

# mg

For the Cannabis  
PROFESSIONAL

## ZEN & The Art Of Aaron JUSTIS

Packaging

**101:** What's  
**New!**  
What's  
**Hot!**  
What  
**Sells!**



**6** Things to  
Consider  
Before Hiring a  
Cannabis Lawyer

One-on-One with  
**CannaKids'**  
Tracy Ryan

**Défoncé**  
**Chocolatier**  
Sweet on California

**Lola Lola**  
Retail Darling of 2016?

**PLUS: Pineapple Express' Theresa Flynt**

\$7.95 U.S. | \$8.95 CANADA JAN 2016



mg-magazine.com facebook.com/mgdaily

We pledge that for every Bloom Farms product purchased, we will give one meal to a food-insecure family or individual in need.



**Our goal is to provide 1,000,000 meals in 365 days to families in need.**



**Meet Our Partner:**

The SF MARIN FOOD BANK is a local non-profit on a mission to end hunger in San Francisco and Marin Counties. It's a huge job that only gets harder as the community struggles with economic distress and a record numbers of food-insecure households.

For more information please visit [www.getbloomfarms.com](http://www.getbloomfarms.com)



WINS **BEST NEW PRODUCT**  
AT HEMPCON!



W is the newest in high tech oil pen design filled with organic supercritical CO2 extracted cannabis oil.



## PREMIUM CARTRIDGES

**The Silver Tip** - Sophisticated look. Hits better. Lasts longer.

**The Central Pole** - Central pole allows for increased air flow and better hits.

**The Glass Container** - Improved quality. Streamline design.



To Order: [b2b@wvapes.com](mailto:b2b@wvapes.com) • 877.929.5859



WINS BEST NEW PRODUCT  
AT HEMPCON CUP FINALS!



## DISPOSABLES

**Oil Gauge** - Oil guage displays oil level.

**The Tip** - Secured enforced silver tip. No leakage and better hits.

**Cartridge** - Exclusive new design for better air flow.



[wvapes.com](http://wvapes.com)

ROOT MASS EXPANDERS TRIBE



### EXPAND YOUR ROOT MASS 700% TO 1,000%! IT IS A KNOWN SCIENTIFIC FACT: BIGGER ROOTS PRODUCE BIGGER YIELDS

**Voodoo Juice**—Expand root mass by up to 112% and increase nutrient absorption by up to 700%! Watch your plants suck up energy and nutrients like crazy for vigorous growth—and ultimately bigger yields.

**Piranha**—Expand the surface area of your plant roots by up to 75%. Help your crops obtain as much as 86% more nitrogen, 234% more phosphorus, and 75% more potassium. This means heightened grow, greater leaf area, more bud production, better bloom structure, and increased weight. Piranha Liquid also seeks and destroys harmful pathogens and molds, while strengthening crop resistance to stress.

**Tarantula**—Its beneficial bacteria inoculate the roots, safeguarding them by competing with and warding off harmful bacteria that can infect your plants. Reduces tissue damage from heavy fertilizer salts. Increases plant growth and yields by releasing grow and bloom cofactors and aiding chlorophyll, so your high-intensity lighting is more effective.

**Microbial Munch**—Maximize your microbes! Support, strengthen and maximize the benefits from all the beneficial microbes and fungi. It's a "superfood"—exactly what your plants need to transform into bigger, stronger, more resilient, and more beneficial creatures. In short, it's like putting them on steroids.

BUD POTENCY & STALK STRENGTHENERS TRIBE

### GROW MORE GLISTENING, STICKY, RESIN-GLAZED, TRICHOME-COVERED BUDS AND STURDIER, STRONGER STALKS AND BRANCHES!



**Nirvana**—Guarantees bigger yields and bigger, denser, heavier buds... while driving your plants at a faster metabolic rate. Experience increased yield, quality, aroma, color, essential oils, and resin production faster than you could have imagined without using synthetic nutrients!

**Rhino Skin**—Increases trichomes and essential oils for more potent harvests. Your crops will stand up straighter and support bulkier, heavier buds. You'll get big, sticky, potent harvests with greater market value.

**Bud Factor X**—Triggers systemic acquired resistance (SAR) within plants to produce markedly higher amounts of essential oils and terpenoids which directly benefit taste, aroma, and resin production, giving you higher-quality crops with greater market value.

**B-52**—Amplifies overall plant metabolism, promotes strong root development, boosts growth and helps your crops fight off stresses such as intense light, cold weather, ozone, drought, and salinity.

BUD AID TRIBE



### "INSURANCE" FOR YOUR GROW ROOM

**Sensi Cal-Mag Xtra**—If you're using base nutrients made by other companies, your crops could be deficient, leading to stunted growth and yellowing leaves. You can prevent that with Sensi Cal-Mag Xtra, the only calcium and magnesium supplement formulated with the exact Ca, Mg, and Fe ratios unique to the high-value plants we grow.

**Revive**—Guaranteed to rejuvenate your crops if they get into nutrient-deficiency trouble—which can happen if something unexpected and beyond your control occurs...or you're using inferior nutrients. Save plants in distress by adding it to your nutrient solution or using it as a foliar spray at the first sign of trouble. These rejuvenating substances flood the plant with healing nutrition. Use it at the first sign of trouble and your precious plants will get their best chance not only to survive, but thrive!

CROP SUBSTRATE SUPERCHARGERS TRIBE



### THE MOST OVERLOOKED AREA FOR GETTING POUNDS OF BUDS

**Sensizym**—Specifically formulated enzymes that scour the root zone, removing debris and eradicating disease by "recycling" it into usable carbohydrates that fuel bud growth and boost yields. Growers report it also decomposes root zone debris so well, you can often reuse growing media such as rockwool and coco coir for another crop lifecycle—saving you money!

**Ancient Earth Organic**—A rich combination of humic and fulvic acid that will help transform your growing medium into a richer, healthier, more vibrant foundation for your crops while pumping up their roots. Also stabilize the pH and optimize nutrient delivery. Helps plants withstand disease, drought, and other environmental stresses.



Ask your local hydroponic retailer about what Advanced Nutrients can do for your garden today!

# WELCOME TO THE TRIBE!

ANY ONE OF ADVANCED NUTRIENTS' CANNABIS ENHANCERS WILL PACK SIZE, DENSITY, AND WEIGHT ON YOUR BUDS AND HELP YOU ACHIEVE THE YIELDS YOU'VE ALWAYS IMAGINED. AND WHEN USED TOGETHER, WILL GREATLY ENHANCE EACH OTHER'S EFFECTIVENESS.



BIGGER BUDS TRIBE

## OPTIMIZES YOUR 3 CRITICAL PHASES OF BUD DEVELOPMENT!

### Bud Initiation Phase

**Bud Ignitor**—All the energy your high-value crops had been putting into grow will transfer into a massive burst of blooms. You'll start to see signs of prolific budding within 5 days, instead of 10 or more without it.

### Mid-Blooming Phase

**Big Bud**—In the same way bodybuilders take in amino acids after a workout to bulk up on proteins—the building blocks of life—so too do your buds need a big amino boost. See gains in size, mass, and potency from the rich assortment of bioavailable amino acids.

### Ripening Phase

**Overdrive**—Get even more out of your plants during the finishing phase. Reinvigorate your crops with a second wind, giving you much bigger yields when harvest day dawns.

Start Putting the Tribes to Work For You Today...  
Go Now to [AdvancedNutrients.com/Tribes](http://AdvancedNutrients.com/Tribes)

 **Advanced Nutrients**  
Raising the Bud Weights... and Reputations... of Top Growers

BUD TASTE & TERPENE ENHANCERS TRIBE



## THE "SECRET" TO MAXIMIZING TASTE, INTENSIFYING FLAVOR, AND AMPLIFYING THE AROMA OF YOUR CROPS

**Bud Candy**—The simple and complex carbohydrates in Bud Candy give them an instantly accessible source of energy for more floral growth. Includes bloom-enhancing plant extracts that increase essential oils for higher potency, better aroma, richer flavor and deeper, more pleasing colors.

**Flawless Finish**—Removes excess chemical residues from your growing medium, roots and other plant tissues, including fruits and flowers. You'll have the cleanest, sweetest yields possible. Use Flawless Finish right before your next harvest and taste the results for yourself.

# 56 FEATURE

A Healing Life: An inspirational look at CannaKids' Tracy Ryan.



**62 LEGAL**  
Hiring a lawyer for your business

**80 OPINION**  
The Recommender



**26 TOP SHELF**  
The Evergreen Market



**mg**<sup>™</sup>

# Contents

*January 2016*

---

---

## **10 Harvest**

News & information from around the nation.

## **28 SPOTLIGHT: Cannabinoids**

Lola Lola's mindful marketing is key to the branding of their cannabis products.

## **30 SPOTLIGHT: Edibles**

Défoncé Chocolatier offers incomparable taste in an eye-catching design.

## **32 SPOTLIGHT: Events**

A behind-the-veil preview of the world's first cannabis wedding expo.

## **34 DISRUPTORS**

GreenBox24's automated budtender may well auger the end of human retailing.

## **36 CORNER OFFICE**

Dakota Sullivan on Cannabis Rep Network's innovative approach to distribution.

## **42 RETAILING**

Post-modern packaging: A potpourri of jars, tins, tumblers, bottles, tubes, and pouches.

## **44 MARKETING**

10 Questions for Pineapple Express' Theresa Flynt.

## **54 BIZ DEV**

When is a strategic partnership right for your cannabis business?

## **66 BY THE NUMBERS**

Industry trends, stats, and charts.

## **68 CHARACTERS**

Outspoken jiu-jitsu black belt Eddie Bravo talks weed in sports and cannabis courtship.

## **72 PRODUCTS**

## **78 HASH TAG**

# 46 Cover Story

Buds & Roses' Aaron Justis

*By Tom Hymes | Photography Thomas O'Brien*



# 2016: A Year for the History Books?

AS HISTORIC AS 2015 WAS FOR THE CANNABIS INDUSTRY in terms of momentous movement in states like Oregon, Washington, and California, 2016 may equal or surpass its predecessor on the business and political fronts. *mg* magazine cannot even begin to encompass the sweep of change that occurs at fever pitch in this dynamic business, but we are acutely aware of the swirling dynamics that make the world of cannabis so damned interesting and full of opportunity no matter what field of endeavor one decides to pursue.

On a personal note, I remain overwhelmed by the cast of characters I meet on a daily basis and by the profundity of their stories and their level of engagement with the miracle plant. My constant prayer is to do justice to them, to it, and to the communities they represent. To that end, my enduring promise is to try to walk the walk as skillfully as I talk the talk.

In this issue, we feature two extraordinary individuals. Aaron Justis, president of the *Buds & Roses* medical marijuana dispensary in Los Angeles, is a respected and articulate advocate for the industry. He's also a passionate promoter of the superiority of indoor-grown flower. *CannaKids*'s Tracy Ryan is nothing less than a force of nature, whose work on behalf of children epitomizes the best of what this industry has to offer the world.

Their stories are just two among the many about people, companies, and products contained in this issue. For all of them, for all of us, and for the industry itself, 2016 promises to be a year of significant change.

Tom Hymes  
tom@cannmg.com

**OUR DO NO HARM MANTRA IS THE CORE OF OUR BUSINESS VALUES.**

WE ALL SHARE THE COMMON GOAL OF WORKING SMARTER TO REDUCE OUR CARBON FOOTPRINT WITH SUPPLIERS, CUSTOMERS AND EMPLOYEES DRAMATICALLY REDUCING WASTE TO LANDFILL, SIGNIFICANTLY CUTTING PAPER AND MATERIAL USAGE COMPLYING WITH ENVIRONMENTAL STANDARDS AND PROGRAMS THAT HELPS US ACHIEVE THIS MISSION.

WE ONLY USE RECYCLED PAPERS AND SOY BASED INKS ON OUR PRINTED PRODUCTS.



*mg* magazine is printed in the USA and all rights are reserved. ©2016 by CANN Media Group, LLC. *mg* considers its sources reliable and verifies as much data as possible, although reporting inaccuracies can occur; consequently, readers using this information do so at their own risk. Each business opportunity and/or investment inherently contains criteria understanding that the publisher is not rendering legal or financial advice. Neither CANN Media Group, LLC, nor their employees accept any responsibility whatsoever for their activities. All letters sent to *mg* magazine will be treated as unconditionally assigned for publication, copyright purposes and use in any publication or brochure and are subject to *mg* magazine's unrestricted right to edit and comment.



PUBLISHER: Darren Roberts  
EDITOR IN CHIEF: Tom Hymes  
EXECUTIVE EDITOR: Rob Hill  
CREATIVE DIRECTOR: Angela Derasmo  
CONTACT: Editorial@cannmg.com

**CONTRIBUTING EDITORS**

Benjamin Hoopes, Bruce Margolin, Chauntelle Tibbals, David Hodes, Harvey Kubernik, Jeffrey D. Welsh, Luke K. Stanton, Jackson, Joanne Cachapero, Megan Stone, Michael S. Chernis, Nancy A. Shenker, Shara Ross, Stewart Tongue, Tera Mcgrath, Tom Quigley, Travis Turner

**ADVERTISING & MARKETING**

ADVERTISING DIRECTOR: Farley Cahen  
SALES DEPARTMENT:  
Brett Reisner, Kalee Przybylak, Stephanie Smith  
CONTACT: Sales@cannmg.com

**PHOTOGRAPHY**

DIRECTOR OF PHOTOGRAPHY: Jeff Forney  
PHOTOGRAPHY: Thomas O'Brien  
PHOTO EDITORS: Christie Pervarnik, Gavin Antill  
MAKE UP: Elena Gharbigi, Melissa Murphy

**CONTRIBUTING ARTISTS**

Christine Pevarnik, Gavin Antill, Ryan Caradang, Zack Korn

**DATA MANAGEMENT**

DATA MANAGER: Amy Razi  
DATA INTEGRITY: TJ Roberts  
CIRCULATION:  
CMG Circulation Management

**ONLINE DEPARTMENT**

BRAND MANAGER: Gavin Antill  
LEAD PROGRAMMER: Mike  
SOCIAL MEDIA: Daniel Reed  
VIDEO EDITORS: Eric Mittleman, TJ Roberts

**BUSINESS OFFICES**

DIRECTOR OF OPERATIONS: Erin Zavala  
MARKETING: CCI Marketing  
EXECUTIVE ASSISTANT: Jane Smith  
GENERAL INFORMATION: Hello@cannmg.com

**MAILING ADDRESS**

21333 Oxnard Street, Second Floor  
West Hills, CA 91367  
(310) 421-1860  
www.mg-magazine.com



*mg* Magazine Vol. 2, No. 1, (ISSN 2379-1659) is published monthly and is available to all qualified cannabis industry professionals by readership request or is also available for purchase \$7.95 per issue through publishing offices of CANN Media Group, 6520 Platt Avenue, Suite 399, West Hills, CA 91307, or online at: www.mg-magazine/subscribe. Application to mail at Periodicals Pending postage rate is pending at Canoga Park, CA, and at additional mailing offices. POSTMASTER: Send all UAA to CFS. Non-postal and military facilities – Send electronic address corrections per STID instructions. Sample Identification Statement: Pending Publication.

# Kushy Punch



KUSHY PUNCH MAY HELP  
CRAZY PEOPLE FEEL MORE BALANCED



EXTREMELY POTENT MEDICATED GUMMY



# Kushy Punch



KUSHY PUNCH MAY HELP  
CRAZY PEOPLE FEEL MORE BALANCED



EXTREMELY POTENT MEDICATED GUMMY



# Harvest

*All the news that's fit to smoke.*

- STONER SLOTH BUST
- MERRILL LYNCH GETS HIGH
- COKE EXEC TO MASSROOTS
- KUSH GETS TICKER "KSHB"
- NCIA TURNS 5



## Big Brother picks patients' pockets in Illinois

CHICAGO—Where's Al Capone when you need him? The infamous Chicago gangster would never have suffered the drubbing cannabis patients will have to endure at the hands of the money-grubbing state under its Illinois Medical Cannabis Pilot Program. As Herald-Review.com reported, even "sufferers wracked with chronic pain or dealing with debilitating ailments such as cancer" will be treated like criminals in order to find relief.

"Here's a basic rundown of the requirements," the site noted. "Most patients will need their doctor to fill out a referral form establishing they are ill with a cannabis-qualified sickness. This goes along with a form patients

fill out requiring a photograph and proof of residency, age and identity, plus an application fee of \$100. You will also need to be fingerprinted."

Following a wait of several weeks or more, the patients will then have the privilege of seeking out precious few dispensaries, where they will pay "\$350 to \$475 an ounce" for their medicine. Approximately sixty outlets "run by various companies statewide...are qualified to open under the pilot program, which was sanctioned by the Medical Cannabis Pilot Program Act voted into law in 2013." Sixteen have opened or will open soon. Merry moneyed Christmas.



## HOUSE ABANDONS VETS

WASHINGTON, D.C.—Astonishingly, the House of Representatives removed language from “a Senate-backed provision in a Military Construction and Veterans Affairs bill” that “would have allowed VA doctors to recommend medical marijuana as a treatment in states where it is legal,” Military.com reported.

“Had the Senate version of the bill passed,” the site continued, “it would have allowed VA doctors to recommend medical marijuana in states where it is legal. It also would have barred the department from preventing veterans in its care from participating in state-approved medical marijuana programs, or to deny any services to a veteran enrolled in such a program.” The legislation was passed by the House in mid-December.

