that stance making everyone fair game.

"The law remains that it is a schedule 1 drug, but enforcement by the Department of Justice may not take place because they've been prohibited (by the Senate appropriations bill) from spending money on enforcement activities," Clark-Esposito says, "but just because there's no busts for having (cannabis-related products such as CBD) doesn't change that the law exists."

According to Clark-Esposito, the DOJ's policies are separate from those of states, some of which have made it clear that they will not allow the sale of CBD products within their jurisdictions.

The Drug Enforcement Administration (DEA) has another take. Since 2014, they have asserted that cannabidiol (CBD) is a derivative of marijuana, and therefore also falls into the Schedule 1 classification. Again, different from some state laws. Recent petitions by the Hemp Industries Association to change the DEA ruling have been unsuccessful.

continued on page 84



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Smokin' News

from across the country

Federal Employees May Get a Pass on Cannabis Usage

A new push has been announced to protect veterans and federal workers who use medical marijuana.

In August, Congressman Charlie Crist (D-FL) announced a bipartisan bill that would make it illegal to fire or deny employment to federal workers who are prescribed cannabis, while allowing military veterans more treatment options.

The bill, called the Fairness in Federal Drug Testing Under State Laws Act, addresses the growing chasm between federal and state laws that has resulted in marijuana being legal in many localities even as it's still federally prohibited.

"Medical marijuana is an issue of compassion, and in the veterans' community, access is even more important as more and more veterans are turning to cannabis to address chronic pain and PTSD. At the same time, the federal government is the largest employer of veterans; however, private cannabis use even in states that have legalized medical marijuana is prohibited in these positions," Crist said at a press conference announcing the new bill. "Our veterans shouldn't have to choose between treatment options or job opportunities."

The Fairness in Federal Drug Testing Under State Laws Act would not protect federal employees from possible termination if they are found to be using cannabis on the job, nor would it apply to any government employee with or seeking a top-secret security clearance.

Therapeutic Benefits of CBD Validated by FDA

In a landmark announcement, the U.S. Food and Drug Administration (FDA) recently approved a drug derived from pure cannabidiol (CBD), Epidiolex, to treat seizures associated with certain forms of severe epilepsy, setting the stage for huge changes in the world of cannabidiol (CBD).

What's most transformative about this drug approval is that this is the first time the FDA - the governmental arbiter of safe and effective medicine in the United States - has approved any substance derived from the cannabis sativa plant and validated certain therapeutic benefits of cannabidiol. The FDA is, to some extent, endorsing what has been anecdotally accepted by the masses for millennia.

Movie Madness

It's been 10 years since the release of the iconic stoner comedy *Pineapple Express*, and one thing that sticks with fans is the cross joints — one fatty intersected by a smaller one, rolled by buds Seth Rogen and James Franco. You might have even successfully rolled ONE yourself after watching the flick. According to Rogen's Twitter account, the 100 or so cross joints seen in the movie were all rolled by himself and co-writer Evan Goldberg because nobody else on the crew knew how to roll them properly.

Smoken Spoken

"I am convinced that e-cigarettes represent the 're-invention of smoking,' cooked up by Big Tobacco to hook a new generation. These products, especially flavors that shamelessly appeal to kids, are doing more harm than good."

U.S. Senator Dick Durbin, sponsor, "Stopping Appealing Flavors in E-Cigarettes for Kids" (or SAFE Kids) act.

Hemp Could Be Golden Crop for Farmers

A bill aims to make hemp cultivation legal. If passed by Washington, the bill may encourage more farmers to grow hemp.

And why not — the financial potential of a hemp crop is staggering. Some farmers are expecting revenues of \$90,000 per acre for hemp, compared with only \$600 per acre for alfalfa, which is currently one of the most popular crops in the United States.

