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The O.penVAPE founders are building a global house of brands at Organa and having a great time doing it.



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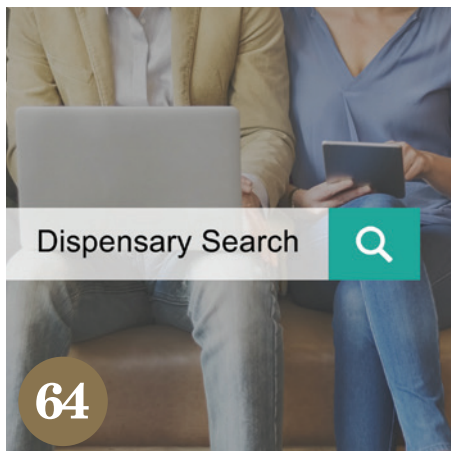
Things that cut, grind, chop, vape, smoke, grow, and taste really, really good.

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Photography courtesy of Kristen Angelo

Keeping The Craft In Cannabis

As the great cannabis experiment rushes headlong toward whatever fate awaits, most people working to shape the industry's future express a laudable desire to maintain small businesses. Many like the craft beer model for cannabis, and that makes sense for several reasons. The model makes room for both corporate and mom-and-pop brands to find their place in the market, it meets the needs of the vast range of appetites among cannabis consumers, and it allows for a variety of innovative business models like those seen in the craft beer industry.

Indeed, the fact that so many consumers identify as "cannasseurs for life" supports the expectation that a segment of the population will always make the conscious decision not to settle for the Miller beers of weed and instead spend more for better, or much better products. In this regard, the wine model fits, too, especially when appellation is factored in.

The business of cannabis is composed of people with skills—in other words, craftsmen. Cultivators develop new strains. Chemists create purer concentrates. Mechanical engineers invent new delivery devices. Chefs bring intriguing tastes into the world. Even the expanding ranks of PhDs in cannabis works in the interest of small business, as do white-collar professionals who bring much-needed expertise in building actual ventures. But the businesses they are building still fit the definition of craft, no matter how ambitious or upscale they may be. All of that is heartening. In the grand scheme of things, we're all considered craft.

Tom Hymes

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CORRECTIONS: In the March issue, we mistakenly identified Blake Powers as the founder of Korova; he is the art director. We also identified Nadeem Al-Hansan as the founder of Baked Bros; he is the co-founder. We also provided the wrong image for Yummi Karma's new product line, which can be found at: yummi-karma.com. We sincerely regret the errors.

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LOS ANGELES VOTERS HIGH-FIVE MEASURE M

LOS ANGELES— Measure M, the Los Angeles City Council-sponsored ballot initiative green-lighting the comprehensive regulation of cannabis businesses in the city, was approved by voters in early March in a landslide victory that saw 192,054 (79.4%) votes cast in the affirmative and only 49,964 (20.6%) votes cast against the measure.

Members of the industry, the city council, and supporters of the measure gathered the night of the election for a victory party at the Bonaventure Hotel in downtown Los Angeles. Sponsored by the Southern California Coalition (SCC), the group of industry business owners most directly engaged with the city in crafting the city's new regulations, supporters mingled on the outdoor patio of the Bonaventure Brewing Company as the returns came in. By 8:30 p.m., local news reports indicated Measure M had an insurmountable lead and would coast to passage. A cheer went up among a group of people who understood better than anyone else the historic nature of what occurred.

Virgil Grant, a longtime L.A. dispensary operator and

president of the SCC, addressed the gathering. "We built this organization to what it is today, the number one trade organization in California and in the United States. Believe that. We are going to continue this fight, not just in L.A., not just in California, but we're headed to [Washington] D.C. Keep in mind that L.A. is the number one [cannabis] market in the world, and everyone is paying attention to what we do. This is our first hurdle. Now the work begins, and we need everyone's support as we move forward."

City Council President Herb Wesson, who has taken the lead in making comprehensive regulation of all cannabis businesses a priority for the city, said of the Measure M victory, "Los Angeles is leading the country and world in responsible and inclusive approaches to legalization. The passing of Proposition M is a great victory for common sense, law enforcement, and all Angelenos. We gave communities a voice in the process, and their voices will continue to be heard. This measure is what responsible marijuana laws should look like, and we couldn't be prouder of our city."



RESEARCHERS: CANNABIS USE ASSOCIATED WITH INCREASED RISK OF STROKE, HEART FAILURE

PHILADELPHIA— Results from research showing potentially serious side-effects from cannabis use was so unexpected that it surprised even the researchers conducting the study.