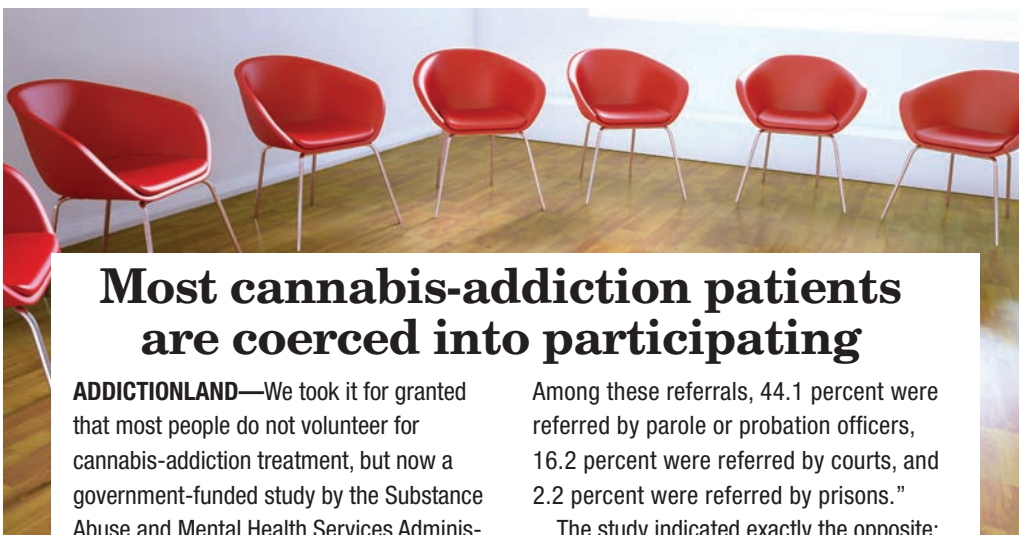
## CENSORSHIP



### ‘Y’ALL CAN’T GROW MEDICAL MARIJUANA HERE’

ATLANTA—A Georgia state commission voted two-to-one in December not to endorse cannabis cultivation, dashing the hopes of activists. A glimmer of hope remains, however. Despite the vote and Governor Deal’s opposition to legalizing cultivation in the state, one legislator predicted a bill to legalize cultivation would drop in the 2016 legislature, despite the panel’s ‘no’ vote.

## STUDY



### Most cannabis-addiction patients are coerced into participating

**ADDICTIONLAND**—We took it for granted that most people do not volunteer for cannabis-addiction treatment, but now a government-funded study by the Substance Abuse and Mental Health Services Administration (SAMHSA) supports our assumption.

“According to the data,” reported TheJointBlog.com, “less than one in five who are in treatment centers for cannabis were admitted voluntarily or were referred by someone else, while 52 percent were referred by the criminal justice system.

Among these referrals, 44.1 percent were referred by parole or probation officers, 16.2 percent were referred by courts, and 2.2 percent were referred by prisons.”

The study indicated exactly the opposite: “Primary marijuana admissions were less likely than all admissions [for other drugs] combined to be self- or individually referred to treatment (18 vs. 37 percent). Primary marijuana admissions were most likely to be referred by a criminal justice source.”

Yet another reason to end federal prohibition.



### U.S. MAIL GOES POSTAL ON POT

WASHINGTON, D.C.—After a postmaster in Washington state sent a memo to a local paper warning that its cannabis ads had violated federal law, four members of Congress sent a letter to the U.S. Postmaster General seeking “greater clarity on this issue.” Bad move. The USPS general counsel doubled down by stating that all “advertisements for the sale of marijuana are non-mailable.” Doh!

## PROPAGANDA



## Aussie anti-cannabis 'stoner sloth' campaign called 'classic fail'

**DOWN UNDER**—The verdict is in on the New South Wales government's "stoner sloth" campaign to discourage the use of cannabis by young people. The crusade got a failing grade, even from *AdWeek*, which noted the "government just added a classic new entry to that hall of shame with #StonerSloth, a campaign designed to shame teens who get high—but who are finding the ads hilariously delightful instead.

"In three short videos," it continues, "marijuana has turned teens into giant sloths—and the metaphor is made literal, as the kids are actually depicted as giant hairy beasts with long, curved claws. Socially, they're utterly useless. All they can do is moan, since they're so high. And they can't take tests at school, make small talk at parties, or—most comically, if unintentionally so—even pass the salt at dinner."

Teens are treating the campaign as "one big joke." Even the country's National Cannabis Prevention and Information Centre (NCPI) has distanced itself from the effort. While not quite the reaction campaigners intended, the crusade has succeeded in getting global attention.

## STUDY

## Cannabis could treat ADHD better than Adderall

**HEIDELBERG, Germany**—Results from a study conducted at Heidelberg University indicate that cannabis may be more effective than prescription drugs like Adderall in the treatment of Attention Deficit Hyper Activity Disorder (ADHD).

"Scientists studied the effects of cannabis on 30 patients with ADHD who had limited success with conventional treatments for the disorder (Adderall and Ritalin)," reported

potnetwork.com. "All 30 reported 'improved concentration and sleep' and 'reduced impulsivity' after using medicinal cannabis.

"Albeit a small study, patients also experienced reduced impulsivity as a result of marijuana consumption," the site added.

"Twenty two out of thirty patients decided to continue with their medical marijuana treatments even after the study was over, opting to use cannabis over traditional treatment."



## WHAT'S THE MATTER WITH WHITE MATTER?

**SCIENCELAND**—In December, headlines screamed the findings of a recent study: "Cannabis Destroys White Matter in the Brain!" Problem is, the statement is a white lie. As is often the case with scientific research, the findings indicate connection, not causality. Thus, the headlines promote what the people writing them want readers to believe, not what readers should understand. Nothing new, and certainly not surprising in a world in which the fight over cannabis facts remains at fever pitch.

The study, conducted by a team at Kings College London, queried forty-three individuals about their past drug use, after which the subjects underwent brain scans. Results from the scans indicated the corpus callosum—defined as white matter linking the left brain to the right—was "leakier" in the people who said they smoked high-potency cannabis.

According to SocietyForScience.org, however, "Because the experiment looked only at brain structures, it's unclear whether these changes would affect brain function. For instance, there are no data on whether these changes were linked to memory problems, impulsive behaviors or depression." In other words, even though the study suggested a link between smoking the strong stuff and white-matter damage, it did not prove cannabis caused the apparent aberrations.

# G Drinks

CANNABIS INFUSED



100 MG  
THC

Refreshing  
Tangy  
Flavorful

 facebook.com/gfarmalabs1  
 instagram.com/gfarmalabs  
#gfarmalabs  
 twitter.com/GFARMALABS  
@gfarmalabs

www.GFarmaLabs.com

G Teas & Lemonades are infused with a special blend of Liquid Gold Cannabis Oil.



**GfarmaLabs**  
a G FarmaBrands Company

## Merrill Lynch likes cannabis, a lot



**NEW YORK**—If anything tips the country toward cannabis legalization, it may be Wall Street’s increasing interest in the sector. That could be good news or bad news, but indications that attitudes are evolving quickly remain. Case in point: Philly.com reported that a recent forty-five-page report by Bank of America’s investment arm, Merrill Lynch, “focused on prospects related to marijuana.” The document was not intended to be made public, but was leaked to Philly420’s Chris Goldstein by “an individual who received the report as a member and investor.”

“Among the pages were extensive, basic information about cannabis and the cannabinoids THC and CBD,” wrote Goldstein. “There was also a comprehensive outline on the patchwork of state medical cannabis laws. Further within the document there was an overview of the benefits for a long list of medical conditions, some public polling, and then tantalizing information about publicly traded companies already operating in the sphere.”

**“Cannabis legalization will not occur on a federal level anytime soon.”**

—Sage Analytics



## FED SPENDING BILL DIRECTS DOJ TO CONTINUE HANDS-OFF POLICY

**WASHINGTON**—Tucked sweetly into the omnibus spending bill congress passed in December was a provision renewing the directive of the Rohrabacher-Farr Amendment. The legislation prohibits the Department of Justice from using resources to fight federal anti-cannabis laws in states that have legalized the cultivation, sale, and use of the plant. Rohrabacher-Farr is the center of a dispute over its meaning.

According to MPP.org, “In April 2015, a Justice Department spokesman told the Los Angeles Times that the department did not interpret the amendment as affecting cases involving individuals or businesses, but merely ‘impeding the ability of states to carry out their medical marijuana laws.’ In October, a federal judge ruled that interpretation was inaccurate and that the Rohrabacher-Farr Amendment prevents the department from taking action against individuals who are acting in compliance with state laws.”

We know who we believe.

### SOCIAL MEDIA AND CANNABIS



**CYBERSPACE**—A panel on social media during December’s Emerald Cup made clear the risks associated with cannabis-related accounts on popular social media platforms such as Facebook and Instagram. Hazards range from deletion of the accounts to receiving a visit from law enforcement. A cannabis-friendly platform like MassRoots is less risky, but it also preaches to the choir, so to speak. If one’s objective is to market to a new audience, the so-called mainstream

platforms blow the competition away in terms of their potential reach.

Still, as a recent post by Beth on Hail-Marjane.com reminds us, “Facebook, Instagram, and other social media platforms are designed to collect information on you to sell to advertisers; however, this also gives law enforcement and government agencies a great profile on who you are, where you go, who you spend time with, etc.”

Proceed with caution.

# got crystal?



TEMPERATURE CONTROLLED BATTERY  
QUARTZ CRYSTAL CHAMBER  
WICKLESS

DUAL QUARTZ RODS  
TITANIUM COIL  
NO GLUES OR DYES

*KANDYPENS*

WHOLESALE INQUIRIES: SALES@KANDYPENS.COM • 602-376-2825 • KANDYPENS.COM



## FORMER COCA-COLA EXECUTIVE JOINS MASSROOTS BOARD

**CYBERSPACE**—Former Coca-Cola Enterprises executive Terence Fitch has joined the MassRoots Board of Directors. Fitch, a seasoned corporate executive with twenty-three years of marketing, sales, and media experience, founded Drink Teck LLC in 2013 and has served as its chief executive officer since that time. Previously, he spent twenty-one years at Coca-Cola, where he served as the senior vice president and general manager for the Western Region from 2004 to 2013. From 1998 to 2002, he was division vice president and general manager for Coca-Cola's bottling subsidiary as well as regional vice president for sales and marketing in Southern California.

"What drew me to the regulated cannabis industry and to MassRoots in particular was the opportunity to establish a national brand in a multi-billion-dollar market," said Fitch.

MassRoots CEO Isaac Dietrich said, "We look forward to having him as one of our mentors, helping institute standard operating procedures, formulate national growth strategies, and establish MassRoots as one of the preeminent brands in the cannabis industry."

Other members of the MassRoots Board of Directors include Vincent "Tripp" Keber, CEO of Dixie Elixirs, the largest edibles producer in Colorado, and Ean Seeb, owner of Denver Relief, the oldest continuously operating dispensary in Colorado, and former Chairman of the National Cannabis Industry Association.



## PINEAPPLE EXPRESS TO ACQUIRE THC INDUSTRIES INC.

**LOS ANGELES**—Pineapple Express Inc. (OTCPink: PNPL) will acquire the business and assets of THC Industries Inc. (THC), including the web domain THC.com and the THC® trademark. THC has operated in California since 1996 and is one of the first internet-based cannabis-related businesses in the U.S. A non-binding letter of intent has been executed between the parties and definitive agreements are being drafted for execution on or about December 31, 2015, to be effective January 1, 2016.

FOR MORE INFORMATION, visit [PineappleExpress.com](http://PineappleExpress.com)

## WANA BRANDS Expands Brand Portfolio



**BOULDER, Colo.**—As Wana Brands expands into legal cannabis markets in the U.S., the company has added two new product lines: Wana Extracts and Wana Medicinals.

"Wana Brands is a name that dispensaries and customers can count on for consistency, quality, and professionalism," said co-founder Nancy Whiteman. "We believe that cannabis enhances the quality of life and that Wana products are the best way to enjoy infused products."

Since 2010, Wana has produced a full line of edibles, custom hash, vape oil, and now WanaCaps XR, a family of extended-release cannabis capsules that provide medicinal benefits for up to twelve hours. FOR MORE INFORMATION: [WanaCaps.com](http://WanaCaps.com).

## Kush Bottles granted stock ticker symbol KSHB

**SANTA ANA, Calif.** —FINRA has approved Kush Bottles, Inc.'s 15c2-11 application and granted the ticker symbol KSHB (OTCPK:KSHB). Kush Bottles is a leading supplier of customizable child-resistant packaging solutions and accessories for the legal cannabis industry.

"The granting of this ticker symbol is a huge milestone for our company," said Nicholas Kovacevich, Kush's co-founder and CEO. "We're excited to continue to build upon the momentum we've gained in 2015, under the heightened expectations of transparency and excellence that come with being a public company, as we build value for our customers, employees, and shareholders."

The company also reported financial results for its fiscal year ended August 31, 2015. Highlights include:



**REVENUES UP 135% over FY14, to a record \$4.014 million**  
**GROSS PROFITS UP 97% over FY14, to a record \$1.428 million**  
**CONSOLIDATED NET LOSS DOWN 14% over FY14, to \$339,303**

In addition, American Cannabis Company, Inc. (AMMJ), a full-service business-to-business consulting solutions provider and seller of ancillary products to the cannabis industry, has renewed its contract as the exclusive distributor of "The Satchel," Kush's patent-pending childproof dispensary product packaging.

FOR MORE INFORMATION, visit [KushBottles.com](http://KushBottles.com).

## Dixie Brands launches two new CBD lines online

CYBERSPACE—Two new wellness lines from Dixie Brands are now available for purchase online: Aceso for humans and Therabis for pets.

Aceso's name is derived from the Greek Goddess of healing. The product takes hemp-derived CBD to the next level by using a specific ratio of ingredients in a proprietary cannabinoid formulation, as well as other synergistic compounds, delivered in a carefully measured, single-serving oral spray or powder that can be mixed with water and/or other liquids for fast and efficient delivery of health benefits. More information can be found at MyAceso.com.

Therabis, formulated with Stephen M. Katz, VMD, and tested in his Bronx-based veterinary hospital over the past ten years, targets the most common pet challenges of separation anxiety and itching in addition to improving joint mobility and flexibility. The three formulations—Up and Moving, Calm and Quiet, and Stop the Itch—combine key cannabinoids with other all-natural ingredients such as hemp powder and zinc, allowing pet owners to address the most uncomfortable of pet health issues with an all-natural solution.

MORE INFORMATION *is available at Therabis.com.*



**BIODYNAMIC CANNABIS  
NOW AVAILABLE IN CALIFORNIA**

**MARIN, Calif.**—HerbaBuena, a California medical cannabis collective, has released the first-ever Demeter-certified biodynamic cannabis in the state, offering a much needed alternative to the USDA Organic Certification which, due to current federal regulation, is neither an option for cannabis farmers nor a choice point available to patients.

A holistic approach to farming, biodynamics builds upon the concepts of organic as defined by the USDA National Organic Program and ups the ante by requiring practices that improve the health of the entire ecosystem, including the soil, plants, animals, and humans that it supports. Since marijuana in California is defined as medicine, it is vital for consumers to have a trusted labeling source that ensures source and purity—free from the chemical fertilizers and pesticides often used in cannabis farming.

FOR MORE INFORMATION, *visit HerbaBuena.com.*

*For over 25 years, we have been an industry leader in helping companies navigate the maze of implementing, designing, maintaining and managing the design of employee benefits.*



**Scott Zimmerman**

**(800) 914-3564 x11**

[www.CorpStrat.com](http://www.CorpStrat.com)



VIVA LAS VEGAS



# National Cannabis Industry Association Turns 5

TO CELEBRATE ITS FIFTH ANNIVERSARY IN NOVEMBER, the National Cannabis Industry Association hosted a VIP banquet at The Vortex inside The LiNQ Hotel and Casino in Las Vegas. From the beginning, the association's mission has been to promote the growth of a responsible and legitimate cannabis industry and to work for a favorable social, economic, and legal environment for that industry in the U.S.

Mission accomplished. Among the dinner guests was none other than U.S. Rep. Barbara Lee of California. Lee received NCIA's 2015 Legislative Leadership Award, and her remarks fit the gala's theme of "Looking Back, Moving Forward."

"Rep. Lee has been a long-time supporter of legislative reforms to help cannabis businesses," says Taylor West, NCIA's deputy director.

A retrospective video screened during the event featured some of NCIA's very first members talking about the early days of the organization, when visionaries who had faith and foresight came together to create an industry association before most people realized an industry existed. An auction offered items including guitars signed by Willie Nelson and the Rolling Stones.

"The last five years have been so transformational for the cannabis industry that it's hard to pick out just

a few big events," West says. "Obviously the passage of adult-use legalization in Colorado and Washington in 2012 and the subsequent opening up of legal sales were unparalleled events for the industry and our association. 2014 saw more progress along those lines, and we're excited for a potential watershed moment in 2016, as well.

"On behalf of NCIA, I just want to offer our heartfelt gratitude to every member and friend for the incredible progress this industry and this organization has seen in the last five years," she notes. "It's an honor to do this work on their behalf, and we look forward to many, many more years." — Rob Hill



Rolling Stones signed guitar for auction.



# WHOLESALE ORDERING MADE EASY

The all-in-one ordering platform for cannabis culture products from **hardware**, **rolling papers** and **glass** to **vape accessories**, **cleaners** and **bags**.



[www.TheGluu.com](http://www.TheGluu.com)

To learn more about FREE membership visit [www.TheGluu.com](http://www.TheGluu.com)

**Buy here. Make a difference.**

A portion of Gluu profits go to support the following organizations among others:



SHUTTERBUG



AN's Big Bud rocks Edible Alley



Contest contenders under glass



Flower thief!

GET THE WORD OUT!

Look for coverage of your industry event? Let us know at [editorial@canmg.com](mailto:editorial@canmg.com).



JANUARY / FEBRUARY 2016 EVENT SCHEDULE

The following is a listing of select industry events taking place this month:

**CULTIVATORS ALLIANCE  
ROUNDTABLE DISCUSSION  
JANUARY 6, 2016, 12PM-2PM**

Law Offices of Nelson/Hardiman  
11835 Olympic Blvd. 9th Floor,  
Los Angeles, Calif. 90046

Discussion topic: What would you like to see in the 2016 ordinance? Help us write the future. \$25 donation at the door.

**THE EMERALD CONFERENCE  
JANUARY 21-22, 2016**

Monte Carlo Resort, Las Vegas

Conference devoted to the exploration and discussion of the Science of Cannabis.  
[theemeraldconference.com](http://theemeraldconference.com)

**CANNABIS HEALTH SUMMIT  
JANUARY 23-24, 2016**

Virtual conference

During the weekend-long broadcast, 20+ of the world's top experts, scientists, physicians, and researchers will each have 22 minutes to offer TED-style presentations.  
[greenflowermedia.com/article/cannabis-health-summit/](http://greenflowermedia.com/article/cannabis-health-summit/)

**INDO EXPO  
JANUARY 30-31, 2016**

The Denver Mart Expo Building,  
Denver, Colo.

The Indo Expo Trade Show and Conference assists in building relationships between growers, manufacturers, wholesalers, retailers, and the public.  
[indoexpoco.com](http://indoexpoco.com)

**HIGH TIMES CANNABIS CUP  
JANUARY 30-31, 2016  
& FEBRUARY 5-7, 2016**

NOS Events Center,  
San Bernardino, California.