There's even more profit to be made from a properly developed hemp industry. Given full legalization, a revival of such ancillary industries could allow farmers to profit from CBD oil, which is currently a waste product once the plant is processed, reviving the hemp fiber industry after nearly a century. ★

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Behind the Scenes continued



Another smart move was partnering with Global Tobacco, who in the same complex, produce and distribute traditional cigarettes, cigars, cigarillos, pipe tobacco and e-cigarettes. The alliance gives AJC the resources and infrastructure needed, not only to continue towards dominance of the e-juice market, but also to expand into new product categories and market segments.

“Over the years, we’ve become experts in manufacturing e-liquid,” Deighan says, “and now we can look at other areas of the counter-culture industry that align with our focus and where we can achieve that same level of expertise.”

A perfect offshoot of e-liquids was nicotine salts. AJC combined their knowledge of flavor profiles with Global Tobacco’s experience in overseas manufacturing and procurement to launch Rush, an innovative rechargeable vaping device and close system nicotine pod.

Rush is positioned as a competitor to Juul. Its design is more sleek and clean and utilizes a stronger battery and micro-usb charger. It also represents a better value for users in that the pods contain 40 percent more e-liquid than Juul — AND that liquid is the same high quality, flavorful formula that made JJuice popular.

“We have so much experience in developing flavor profiles and knowing what people like across different markets, that it’s easy for us to come out with the right flavors,” Deighan says. “We’re not just guessing.”

continued on page 74





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Glassblowing "MAMA" BRYER ALY



Glass artists often talk about collabs, but for Aly "Mama" Bryer, her collaboration with fellow glass blower Merc is a little more solid than most. Aly and Merc are partners in the studio and also in life, soon to tie the knot and fuse their two families together into one artistic unit.

"I'm very lucky to have a great partner in Merc who 'gets it' on a parental level and understands the ups and downs of glass," Aly says.

Aly has been blowing glass since 2007, literally a month after her daughter Mya was born. Aly was really into art, going to school for three-dimensional design, and dabbling in mixed media, that Aly qualified for the CHAMPS Glass Games Masters Competition. She's been a fixture in the competition since that point. At the 2018 summer games she earned gold in Puff Puff Pass team category, and a bronze medal in the Adopt Me category for her "misfortune kitty." In a table filled with dogs, she's proud to say her's was the only "pussy."

continued on page 91



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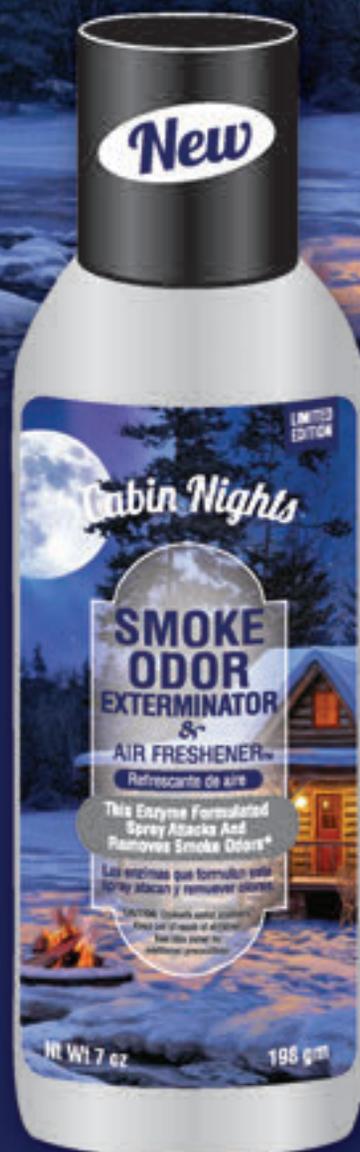


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On Tariffs, Trade Wars and Reading the Writing on the Wall **PART 2**

War is hell. A trade war is business hell. The casualties: the bottom line. As of August 23, 2018, the battlefield finally came to our doorstep. I'm saying this in past tense because if you're reading this, it's October, but where I am, it's late August. Print media is like a time machine.