“We were definitely surprised to see that cannabis was an independent risk factor for both heart failure and stroke,” said Dr. Aditi Kalla, a cardiology fellow at the Einstein Medical Center in Philadelphia.

Kalla’s group “analyzed more than twenty million health records from the nationwide inpatient sample, including the records of 316,000 people diagnosed with marijuana use,” reported PhillyVoice.com. “They extracted records from patients ages 18 to 55 who were discharged in 2009 and 2010, when marijuana use was illegal in most states.

“The study had some limitations,” added PhillyVoice.com. “It was based on hospital discharge records, so it might not be reflective of the general population. And researchers could not control for the quantity and frequency of marijuana use, or whether it was used for medical or recreational purposes.”

LAW

Colorado considers limiting home-grow

DENVER— Colorado’s flirtation with the nation’s most liberal home-grow policy may come to an end, and soon. Lawmakers have introduced legislation that will reduce the 99-plant limit currently allowed under state law to sixteen plants per property “unless a local jurisdiction permits possessing or growing more than sixteen plants.”

“Sponsors say lower limits are needed statewide to avoid attracting black-market pot growers,” reported USNews.com. “Of the twenty-eight states that allow medical marijuana, none but Colorado allows patients to have more than sixteen plants growing in their homes.”

However, during a public hearing on the bill, “Users testified for hours that the limit would force them into the more expensive commercial market. Colorado has some 19,000 medical marijuana patients whose doctors have recommended a high number of plants in order to produce cannabis oils and other medical treatments.”

The bill passed a House committee 11-2 despite the personal testimony, but lawmakers also amended it to lower the first-offense charge for growing too many plants from felony to misdemeanor. Subsequent offenses would be felonies, however.

During November elections, voters in eight states legalized either the medical or recreational use of cannabis.



PATRICK STEWART EASES ARTHRITIS SYMPTOMS WITH CANNABIS

LONDON— Actor Sir Patrick Stewart, who uses cannabis to alleviate the symptoms of arthritis has added his voice to the support for new research to be undertaken by researchers at Oxford University. Scientists will study the potential benefits of cannabis for pain relief and as an adjunct in treatment of cancer and inflammatory diseases.

“Two years ago, in Los Angeles, I was examined by a doctor and given a note which gave me legal permission to purchase, from a registered outlet, cannabis-based products, which I was advised might help the osteoarthritis in both my hands,” Stewart said.

According to The Telegraph, “Regular use of an ointment and chewy bar had allowed him to sleep at night, while spraying his hands during the day had brought back mobility, enabling him to make fists.”

The treatment changed Stewart’s life and his outlook. “As a result of this experience,” he said, “I enthusiastically support the Oxford University cannabis research plan.”

24.6 million

Number of consumers who purchased cannabis legally in the U.S. in 2016.

(Source: CannaBiz Consumer Group)



NEW HAMPSHIRE HOUSE APPROVES BILL DECRIMINALIZING CANNABIS POSSESSION

CONCORD, N.H.— New Hampshire's notorious stubbornness is enshrined in its state slogan, Live Free or Die, as well as in its dogged refusal over the years to consider decriminalizing possession of cannabis. That is about to change, however, as HB 640 steams through the legislature. Last month, the bill easily passed the House of Representatives by a 318-36 vote. The proposed legislation is now under consideration by the Senate Judiciary Committee.

Sponsored by Rep. Renny Cushing (D-Hampton) and a bipartisan group of co-sponsors, HB 640 reduces the penalty for possession of one ounce or less of cannabis from a criminal misdemeanor, which is punishable by up to one year in prison and a fine of up to \$2,000, to a civil violation punishable by a fine of \$100 for a first offense, \$200 for a second offense within three years, and \$350 for a third or subsequent offense within three years of two previous offenses.

"Most representatives agree it is time to stop wasting limited public resources on arrests for simple marijuana possession," said Matt Simon, the Manchester-based New England political director for the Marijuana Policy Project.



REPORT: BEER INDUSTRY LOOKING AT \$2B LOSS FROM LEGAL WEED

BREWVILLE, U.S.A.— As much as people in the business talk about the craft brewery model being one that feels like a good fit for the cannabis industry, there's a cruel irony to the news drinkers are willing to ditch beer for weed.

"A new report from Cannabiz Consumer Group (C2G) predicts the beer industry could lose more than \$2 billion in retail sales due to legal marijuana," reported Forbes. "[C2G] reported that 27 percent of beer drinkers said they have already substituted cannabis for beer or would make that switch if marijuana was legal in their state. Wine and spirits sales could see a drop in sales."