The High Times Cannabis Cup celebrates the world of ganja through competitions, instructional seminars, expositions, celebrity appearances, concerts, and product showcases.  
[cannabiscup.com](http://cannabiscup.com)

**ARCVIEW INVESTORS SUMMIT  
FEBRUARY 1-2, 2016**

Scottsdale, Arizona (Location TBD)

The legal cannabis industry's premier hub for investment, data and progress.  
[arcviewgroup.com](http://arcviewgroup.com)

**WOMEN GROW ANNUAL  
LEADERSHIP SUMMIT  
FEBRUARY 3-5, 2016**

Denver, Colorado (Location TBD)

Join hundreds of women and men from across the country for three days of intense experiential learning in the Mile High City.  
[womengrow.com](http://womengrow.com)

**INTERNATIONAL CANNABIS  
BUSINESS CONFERENCE  
FEBRUARY 13-14, 2016**

Hyatt Regency, San Francisco, Calif.

The International Cannabis Business Conference is an educational, networking and advocacy event that showcases industry experts from around the globe.  
[internationalcbc.com](http://internationalcbc.com)



ELEVATING  
THE ART OF CANNABIS  
**ALTAI**

**Furthering 2500 years of cannabis use,** Altai creates thoughtfully crafted artisanal edibles for well-being and enjoyment. Our brand pays tribute to an ancient princess, found entombed in the Siberian permafrost for nearly 2,500 years. Her burial chamber included several ceremonial bridled horses, silks and an adorned vessel of cannabis.



**BON BONS**

Available in Sea Salt Caramel, Dulce de Leche, Bittersweet Dark

Bon Bons have a sweet chocolate shell with a delicious filling

**I S** 10mg | 25mg

AVAILABLE IN INDICA OR SATIVA



**ALT BARS**

Available in Bittersweet Single Origin, Peanut Cream, Tahitian Vanilla and Sea Salt Caramel.

A perfect balance of velvety chocolate, rich flavors and a crispy crunch.

**I S** 10mg | 25mg

AVAILABLE IN INDICA OR SATIVA



**PIPS**

Available in Cinnamon Red Hot, Espresso Bean, Malt Ball, Salted Almond.

Bite sized treats covered in chocolate. Pips will give you pep in 10mg Sativa.

**S** 10mg

AVAILABLE IN SATIVA ONLY

VIEW ALL PRODUCTS AND DISPENSARY LOCATIONS AT  
[WWW.ALTAIBRANDS.COM](http://WWW.ALTAIBRANDS.COM)



**KING WEEDY**

**PREMIUM CBD OIL**

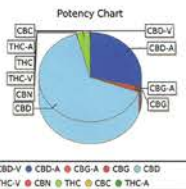
**70% POTENCY**

**SUBCRITICAL CO2 EXTRACTION**

**MADE FROM USDA CERTIFIED ORGANIC HEMP NO PESTICIDES**

**AVAILABLE IN 640mg TUBE 1925mg TUBE**

Potency Test Results			
Test	Weight %	Conc.	Limit
CBD-V	<0.01 %	<0.01 mg/g	N/A
CBD-A	19.87 %	196.88 mg/g	N/A
CBD-A	0.51 %	5.15 mg/g	N/A
CBD	0.62 %	6.18 mg/g	N/A
CBD	44.94 %	448.42 mg/g	N/A
THC-V	<0.001 %	<0.01 mg/g	N/A
CBN	<0.001 %	<0.01 mg/g	N/A
THC	2.91 %	29.13 mg/g	N/A
CBC	<0.001 %	<0.01 mg/g	N/A
THC-A	<0.001 %	<0.01 mg/g	N/A
Max THC	2.91 %	29.13 mg/g	N/A
Max CBD	62.19 %	621.91 mg/g	N/A
Total Active	49.19 %	491.88 mg/g	N/A
Total	69.98 %	699.98 mg/g	N/A



CERTIFICATES AND LAB REPORTS AVAILABLE



ALL NATURAL DIETARY SUPPLEMENT

**RETAIL WHOLESALE PRIVATE LABEL CALL BO KENNEY (818) 339-2542 KING WEEDY FOR THE NEEDY www.kingweedy.com**



# This Cup Runneth Over

ON EVERY LEVEL, IN EVERY WAY, THE 12TH ANNUAL EMERALD CUP set new records, for attendance, for contest entries, and for social and political engagement. How so much activity and energy was packed into two days is a miracle in itself. It would be untrue to state that every aspect of the show, which ran Dec. 12-13 at the Sonoma County Fairgrounds in Santa Rosa, California, went off without a hitch, however. The line for people seeking wristbands to get into the 215 Area was so long that it ran the entirety of the fairgrounds, a wait that was by definition interminable. But people did wait, patiently, and it was apparently worth it. The medicated section was unusually large and packed with cultivated wonders of the world, an organic paradise where flowers of the imagination bloomed, and an abundance of products courted the senses.

But that was just one part of the event. As promised, a profusion of musical acts took to the huge stage, creating rhythms in harmony with the plant, and on other stages, experts in every field of endeavor gave talks that illuminated the manifold nature of cannabis. Politics was also in full bloom this year, with passions boiling over at times, a sign of what is at stake as the industry tries to come together in support of a future that realizes the hopes and dreams of a multifaceted community. With over 21,000 souls in attendance, the Emerald Cup delivered. —Tom Hymes



Bud hopping in Area 215

**2015 EMERALD CUP WINNING TOP 3 FLOWERS**

- 1: CHERRY LIMEADE**, Mean Gene from Mendocino
- 2: LEMONHEAD OG**, Josh Pope, THC
- 3: PURPLE CANDY CANE**, GREENSHOCK FARMS, MENDOCINO

THE COMPLETE LIST OF WINNERS CAN BE FOUND AT:  
[theemeraldcup.com/winners](http://theemeraldcup.com/winners)

ALL NATURAL  
NO SUGAR ADDED  
ZERO CALORIES  
A RESOLUTION YOU CAN KEEP!

AVAILABLE  
IN CBD



PURE CANNABIS OIL | HIGH POTENCY | 420 MG | STRAIN-SPECIFIC | INDICA, SATIVA, HYBRID, CBD



ALL O.PENVAPE PRODUCTS INFUSED  
WITH ORGINALABS CERTIFIED OIL





Photography By Thomas O'Brien

# Budtenders

## ON BUDTENDING



“I’m look forward to creating my own line of organic, cruelty-free skincare products with the best medicine I can find.”

## SURF'S UP WITH Keilani Yanagihara

AT MALIBU'S  
99 HIGH TIDE COLLECTIVE

### KEILANI BECAME A BUDTENDER IN 2005.

“I was fresh out of high school when I started this journey,” she notes. As a stereotypical anxious, rebellious teenage girl, self-medicating made life better for her. In the past decade, she’s seen trends come and go watched the industry grow and evolve. “Ten years ago, no one knew what CBD was,” she says. “Now it’s in your local health food store! It’s been interesting to watch.”

### HOBBIES

“Snowboarding is my favorite sport. I love to cook, too; my all-organic, gluten-free kitchen is the heart of my home. Yoga and plyometrics are my workouts of choice.”

### TRAINING

“Educate yourself on flowers and horticulture. Also, stay ahead of the curve when it comes to products and research. Our market is flooded with new products all the time.”

### ASKED AND ANSWERED

“What’s CBD?” is very common. I suggest it to everyone. It’s so balancing. And, ‘How can I maximize my libido?’”

### BEST BRANDS

“Emerald Triangle Genetics Magic Potion 24:1 CBD tincture in all organic olive oil+avocado oil. Anyone dealing with chronic pain, PTSD, or any neurological disorders should try this. The Santa Cruz Timber ‘Always Organic’ vape pen is superior to anything on the market—and is gorgeous, too.”

### CAREER OR PASSION

“It’s a passionate career choice. Ten years ago, no one was walking into dispensaries asking what could help with anxiety. It was, ‘What’s the highest THC I can get!’ It’s been a passion of mine to redefine the budtender role.”

### ADVICE

“Read, read, read...and listen. Continue to stay educated and compassionate; stay present and honest. The forward-thinking patient today is using cannabis for functionality. Stay up to date with research and provide information to your community so you are not only a consultant, but also a resource.”



99 High Tide Collective  
Malibu Beach, CA  
99hightide.com  
@99hightide  
/99HighTide/



## THE EVOLUTION OF CANNABIS CONSUMPTION

Evoxe Laboratories was born from the idea that patients should be able to experience their medicine in the most holistic, clean and effective way possible.

Our unique and therapeutic blends have been specifically formulated to enhance the innate properties of each ingredient, and are delivered in the most advanced self contained vaporizers available. The result is a completely different and dynamic experience with every product. We include only the highest quality lab-tested cannabis oil and organically grown essential oils in everything we produce.



### STEALTH

Go under the radar with an Indica/Sativa Hybrid for the best of both worlds. A complete, discreet, body and mind experience.



### ENGAGE

Stay on target with a blend designed to keep you going. Sativa oil blended with Peppermint, Lime, Cypress and Cinnamon refreshes you while helping to inspire creativity and enhanced focus.



### BALANCE

Unlock the natural healing properties of cannabis with award winning non-psychoactive CBD isolate. Frankincense refreshes your body, Ylang Ylang lifts your mood, Geranium cleanses the body of toxins and Tangerine awakens the senses.

- Natural pain reliever
- Anti-inflammatory
- Sleep aid
- Relaxant and more!



### DEEP

Upgrade your downtime with high-grade Indica oil blended with the most soothing of curatives. Lavender and Chamomile combine with Orange to relax the mind, comfort the body and nourish the senses.

Now powered by award-winning

ISODIOL

CBD ISOLATE

#ChooseTheMood

LEARN MORE AT!

EvoxeLabs.com | 844-EVOXE-US | info@EvoxeLabs.com





# Pastoral Cool & Employee Passion Create The Ultimate Shopping Experience In Washington State

AS RENTON'S FIRST RECREATIONAL SHOP, THE **EVERGREEN MARKET** FEATURES RECLAIMED WOOD FROM A LOCAL 100-YEAR-OLD BARN, A WOODEN LIBRARY BAR STATION WITH A ROLLING LADDER, AND 14 PASSIONATE BUDTENDERS.



**THE EVERGREEN MARKET**  
Founded in 2015  
+  
409 RAINIER AVE. NORTH  
RENTON, WA 98057  
425 318-8898  
+  
[THEEVERGREENMARKET.COM](http://THEEVERGREENMARKET.COM)



**W**hen the owners of The Evergreen Market—Eric Gaston, Jeff Anderson, and Arne Nelson—were dreaming up their rec store, they agreed on one thing: The in-store “experience” had to be great. Gaston, who comes from a wine enthusiast culture, believed the shop had to evoke a connoisseur-like shopping experience. By creating a light, airy, and bucolic atmosphere with repurposed wood, Evergreen has set the bar very high for rec shops in the whole state. What’s their secret? “Much of our success can be attributed to our manager and friend Cass Stewart,” notes Gaston. “She owned a successful and celebrated medical dispensary in Seattle called The Apothecary.”

### Company Motto

To provide our customers with the finest cannabis products available. We do this by seeking out those growers and producers who have a passion for marijuana and a heartfelt desire to bring the very best flower, edibles, and concentrates to market. If they’re not passionate about what they do, their product won’t be on our shelves.

The Evergreen Market is a showcase for the very best growers, producers, and processors the state of Washington has to offer.

### The Idea

“When we set out to build Evergreen, it was important to us that we do so in a way that celebrated the industry, rather than apologize for it,” says Gaston. “We spent the time to vet the industry and see what was out there with early trips to Colorado, and what we found was that many of the shops lacked a component of the ability to explore, to hang out, to deep dive into cannabis. In short, few provided a great shopping experience. Our number one goal is to make sure that every person who walks through our doors walks out thinking, ‘That was really interesting, really educational, and...fun.’”

### Design

The shop is unique to the industry: The sales floor is broken into separate departments, each of which is devoted to a different product category like edibles, flower, concentrates, or glass and paraphernalia. “This allows our customers to focus on whatever it is that they are interested in looking at,” Gaston says. The centerpiece of the store is the library wall, a 13-foot-tall,

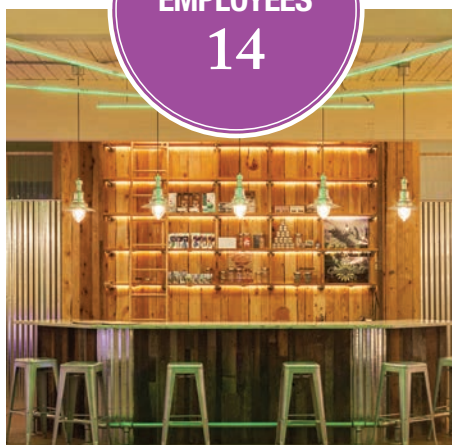


AVERAGE  
Customers  
Per Day  
**500**

“ We frequently host grower days, where our growers and vendors come in to share their narratives and passion for marijuana with our customers. ”

—Co-Owner, Eric Gaston

Number of  
EMPLOYEES  
**14**



floor-to-ceiling case housing products from each of the store’s vendors—reached by a wooden ladder. In front of the library is a granite “knowledge bar” where customers are encouraged to pull up a stool and talk to the budtenders. “We frequently host grower days, where our growers and vendors come in to share their narratives and passion for marijuana with our customers,” Gaston said.

### Architects

Much of the design was a collaborative effort between the three founding partners, but the store would not be what it is without the work of Brooke McGurdy of KBKM design. “She took her decades of experience as an architect for Starbucks and put it to tremendous use in creating a compelling retail space for cannabis,” says Gaston.

### Budtender Requirements

“Just about everything else in life can be faked—except for passion,” Gaston says. “We are looking for people who have a genuine love and passion for cannabis and the ability to communicate that passion to our customers. Again, our job is to make sure that our customers have a great experience, and interacting with people who love what you love is always a great experience.”

### Best Sellers

“While the industry is growing up before our very eyes, flower is still the number one seller right now,” Gaston says. “But we also have some wonderfully innovative products like handcrafted drink syrups, Altoid-like tins of mints, and carbonated sodas.”



# Welcome to Lolalandia

PART SCIENCE, PART MAGIC  
AND LOTS OF MARKETING SAVVY,  
LOLA LOLA AIMS TO REINVENT THE  
CONSUMER EXPERIENCE WITH AN  
EYE-CATCHING, MINDFUL APPROACH  
TO SELLING CANNABIS.

**L**OLA LOLA'S co-founder and chief executive officer, Michael Garganese, learned the value of marketing right out of college: His first job was at Google. "I worked in their social media marketing division called Wildfire, soaking in as much education and knowledge as I could," he says. After spending a few years on Google's team, he ventured out on his own, connecting with some growers in Northern California who needed help managing their farms.

The idea for Lola Lola ("The name was intriguing and memorable with just a hint of mysteriousness," he notes) arose from his dissatisfaction with the then-standard consumer experience. "As a consumer of cannabis, I felt the experience of purchasing from the dispensaries could be much better," says Garganese.

Lola Lola focuses on the future...and, well, enchantment. Everything about the company's products screams romance, alchemy, and a higher state of consciousness, from the elegant, dreamy, fairytale-like

packaging—taking inspiration from funky hotels—to hand-picked, hand-packed, and hand-extracted medicine. Garganese hopes the company's product line aesthetic and ethos provide the winning combination as they approach dispensaries in 2016.

Investing considerable energy and resources in point-of-sale marketing is one of Garganese's strategies for garnering precious retail space. The team has developed a smattering of bespoke custom display cases. "They come in three separate versions and sizes to be able to fit any store's layout. There are countertop displays, freestanding floor displays, and wall-hanging displays," Garganese says. Wanderlodge, a forty-foot bus in which the sales team travels, makes an unforgettable marketing impression, too.

Garganese sees his core customers as everyone from the experienced connoisseur to the person who used cannabis in high school or college, then gave it up as they got older, but now has rejoined the movement.

"But more importantly," he adds, "it is people who don't want to be boxed into the historical stigma of using cannabis." <sup>THE</sup>

**“Our products will enhance  
dispensaries by helping to create  
a more pleasant experience**

**for customers.”**

—Michael Garganese

FOR WHOLESALE ORDERS: (628) 333-5652



**Easy Search.  
Quality Finds.**

**Join Us!**



**dispensaries**



**doctors**



**delivery services**

**www.dispensaries.com**

# Défoncé's Sweet Success



**“W**E DIDN'T WANT TO BE COMPARED to any other edible. We wanted to be better,” says Molly Clark, founder and chief executive officer of Défoncé (the French verb for “higher”). Her first priority: recruit chocolatiers from the gourmet chocolate industry. Second, she sourced sustainable and responsible ingredients. When the first bars came out of the kitchen, she knew they were on to something because the “matching flavors of different ingredients” forged a “unique flavor profile” that clearly created “a higher level of quality” than anything she had tasted before.

**“We're proudly offering what is undoubtedly California's best-tasting cannabis-infused chocolate.”**

—Molly Clark, Défoncé founder

“People deserve better,” she notes. “So, with a creative and fresh look, we're proudly offering what is undoubtedly California's best-tasting infused chocolate. With amazing gourmet ingredients and the cleanest cannabis extract available, we're offering a unique experience in the edibles industry.”

The chocolate is double lab-tested. The cannabis extract is sourced from a single source and made from pure sativa-hybrid Blue Dream through CO2 extraction. They use only Clean Green Certified cannabis concentrate.

Immediately after launching in July 2015, Clark began to get bites from dispensaries in California.

“We are currently in 30 dispensaries,” Clark says.

Of course, you can't talk about Défoncé without mentioning the company's eye-catching and elegant design and packaging. The bars would look at home in Whole Foods stores.

“We strongly feel our chocolate is the best-tasting on the market, so we had to make sure our packaging met that expectation. So, like our chocolate, we sourced the best materials, practices, and people to design the packaging,” Clark says. **THC**

## THE CHOCOLATE: TAKING IT HIGHER

**POPCORN:** Dark bittersweet chocolate with half-popped popcorn, pretzels, and kettle chips. Seventy percent cacao; 180mg THC.

**COFFEE:** Rich milk chocolate with Dutch caramel waffles and roasted coffee beans. Fifty-three percent cacao.

**HAZELNUT:** Dark bittersweet chocolate mixed with cacao nibs, organic hazelnuts, and toasted sweet baguette. Sixty-six percent cacao.