August 23 marked the day on which the second tranche of tariffs in the ongoing trade dispute between the U.S. and China took effect. The new tariffs add a 25% surcharge on approximately \$16 billion dollars in Chinese imports. According to American Vaping Association president, Gregory Conley, this new list covers both e-cigarette devices and herbal vaporizers.

On July 24 and 25, 2018, the Office of U.S. Trade Representatives (USTR) held public hearings on the now active tariff schedule in which they opened the floor for feedback from potentially affected parties. Conley was there, armed with expert projections on the effects that the new tariffs would have on the market.

"A rapid rise in the tariffs assessed on these products will narrow the price differential between combustible cigarettes and vaping products," Conley told them. "This will only serve to discourage adult smokers from switching to these harm reduction products. Indeed, one study on price elasticity estimated that for rechargeable e-cigarettes – the bulk of the e-cigarette market today – every 10% price increase will decrease sales by 19%."

I had personally read through every list of new tariffs published thus far, searching for anything related to industry-specific merchandise. I found very little. LED technology and lithium ion batteries had shown up (and that alone should raise concern), but nothing directly related to vaporization technology, nicotine delivery systems, etc. Confused, I reached out to Conley for clarification, who was gracious enough to explain.

"If you look at the tariff list, you will see the number 8543.70.99," he began.

"E-cigarette devices are 8543.70.99.40.99 is the subheading. Anything within that subheading is included."

The products' inclusion is easy to overlook. On the official list, the description of the line item in discussion is "Other machinery in this subheading," nothing close to what a layperson would translate as vaporizers. Conley agreed.

"It's essentially impossible to know unless you do your research. You have to know what to look for."

How this will truly affect the market is yet to be seen. Companies will no doubt feel the squeeze, but whether they can survive ultimately depends on how they maneuver. According to Conley, a lot of that maneuverability depends on the size of the operation.

"The larger companies that have more in the bank, and more investment capital, may be able to negotiate with their overseas suppliers to bring down costs. Or, they may be able to slightly cut their own profits or even find other ways to make up for it to avoid increasing costs . . . Juul, for example, with all of their investment capital, could have slightly less profit per pod sold if they wanted to, or they could play hardball with their Chinese suppliers and see what happens. But the smaller you are, the less able you are to do that."

Though the situation is looking bleak, Conley isn't done fighting. "There are ways to request changes or exemptions to tariffs even after they've been implemented . . . we are going to try to take advantage of those."

But this is only half the story that needs to be told.

When I received this assignment, I thought it would be easy. All I needed to do was sift through the social media forums, engage the members and reach out to some distributors and manufacturers on the front lines. Obviously, someone would have some insight, right?

Well, about that . . .

For most respondents, the question of the tariffs became a symbolic referendum on Trump's leadership. It was the 'love'em' or 'hate'em' division almost immediately. Depending on political persuasion, Trump was either the second coming of Christ or a baby-eater. Very few, however, could give figures, cite their research, or present a plan to mitigate the potential damage.

Several individuals I contacted seemed to either not care or not want to think about it. A few stayed tight-lipped, fearing backlash over political commentary. The remainder basically shrugged as they exhaled the contents of their dab rigs and convulsed in a wheezy coughing fit.

We can do better.

All of us, manufacturers, distributors, retailers, et al, are in a continual tug-of-war for the margins, often squabbling for a mere point at a time. Yet, by the time this article is in your hands, two of our bestselling categories will be reeling from a government-imposed price increase of 25%. Our general response? Reciting talking points we saw in a Facebook meme to defend our preconceived ideology.

The fact is, whether you believe that Trump is a rogue genius or a toddler banging on the buttons and levers of his Playskool set has no real value here. This is business. The bottom line is all that matters. You can shout your political philosophy at the cash register all day long, but it won't change your monthly statement. Numbers are numbers. Last I checked, there was no 'R' or 'D' next to any of them.

In situations like these, engaging in a political debate instead of a business discussion is just like one of those vape cloud competitions; sure, someone may think they've won, but really, everyone's a loser.