Of course, that could also just be the beer talking. Numbers from one cannabis-legal state show alcohol holding its own. "In Colorado," added Forbes, "2016 taxes received by the state on alcohol sales actually increased between January and November. Beer tax receipts climbed 4.5 percent, spirits rose 4 percent and wine increased 3.3 percent."

Government weed looks like shit

OXFORD, Miss.— A chance encounter with official government-sanctioned cannabis reveals a substance that doesn't look anything like cannabis. Currently, only the University of Mississippi in Oxford is allowed to grow cannabis for research. Sue Sisley, a well-known cannabis researcher, received a batch as part of a first-ever program to test the efficacy of cannabis on treating PTSD in veterans, but what she received was like nothing she'd seen before.

"It doesn't resemble cannabis. It doesn't smell like cannabis," she told PBS's Newshour in March.

Jake Browne, a cannabis critic for the Denver Post's Cannabist marijuana news site, agreed. "I've never seen anything that looks like that," he said. "People typically smoke the flower of the plant, but here you can clearly see stems and leaves in there as well, parts that should be discarded. Inhaling that would be like eating an apple, including the seeds inside it and the branch it grew on."





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Italian farmers grow hemp to fight contaminated soil

TARANTO, Italy— Among its numerous benefits to mankind, cannabis is being used in a process called phytoremediation, in which living plants are used to remove contaminants in soils, sludges, sediments, surface water, and groundwater. Several plants can be used in the process—including Indian grass, sunflowers, and poplar trees—but cannabis also works and is currently in use by farmers in Italy who grow hemp in a last-ditch attempt to heal polluted soil.

Contaminated by a massive steel plant discharging poisonous contaminants over the years, grazing land in a region of Italy famous for its cheeses has long-since lost its ability to support the sheep that supported families for generation, according to a CBS News report. Desperate for a solution, the farmers tried growing industrial hemp in an attempt to leach contaminants from the soil. Containing insignificant levels of THC, the hemp proved to be a perfect subject for phytoremediation, prompting one farmer to note hemp will remain a fixture at his farm.

DOWNTOWN L.A. CANNABIS SHOP DOUBLES AS ART GALLERY

LOS ANGELES— A downtown dispensary has taken weed's natural kinship with art to the next level by integrating an art gallery into the shopping experience.

"Amid bags of cannabis corn chips and grow rooms with budding Snozzberry OG, the roughly year-old dispensary ShowGrow has transformed its downtown Los Angeles store into a showplace for art," reported TheCannifornian.com. "Decorating the lobby, which is open to the public, and the dispensary itself (license required), is a rotating exhibition of paintings, photographs and other works—including a portrait of Snoop Dogg by photographer Sasha Young and figure studies by French filmmaker Arghaël—all available for sale."

"People think of wine and art," said ShowGrow's events manager and curator, Matt Smiley. "I feel that this falls into that category. There is an element of luxury."



FOR WESTERN PENN. STEEL TOWN, MEDICAL CANNABIS MAY BE THE FUTURE

BRADDOCK, Penn.— No offense to the president and his plans to return steel jobs to steel towns, but not everyone is waiting around to see if production will come back. Some small towns in western Pennsylvania are pinning their hopes on the few medical cannabis licenses being awarded by the state.

"It would be a real game-changer," said Braddock, Penn., mayor John Fetterman of the plan he thinks could turn things around.

"The town and a group of private investors, including Steelers great Franco Harris, are vying for a state license to build a medical marijuana growing facility on a vacant lot," reported CBS Pittsburgh. McKeesport, a small city about eight miles away, has similar designs.

"But both Braddock and McKeesport will face some stiff competition," added CBS. "The Pennsylvania Health Department has divided the state into six regions and will allow only a limited number of licenses in each. In the eleven-county southwestern corner, applicants will vie for only two grower/processor permits or one of only five dispensary permits."

Fetterman believes need should dictate the state's decision. "There are two licenses for southwestern Pennsylvania, and I think it's wholly appropriate that two communities that need this economic shot in the arm would be the ones that got the licenses," he said.

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SAN DIEGO COUNTY

San Diego Supervisors ban all cannabis/hemp cultivation and sales

SAN DIEGO, CA— The San Diego County Board of Supervisors voted 3-2 in March to ban all commercial cannabis activities in the unincorporated areas of the county.