**MINT:** Malty milk chocolate swirled with peppermint dark chocolate pieces. Thirty-nine percent cacao; 180mg THC.

FOR WHOLESALE ORDERS: [DefonceChocolatier.com](http://DefonceChocolatier.com)



# CannabisRadio.com

A JOINT VENTURE

Extend Your Reach  
Engage like you mean business

CannabisRadio.com is the worlds largest online radio network for the legal cannabis industry. We are moving public opinion in a positive way by connecting the masses to responsible and engaging content delivered by the most respected thoughtleaders in the industry.

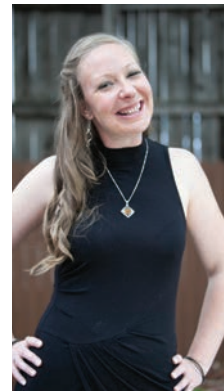
**Build Your Brand and Authority**  
**Target Your Demographic**  
**Multiple Portable Listening Options**  
**Professionally Produced Commercials**  
**Host Your Own Show**  
**Award-Winning Media Training**  
**Credibility, Visibility and Reach**

Advertise With CannabisRadio.com <http://www.CannabisRadio.com/advertise>  
CannabisRadio.com.....Keeping you in the know and on the go





# The World's First Cannabis Wedding Expo



**I** WANTED to participate as a vendor at different wedding expos, and the way I was treated when I mentioned I was in a cannabis business—I got turned down; people marked my [exhibitor] price up by double,” recalled Bec Koop. “I even had one woman tell me to get the fuck out of her booth.”

Koop was working at a dispensary on weekdays and at her traditional floral business on weekends when she decided to fuse her two passions. Buds & Blossoms, where Koop’s creative arrangements include “Budonnières” and “Buds in Bouquets,” brought cannabis to the wedding scene in 2014.

Marketing is key to any new business, especially one tailor-made for Colorado’s cannabis-friendly wedding

destinations, so Koop began working to spread the word about Buds & Blossoms. Responses were mixed.

“I had so many [positive] reactions—high fives and hugs, ‘You’re a pioneer, I’ve never even heard of this before,’ you name it,” Koop explained. “Unfortunately, the ones that stood out to me the most were the negative, rude, harsh things that I dealt with.”

After Koop was told she could bring only photographs of her arrangements to a Denver-area wedding expo—and her exhibitor’s fee would be double the posted rate other vendors paid—she’d had enough. She sought advice from Philip Wolf, a friend and founder of high-end cannabis tourism service Cultivating Spirits. Through some healthy commiserating, they identi-

fied a fairly significant hole in the wedding marketplace: an expo for marijuana lovers and businesses to connect around wedding event planning.

“After sharing some of these frustrations and experiences with Phil, I was like, ‘We’ve gotta do this for all the like-minded individuals,’” Koop said.

The result: The world’s first Cannabis Wedding Expo will take place in Denver this month. The unique event will run from 11 a.m. to 4 p.m. January 17 at the consumption-friendly Point Gallery. Interested parties aged 21 and up may register to attend at [CannabisWeddingExpo.com](http://CannabisWeddingExpo.com).

Co-founded and organized by Koop and Wolf, the Cannabis Wedding Expo is an opportunity for relevant canna-businesses and couples in various stages of wedding planning to connect. Via like-minded professional service providers, consumers can learn how to incorporate cannabis into their special day safely and intelligently. The event will feature exhibitor displays, gifts and giveaways, and a speaker series featuring perspectives on social cannabis consumption. The opportunities for discussion are many.

Weddings are inherently stressful, often bringing opposing viewpoints into the same room. Expo exhibitors are mindful of cultural, political, and generational differences regarding marijuana consumption, and various event-planning and coordination service providers will be on hand to help “scale” the level of cannabis a couple may choose to incorporate.

For example, a couple consisting of one partner who consumes while the other does not can find ways to incorporate cannabis into their event in a way that complements a traditional wedding vibe: small touches in floral arrangements or an adults-only selection of chocolates. Other canna couples may want to go full-out stoner with everything from mobile budtending to dab-rig rentals. Koop’s Cannabis Concierge Events, her second canna-

business endeavor, is one such scalable event-planning service provider attendees can meet at the expo.

The event also will emphasize professionalism. Lack of professionalism exists in every industry, but it’s especially unfortunate on a wedding day. Koop related a horror story about a photographer under contract who walked off a wedding event when faced with documenting grooms-men smoking before the ceremony. Aside from the gross lack of professionalism exhibited by the photographer, the couple missed out on archiving their nuptials. The expo will help couples avoid these types of issues by connecting them with like-minded and/or accepting professional service providers.

Though the Cannabis Wedding Expo is focused on Colorado-based services for now, the event is part of a larger movement seeking tasteful, classy, flawlessly conducted weddings and related special events. The event’s title sponsor, [LoveAndMarij.com](http://LoveAndMarij.com), is an online cannabis wedding and event guide that helps consumers easily identify weed-friendly vendors in Colorado, Washington State, Oregon, and Alaska.

“It’s like ‘The Knot’ for stoners,” Koop joked, referring to the wider wedding industry’s go-to multiplatform wedding resource space.

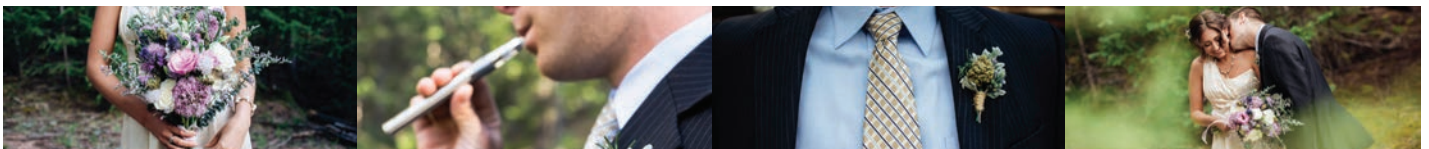
Though the circumstances that gave rise to the expo point to a sustained disconnect between the canna-community and wider society, the event marks another opportunity for growth and creativity. Koop is leading the charge and shepherding change one bud bouquet and one truly innovative expo at a time.

“I’m not the ‘black sheep’ of the wedding industry,” she said, laughing. “I’m the ‘green sheep!’” 



*The Cannabis Wedding Expo • January 17, 2016  
11 a.m. to 4 p.m. at Point Gallery  
765 Santa Fe Drive, Denver, CO 80204*

RSVP AND MORE INFORMATION: [CannabisWeddingExpo.com](http://CannabisWeddingExpo.com)



**EXPO ATTENDEES WILL BE ABLE TO MEET 420 FRIENDLY WEDDING VENDORS, SOME OF WHOM WILL BE OFFERING SPECIAL RATES TO THOSE WHO BOOK AN EVENT DURING THE EXPO. HERE ARE A FEW:**

**BUD + BREAKFAST AT THE ADAGIO:** Like Airbnb for cannabis-friendly locations, Bud + Breakfast venues can be found worldwide.

**CULTIVATING SPIRITS:** wine, cannabis, and food tours that include demonstrations and pairings catering to all dietary needs.

**FORIA:** all-natural, cannabis-infused sensual enhancement oil designed for women of all ages.

**SODA FOUNTAIN PHOTOGRAPHY:** wedding photography celebrating heights of love.

**BUDS & BLOSSOMS:** The world’s first cannabis florist provides a fusion of modern and classic floral design with a cannabis twist.

**BLACKBELLY CATERING :** Farm-to-table private dinners and celebrity chef experiences for weddings, cocktail parties, and more.

**ALLWELL RENTS:** Rent wedding day linen, china, flatware, glassware, décor, and more.

**ADVANTAGE SOUND:** mobile DJ specializing in wedding service for over two decades.

**TOP SHELF BUDTENDING:** elegant, safe, and personalized event budtending service.



# Could the Greenbox 24 Be the Extinction of Budtenders?

DESIGNED WITH MEMBERSHIP AUTHENTICATION, THE 24/7 SELF-SERVICE GREENBOX24 AUTOMATED BUDTENDER IS OUT TO MODERNIZE THE CUSTOMER EXPERIENCE.

**T**HE PRECURSOR to GreenBox24 was developed for the pharma industry in Europe and has been in production in both pharmacies and dispensaries in countries including the United Kingdom, Holland, and France since 2008,” says Clint Ayler, CEO for MJ Dispensing Solutions Inc. “It’s now being showcased at industry trade shows in the United States.”


GreenBox24, which retails for \$55,000, will debut in California and Colorado in the first quarter of 2016. The company is working with various state and local regulatory agencies to ensure the product meets all requirements. Although the European units are through-the-wall models, their U.S. cousins will be freestanding kiosks located inside dispensaries, enabling 24/7 access.

Although Ayler believes machines can never replace humans, GreenBox24 promises to help balance customer wait times and give dispensaries a way to cost-effectively expand their operating schedules to provide more convenient hours. And, well, we know 21st Century business is all about efficiency.

“If a customer has pre-ordered or knows what he wants, the system can fulfill the order, allowing people who have questions to spend more time with a

budtender without holding up the line,” Ayler notes. GreenBox24 does, however, offer an optional Remote Budtender™, a two-way video-chat. “The focus of GreenBox24 is to improve the customer experience, and many budtenders have embraced the concept when they’ve seen it.”

Designed to be vandal-proof, the system has alarms and locks on all doors and is bolted to the wall and floor, just like an automated safe. Membership cards will use EMV-type security chips, authenticated by fingerprint, driver’s license, and facial recognition. All products are pre-packaged and labeled with a unique product identifier. The system has the capability to track and limit the amount of THC being dispensed. GreenBox24 can be integrated with the dispensary’s seed-to-sale tracking software, too.

“Short of the product being mislabeled, minimal room for error exists in this system,” Ayler said. “If a customer needs assistance, he simply needs to hit the Remote Budtender button. If a mechanical failure occurs, the kiosk sends a notification to the dispensary operators, ceases operation, and will not unlock the product pick-up door until the issue is resolved.” 

## IT’S IN THE WAY YOU USE IT: THE FEATURES

- PAYMENT BY CASH OR CREDIT CARD
- CHIP MEMBERSHIP CARD WITH PRE-PAID CAPABILITY
- BIOMETRIC CUSTOMER CONTROL
- COMPATIBLE WITH DISPENSARY MANAGEMENT SOFTWARE
- TOUCH SCREEN
- CAN STORE MORE THAN 400 PRODUCTS
- TWO-WAY VIDEO-CHAT

**THE TRUTH IS, FIDEL OK'D THE  
TRADE AGREEMENT WHEN HE  
LEARNED ABOUT JOLLY MEDS.**



*Sometimes in life you simply want the best and you're willing to hold your ground until you get it. When it comes to managing your health with medical cannabis, Jolly Meds delivers superior healing versatility and helps you exist better — wherever you are. Ask for us locally knowing that some people have gone to great lengths to get their Jolly Meds.*

**MEDICATED HARD CANDIES AND HONEYS**

© 2016 Jolly Meds. All Rights Reserved.

Visit us at [JollyMeds.com](http://JollyMeds.com)



# The Connector



Team Cannabis Rep Network

DAKOTA SULLIVAN,  
CANNABIS REP NETWORK'S  
CO-FOUNDER AND CEO,  
BRINGS A TWIST TO THE  
DISTRIBUTION GAME  
WITH HIS "SALES TOUR"  
PROGRAM.

**"THE CANNABIS REP NETWORK IS CURRENTLY THE LARGEST SALES TOUR COMPANY IN THE INDUSTRY,"** said Dakota Sullivan, the company's co-founder and chief executive officer. His unique "sales tour" idea works this way: CRN representatives schedule their visits with vendors in advance to meet and detail the benefits, key features, safety, formulation, and potency of medicine and other products. They're not sales people and they don't earn commissions. Their only job is to show you what's new and interesting, answer questions, and handle follow-ups.

"On any visit, they'll represent a maximum of five products or brands," Sullivan said. "This allows them to be knowledgeable about each product and limits the time commitment from you and your staff."

# ITAL HEMP WICK



ALL NATURAL WICK FOR SMOKING.  
ENHANCES FLAVOR AND EXPERIENCE.  
GREAT FOR USE WITH CONCENTRATES.

- ✱ **FREE SAMPLE** INFO AVAILABLE ON THE WEB SITE!
- ✱ AVAILABLE AT BETTER SMOKE SHOPS WORLD WIDE.
- ✱ **ASK FOR IT BY NAME!**

~~~~~  
[WWW.ITALHEMPWICK.COM](http://WWW.ITALHEMPWICK.COM)  
~~~~~

the original  
**I-TAL  
HEMP WICK**  
MADE WITH ORGANIC HEMP & BEESWAX

After educating their clients, CRN reps connect them directly with the appropriate supplier so they can place orders, discuss terms, and arrange for product delivery. CRN currently serves nearly 2,000 dispensaries, recreational stores, specialty stores, and delivery services.

“Since March, we’ve met with 1,000 retailers in California alone,” Sullivan said. “We’ve helped over thirty brands get products onto the shelves of over 200 dispensaries—all for a fraction of the cost of building their own sales teams.”

#### WHAT WAS YOUR VISION WHEN LAUNCHING CRN?

First off, cannabis has been only a very casual part of my life. However, I’m a staunch believer in personal liberties and also have real issues with the way local law enforcement has used simple possession of small amounts of cannabis as a reason for selective prosecution of mostly men of ethnicity. Our vision was simple: Replicate the wholesale sales and distribution model that supports most other industries into the cannabis sector. It’s clear the lack of this infrastructure is a pain point for producers and retailers alike. We saw an opportunity to fix a problem and build a healthy business.

#### WHAT REQUESTS DO YOU HEAR MOST OFTEN FROM DISPENSARY OWNERS?

As part of each sales tour visit, we ask the buyer what they need, haven’t seen, or want more of. The answer varies widely by type of retailer and season. However, everybody is always looking for quality flower, preferably exotic strains and preferably well tested. Microbial testing is a big plus. Beyond flower, most retailers are looking for whatever the currently hot extract might be—crumble, live resin, etc.

#### AS THE INDUSTRY MATURES, DO YOU FIND RETAILERS ARE CHANGING THE WAY THEY BUY INVENTORY?

Depends on the size of the store. The biggest retailers now have separate buyers for flow-



## Dakota’s Road to CRN

**1984**

BA from UC Berkeley (English & business)

**1989**

Advertising copywriter in New York with Grey, Draft FCB

**1996**

Co-founds Big Island, one of the first interactive agencies in NYC

**1999**

Sells Big Island

**2000**

Named VP marketing and channel sales for LookSmart, one of the first search engines

**2004**

Co-founds Zoto, a photo storage and sharing platform

**2005**

Becomes chief marketing officer for BlueLithium, one of the first behavioral-targeting ad networks; later sold to Yahoo for \$300 million

**2008**

Becomes SVP sales and marketing for Adap.tv; later sold to AOL for \$400 million

**2009**

Appointed SVP USA, for Velti, mobile marketing tech platform; Volta later goes public on NASDAQ

**2014**

Becomes SVP Americas for Amobee, mobile marketing tech platform

**2015**

Co-founds Cannabis Rep Network

ers, concentrates, edibles, and medicals. The vast majority of dispensaries, however, still rely on a group of managers and dedicated buyers who generally need the buy-in of ownership to bring on new lines.

#### DO YOU TAKE A COMMISSION?

In our core Sales Tour business, we do not charge commissions. We simply charge a low, flat fee per completed store visit. “Completed visit,” in our vernacular, means we do all the follow-up necessary after the initial visit to get a sales order or a definitive “no” from a buyer after their patients have tried product samples. This generally takes multiple phone calls and often repeated in-person visits.

We’ve found the data our reps gather and the nightly reporting we provide has significant value, so a model that only compensates for sales doesn’t accurately reflect the value of the service we provide.

We’re in the process of introducing a more traditional territory sales and distribution model to flank the sales tours, and that service will be commission-based.

#### HOW MANY SALES REPS DO YOU HAVE?

We have a core team of about ten full-time sales managers and tour directors in Southern and Northern California and now Colorado. These folks manage a small army of sales contractors, generally drawn from the pharmaceutical industry.

#### HOW IMPORTANT IS CUSTOMER SERVICE TO YOUR BUSINESS?

Customer service *is* our business. Every brand we work with is different and has unique needs. Every dispensary buyer we call on has things she or he is looking for right now, but they may need something different tomorrow. And, of course, patients’ needs change all the time. It’s our job, using data science but also human relationships, to guide our producers and manufacturers to make things patients want, and to stay on top of which retailers will be most open and receptive to which products and ideas. We do this every day across more than 1,000 dispensaries in California alone. In Colorado, we face a



**100** PRE ROLLED CONES IN 2 MINUTES



FUTUROLAUSA.COM

knockbox<sup>100</sup>

INFO@FUTUROLAUSA.COM

completely different dynamic as we engage with buyers in downtown Denver vs. remote rec stores in Vail or Eagle.

#### **DO YOU WORK WITH BRANDS AND RETAILERS ON IN-STORE MARKETING CAMPAIGNS AND PRODUCT DISPLAYS?**

We have a marketing platform called COMP (Cannabis Online Marketing Platform) that provides extremely accurate audience-targeting across online and mobile. We leverage COMP to help drive pull-through and demand creation. For example, we can target medical marijuana patients who live or work within five miles of a certain dispensary with a promotion for a specific product or brand.

Separately, we're starting to provide retail-merchandising services for brands. This may take the form of simply installing point-of-purchase displays or checking on

how a product is displayed in dozens of dispensaries—all the way to running patient-appreciation nights or representing brands at cannabis events.


#### **WHAT PRODUCT CATEGORIES DO YOU SEE HAVING THE BIGGEST UPSIDE IN 2016?**

We're going to continue to see creative new products on the rec side that combine or refine other forms of cannabis. For example, Kurupt's Moon Rocks and Caviar Gold set off a trend of combining flowers, oil, and kief or shatter that you now see producing a tidal wave of products from third-party producers and homegrown dispensary products. I think we'll also continue to see the immense growth of extracts in all forms.

At the same time, we're seeing the tip of the iceberg of medical cannabis products. We've worked with sublingual strips, capsules, tinctures, pills, and transdermal

patches, which are just the beginning. As more people realize they can use cannabis to treat conditions vs. relying on addictive prescription medication, I think we'll see a megatrend of growth, although I'm not sure that will occur by 2016.