Let's start paying attention. Loosen the #MAGA hats. Put down the protest signs. Lay of the rig for a minute. This is our livelihood we're discussing, and this war isn't over. Let's start figuring out how to survive it. ❖

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An opportunity came about to get a shop and cases and all that. We just had to fill them up. That's how I got started."

Sometimes, the story is just that simple. But really, this isn't one of those times. The explanation is punchy and brief, which goes over well in our era of memes and sound-bites, but it obscures the richer narrative.

It's the narrative of Isaac Montoya, once a misunderstood youth, failed by the system, now a lifelong serial entrepreneur. His latest endeavor is I40 Glass, a manufacturing start-up set to take a chunk out of the American glass market with high quality and low costs. But the business for which he is most known in this space is the Smoke Haven in Albuquerque, New Mexico, the storefront he has owned and operated for the past seven years.

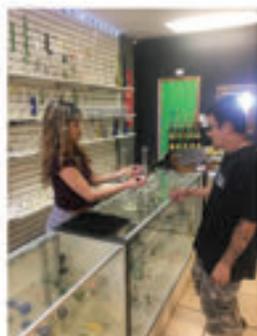
"I've always had a love for the trade anyway," he adds to the initial quote. "I've been going to head shops since I was 16. All my friends in high school were glassblowers. That's really why I started the shop."

SMOKE HAVEN

A Life Less Ordinary

This is where the real story begins: high school, where Isaac's experience was anything but conventional. You could say he had a hard time fitting into the system, but it would probably be more accurate to say the system had a hard time fitting him.

continued on page 80



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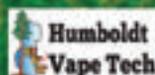


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Behind the Scenes continued

AMERICAN JUICE COMPANY



tory-grade equipment and settings. Not only have they developed a quality product, but efficient manufacturing methods that enable production of 3,000 units an hour.

Another way Wild Hemp stands out from much of the competition is that the product is packaged in a clear bottle leaving nothing to the imagination. AJC also provides a paper trail from start to finish to ensure that Wild Hemp is seen by retailers and consumers as one of the most trusted brands in the industry.

“Because of Global Tobacco’s reputation in the international market, we’re able to structure bigger deals than we ever could before,” Deighan adds. “There will obviously be similar products that come into the market, but having the exclusivity as we do on this type of device from this large of a manufacturer in China makes it very difficult for other companies to compete.”

If you’ve been to an industry trade show like CHAMPS recently, you’ve no doubt observed the feverish atmosphere around CBD. AJC’s entry into that arena is Wild Hemp.

With so many CBD products popping up in the market, it can be challenging to know good from bad. AJC is earning their place among the good ones by being well versed on the industry from the source of their raw materials to the latest rules and regs. The raw full spectrum oil, for example, is farm bill compliant and backed by the Colorado Department of Agriculture, and they recently brought in CBD experts like Justin Cox, who has nearly a decade’s worth of experience in the industry, to keep them at the top of their game.

Wild Hemp is produced through a proprietary process — bonding oil and water utilizing specific temperatures in labora-

JJuice, rebranded UJuice — as in Utah for its origins, continues to fill one of the largest product categories for AJC. Razzletaz (a blackberry, raspberry, blueberry fusion), Menthol and Wonder Crunch (tasting like Cap’n Crunch Berries cereal) are the proven favorites. Because AJC also does private label manufacturing, their R&D team is always testing new profiles to meet demand.



AJC is still shipping pallets of their popular Juice Bar too. Vape enthusiasts love being able to mix their own unique blends from the large pre-mixed bottles of e-liquid in a variety of flavors and nicotine strengths. Retailers like the Juice Bar because not only does it create return customers, but it saves them having to buy and store such a vast inventory.

What’s next for AJC? Deighan is excited about the future and the possibilities that lie ahead.