The ban includes all medical and non-medical marijuana facilities, collectives, dispensaries, farms, growing, and cultivation,” reported Fox 5. “Two medical marijuana dispensaries—near El Cajon and in Ramona—currently operate in unincorporated areas. They will be allowed to stay open for five years, then be forced to close.”

“I think it’s really important to remember that marijuana of any kind is illegal under federal law,” said Board Chairwoman Dianne Jacob. “There have been comments made by the new administration in Washington that signs may point to action being taken in the near future to support federal law.”

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KUSH BOTTLES EXPANDS TO HAWAII AND PUERTO RICO

SANTA ANA, Calif.— Kush Bottles, a provider of packaging, supplies, accessories, and branding solutions for the regulated cannabis industry, has added new distribution partners in Hawaii and Puerto Rico, two key medical cannabis markets. The move will significantly enhance the company's ability to attract and service new customers in these emerging markets.

The company's Hawaii distribution partner will serve the island's dispensaries that provide products to registered patients. Hawaii's reciprocity program also will allow sales to patients with valid medical marijuana cards who are visiting from other states. According to the Hawaii Department of Business, Economic Development, and Tourism, approximately nine million tourists visited Hawaii in 2016.

The company's Puerto Rico distribution partner will serve what potentially could be a large cannabis market due in part to its reciprocity clause, which allows product sales to any medical cannabis patient with a valid permit, regardless their state of residency.

"These two new partnerships will allow us to offer this enhanced level of service to clients in both Hawaii and Puerto Rico," said Kush Bottles Chief Executive Officer Nick Kovacevich. "Kush Bottles continues to pursue a growth strategy and will seek out opportunities for expansion in medical marijuana markets throughout North America and internationally."

KushBottles.com



Child with uncontrollable epilepsy permitted to take CannaKids' oil to the U.K.

LOS ANGELES— An 11-year-old boy suffering from a life-threatening form of epilepsy became one of the first people allowed to take medical cannabis through international airport customs stations in the U.S. and the U.K. Billy Caldwell and his mother flew from their home in England to Los Angeles so the boy could undergo treatment at CannaKids. While in L.A., he suffered a seizure so severe it left him in a coma.

His mother and CannaKids caregivers said his condition improved remarkably when he began taking CBD and THCa formulated by the California collective. "He has been more focused, had more eye contact, more social engagement, taking more interest in his books and toys," said Charlotte Caldwell. She also reported the child has been seizure-free for more than forty days.

The successful treatment convinced U.K. authorities to grant permission for Billy to bring CannaKids' oil into the country so he could continue the medication.

CannaKids.org



LEVEL UP

Megan Stone's Level Up project among 2017 Shop! Design Awards finalists

PHOENIX— Megan Stone's Level Up project was honored for excellence in retail design as a finalist in the 2017 Shop! Design Awards. This marks the second consecutive year that a Phoenix-area medical cannabis dispensary designed by Stone, owner of The High Road Design Studio, has been named a finalist for the award. Level Up is the newest state-licensed medical cannabis dispensary in Scottsdale, Ariz.

The Shop! Design Awards are the retail and interior design industry's most prestigious awards, recognizing commercial spaces for excellence in retail design, customer experience, and environmental superiority. Level Up is nominated for top honors alongside other finalists including Bergdorf Goodman, Saks Fifth Avenue, Shinola, Adidas, Under Armour, Timberland, Nordstrom, and REI.

"As many traditional brick-and-mortar retail concepts struggle to compete with online retailers, the cannabis industry, in contrast, is a brand-new, booming retail segment that relies on physical stores to exist," said Stone, who has designed more than twenty-five dispensaries since launching The High Road Design Studio in 2013. "I am honored that Level Up is being recognized for the unique retail experience it offers."

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STEEP HILL LABS, ICAN: ISRAEL-CANNABIS ANNOUNCE JOINT VENTURE, STEEP HILL ISRAEL

TEL AVIV, Israel— Steep Hill Labs, a leading cannabis science and technology company with significant footprints in lab testing, research and development, licensing, genetics, and remote testing, has entered a joint venture with iCAN: Israel-Cannabis to leverage Steep Hill's science, intellectual property, methodology, global collaboration, and brand.

Steep Hill is one of a handful of leading cannabis genetics research labs with the ability to assist growers with marker-assisted breeding. In partnership with iCAN, they will open an analytical, genetic, and R&D lab in Israel to further research the cannabis plant.