#### **WHAT COMPANIES DO YOU FEEL HAVE DONE THE BEST JOB IN TERMS OF BRANDING AND DISTRIBUTION AT THE RETAIL LEVEL?**

Bloom Farms has done an amazing job with branding and distribution. Moxie and Audodabber do a great job of distribution in a less commercial way. New brands like Lola Lola, Pure Ratios, and Pot 'O Coffee have the branding and patient lifestyle dialed in and will have widespread distribution in 2016 for sure. 

---

FOR INQUIRIES: [CannabisRepNetwork.com](http://CannabisRepNetwork.com)



**in·formed**

Having or showing knowledge of a particular subject or situation.

[www.mg-magazine.com/subscribe](http://www.mg-magazine.com/subscribe) 

# THE HYPE IS REAL

## START YOUR OWN BRAND NOW!



CONTACT US TO SEE IF LICENSING OUR PROCESS IN YOUR STATE IS AVAILABLE

 PURITYLAB.NET

 INFO@PURITYLAB.NET

 602.503.8410

A WASTE-FREE PROCESS WHICH CONVERTS THE MOST  
UNDESIRABLE PRODUCT INTO A SOLVENT FREE CONCENTRATE!

# The Rad Pack

*THE ROLE OF PACKAGING/STORAGE in the cannabis industry has been the topic of feature articles in Fast Company and Packaging Digest. Today's designs are about style, child safety, and customization as much as they are about doing their job of displaying flower/products. Here are 7 to try.*



## 1 *Classing Up The Joint* **THE (BUREAU)**

With sales reportedly up 245 percent year-over-year, the company, formerly ROWDAWG, does business with industry leaders such as Harborside Health Center. Their storage products are trendy, stylish and cool.

**THE WORD:** “Whether for a boutique recreational retailer in Colorado, a large dispensary in California, or a medicinal-only manufacturer in the highly-regulated Connecticut market, we have created a professional, aesthetically pleasing ecosystem of storage products [that] fulfill regulatory needs and consumer wants,” their catalog notes.

**THE PRODUCTS:** The company offers a wide range of premium options for custom orders, including frosted and clear glass finishes, embossed logos, a range of color options, and laser engraving on wood lids. Bestseller: The SafeGuard, a sleek, merchandisable, child-resistant container available in several sizes.

**THE SPOTLIGHT:** The Bleecker preserves its contents with style and distinction. The 3.5-g container is constructed of durable glass and features an airtight custom seal.

WHOLESALE ORDERS: [TheBureau.nyc](http://TheBureau.nyc)

## 2 *The Big Dog* **KUSH BOTTLES**

Kush Bottles Inc. recently announced FINRA (Financial Industry Regulatory Agency) has approved the company’s 15c2-11 application for the ticker symbol “KSHB” (OTCPK: KSHB).

**THE WORD:** “The granting of this ticker symbol is a huge milestone for our company,” said co-founder and CEO Nicholas Kovacevich. “We’re excited to continue to build upon the momentum we’ve gained in 2015, under the heightened expectations of transparency and excellence that come with being a public company, as we build value for our customers, employees, and shareholders.”

**THE PRODUCTS:** A leader in providing certified child-resistant and customized packaging solutions, KB offers bottles, containers, and cannabis-related products in all states that permit adult-use or medical marijuana, as well as in Canada.

**THE NUMBERS:** More than 100 million bottles sold. Revenues up 135 percent over fiscal year 2013, to a record \$4 million. Gross profits up 97 percent over FY14, to a record \$1.428 million.

WHOLESALE ORDERS: [KushBottles.com](http://KushBottles.com)

## 3 *Made In The USA* **COOLJARZ**

Ken Loritz, co-founder and co-owner of Earthwise Packaging LLC, started selling specialty jars in 1996 and soon realized the products appealed to the cannabis industry. The company takes pride in manufacturing 100 percent of its products in the U.S. and uses only prime materials that are ASTM D3475-tested to ensure child-proofing.

**THE WORD:** “We also manufacture extracted oil filling machines for all forms of extracted oils—any viscosity—that will fill with extreme accuracy any container, vape pen, cartridge, small glass tube, and Cooljarz CRinge,” Loritz notes.

**THE PRODUCTS:** Child-resistant cannabis jars, bottles, vials, hinged-lid containers, pop-tops, wide-mouth jars, high-security lock jars, and point-of-purchase pre-rolled tubes.

**THE SPOTLIGHT:** The new oxygen-and-water child-resistant-certified threaded jars for extracted oils, flower, and edibles. The factory pre-applies high-quality custom-branding labels and outer boxes for all of its packaging and also offers patented, display-ready, hanging point-of-purchase pre-rolled tubes.

WHOLESALE ORDERS: [Cooljarz.com](http://Cooljarz.com)

## 4 *The StyleGuys* **HERB PRESERVE**

Herb Preserve manufactures stylish herb/apothecary jars that accomplish what the company’s name implies: preserve herbs.

**THE WORD:** “Our glass is not only sleek and discreet, it also enhances the quality and freshness of your herbs through the use of UV ray filtering. The glass is specially pigmented to filter out all visible light rays and has been lab-designed to only permit beneficial UVA and UVB light rays to pass.”

**THE PRODUCTS:** The 2-liter apothecary jar can hold more than 4 oz. of herb; the 1-liter apothecary jar can carry up to 2 oz. of dried herbs. Hand-fitted lids with an airtight, glass-on-glass seal offer excellent long-term bulk storage.

**THE SPOTLIGHT:** All-glass apothecary jar and 100ml glass screw-top jar.

WHOLESALE ORDERS: [HerbPreserve.com](http://HerbPreserve.com)

## 5 *The New Funk* **FUNKSAC**

This veteran-owned, Colorado-based company launched in 2013 with a vision to create secure bags and strong packaging to satisfy medical and recre-

ational markets. FunkSac currently sells its products in seventeen states and plans to be in twenty more by the end of March 2016, according to Garrett Fortune, founder and CEO.

**THE WORD:** “We are excited about our new packaging and being on the forefront of setting national standards for packaging in our industry,” Fortune says.

**THE PRODUCTS:** Recently, FunkSac expanded into the rigid plastics market with the launch of FunkJar flexible packaging and child-resistant FunkGuard XL.

WHOLESALE ORDERS: [FunkSac.com](http://FunkSac.com)

## 6 *Old Reliable* **BOTTLE AND SUPPLY**

Founded by caregiver, patient, and husband-wife team Craig and Stacey Livingston, the company has been selling bottles and jars since 2009. Sales in 2015 numbered 250,000 plastic and silicone containers.

**THE WORD:** As domestic and international employers, they also have a brand liaison stimulus program to expand their professional sales team. According to Nick McFadden-Keesling, office executive VP, “We are always looking for qualified candidates who have a medical marijuana certificate and current resumes.”

**THE PRODUCTS:** The latest include larger pop-tops, child-resistant flower and concentrate containers, and silicone dab slap trays. Three new products are in the works, but the company is keeping them under wraps until the big reveal in 2016.

**THE SPOTLIGHT:** 2 oz. glass jar. Traditional, handsome, and tailor-made for 21st Century cannabis retailing.

WHOLESALE ORDERS: [BottleAndSupply.com](http://BottleAndSupply.com)

## 7 *Premium Buzz* **VESSEL VERDE**

High-end bags and child-resistant materials are a primary focus for Vessel Verde. The company’s products are manufactured in a variety of sizes and configurations with a minimum order of 500 pouches. Michael Mead, VP of sales and marketing, said sales growth exceeded 100 percent in 2015.

**THE WORD:** “The demand for premium custom-printed flexible packaging has exploded,” Mead says.

**THE SPOTLIGHT:** Their side-gusseted pouch can be used for coffee, edibles, and large quantities of flower.

WHOLESALE ORDERS: [VesselVerde.com](http://VesselVerde.com)

# TEN. Questions for THERESA FLYNT



IN EARLY DECEMBER, **THERESA FLYNT**, THE DAUGHTER OF *HUSTLER* FOUNDER AND PUBLISHER LARRY FLYNT, ANNOUNCED SHE HAD ACCEPTED THE POSITION OF VICE PRESIDENT OF BUSINESS DEVELOPMENT AT **PINEAPPLE EXPRESS**.



**THE FORMER VICE PRESIDENT OF HUSTLER PARENT COMPANY LFP INC.** agreed to answer a few questions about her transition from adult entertainment to the cannabis industry, and her new role at her new company.

## 1 WHAT HAVE YOU BEEN UP TO SINCE LEAVING HUSTLER HOLLYWOOD?

Looking for this opportunity!

## 2 WHAT ATTRACTED YOU TO THE CANNABIS INDUSTRY?

There is nothing like building something and watching it grow. This is the beginning of something amazing, and we are all about to witness it. The legal marijuana industry may very well be the best ground-floor opportunity we've seen since the early days of the Internet. The idea of being able to find new beginnings in an industry where I can really make a difference excites me. I have always understood there are medicinal benefits from cannabis. Those are clearly documented in television shows, documentaries, and medical journals of firsthand accounts that show the benefits of it. Many of the stories are extremely touching.

## 3 DO YOU SEE ANY SIMILARITIES BETWEEN ADULT ENTERTAINMENT AND CANNABIS?

I see distinct similarities between the challenges we had to face in the past in launching the Hustler Hollywood stores and our initiatives here at Pineapple Express. We pioneered taking the adult entertainment store and bringing it into mainstream America. Instead of sneaking inside small, dark stores to purchase lingerie and other adult items, people could now feel comfortable walking into a classy, well-lit Hustler Hollywood store where they would find an atmosphere they weren't embarrassed to shop in. The shopper was welcomed by great customer service and well-run stores that have high-quality products.

I can now take my experience from the adult entertainment industry and apply it to the cannabis industry. We can pioneer taking the small, dark “pot shops” and bringing them into mainstream with the same concept in mind. Today, more people are shopping online, and it is essential to create a true shopping experience to get the customer into the brick-and-mortar stores and to return again.

#### **4 HOW DID YOU MAKE CONTACT WITH PINEAPPLE EXPRESS, AND WHAT ABOUT THE COMPANY ATTRACTED YOU?**

I’ve known the chief executive officer and co-founder, Matthew Feinstein, from back when he was an executive in the video industry. He heard that I had left LFP, so he reached out to me. I was following what he was doing with his new company as I had been looking into the cannabis industry to see how I could fit in. After learning more about Pineapple Express’s mission, it became obvious this is a perfect fit.

We have an amazing team of truly talented individuals with impressive experience from the canna-business industry. This team has assisted hundreds of entrepreneurs through Pineapple Express’s subsidiary MJ Business Consultants and through other past businesses within the cannabis industry since 2009. Our founder is the founder of Medbox, Vincent Mehdizadeh, and Matthew also comes from the original team at Medbox, as well as having an extensive retail background. I feel honored and excited to work with them.

#### **5 IS THERE A LEARNING CURVE FOR YOUR NEW POSITION, OR ARE YOU HITTING THE GROUND RUNNING—OR BOTH?**

Hitting the ground running! I’ve been at the Pineapple Express offices two weeks now. I’ve already gone to one investor conference, visited two potential locations for new Pineapple Express businesses, immersed myself in reading several cannabis industry articles from the past few years, and a lot more. Working for a public company is new and exciting.

#### **6 DO YOU HAVE A SENSE FOR THE CHALLENGES UNIQUE TO THE CANNABIS INDUSTRY?**

I do. Believe it or not, the challenges are less unique to the cannabis industry and more similar to the adult entertainment industry. The cannabis industry is seeing challenges the adult industry faced a couple decades ago. The laws are changing rapidly, so it’s critical to follow the developments and stay informed.

#### **7 WHAT ASPECT OF THE INDUSTRY EXCITES YOU MOST? WHAT ASPECT OF YOUR JOB EXCITES YOU MOST?**

The excitement is the potential. Imagine being a bootlegger during Prohibition in the 1920s. The opportunity is now! The business aspect is extremely enticing and comes at the right time, but for me it is also the personal feeling to be a part of helping people. I am sure everyone has been touched by knowing someone ill who really needed cannabis and was magically helped by its healing medicinal powers.


#### **8 DO YOU PLAN TO DO A LOT TRAVELING TO DIFFERENT STATES? WILL YOU BE ATTENDING A LOT OF TRADE SHOWS TO NETWORK AND MEET NEW PEOPLE?**

Currently, besides one dispensary in Illinois, most of the new Pineapple Express businesses will be concentrated in California and in other legal states on the West Coast. Most cannabis industry trade shows I will be attending will be in Vegas—surprise, surprise!—except one scheduled for March, which will be in Orlando, Florida. Future travel will depend on the growth and priorities for the business.

#### **9 YOU ONLY RECENTLY JOINED PINEAPPLE EXPRESS, BUT IS THERE ANYTHING YOU CAN SHARE ABOUT THE COMPANY’S PLANS FOR THE FUTURE?**

Let’s just say a grand plan for the future is that when the Federal Government condones cannabis in a few years, Pineapple Express will be poised to be one of the first nationally branded cannabis store chains. We are also working on a new website with a URL that is going to blow everyone away.

#### **10 HAVE TO ASK: HAS YOUR DAD WEIGHED IN ON YOUR NEW GIG?**

You’ll have to ask him, as he likes to speak for himself. However, I can tell you that as a father, he is very supportive of me and my decisions. 



*PINEAPPLE EXPRESS [OTC Pink: PNPL] is a publicly traded company. We provide capital to our canna-business clientele, lease real properties to those canna-businesses, and provide consulting and technology to develop, enhance, and/or expand existing and newly formed infrastructures. We intend to create a nationally branded chain of cannabis retail stores under the Pineapple Express name as soon as federal laws allow.*

## Some FACTS



TWENTY-THREE STATES and the District of Columbia have created rules and regulations that make it safe and legal for people to treat themselves or their ill children with medical marijuana. Four of those states allow adult use for anyone over 21 years old.

ACCORDING TO The Huffington Post, this is the fastest growing industry in the country. ArcView, a cannabis industry research firm, put the size of the legal marijuana market at \$2.6 billion in 2014 (up 74 percent over 2013). ArcView also said legalization will lead to continued growth of at least double-digit percentage points for the rest of the decade.

ANOTHER STUDY by a pro-marijuana group said the industry, if fully legalized across the country by 2020, could be worth \$35 billion each year.

# THE BLOSSOMING OF & Buds & Roses' AARON JUSTIS

*The famed dispensary's 39-year-old president is a tireless and ubiquitous proponent of rational regulations and an optimistic sea of calm in an industry with a wild-child reputation.*

It's not much of an exaggeration to say everyone has heard of Buds & Roses, the high-end medical marijuana dispensary that's become a fixture of sorts on Ventura Boulevard in upscale Studio City, California, and whose president, Aaron Justis, is well-known not just within the cannabis industry, but also among politicians in cities from Los Angeles to Sacramento and beyond. As far as his very presence in the industry goes, the 39-year-old entrepreneur, activist, husband, and father of two seems to be everywhere. He sits on the Studio City Medical Marijuana Advisory Board and the steering committee of the Greater Los Angeles Collective Alliance (GLACA), serves as a board member for both

the National Cannabis Industry Association (NCIA) and the California Growers Association (CGA), and recently helped found a group called the Cultivators Alliance. And that's just the short list. He also can be found at just about every industry event, bringing a consistently serious and thoughtful intelligence to bear on the most significant issues of the day. All of this is in addition to his day job as a brick-and-mortar retailer overseeing the day-to-day operations of Buds & Roses, which he began operating about six years ago after moving his family to California from Illinois, in short order taking the non-profit collective from annual revenues in the tens of thousands to reportedly more than \$3 million in 2015.



*Written by Tom Hymes  
Photography by Thomas O'Brien*





How Justis does it all is anyone's guess, but after speaking with him it soon becomes apparent his commitment is genuine, and he brings a special aptitude to his duties. Not least among his gifts is a sense of balance and perspective, qualities that serve him well running a cannabis business and also set him apart. At industry events that often feature larger-than-life characters, his calm demeanor paints him as a different breed of cat. He can seem cold at times, too intellectual in a world of boisterous outlaws and miscreants, but in fact he is warm in person, engaging and eager to find a human connection that puts his guest at ease, even when the subject veers into something uncomfortable, like running what some consider a criminal enterprise.

He answered a question about the state of business with impressive candor. "The current environment is very unstable. We're actually illegal, just like every dispensary in the city, but if we can prove it in court, we have limited immunity from prosecution. Because we're all illegal, the city can't pick and choose and go after non-probity collectives. We're basically all banned, and if they get community complaints, neighborhood complaints, they can raid us and cause us problems, and then it's up to us to prove that we qualify under limited immunity."

The twenty-year veteran of cannabis activism sounded as though he were explaining why he had been all but coerced into his current role of uber-activist like Casablanca's Rick Blaine was forced to fight the Nazis. Justis doesn't want to fight; he'd rather be a lover, but his sense of fair play won't allow him to back down in the face of inequity.

"My whole thing is that I have a major problem with the war on drugs," he said. "The city I'm from, Rockford, Illinois, often ranked the second or third most dangerous city in America, and I grew up seeing a lot of problems that happened because of the war on drugs, mainly to minorities.

"I got here in the middle of 2010," he continued, "and in 2011 and 2012, I was still investing my life savings in the business and working for free. For both years I worked for \$25,000, hoping that one day I would get reimbursed for my time and the money I invested moving my family across the country. The previous year, when I took over Buds & Roses, their total sales were \$40,000. I quickly bumped that up, but besides working for free and a few thousand dollars, we built this from zero. No loans, just reinvesting in more product—door handles, flooring, a printer—slowly building it from the ground up. It was me and Tyler, my best friend from when I was eleven, who is now my brother-in-law. Once we got the dispensary, we didn't want to build this big company; we wanted to just get a license. Five or six years later, that's still the plan."

Challenges inherent to collective life in L.A. created ongoing obstacles, like being at the constant mercy of the police. "In Los Angeles, it's the [L.A. police department] that made the regulations, because if they want to bust you for concentrates one week, they bust you," said Justis. "They even came after us for the Sherman Act a couple of years ago, for not labeling properly. And we were like, wait a minute, that doesn't even fly. It doesn't mention cannabis in the law, but they would still raid dispensaries over that."

His solution was to self-regulate. "Because the supply-side is unregulated, we created a rule whereby you had to be a patient for 90 days before we would take your product, or even look at it. There is a way to bypass that—I can make the decision—but those who usually bypass it are manufacturers of quality products that are pre-packaged and have done all the things with their labeling that we demand even though there are no regulations that require special labeling. So those are two ways that we self-regulate: the 90-day policy and labeling."