“If we catch something, and it looks like a category that we want to get involved with, we’re ready to pull the trigger,” he says. “We have the most badass team. Everybody comes to work ready to be professional and get shit done. We all love growing the company and accomplishing new things.” ❖



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“They said that I wasn’t concentrating enough, that I was too much of a roamer,” he explains. “I was held back in 7th grade, and would have been held back a second time, but in New Mexico, you can’t have a student repeat the same grade more than once. So, they just moved me along. But I ended up finishing high school in three years instead of four. They moved me from 10th grade to 12th grade, and basically told me that if I screwed up, I was done with school.” He didn’t screw up. In fact, he stepped up and enrolled in a program that enabled him to get paid to work with the handicapped in his community while getting credit toward his diploma.

As it turns out, that roaming mind may have been an impediment in his adolescence, but it was an asset in the real world. An imagination is a powerful thing for an upstart business.

It all began when he bought an ice cream truck from his friend’s parents for \$1,000 at the age of 21. After an additional \$500 worth of work, the truck was on the road and he was in business. From there, it was a continual succession of entrepreneurial ventures; snow cone stands, bouncy castles—name it, he’s probably tried it. Eventually, he grew out of the original truck and when he did, he managed to sell it off for \$9,500.

Isaac has never taken out a loan. When he opened the Smoke Haven seven years ago, he funded it all out of pocket from the money he had saved and the profits he was accruing from the small café he was running in a nearby office building. Until he closed the café down a couple of years ago, Isaac would typically work around 100 hours a week.

“I had to go and open the cafe at 6:00 AM,” he recalls. “My girlfriend, Christina, would open the smoke shop at 9:00 AM. Then when I finished with the cafe at 2:00 PM, I’d come back to the shop and work with Christina there until 9:00 PM.”

Now, fully immersed in the head shop market, he is setting his sights on nothing less than domination. He and Christina are still doing most of the grunt work, but he prefers it that way. It’s what he’s used to.

“I had to build my smoke shop. I had to get people in the door. I used to stand outside with the street sign myself in the beginning. I went from 20 bucks a day when we started to where we are now—and still growing.”

His business model is simple, but effective. Focus on American glass, but also focus on maintaining affordability. It’s not an easy balance to strike, but he’s pulled

it off by establishing himself as a sort of hub for his local glass community. He’s not only their buyer; he’s also their advisor.

At the outset, he had to lay it out for them. “I told them, ‘I could support you guys, or I could do like everyone else and import stuff and still sell glass.’ So . . . they’ve come around . . .” His new venture in manufacturing is just an extension of this.

“I kind of opened this to help them with a place to blow,” he goes on, “but I kind of realized that I should have opened a place to teach them about business. Everyone who’s come through my facility, they now know how to price their stuff . . . do everything right, from packaging to shipping on time, to even talking to a customer. I was like, ‘Damn, I should have just opened a school to teach them how to sell their products.’”

Isaac doesn’t have a magic formula for success. As he sees it, he merely took the opportunities that were presented and ran with them. Accordingly, his advice to anyone else starting out is elegantly simple.

“Believe in yourself. Stay strong. If you have the money, make sure to put it into marketing. Make your shop known.” ❖



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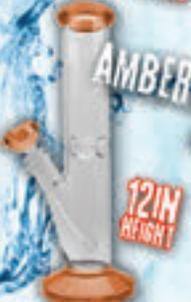
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CHAMPS TRADE SHOWS



"The federal government has been very clear that they are regulating what is within the description of marijuana. If a state provided for something to be prohibited then it is," Clark-Esposito says. "The court's role is to interpret the laws. That is where issues against the laws can be heard — unfortunately, many companies don't have the money to bring those lawsuits against the government."

Although not cannabis related, vape retailers need also be on their toes against government scrutiny. The FDA is conducting a large-scale, undercover crack down on the sale of e-cigarettes to minors. Additional enforcement actions are focused on companies marketing products in ways that are misleading to kids. Violators first receive warning letters; further action may include No-Tobacco-Sale Order



Complaints, which can result in retailers being prohibited from selling any tobacco products for specified periods of time.

The American Kratom Association (AKA) reaffirmed its commitment to providing consumers with safe kratom products, by announcing the AKA Good Manufacturing (GMP) Certification Program.

