

She's younger. She's faster. She's . . . well, let's not insult everyone else by saying "smarter." Savvier? She's Pilar Gonzales, the empire's youngest and newest acquisition and she's determined to drag HQ into the new millennium, regardless of the potential kicking and screaming that may result (there won't actually be any of that; just semantics). If you see her at a show, don't assume she's just another pretty face. She'll take your lunch money before you even know what's happened.

Where are you from?

All over the United States. Born in Anchorage, Alaska. Recently, I had lived in Georgia, then came out to New Mexico for school. I graduated from UNM and now I'm working for *HQ Magazine*.

Tell me about what you do for HQ.

I was originally hired on to do administrative work, so I am the one who has kind of worked behind the scenes. I do all the contracts . . . I plug in all the information, the company, the contact, what size ad, how much, how long . . . I'm also the one who's in charge of reminding them to sign it . . . I'm representative at all of the shows; CHAMPS, ASD, SSE . . . I'm usually there handing out magazines and answering questions. Now, as of last month, I'm also an official sales account executive, so I can collect my own clients now . . . I kind of do a bit of everything. I even do the paginations . . . My work is very detail-oriented. But as of now, I'm doing administrative and sales executive.

It kind of sounds like you're the glue that holds everyone together.

I hate to toot my own horn, but I always need to be on top of everything. So I always know what's going on . . . between Sandy and I, we can answer all the questions.

So, if you are the glue, are you Elmer's Glue, Super Glue or the stuff that comes out of hot glue guns?

I like to think I'd be Gorilla Glue. Super-tough, durable, sticky and you can't get rid of me easily. You don't want to stick your fingers together with glue like me. I'm never coming off.

So you're planning to stick around then? (RIMSHOT!)

Yes sir, I am. I've very much enjoyed my time here at HQ. We've become this cute little family. We're all very close . . . I just graduated in 2017, so I was very fortunate to find this job, especially right out of college. It's hard for people to come straight out of college and get a job right way.

From what I understand, you're the token millennial there.

I am! You know, everyone hates millennials until you need to convert a PDF file.

Zing! But we actually hate you because you apparently ruined chain restaurants. Thanks to you, I don't have Ruby Tuesdays.

Yeah. You're welcome . . . they call us hipsters or whatever, but I think we're going to reinvent the economy. We take care of the small businesses, the mom and pops.

With that said, how are you helping to reinvent the economy within HQ?

Well, I do think that my age has some advantages. I'm more tech-savvy. I deal a lot more with their social media. When we go to trade shows, I'm the one who's posting on Instagram,

Facebook . . . I think that my knowledge of certain things, like what's trending, what the hashtags are, what do people want to see more of, I'm way more involved in that side things . . . My generation, I grew up reading online. My computer is basically my boyfriend. I never go anywhere without it. That and my phone. I'm 100% always connected to the web. I think enhancing our operation to have those online accessories will definitely go a long way.

Combustion or Vaping?

Vaping.

Best Joker: Jack Nicholson or Heath Ledger?

Jared Letto.

G-ddamn millenials.

What's it like being a woman in an industry that's male dominated?

It is a very sexist industry, although I don't understand why. I mean, I think women probably smoke more than anyone else because we have to deal with *you guys* . . . But I've seen a little bit of a shift. More female-oriented products, more women owning stores, more women owning wholesale companies. I as we expand our presence, we'll begin to be seen as potential customers and potential business partners.

What is one thing you'd like to see HQ do more of?

More videos. More of what we're doing now. Way more of a digital presence.

Any last words?

Make sure I look AMAZING in this article.

(In best Dr. McCoy voice) Dammit, Pilar, I'm a writer, not a magician.