

Sandy may be the queen of the company, but Monica is the queen of the industry. If you work in this space and have attended even one trade show, you probably know her. If you don't, you at least know of her. If you close your eyes and say *HeadQuest*, you'll most likely find yourself picturing her face and if you say it three times, she might just appear out of thin air. I wouldn't suggest it though. She's not one to be trifled with.

Ok, tell me about you. What is the magic you bring to HQ? What do you do here?

I make money.

BOOM. Next question! No, specifically, what is your role?

Sales. I mean do you want the canned answer, or do you want the answer from Monica?

Mostly, column B, so I'll stick with your first answer. So, how long have you been with HQ?

Since 2010.

How did you end up working with the company in the first place?

It's a really good story, actually . . . I was in construction and in 2009 that came to a grinding halt . . . everyone was laid off and I took some time off, went to Europe for awhile and came back, bored to tears. I started looking for a new job and . . . I saw this itty bitty ad in the *Albuquerque Journal*. It said, "Headquest. Want to make a lot of money and have a lot of fun?" I thought to myself, "Oh my god, that is the cheesiest thing I've ever seen," but I replied.

Were you familiar with the culture before you were hired?

Cannabis culture? Yes.

I think you mean "alternative tobacco culture."

Oh... yes. Right.

Are we still doing that? Is that still a thing? What even is the protocol anymore, anyway?

I don't know. I don't think there is a right or wrong answer anymore. The climate's changed so much that it's not as tight as it used to be as far as what you can say. I mean, there are certain things that Ralph still won't allow in the magazine, but . . .

False. Climate change is a hoax.

(Rolls eyes)

So, everyone knows you and you know everyone. I think you're pretty well-placed to get a pulse on what's going on in our space. What could we be doing better?

This is just my humble opinion, but I think we need to dress it up a little bit. We have this counter culture stigma, that everyone's a lazy hippie stoner with long hair . . . The dynamics are shifting . . . I see more and more suits coming in and they're looking down on the culture. They have money. If we're not careful, they're going to take over.

Half Baked or Up in Smoke?

Up in Smoke.

Willie or Snoop?

Snoop.

Vapor or Combustion?

Vapor.

Concentrate or raw?

Raw.

Describe your first "piece."

A rolled joint

Favorite movie?

Shawshank Redemption

Favorite book?

Too many to name just one. But my latest read is Empire of the Summer Moon; the Quanah Parker story.

Favorite band/artist?

Cold Play/Bob Moses

Current Netflix/Amazon binge?

Shameless

Gun to your head: Post Malone or the sound feral cats in heat?

Cats

Complete the sentence: The next CHAMPS after-party needs to have _____, or I'm not going.

A photobooth.

If there was one thing you could ask of Ralph to improve the company, what would it be?

Close the bathroom door.