Dave Herman, Chairman of the AKA, told a packed house of attendees that these strict recommendations for the manufacturing and distribution of kratom products are essential in protecting the safety of consumers, and will send a clear message to the FDA and federal and state legislators that the AKA is committed to removing

GLASS GAMES



CHAMPS

Stack It Up: Grimm (Karl Taylor)

Ray Gun: Noah the Glassblower (Noah Nunez)

Balance: Dan Hoffman

Photo Realism: Chase Hardman

Puff Puff Pass: Mamas Glass (Aly Bryer)

Adopt Me (pets): Erkels Glass (Eric D'Adamo)

Good vs Evil: Shuhbuh (Chris Drury)

All Day Team: Grimm (Karl Taylor) & Greg Wilson

Lifetime Achievement Awards: Jon Fishbach & Bill Burroughs



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substandard products from the marketplace.

In an effort to restore consumer confidence in the supply chain of kratom products, the AKA also announced the creation of the AKA GMP Certification Program that will help identify kratom manufacturers and vendors who follow GMP standards and agree to 3rd party verification.

"The mission of the AKA is to protect consumers and to provide confidence in the products they are purchasing," Herman said. "We have listened to the kratom vendors who have wanted more structure for industry standards and are ready to move forward with stricter industry self-regulation." ❖



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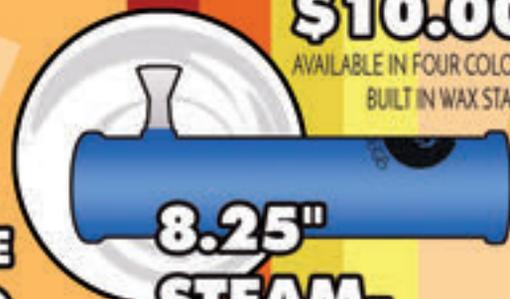


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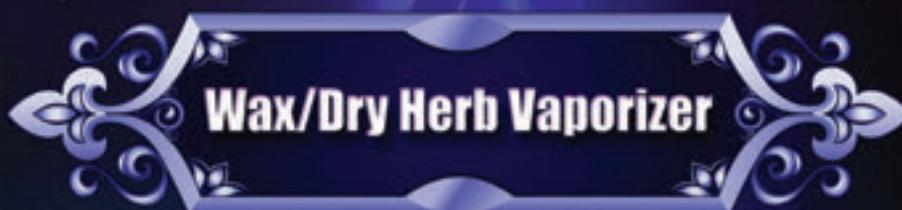
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You might also know Aly as the creator of the rainbow unicorn poo pendants.

"I like to make anything that gets a reaction out of people," she adds. "That is art to me."

Aly's newest line of rigs are called Psycho Cuties. They're kind of a take on the giant-headed Funko POP vinyl figures, but with an evil twist. The first one was named "the Cupcake Killer," a sweet little young thing, like the artist herself, holding a cupcake in one hand and an axe in the other behind her back.

"There's always going to be my cute side," Aly says, "but if you mess with my babies you'll see my other side."

"We're a family of glassblowers," Aly adds. "The kids (which include her daughter Mya and Merc's son's Ezra and Luka) are just as much a part of it as we are. The kids are constantly drawing, painting and blowing glass — they all want to be glass blowers when they get older."

"Glass has always been a big part of my life. Once it's embedded into your soul, it never leaves" ❖

Aly "Mama" Bryer

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THE HYDRA BY CALI CRUSHER

It's the Robocop of smoking devices. Or is it a Transformer? Well, it's a tough shell protecting a fragile interior, hence Robocop, but there's also more to this than meets the eye, so, y'know . . .

Here's the deal. The new Hydra from Cali Crusher is a glass bubbler reinforced with an aircraft aluminum exoskeleton and polycarbonate viewing window that make it virtually unbreakable. Designed lovingly by outdoor enthusiasts for outdoor enthusiasts, the Hydra is the perfect tagalong for your forays into the wild, whether you're hiking a trail, scaling a cliff, or relaxing by the campfire.

