

Sandy is the hub at the center of the wheel, the central point to where all the spokes lead. She literally does it all. She oversees the sales department, directs the editorial, edits the content, and gently maneuvers the stick and carrot to keep the workers moving, for not one, but three magazines, all while never missing a step as a devoted wife and mother of three active children- 1 boy (12) and 2 girls (6 and 7). If you have an empathetic bone in your body, you should be exhausted just from reading that—and not just because the sentence was awkwardly long. Her exact job title is still unclear, though plenty of suggestions have been thrown around. General? Queen? Coach? Benevolent dictator? Resident visionary?

Yes. All of the above. And more.

How long have you been with the company?

Monica had come to HQ in 2010 and I followed her shortly after, I think it was two months later. I started in sales and from there, I think I have moved around between every position available . . . I really don't have an explanation for what I do now, but I think overall, my job is probably more to encourage our staff, keep everybody on track, keep up with the things that people forget, create and uphold the policies and procedures, and basically to have the answer to any question that could possibly come up.

So, you're the coach.

Yes! I would hold coach over dictator. That's for sure.

Well, if dictator is the applicable term, then you are the benevolent dictator.

(Laughs)

So, you manage three magazines. How are you able to handle so much at once?

My writers have become why I'm able to keep everything together. When I forget something, they pull through, when I move up deadlines, they do their best to get me what I need, they're accommodating to my crazy schedule, yeah, it's the writers that makes the editorial part fairly easy on me.

Retailers in this space often hail HQ as an industry phone book because of the extensive ad clientele you guys maintain, but often those same retailers seem to forget to even read the articles. What are they missing?

HQ was created in order to serve the industry buyers, who at one point, simply did not have access to industry wholesalers and distributors. HQ is the best source of information when it comes to finding new products and companies to work with. It absolutely is an industry phone book. But what readers are missing are the valuable articles like our series on CBD, the insights that shop owners give in the SOM, the wisdom from the vendors in Behind the Scenes . . . basically information that is essential to manage and operate a thriving business. In addition to articles, HQ provides up to the minute news on all social media platforms to keep our readers "in the know" on the things happening around them.

Tell me about the office environment?

Oh, man. I have seen this office environment change significantly in the last five years. When Monica and I started, it was an office full of men. All men. We were the only two women.

Now ten years later, women are the majority. So, the tide has turned here. I think we have a great working family here. Everyone truly does get along.

Half Baked or Up in Smoke?

Up in Smoke.

David Pogge or Darin Burt?

Oh, like hell I'm gong to answer that one.

Good call. So, are there any products out there this year that just really blew your mind?

There were a lot of interesting products that came out this year . . . but I think my personal favorite was that Timberado Peace Pipe. Those, I just think are stunning and so well crafted.

They're gorgeous.

Yeah . . . Oh, there was a glass cleaner I think that I thought was a great product. It was the Eyce Silicon cleaner. I haven't used it yet, but their demonstrations at the show were amazing.

What do you want to be when you grow up?

Hmm... So many things just sloshed through my mind . . . When I grow up, I want to be a big kid. Peter Pan.

Peter Pan? But you don't even use the fairy dust...

Puppet master. Queen. Coach. Benevolent dictator. Supreme juggler.

Passionate.