He said the collective is also diligent about paying taxes, which has created good will with city halls and tax collectors, but there is a downside.



women  
**GROW**  
**LEADERSHIP**  
**SUMMIT** | FEBRUARY  
3-5  
**DENVER**  
**COLORADO**

[WomenGrow.com/Summit](http://WomenGrow.com/Summit)

**THE LARGEST  
NATIONAL EVENT FOR  
WOMEN IN THE CANNABIS INDUSTRY**

**3 DAYS | 1,000 WOMEN | 65 EXPERTS | ONCE A YEAR**

**3 TRANSFORMATIONAL DAYS**

Once a year the top women in cannabis come together to welcome newcomers. Join hundreds of women & men from across the country for three days of intense experiential learning in the Mile High City. You'll leave Denver with the knowledge and connections to ignite your cannabis career.

Don't miss your chance to join America's fastest growing industry—California, Arizona, Nevada, Maine, Massachusetts, Michigan and Ohio are all predicted to legalize in 2016—so now is the time!

— **GET YOUR TICKETS HERE!** [WomenGrow.com/Summit](http://WomenGrow.com/Summit) —

#WomenGrow

[WomenGrow.com](http://WomenGrow.com)





thrilled to have our product in their store, which feels great coming from the number one retailer in the country.”

The foundation of the Buds & Roses flower is the veganic process created with noted cultivator Kyle Kushman. “We worked with Kyle for a long time but have not for about six months or so,” said Justis, who explained he has moved beyond the Vegamatrix nutrient Buds & Roses helped develop not as an owner, but as a partner.

He added, “Now our flowers are still veganic, but we are advancing our cultivation techniques, and doing a ton of research and development. There is much more to our methods than the nutrients, and we need to continue the scientific research we’re doing now for the health of the plants. Our quality has a lot to do with the strains we select, the way we cure, store, and handle the product, and the way we grade it. It explains our success and why we’re continuing to focus on the highest-quality products we can produce, starting with the flower itself.”

Buds & Roses’s world-class flower also forms the foundation for Justis’s vision for the future. “My ultimate goal is cannabis consumption facilities. Every place that there is a Starbucks, everywhere where there is caffeine or alcohol, sugars and fats, there should also be a cannabis café where people can get together and use cannabis,” he said.

“That is what I want in the future. Again, I’m an optimist, and even though I’m deeply involved with it, I just want to move the industry forward so we can get to that place. I don’t want to do anything that prohibits that.”

“The other thing,” he added, “is that I simply believe cannabis reduces so many harms.”

The Illinois native and globetrotting cannabis advocate still finds Southern California the epitome of his dreams. “Here’s what it is: When there’s blood in the streets, that’s when you buy, and Southern California is very bloody,” he said. “It *is* the marketplace. Even though there are only maybe twenty real licenses in Southern California, as they come online I hope to get some of them and expand throughout the area. There are so many cities, and I love it here. It’s beautiful. This is like heaven on earth. I need to have relationships throughout Southern California and I’ve been building those, and you will see that, similar to Harborside, we will also expand from one dispensary to three or four.”

Like any true entrepreneur, Justis’s vision is even more ambitious. “Retailers are on the front lines, plain and simple, and I’m making change, not following change,” he said. “I could see myself opening ten stores a day, similar to [Starbucks chairman and CEO] Howard Schultz, but we’re talking ten years in the future.” <sup>ms</sup>



# CANNABIS SAP FOR VAPOR CONNOISSEURS



**855.710.DANK**

**WEEDSAP.COM**

 **DANKTANK\_OFFICIAL**

**#DANKTANK**



# When is a Strategic Partnership Right for Your Cannabis Business?

**O**NE OF THE BIGGEST mistakes a cannabis business can make is trying to do everything alone, but once the right internal team and structure are in place, a business may want to consider strategic partnerships with other businesses that complement the team's core competencies.

In an effort to capture the synergistic effect that a successful partnership or joint venture cultivates, strategic partners should share a vision for the business moving forward. Additionally, the right strategic partner can add resources, help scale business, build a brand's reputation, increase overall valuation and market share, provide access to new networks and distribution channels, share in risks or costs, and otherwise provide a business with a competitive advantage. Particularly in an emerging market with tremendous room for growth, there is room for everyone to succeed. Cannabis businesses, entrepreneurs, and operators should feel encouraged to look at the people they meet as opportunities before defining them strictly as competition.

How does a cannabis business owner determine who to partner with, and how should potential partners be evaluated?

## IDENTIFY YOUR NEEDS

Start by defining your target market. Understand your customer base and identify the solutions you can provide to customers that will benefit them the most. The process will help you identify gaps between a complete solution and what your business currently delivers. Recognizing gaps allows you to chart your partnership roadmap and illuminate the places you need to partner in order to deliver a more complete solution. Of course, in the cannabis industry's ever-evolving legal, regulatory, and business landscape, you will likely never have enough capital, resources, or partners to deliver a truly complete solution. However, through an honest evaluation of your business's core competencies, filling the gaps with appropriate partners can bring you as close to your goal as possible.

## FIND THE BEST FIT

With your team, identify the most important criteria for finding the best fit in the areas of need you have identified. Aspects to consider include:

### Access to other networks

Does the potential partner have access to networks you do not? Who are their other partners, if any, and how would they benefit your business? Would the new network help fill gaps and provide what you need to obtain a more complete solution?

### Compatibility

Is the culture of the business and management team of your potential partner compatible with yours, and do you have compatible core competencies? The importance of a good culture fit and the alignment of core values cannot be underestimated and is often the difference between long-lasting business relationships and ugly endings.

### Impact

How much value would the potential partner bring to your business? Would the alliance impact your competitive position, brand awareness, or market traction? How much does your potential partner want in return for the value they are able to provide?

### Reputation

What is your potential partner's business track record, and do they share your level of commitment? Do they have a good reputation with their current partners if they have any? What is the professional history of the individuals who compose their management team? Do their brand values complement yours? Have you researched them as thoroughly as possible? Can you trust them?

### Risks

What are the risks in moving forward with this potential partnership? Is your prospective partner financially secure? Would there be an imbalance in levels of expertise, investment, or assets brought into the partnership or venture? Is your team comfortable with the partnership? Does either party feel threatened?

### Similar goals

Does the potential partner share similar goals and objectives for the partnership? Are your interests aligned to maximize the potential to create a successful, long-term, synergistic alliance?

## PRIORITIZE, PREPARE & PARTNER

### Prioritize

Using the criteria identified above, prioritize your potential partners based on your evaluation. Even if you have a pre-existing relationship with a potential partner, you have only one chance to make a first impression as it relates to your business acumen and professionalism. Approach the potential partnership the same way you would

approach targeting key client acquisition, and be able to answer why a potential partner would want or need to partner with you. Understand what you bring to the table that helps them compete more effectively.


### Prepare

Understand the company's goals, objectives, and strategies and their position in the marketplace. If you don't know, ask! Think through what your combined value proposition would be to your customers. Identify a compelling vision for the partnership and articulate the impact of that vision on the marketplace. Make sure the potential partner knows exactly what you are proposing, and vice versa, through the use of a business terms document such as a deal memo, letter of intent (LOI), or memorandum of understanding (MOU). These documents can save huge amounts of time and misunderstanding down the road.

### Partner

The way you legally establish your partnership or joint venture affects how you operate and how any profits are shared and taxed. It also affects your liability if anything goes wrong. You need a clear legal agreement setting out objectives; financial contributions; any assets or employees that will be transferred; ownership of intellectual property created; management and control; how liabilities, profits, and losses will be shared; how any disputes between parties will be resolved, and exit strategies for both failure and success.

### Get to work

Before rolling that celebratory joint, sit back and take a moment to realize that after the new partnership or joint venture has been formalized through a written agreement, the real work begins. Your new alliance must develop a plan that outlines short-term and long-term objectives, goals, courses of action, individual and group responsibilities, and milestones that can be used to gauge progress. The health and happiness of the overall relationship should be carefully monitored, as unhappy partners can quickly snowball from minor issues to complete separation if not dealt with swiftly and appropriately through transparent and immediate communication. Treat your partners the way you want them to treat you. Act with integrity and live up to your commitments in business. If you can do these things successfully, you can set yourself apart in the marketplace. Develop a reputation as someone who can be trusted in a partnership, and you will have a career filled with great stories and long-lasting relationships built upon the success you create by working effectively with others. 

---

*FRONTERA LAW GROUP (FronteraLawGroup.com) focuses on cannabis legal services, corporate formation, cannabis business development, and helping cannabis companies of all kinds succeed in capitalizing on the positive changes we see occurring in the U.S.*





# SOPHIE OF THE EVERYDAY MIRACLES

Tracy Ryan of CannaKids moves heaven and earth to bring medically sound, cannabis-based solutions to her own and other seriously ill children.

**W**hat if, out of the blue, your infant daughter was diagnosed with cancer? A rare brain tumor that may or may not turn malignant, that acts unpredictably and can't be stopped with chemotherapy. Chemo will only slow the tumor's horrific growth, spider-webbing its way around your little girl's optic nerve. The tip off? An uncontrollable shaking of one eye that started without warning, a condition with a very scary-sounding name called nystagmus.

What would you do?

Meet Tracy Ryan, chief executive officer of her own busy social media marketing agency and self-professed "mama bear" to Sophie, her longed-for only daughter. While managing a high-powered career and large staff, Ryan married her husband, Josh. The two wanted to begin a family right away. Married in September 2012, Tracy Ryan was pregnant by the following January. Sophie was born in October 2013. Everything was perfect. Then, a sudden change caused things to start moving very quickly.

"These types of tumors are typically slow-growing, but at the time, we didn't know that Sophie's was not a slow-growing [optic pathway] glioma," Ryan said.

She speaks like the veteran of many conversations with doctors and nurses, throwing out words like vincristine-carboplatin (chemo drugs used to treat Sophie). Ryan can read an MRI with the skill of a technician; Sophie has had 14 of them. "It's categorized as 'slow-growing,' but we found hers acts aggressive when she's not on treatment," Ryan said. "During the observation period, her tumor hit a growth spurt and she ended up having to have brain surgery. She was in the hospital recovering from that on her first birthday.



*Written by Joanne Cachapero  
Photography by Thomas O'Brien*



I DIDN'T WANT  
TO GO TO THE  
BLACK MARKET  
OR DISPENSARIES:  
I WANTED TO  
MAKE MY OWN  
MEDICINE, SO I  
BROUGHT IN AN  
INVESTOR TO  
START A GROW.

—Tracy Ryan

“They told me over the phone, when they called me to tell me the tumor had hit a growth spurt... They told me, if it did turn out to be an aggressive glioma, she wouldn't live to see her second birthday,” Ryan recalled. “I was about to leave for work. I was standing in my bedroom and I literally collapsed to the bed and then the floor because I just lost it.

“We started cannabis when she was nine months old,” Ryan continued, explaining the cannabis treatment began just weeks before Sophie started her first round of chemotherapy. “Chain of events: diagnosed at eight and half months old; within two weeks we were connected to [former actress and talk show host] Rikki Lake and [filmmaker] Abby Epstein; another two weeks, so a month later, we had cannabis oil in our hands and Sophie was videotaped taking her first dose. This was during the time we were in an observation period, and when we started giving her the cannabis, the nystagmus in her eye started to resolve. We all—including her medical team—thought the cannabis was working.”

At first, the Ryans reacted like any parents would: They were devastated. Then, Tracy Ryan decided to do the only things she could do: explore treatments that might help her daughter; research everything from nutrition to chemotherapy and alternate therapies to treatment financing. She also found strength in reaching out to other par-

ents in the same situation. Using a Facebook page called “Prayers for Sophie,” she contacted other moms whose children had cancer, epilepsy, autism, and other serious, disabling conditions.

“It's evolved and become this really beautiful community where we all support each other and help each other out, give each other guidance,” Ryan said. “I'm admin on the page, so I go in every day, and if there are questions to be answered, I'll jump in and answer. I've become a dosing expert because of what I've had to do on a regular basis.

“As my experience with cannabis evolved, I realized there were a couple of really good oil makers out there, not a lot,” she continued. “I wanted to be more than just a voice on a page—I wanted to give back. And because of me running my own company for a number of years, I knew how to build a business, build a brand. I already had a team in place.”

Ryan founded non-profit CannaKids and Saving Sophie specifically to supply seriously ill children with medicinal cannabis oils, as well to provide information and resources their overwhelmed parents otherwise would have to hunt down on their own. Ryan, a public speaker, also educates healthcare professionals interested in learning more about medical marijuana. CannaKids has two registered nurses on-staff, dosing experts who assist patients. In March 2015, the organization rolled out its own line of medicinal oils.

“I didn't want to go to the black market or the dispensaries because I wanted to make my own medicine,” Ryan said. “I brought an investor in that funded a grow operation—a 1,000-square-foot greenhouse on twenty acres of land—and we started to grow. We worked with Dr. Bonni Goldstein to identify the terpene profile we wanted, so our medicines are chemo-therapeutic, anti-tumoral, anti-anxiety, and appetite-stimulating, because we wanted it for pediatric cancer.”

Goldstein, Sophie's pediatrician and cannabis doctor, said unlike Sophie—who started cannabis treatment soon after diagnosis—most of her patients have been through a whole regimen of traditional therapies with little success.

“The group that comes to see me are people that are not getting very good results,” Goldstein explained. “They were told, ‘There is nothing for your child.’ Or, ‘Well, we know you tried twenty medications but you can try twenty more.’ The reality is those children and adults are not going to respond, so it does feel like a miracle [when they see good results from cannabis].”

Goldstein served her residency at Children's Hospital Los Angeles from 1990-93 and was chief resident from '93-'94. After that, she practiced emergency pediatric care, first as a critical-care transport doctor, and then in the pediatric emergency department for twelve years. In 2008, during a break from work to spend more time with her family, a friend who had become seriously ill was interested in trying cannabis for pain relief and approached her for advice. The scientific data turned Goldstein into an advocate for patients trying to access medical marijuana.

"You know, I didn't know anything," Goldstein said. "I helped her, and I really didn't want to go back to emergency medicine with the hours that are so difficult for someone who wants to be a mother. I got a job working part-time in a medical cannabis specialty office in Long Beach, California, and subsequently bought a medical practice that focused on medical cannabis specialty, which is where I am now. It's called CannaCenters. We do not do primary care or pediatric care—we are a practice dedicated to helping patients who use medical cannabis for their serious and chronic conditions.

"Since 2008, I've probably seen 7,000-plus patients. At one point, I kind of calculated back and figured we were close to 10,000 visits over the years, so I'm deep in it." She laughed.

"I want to tell you they're patients that could get lots and lots of pain medication and sleeping pills," she pointed out. "Their doctors would gladly give it to them. But despite the side effects and risk of addiction, they're not addicts and they want to function. Anyone who reads this article, if there's one thing you take away: Why wouldn't you use a non-toxic medication that lacks side effects, if it gives you the benefit you're looking for? It makes no sense to take medicine that has a lot of side effect and addiction problems."

At first, patients did their own research or learned about CannaCenters by word of mouth from other patients. But since CNN's Dr. Sanjay Gupta revealed his findings on the now-well known CBD-rich Charlotte's Web strain developed for a young girl with severe epilepsy, interest and referrals have increased.

"Oncologists are sending me patients; primary care doctors; developmental pediatric doctors that have children with seizures or autism or psychiatric disease. Some pediatric neurologists are referring patients."



All mammals have a little-known biological system called the endocannabinoid system that enables the body's response to cannabinoids like CBD and THC. Goldstein compares low cannabinoid levels in patients to a condition like diabetes, which is the result of insufficient insulin. Like a diabetic who's able to maintain health by supplementing with insulin, patients who have cannabinoid deficiencies can see so-called miraculous results when they take supplemental cannabinoids. The only source of cannabinoids outside the body is the marijuana plant.

"But it's not a miracle; it's just science," Goldstein said. For young doctors in medical schools, marijuana is still held to be a "drug of abuse," she noted, allowing antiquated beliefs to override evidence from available research and a wealth of anecdotal accounts. For physicians awaiting more current data, a rush of clinical trials is well underway as patients and providers become more interested in the potential for medical marijuana. Eventually, Goldstein intends to publish her findings from the practice at CannaCenters.

CannaKids' Ryan soon will start clinical trials with research scientist Dr. Shiva Ayyadurai in a new business venture called Endosolve. Using Dr. Ayyadurai's digital model of the endocannabinoid system, they will begin to analyze and document the effects of cannabinoids on various diseases and

SOPHIE IS NOW  
THREE." SAYS  
RYAN. "SHE IS  
HILARIOUS,  
BRILLIANT,  
SLEEPS GREAT,  
EATS LIKE A  
CHAMP AND IS SO  
LOVING. SHE HAS  
A FULL HEAD  
OF HAIR



# CANNABIS COLLABORATIVE CONFERENCE FOR THE INDUSTRY - BY THE INDUSTRY

## COMING TO PORTLAND FEBRUARY 2-4 2016



### INVESTOR SUMMIT

*Pre-conference Day Event - February 2nd!*

Looking to invest in the cannabis space or gain access to capital for your business? Join the Marijuana Investor Summit for a day of investor and entrepreneur workshops to learn from industry insiders and investment experts.



### OLCC /METRIC TRAINING

*We are Anticipating 3,500+ Attendees!*

The OLCC will provide workshops on the Cannabis Training System (CTS), and along with the CTS vendor Franwell Metrc will have small group sessions and hands-on interactive demonstrations both days.