No room in your pack for a bubbler? No problem. Just turn it into a spoon or even a one-hitter and save some space. No, we're not encouraging witchcraft (though, we don't judge). The Hydra is modular,

as they call it, designed to be a three-in-one combo unit, easily breaking down from a fully functioning bubbler to something less conspicuous with just a few twists and clicks, thanks to its patented, quick-lock technology.

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You wouldn't know from some of the horse-shoe glass galleries out there, but traditionally, a head shop has been about far more than just the inhalation of assorted combustible plant materials and their related derivatives. It's been about a particular mindset. It's been a space where those who have chosen to see reality outside the lenses prescribed by the institutions erected to keep us in line) can come together and enhance their journeys.

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A message from the 420 crowd to straight-laced America:

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CLASSIC EDITION:

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Kyle Kinane has released a handful of hilarious albums, each filled with his charmingly everyman meditations on Bob Seger, fornicating rabbits, and ordering pizza. His raspy-voiced tales can last up to 10 minutes at a time, and they manage to translate life's everyday absurdities into relatable, uproarious events. And with time, he's only honed his craft, finding new ways to revel in the absurdity of the every day.

The Los Angeles-by-way-of-Chicago funnyman has been touring relentlessly and hopes to record a new special in the spring. Meanwhile, he's somehow found time to serve as the voice of Comedy Central's promos since 2011, tell the Haymarket Affair's story on Drunk History before puking his guts out on television, and recently appear alongside Zach Galifianakis, Larry David, Bob Odenkirk, and others in the animated series TripTank.

He also spends a lot of time on Twitter, and found himself spending a full Sunday in December "going at it" with a Pace Picante corporate account that turned out to be one of his fellow comedian friends pranking him. He's a funny, weird dude—one worth following as he continues to get his dirty hands into new endeavors in the years to come. Let's chat with him, eh?

Can you walk me through the Pace Picante day?

Usually Sundays are, you know, wake up, laying around hungover, just dicking around on the iPad in bed. That's when that started. I started doing — let's call it "writing." Let's go ahead and call it "a writing session." But yeah, I saw [the Pace account favoriting my tweets], so I started going at it, seeing if it was just a bot.

Did you suspect you were being pranked before it was revealed?

I didn't think it was a prank so much as it was people who understood viral marketing, like, "Oh, we'll have fun with this guy." I didn't think anyone was seriously getting fired; I just thought they were in on the joke and worked there. Like, "We know we're a salsa company with a Twitter account and it's preposterous." Then Randy [Liedtke, comedian and friend of Kinane's], the prankster, stepped it up by having the one guy messaging from a personal account and then hacking back into the Pace account.

How do you explain that day to, for instance, your mom?

My mom follows me on Twitter, and it's the worst. I threatened to block her. I just told her, "You don't get to ask me about any of this." It's public for people who have a sense of humor and want to hear my comedy. It's not public for family members who want to hear horrible things about their son.

I read a recent interview where you said you no longer have to work a day job, but that you used to meet lots of weirdos through day jobs. How do you make sure you're still finding the weirdos now?

So much of my life is spent in airports. Meeting drunks in bars, if you do that enough in your life, they start falling into familiar categories. Usually, now, it's in the midst of travel. An airport will collect a pack of weirdos not normally seen in one place. I need to be better about forcing myself to do weird things in the daytime. I don't know, I'm trying to get out there and experience more. I'm actually trying to isolate myself more, find out what kind of weirdo I am. Sometimes you gotta point the scope inward.

This is your 15th year of stand-up comedy. How does that make you feel?

I've never committed to anything else this long. I think it's fantastic and I sure hope there's no way to completely bottom out. The coastline of a standard adulthood has finally dipped beyond the horizon. Five years in, I was like, "I can still get a regular job." Ten years in: "I could still get a day job. If I gotta turn this around, I could still do [something else]." Now it's like I ... don't have anything else. This has to be it, or something that stems from this. ❖

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