### CAREER READINESS PRE-CON EVENT

*Become a Part of the Burgeoning Cannabis Industry!*

- Qualified staffing agencies
- Top cannabis recruiters
- Assistance with transitioning to or within the cannabis industry
- Job positions within all facets of the industry from entry level to executive level



### EDUCATION

*The Collective Knowledge of industry Experts!*

- CCC & OLCC training videos from the experience of industry experts
- Exhibits from a wide variety of businesses in the industry
- Over 30 educational modules from leaders in the industry
- Business networking opportunities



[CCC-CON.COM](http://CCC-CON.COM)

[SALES@CCC-CON.COM](mailto:SALES@CCC-CON.COM)

503.675.1380



## TO LEARN MORE



**CANNAKIDS:** Founded by Tracy Ryan on behalf of her daughter Sophie and other seriously ill children who may benefit from cannabis oil therapy. CannaKids provides parents with guidance and resources, as well as access to the organization's proprietary line of medicinal cannabis oils. Generous sponsors and donations support CannaKids. **Contact:** [CannaKids.com](http://CannaKids.com)



**UNITED PATIENTS GROUP:** With an easily navigated website that's chock-full of information about every aspect of medical marijuana, United Patients Group is a great place for new patients to start their research. Everything from A to Z, and affiliated with a roster of cannabis industry organizations. **Contact:** [UnitedPatientsGroup.com](http://UnitedPatientsGroup.com)



**SOCIETY OF CANNABIS CLINICIANS:** For healthcare professionals interested in exploring medical marijuana and cannabis therapies, the Society of Cannabis Clinicians provides information including research studies, videos, legal resources, education, and training. **Contact:** [CannabisClinicians.org](http://CannabisClinicians.org)

“

IT'S NOT A  
MIRACLE; IT'S  
JUST SCIENCE.”  
SAYS  
DR. BONNIE  
GOLDSTEIN,  
SOPHIE'S  
PEDIATRICIAN.  
“WHY WOULDN'T  
YOU USE A  
NON-TOXIC  
MEDICATION  
THAT LACKS  
SIDE EFFECTS?”

conditions, the first of which will be optic pathway glioma.


So, how's Sophie? After an initial thirteen months of chemo combined with cannabis therapy, her results have been amazing and atypical. She's also experienced a few setbacks. She recently started another round of chemo, after it was determined the best results come from a combination of chemotherapy and cannabis treatment.

“She is now three,” Ryan said. “She is hilarious, brilliant, sleeps great, eats like a champ, super-funny, so loving and outgoing. [Cannabis] hasn't done anything negative to her whatsoever. If anything, it's protected her little body from all of these toxic treatments. She's never gotten neutropenia, which is when the white blood count drops below a healthy level. She's never gotten neuropathy in any of her limbs, which is the tingling nerve damage that can happen from the vincristine that she's on. She's never once spiked a fever, ever, on chemotherapy. And they told us that at some point she would be hospitalized for fevers. Her bone marrow repaired itself. She has a full head of hair. She has always gained weight and grown while on chemo treatments. And she's done fantastic.”

Since going public with Sophie's story, Ryan has received attention from media outlets like Huffington Post and appeared in a National Geographic series about medical marijuana. Sophie also will take part in two documentaries: *Weed the People* being produced by cannabis advocates Rikki Lake and Abby Epstein, and the movie *Saving Sophie*, being produced by her mom.

A towheaded child with a cherubic face, Sophie has no idea every day is a miracle. She has no idea how determined her mom is to find any option, even if it means pioneering a new approach. Sophie is unaware that she and her mother are



leaving little miracles along the way so other children and their parents may navigate dark and unknown territory. 

---

*JOANNE CACHAPERO is a freelance writer in Southern California, where she lives with her dog Jackson.*

# 6 Questions to Ask Before Hiring a Lawyer

CHOOSING A LAWYER FOR YOUR MEDICAL OR RECREATIONAL CANNABIS BUSINESS PRESENTS A NUMBER OF CHALLENGES AND RISKS.



**F**or many of you, this is your first business and you don't have prior experience dealing with, let alone selecting, a lawyer. For others, your past experience with lawyers was in a criminal matter, where the skill set you needed in a lawyer was likely different. And, even for those of you with more experience working with lawyers in a business context, the canna-business is a different animal and presents unique challenges in selecting a lawyer.

**THE NEEDS OF THE CANNA-BUSINESS CLIENT** typically cut across several different substantive practice areas. Canna-businesses are unlikely to find a single attorney to handle everything, as very few lawyers possess experience and expertise in the subject matter or a willingness to represent clients in the space, partially because unique dangers are presented by federal law. At the same time, opportunistic and ethically challenged lawyers are preying on the growing number of people interested in the cannabis sector, more interested in taking money from the client than providing meaningful information and services. The cannabis industry is ripe for such unscrupulous behavior, given the large numbers of well-intentioned but naïve entrants to the market, the allure of money, and the saturation of misinformation and confusion about the laws.

And yet, choosing the right attorney is critical to deciding whether to invest in the space, the success of the business, and perhaps even avoiding criminal prosecution.

Over the years, I have had a number of clients come to me after disappointing experiences with other lawyers. Many of the clients were out-of-pocket the legal fees or in some cases tens of thousands of dollars on a misguided investment. In an effort to help both the novice and the more experienced canna-businessperson navigate the lawyer selection process and avoid such pitfalls, here are six things to consider or questions to ask before selecting a lawyer.

**1 CONSULTATIONS MAY COST.** In some settings, lawyers do not charge a fee for an initial meeting to discuss the potential client's needs, whether the lawyer can meet those needs, and what representation might cost. But many lawyers, including those in the cannabis space, charge for an initial consultation to discuss substantive issues. For example, I typically charge a slightly reduced fee for an initial one-hour consultation on cannabis law and business issues, and then credit that fee back to the client if they retain us, but I don't charge for a shorter introductory call that covers my fees and services. There is no right and wrong here, but before you meet with a lawyer you should ask about his or her practice for consultations and what you can expect to cover. If you can find out in an hour and for a relatively small price whether or not the opportunity is worth pursuing and get valuable information, then a consultation fee is a good investment.

**2 LAWYERS SPECIALIZE IN DIFFERENT PRACTICE AREAS.** Starting or maintaining a canna-business raises a broad spectrum of legal questions and needs. For example, there are criminal law considerations (both federal and state) as well as state regulatory schemes that govern the business activity and the process for obtaining licenses. Even in California, the legislature finally got around to passing a licensing scheme



WeedClub

Cannabis Business Hub

*Friends in High Places*

[www.WeedClub.com](http://www.WeedClub.com)

[twitter.com/420](https://twitter.com/420)

nearly 20 years into the industry's life. There are also corporate law and entity formation issues, which in turn have implications for tax liabilities and ownership/control between partners. There could also be intellectual property and leasing/real property issues. Outside larger law firms with lawyers in different specialties, where the fees are generally much higher, it is rare to find a single lawyer who can competently handle every need or problem that arises. I am a bit of an oddball—take that as you wish—because I came out of very large law firms and have a background in criminal defense, civil litigation, regulatory compliance, entity formation, and transactional work, among other things, but I don't consider myself an expert in tax or employment law. If a lawyer represents they are an expert in each of these practice areas, that may be a red flag. The bottom line is to ask precisely how a lawyer can help you and the focus of their cannabis-law practice before signing an engagement.

**3 NOT EVERY LAWYER IS AS ADVERTISED.** This may come as a shock, but not all lawyers are built alike, and just as in any other profession, they come in different levels of competence and integrity. Being competent in a particular area means more than having a law degree or a splashy website claiming expertise. When it comes to lawyer advertising and marketing, each state has its own rules as to what is allowed. California, for example, does not allow lawyers to represent they are “certified specialists” in a given practice area unless they have passed the test specific to that specialty (i.e., criminal law). However, there is no such certification for cannabis law and therefore no prohibition against a lawyer marketing himself or herself as an expert in that area. In other words, there is room for lawyers to take advantage of the unwary by falsely claiming expertise in cannabis law. I recommend not being overly influenced by a lawyer's marketing or putting too much emphasis on a lawyer's statement that he or she represents so-and-so. Many of us don't disclose the names of our other clients, so you have no way to know whether that other client is happy with the lawyer's services. Ideally, get a lawyer referral from an industry insider you trust who has had personal experience with the particular lawyer, and don't be afraid to ask the lawyer about his or her experience and background.

**4 BE AWARE OF POTENTIAL CONFLICTS.** Lawyers are obligated under rules of professional responsibility to avoid engagements where the interests of the prospective client are actually or potentially in conflict with the interests of another client. Among other considerations, lawyers owe each client a duty of loyalty and zealous representation, which is difficult to achieve if the lawyer represents two clients with even slightly different agendas. Although the rules vary by state, California lawyers are required to analyze and anticipate potential conflicts between two clients and, if there are any, inform both clients and have them waive the potential conflict in writing before accepting the engagement. Actual conflicts, which are easier to spot, typically cannot be waived, nor would you want your lawyer put in that position.

Although such conflict issues arise in other areas of law too, they seem much more frequent with cannabis clients and are too numerous to cover here. Be aware, however, that potential conflicts can arise between two parties to a transaction—even between you and your partner who today is your best friend for life. It also can occur where the lawyer is trying to obtain a dispensary or cultivation license for a client while at the same time trying to get the same limited license for another client. Licenses are limited in number. Don't be shy about raising potential conflict issues with your lawyer and be cautious about waiving potential conflicts without discussing and understanding them first.

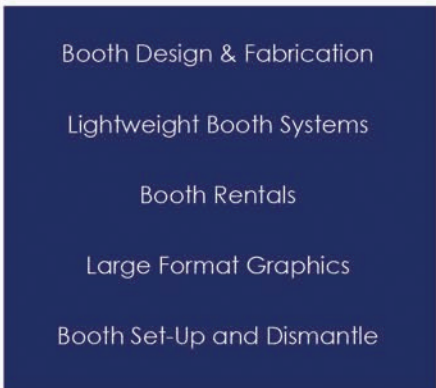
**5 BEWARE OF MIA ATTORNEYS.** The primary complaint I hear from clients who come to me from other lawyers is that the attorney would not respond to calls or emails or failed to deliver work-product in a timely fashion. In California, as an example, lawyers are obligated to keep their clients reasonably informed about significant developments and to respond to reasonable requests for information and documents. This obviously leaves a great deal of discretion to the lawyer in terms of how often they must communicate with the client, and different lawyers handle this differently. While a failure to respond to calls and emails in a timely manner usually will not be an ethical violation, it certainly creates bad feeling and undermines the attorney-client relationship. Conversely, a lawyer's failure to provide work-product in a timely fashion could constitute not only an ethics violation but also a breach of contract, depending on whether a deadline was missed. To avoid problems later, I recommend discussing your expectations with the attorney in advance, and if appropriate, perhaps even including in the engagement letter additional language addressing these concerns.

**6 CHECK WITH THE STATE BAR ASSOCIATION.** Lawyers in each state must be registered with the state bar, which is the entity within state government that regulates professional conduct and disciplines lawyers for professional misconduct. You can usually find information online about the lawyer and any disciplinary history. This will not necessarily tell you about past misdeeds because not all clients report complaints to the state bar. However, consulting bar association records is a good way to get information easily, and you can take some comfort in a lack of any reported complaints, especially with lawyers who have been in practice for some time. *ms*



*MICHAEL CHERNIS of Chernis Law Group P.C. in Santa Monica, California, is an attorney with 20+ years of experience. A graduate of Fordham Law School in 1994, he represents collectives, dispensaries, cultivators, manufacturers and other medical cannabis clients, and lectures frequently on California cannabis law compliance issues.*

# CUSTOM TRADE SHOW ENVIRONMENTS



Consumers in Washington purchased

1.2M

marijuana products in FY15

199 medical marijuana dispensary applications were submitted in Nevada.

20%

WERE APPROVED



Marijuana products sales fall 40% on the weekends in Washington

110,000

units of edibles and extracts for inhalation in JUNE 2015 sold in Washington

54,353

ounces of medical marijuana were sold in Arizona in JULY 2015



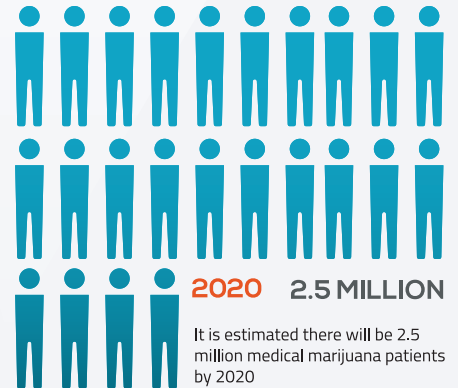
10,743

the amount of pounds of marijuana sold in JUNE 2015 in Colorado

JULY 2015

Marijuana products sales in Arizona grew from 36,035 ounces in January 2015 to 54,353 ounces in July 2015.

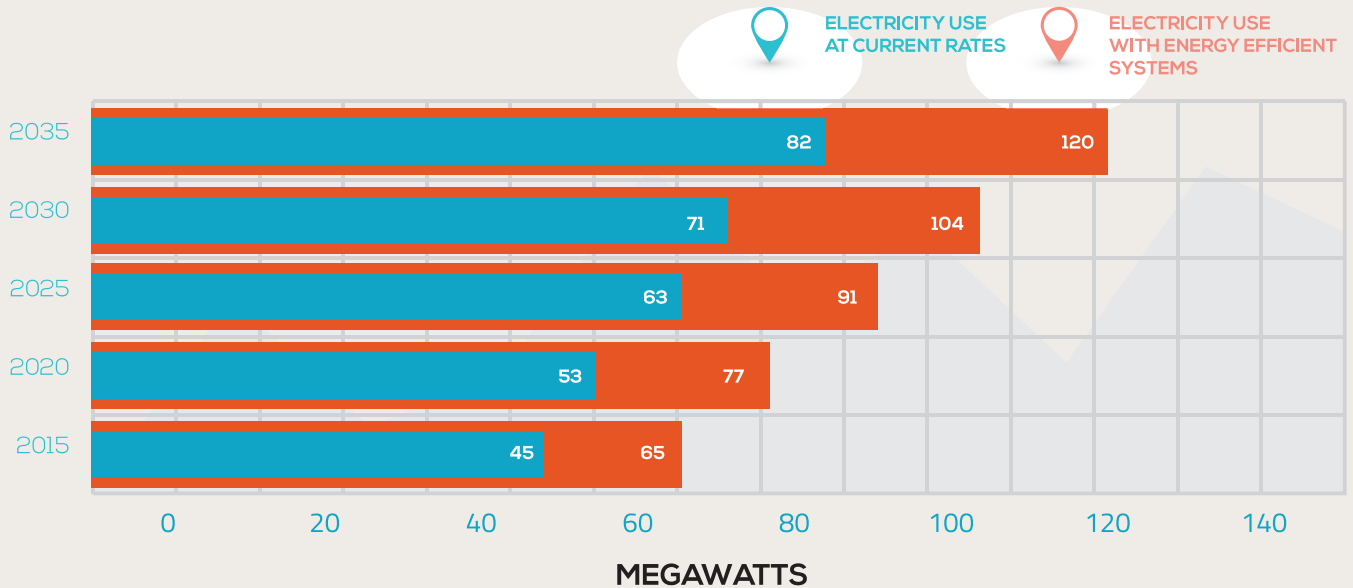
JANUARY 2015



## WASHINGTON SALES AND EXCISE TAX



## ELECTRICITY SAVINGS POTENTIAL IN WASHINGTON BY SHIFTING TO ENERGY EFFICIENT LIGHTS AND HVAC SYSTEMS



*ABOUT NEW FRONTIER: Are you informing your business decisions with hard and vetted data? New Frontier, the leader in Cannabis big data, exists to provide authoritative and actionable intelligence for the cannabis industry. New Frontier's industry focus and expertise allows our econometricians, statisticians and data scientists to give business owners the answers they need to succeed.*

TO FIND OUT MORE ABOUT NEW FRONTIER, visit [frontierfinancials.com](http://frontierfinancials.com)

# Eddie Bravo

## Fights the

# Good Fight

*The Brazilian jiu-jitsu black belt and entrepreneur is an outspoken marijuana advocate.*

**THIRD-DEGREE BRAZILIAN JIU-JITSU (BJJ) BLACK BELT EDDIE BRAVO** is one of the most innovative leaders in modern martial arts. He pioneered his own style of grappling in the early 2000s, and his 10th Planet jiu-jitsu schools—60 and counting—can be found worldwide. Bravo is also a Los Angeles local and long-standing marijuana advocate. We sat down with him to talk about the state of legal weed in the U.S. and its impact on professional BJJ and mixed martial arts (MMA).

#### WHAT DOES CANNABIS MEAN TO YOU?

It doesn't mean just one thing. It means a whole bunch of things. What I enjoy the most about marijuana is how it mixes with music. I've produced music most of my life, but until I was 28, I hated weed.

I've been using since I was 10. Once a year, somehow, I'd take a puff and get super paranoid. Basically, I'd just be living a nightmare until it wore off. And there'd always be a stoner in the band—that one dude who's always high. Any time he would mess up the song, I'd blame the weed. I would basically scold him and make fun of him for smoking weed. But, then I got talked into smoking weed by this girl that I was madly in love with at the time. I didn't want to do it, but she finally got me to smoke and we had a fantastic night. It was

amazing. It was insanity, but it was pure ecstasy. And I woke up the next morning and thought, "Man, that was very strange. I had the time of my life, and I was high. I usually freak out when I smoke weed..." I wanted to try it again. I didn't understand. Why did I have this great time? So we did it again and had another amazing night. From that point on, I realized all weed does is enhance how you already feel.

#### HOW DID CANNABIS IMPACT YOUR JIU-JITSU?

When I first started smoking weed, I was afraid. I didn't think I could do anything. I didn't think I could drive, I didn't think I could eat, and I didn't think I could do jiu-jitsu. Initially, it helped shape my jiu-jitsu game, but only mentally. I was constantly dissecting it in my head, but I wouldn't train. I would never do jiu-jitsu stoned, *never*. I told myself that it was killing my brain, killing my lungs. It would freak me out, but I was also enjoying all of the creativity flowing through my brain at night.

But, then I was talking to a really famous jiu-jitsu fighter who was known for openly smoking weed. We were looking for weed in Brazil and we were talking a little bit about it, and he says, "You don't smoke weed and roll?" I go, "No way." And he said, "Bro, eventually you're going to do it and you're not going to be able to roll without it."



*Interview by Chauntelle Tibbals*  
*Photography by Jeff Forney*



“**Banning the use of marijuana to do martial arts is like banning it in rap battles. Right now we are in the middle of un-brainwashing people. That’s going to take a while.**”

Around the same time, a friend of mine was telling me all about the therapeutic benefits of weed. She recommended *The Emperor Wears No Clothes* by Jack Herer, and another friend got [the book] for me for Christmas. I’ll never forget sitting in my living room in this little shack I lived in in Hollywood, sitting on the couch with my jaw on the floor reading, going from page to page. I couldn’t put that book down. I was like, “Yes, yes, it’s good for you!” I couldn’t believe it. It was like, holy shit—we’ve been lied to.

So weed started a whole new evolution of my music, but it also made me dissect jiu-jitsu more than I was doing already. I started breaking down jiu-jitsu for MMA, trying to create the best style—something you could grapple around and do the same thing for MMA. You could have the exact same fight. I was trying to create that. That would have never happened, this profession of mine never would have happened, without the existence of those sacred plants.

**THE NEVADA STATE ATHLETIC COMMISSION SUSPENDED UFC FIGHTER NICK DIAZ FOR FIVE YEARS AND FINED HIM \$165,000 FOLLOWING HIS WEED-RELATED FAILED DRUG TEST AT UFC183. THOUGH THE COMMISSION RECENTLY REDUCED HIS SUSPENSION TIME AND FINES, THE PENALTY DEFINITELY REMAINS MORE THAN A SLAP ON THE WRIST. HOW DO YOU FEEL ABOUT DRUG REGULATIONS AND TESTING IN BJJ AND MMA?**

I think, obviously, marijuana should never have been classified as a Schedule 1 drug. Weed was just in [Diaz’s] system. It’s not like he was high at the time of the fight. If he got high the night before, who cares? In another dimension, if I ran the world, I would allow fighters to fight stoned. They’ll fight better. Banning the use of marijuana to fight or to do martial arts is like banning marijuana in rap battles. You want those rap battles to be two dudes totally stoned going at it—flowing, getting unconscious, running on their instincts.

**IF WEED IMPROVES THE QUALITY OF FIGHTING, BOTH FOR THE FIGHTER AND PRESUMABLY FOR THE SPECTATORS WATCHING, WHY ARE ORGANIZERS SO ANTI-MARIJUANA? DO YOU THINK DRUG TESTING IN PROFESSIONAL BJJ WILL BECOME MORE FREQUENT AS CANNABIS BECOMES MORE MAINSTREAM?**

The reason for all of this is propaganda, that’s where it all started. You know, since the 1930s the government has been trying to smear hemp usage. They created this false drug epidemic and demonized marijuana—made it seem really evil. People grew up hearing that and are so easily brainwashed. So, right now we’re in the middle of un-brainwashing people. That’s going to take a while.




[On the organizational level,] I don’t think anybody who put those laws and regulations together knows the facts of weed. It’s on the athletic commission’s ban list, in my opinion, just because it’s an illegal drug. They lumped weed in with all the bad shit like meth and coke when really it’s not supposed to be.

But, testing in BJJ.... The sport is getting bigger and bigger all the time. Who knows? Maybe they’ll start testing. I think they test the winners in the world championships already. If you win, you’re going to get tested, and if you test positive you don’t get that gold medal.

**DO YOU THINK THE TIDE IS SHIFTING IN FAVOR OF ANTI-MARIJUANA ADVOCATES AT ALL? FLORIDA DID NOT GO RECREATIONAL, AND OBVIOUSLY OHIO DID NOT EITHER. ARE THOSE INDICATORS OF SOMETHING LARGER?**

Listen, it’s not going backwards. The fact that it even got voted on means it’s coming to get you. Do you know how hard it is to take a Schedule 1 drug and make it legal? The fact that it even got that far means there’s a whole shitload of people behind [recreational legalization] pushing it through. They’ve got to take care of whatever stopped it and come back around. Eventually, it will be legal.

The opposite of what’s happening with weed is what’s happening with vaccines. State by state, they’re slowly making vaccines fucking mandatory and they’re going to come after adults, too. There’s so much evidence that vaccines are dangerous, and they don’t even work. What you’re seeing with the vaccine movement is Big Pharma standing up and flexing their billion-dollar muscle. But, what you’re seeing with the weed movement is the people standing up and flexing their muscle.

Marijuana has to be harmless for what’s happening in the movement right now to be happening. It has to be more than harmless. It’s magical. Magical, that’s what it is. That’s why the federal government is fighting it tooth and nail, but the people are showing their strength. We want our weed, man. We want it, and we’re going to have it. 

---

*CHAUNTELLE TIBBALS, PHD, is the author of *Exposure: A Sociologist Explores Sex, Society, and Adult Entertainment*. She has written for *Men’s Health*, *Playboy*, *Mic*, *VICE*, and numerous academic journals. Find her on Twitter at @drchauntelle.*

# The Evolution of Agriculture



## 150+ Exhibitors

Cultivation  
Public Job Fair  
Industrial Hemp  
Industry Services  
New Technologies  
Lifestyle + Apparel  
500+ Product Lines

## B2B Cannabis Trade Show

Networking Events  
Consultation. Breeding.  
Genetics. Cbd's. Hemp  
Seminars. Workshops  
Greenhouse Techniques

## Complimentary Admission

Medical Patients  
Dispensary & Retail Stores  
Growers  
MED Card Holders

## INDO EXPO

For Vendor &  
Sponsorship Opportunities:

720. 403.4960

[indoexpo@indoexpoco.com](mailto:indoexpo@indoexpoco.com)

[IndoExpoCo.com](http://IndoExpoCo.com)

451 E. 58th Ave  
Denver, CO 80216



# Cannabinoids



## SPLIFFIN

The Company offers their signature THC extracts in two standardized potency concentrations: Spliffin Pure and Spliffin Blondes. This variety of therapeutic THC doses enables Spliffin to cater to a broad spectrum of medical needs and consumer preferences.

[SPLIFFIN.COM](http://SPLIFFIN.COM)



## LEXARIA ENERGY BARS

The world's first gluten-free energy bar fortified with hemp oil has been developed. Whether it's the pre-workout Cashew Berry Date (10 grams of protein) or the post-workout Chocolate Berry Date (21 grams of protein/13 grams of fiber) the bars are packed with energy, natural sugar, and Omega 3 and 6 amino acids.

[LEXARIAENERGYFOODS.COM](http://LEXARIAENERGYFOODS.COM)



## HEPBURNS

For "strong" premium ice water hash pre-rolls in California, look no farther than Hepburns. Flower sourced from responsible farmers and packaged in hip tin cans—like sardines!—comes in either the Petite five-pack or the Deluxe, mammoth glass-tipped joints. Hip, robust—and solventless.

[HEPBURNS.COM](http://HEPBURNS.COM)



## ZOOTDROPS

What's a Zoot Drop? A new way to relax, kick back, and garden or run or bike. Simply add a few drops of the 10mg-infused liquid (Mandarin Lime High Energy blend or Relaxation blend) to your tea, water, or soda and you're on your way to a dependable high.

[ZOOTLOGY.COM](http://ZOOTLOGY.COM)



## ENDOCA CBD OIL

With a wide range of products—CBD drops, CBD extract, CBD capsules, CBD suppositories—Endoca promises to unlock the secrets of nature with clean, chemical-free extraction methods that result in an exceptionally high level of purity. The company's motto: "Your health and the health of the environment are our first priorities."

[ENDOCA.COM](http://ENDOCA.COM)



# On Valentines Day It's All You Need



**Music Inspired. Cannabis Infused.  
Music To Your Mouth.**

**Each 420 Box Includes Four 20mg Music Inspired Cannabis Infused Belgian Chocolate Truffles,  
Liner Notes, Flavor Map, Sticker, and a Whole Lotta Love.**

**#TasteMatters**

**Sales@Something-Chocolate.com**



# Hard Goods



## APOTHECARRY CASE HUMIDOR

Add a dash of 007 panache to life with the Apothecarry case. The bespoke hardwood cannabis humidor system not only organizes flower and accessories (strains to the left, dabs to the right, papers, pipes, and grinders on top) but also is a virtual showpiece to be set on any coffee table or counter.

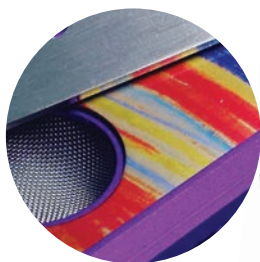
[THEAPOTHECARRYCASE.COM](http://THEAPOTHECARRYCASE.COM)



## PRIMA VAPE

Lustrous, modish, and handsome, this portable vape is best used with dry herbs but can also take concentrates. Even the hard-to-please Vape Critic gave Prima an 86 out of a 100.

[VAPIR.COM/PRIMA](http://VAPIR.COM/PRIMA)



## GENIUS

Could this be the future of smoking? The Genius pipe collection will become a favorite with pipe-smoking customers. No cable, battery, water, or ice needed. It's simply a three-piece, pocket-sized "slide'n'smoke" pipe that comes in an array of eye-popping colors and graphics.

[GENIUSPIPE.COM](http://GENIUSPIPE.COM)



## AIRVAPE

This premium performance herbal vaporizer with LCD display looks like a phone with its lightweight and razor-thin design. The user-friendly device, equipped with variable temperature controls, comes with a luxurious retro leather holder—and a lifetime warranty.

[AIRVAPEUSA.COM](http://AIRVAPEUSA.COM)



## CHEECH & CHONG WATER PIPES

Since the 1970s, the comedy duo Cheech & Chong has been the most infamous smokers in the world. Now customers can own a little slice of kitschy nostalgia with a water pipe emblazoned with the duo's iconic logo and colors. Whether the Blind Melon Chitlin', the Finkelstein Straight, or the Herbie Beaker Tank, it's like smoking in '70s Cali style.

[CHEECHANDCHONGGLASS.COM](http://CHEECHANDCHONGGLASS.COM)



## SPLOOFY

Resembling a miniature Darth Vader helmet, this little buddy does the once unheard of: lets users smoke without any odor. Simply blow smoke into Darth and, voila, it produces clean, unnoticeable air thanks to its filtering and deodorizing resin particles. Control your aroma, release your whiff. May clean air be with you!

[SPLOOFYBRAND.COM](http://SPLOOFYBRAND.COM)



# The Cannabis World Congress and Business Expo will be in NYC next June. Will you?

The CWCBE expo is the East Coast's leading forum for:

Dispensary Owners   Growers   Suppliers   Investors  
Medical Professionals   Government Regulators   Legal Counsel   Entrepreneurs



## Learn

Learn from industry experts in nearly every sector of the cannabis industry.



## Network

Meet face-to-face with the industry's best companies.



## Discover

Discover business opportunities in nearly every sector of the economy.



## Succeed

Gather the keys you will need to be successful in this emerging market.

**JUNE 15-17, 2016 | JAVITS CENTER, NYC**

Don't miss us back in LA next September 7-9, 2016



**Cannabis World Congress  
& Business Exposition<sup>SM</sup>**

Sponsored by the International Cannabis Association

**Cannabis means business.<sup>TM</sup>**

(201) 580-2050

[www.cwcbexpo.com](http://www.cwcbexpo.com)

[info@cwcbexpo.com](mailto:info@cwcbexpo.com)

# Horticulture & Growing



## TRIMBIN

After many years of research and development, California's HarvestMore has created what its product designers believe to be "the best two-tier trim tray on the market." Featuring wide, rounded edges to prevent wrist pain, high walls, a stackable design, and a 150-micron stainless steel screen, the TrimBin may be the new go-to trim tray.

[HARVEST-MORE.COM](http://HARVEST-MORE.COM)



## JUNGLE SECRET WATER

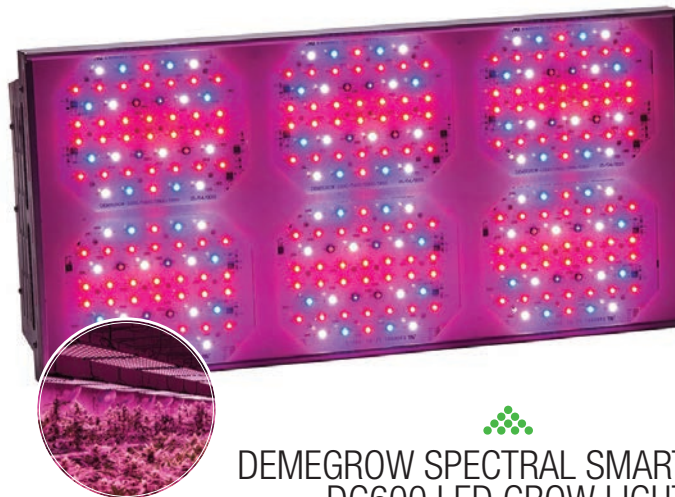
Dubbed the world's number one cannabis plant accelerator, Jungle Secret is an inline system that contains a patented magnetic vortex chamber made up of magneto-microspheres programmed with beneficial frequency patterns designed to clear the toxic memory and enhance the energy, structure, and vibration of water. Yes, all this, plus the company "guarantees you a 25-percent minimum yield increase."

[JUNGLESECRETWATER.COM](http://JUNGLESECRETWATER.COM)



## POWERHARVEST W

Looking for optimum yields? As an industry-leading maker of LEDs and LED lights, Austin, Texas-based Illumitex manufactures the PowerHarvest W—a fixture that emits a broad-distribution light beam appropriate for small indoor grows or large greenhouses. Available with wireless control options for phone or tablet; five-year warranty. [ILLUMITEX.COM](http://ILLUMITEX.COM)



## DEMEGROW SPECTRAL SMART DG600 LED GROW LIGHT

DemeGrow, a team of lighting engineers and experts led by Dr. Jim Peng, has one mission: to create technically advanced products that increase plant growth. Looking like a panel of "disco lights," the company's Spectral Smart DG600 LED Grow Light produces the "widest range of effective photosynthetic active radiation." The product is available in four sizes: DS200, DS400, DS600, and DS800.

[DEMEGROW.COM](http://DEMEGROW.COM)



## HUMBOLDT EARTH

The folks at Humboldt Nutrients like to say the enterprise is "a different kind of nutrients company." With an A-list R&D team that wanders the globe looking for the latest developments in agronomy, chemistry, and mycology, HN has built a large and loyal customer base. New this month: Humboldt Earth, a "natural and organic" ready-to-use soil consisting of a blend of 20-25 percent Canadian sphagnum peat moss, processed softwood bark, coconut coir, perlite, earthworm castings, fish meal, bat guano, kelp meal, and yucca extract that's ideal for indoor or outdoor growing.

[HUMBOLDTNUTRIENTS.COM](http://HUMBOLDTNUTRIENTS.COM)

# Also in smaller quantities



When it comes to horticultural projects you want to deal with professionals. People that know horticultural lighting inside out, and have proven that dealing with the most demanding growers on this planet. It's not about the fancy colors of your fixture, nor the initial price (though that is important too): it is about reliable solutions that work and offer you a great return on investment. You need solid advice, accurate light calculations, excellent service and above all: professional products.

So whether you need 40,000 fixtures in a huge greenhouse (or a few less), sunlight simulation in a research climate room or efficient lighting in a production climate room: you want to deal with a company that will exceed your expectations and has a proven track record delivering these projects. Contact us and experience how 30 years of innovation makes the difference. Let's talk real business.

Gavita Holland. Enlightening.

◆ Gavita **Pro** 750 DE 277 V classic / Gavita **Pro** 1000 DE 277 V classic



New: Gavita **W** 150 DE wide reflector

**GAVITA**  
PROFESSIONAL LIGHTING  
HOLLAND

[www.gavita-holland.com](http://www.gavita-holland.com)

PRINT AND DIGITAL CREATIVE SERVICES

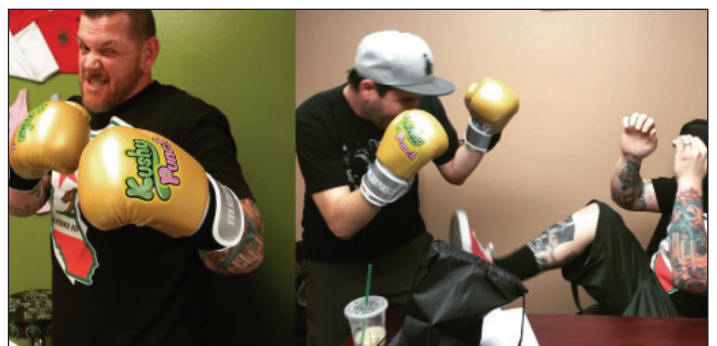


PENANDPIXELONLINE.COM | 323.834.8828

**LEGAL AND ENVIRONMENTAL COMPLIANCE  
FOR CALIFORNIA'S CANNABIS INDUSTRY**



harvestgroup.us | 916.572.5705  
Serving clients throughout California.



Tag @mg\_daily and you may see your photo here next month!



# The Recommender



LOOKING TO GIVE YOUR SHELVES A JOLT IN 2016? THE GLUU CEO AND FOUNDER TOM QUIGLEY RECOMMENDS...



**APP**

“I like Mass Roots (MSRT); they do a good job connecting the consumers of cannabis and communicate to those specific users.”



**EDIBLE**

“For chocolate, I have a preference for Hashman. The quality is top-notch and reminds me of chocolate I had in Belize. I also like Auntie Dolores savory snacks. As a diabetic, I look for low-sugar options, and they have those—and gluten-free.”

*HashmanInfused.net  
AuntieDolores.com*

**DISPENSARY DONE RIGHT**

“In Colorado Medicine Man and in California Harborside Health Center. Both are very transparent and consistent. They are setting the bar for how things should be run in the legal cannabis industry. They offer holistic services, yoga, and education. Both Steve DeAngelo at Harborside and Andy Williams at Medicine Man are visionaries and leading the industry.”

*MedicineManDenver.com  
HarborsideHealthCenter.com*

**HEMP**

“I love Recreator. They made our hemp shirts, which I personally wear whenever they are clean. They are based in Los Angeles and poised to really grow.”

*Recreator.org*



**HOTTEST BRANDS**

“Dixie Elixirs is definitely doing some strong brand-building and expansion. I expect we will see a lot from Tripp Keber this year. Jane’s Brew is also a brand to watch. They have a variety of infused items such as coffee, teas, and sweeteners. I’m excited to see what Futurola (Tommy Chong Rolling Papers), Magical Butter and Pax have in store, too.”

*DixieElixirs.com; HouseOfJane.com; Futurola.com; MagicalButter.com; PaxVapor.com*

**TRENDS**

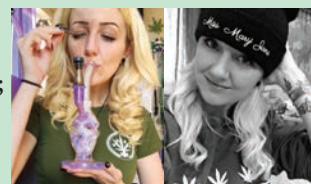
“Terpenes: how adding terpenes to different strains will enhance the experience. Dr. Cate’s is a terpene beverage, available nationwide, created to allow the patient a way to enhance their consumption. Pet treats will be big, too. I like what Treatibles is doing.”

*DoctorCates.com; Treatibles.com*



**MEDIA**

“I listen to podcasts from Ganjapreneur and CannaInsider; YouTube channels Daily Dab, Coral Reefer, and Green Flower Media.”



THE GLUU is a “Buying Club” for the cannabis industry. The company connects product companies with stores and dispensaries, simplifying the ordering process for retailers and saving them time and money. *TheGLUU.com.*