Steep Hill Israel will empower growers with the technology to breed specific strains based on genetics and expected chemical profiles for specific patient conditions/diseases. Steep Hill's collaborative research will provide knowledge about the cannabis plant and its active compounds so the plant may be fully understood and no longer demonized. Furthermore, the lab can provide DNA-based testing not only for genetic analysis and strain identification, but also for safety and quality assurance.

"We believe that Israel is the epicenter of cannabis research and development. We look forward to its role in leading the evolution of medical cannabis worldwide," said Michael Keller, CEO of Steep Hill Labs.

Keller added, "iCAN is excited by its partnership with Steep Hill Labs because it gives us a technological advantage over everyone else in the industry. Steep Hill is the leading analytical lab in the United States, setting the standards for the industry. We see cannabis analysis as an enormous gateway to big data and machine-learning algorithms, which we can turn into commercialized global products set at Israeli standards."

Simultaneously, Steep Hill Labs announced Xcerpa, a game-changing technology that facilitates the legal, global transport and long-term storage of cannabis DNA. Steep Hill has exclusive global rights to the technology, which impregnates a card with a DNA sample, allowing Steep Hill Israel to work on DNA and tie in genetic research around the globe.

Israel-Cannabis.com; SteepHill.com



Wellness Connection of Maine now offers debit payment option

PORTLAND, MAINE— Wellness Connection of Maine (WCM), the state's largest medical cannabis operator, now offers members the ability to pay for cannabis without cash. A new mobile app, CanPay, is the first of its kind for the cannabis industry.

Cannabis is legal in twenty-nine states, though the plant remains illegal under federal law. Because of that, the banking industry at-large has shied away from the cannabis industry, forcing cash-only transactions. This has created safety and security issues for canna-businesses across the country, which often keep large amounts of cash on the premises.

"The creation of a new app within any other industry would be insignificant," said WCM CEO Patricia Rosi. "However, within the cannabis industry it's a milestone because of the increased safety that it provides and the legitimacy that it signifies."

CanPay uses a mobile app, linked directly to a customer's checking account, to allow cash-free payments within dispensaries. For each purchase, the free app creates a single-use, non-identifiable PIN to ensure privacy and security.

MaineWellness.org/CanPay.com



ISRAEL'S KANABO RESEARCH LAUNCHES MEDICAL CANNABIS EXTRACTION AND VAPORIZATION SOLUTIONS

TEL AVIV, Israel— Kanabo Research, a new Israeli medical cannabis venture that pioneers technologies in medically validated extraction formulations and certified vaporizers, closed seed round funding and debuted its initial product offerings at CannaTech in Tel Aviv March 20-21.

Kanabo develops cutting-edge solutions that focus on precise formulations of medical cannabis extracts designed to work synergistically with the Vape-Pod™ vaporizer, a certified medical device. Currently, Kanabo is developing five unique extracts to treat specific central nervous system disorders. Two formulations are patent-pending, and several may be considered "orphan drugs."

"The medical cannabis industry is very much in its infancy in many areas, including drug delivery," said Kanabo's scientific director, Doron Friedman, Ph.D. "However, a few of us with pharmaceutical backgrounds are now applying our knowledge and experience to this burgeoning sector, setting standards to create smarter, more sophisticated systems to ensure safe, measured doses and standardized extract formulations."

KanaboResearch.com



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THE GREEN SOLUTION OPENS ITS FIRST RECREATIONAL CANNABIS RETAIL STORE IN PUEBLO

PUEBLO, Colo.— The Green Solution (TGS) has expanded its retail chain to the city of Pueblo, Colorado. The new location will be in the city's southern district, making it one of just a handful of recreational cannabis retail stores approved to operate within the city limits, although there previously have been recreational cannabis stores in other areas of the county. TGS plans to have its new facility, to be located at 1207 Southgate Place, up and running by summer.

"We couldn't be more excited for the opportunity to bring a TGS store to the residents of Pueblo,"

said TGS CEO Kyle Speidell. "We feel we're in a great commercial district to support the residents and travelers without any disruption to the city and plan to be the example for other dispensaries."

In addition to The Green Solution, Pueblo also granted retail licenses to American Pride Growers, Colorado Cannabis Associates, NuVue Pharma, 404, Earth Solutions, Sevon-One-Nine, and RIPE Dispensary.

TGSColorado.com



Wana Brands adds brand manager, enters new markets

BOULDER, COLO.— As the company prepares for growth into new markets, infused gummie manufacturer Wana Brands has added marketing expert, consumer analyst, and award-winning fine artist Julia Bright as brand manager. Bright is based in Wana Brands' Boulder headquarters and reports directly to co-owner Nancy Whiteman.

"As our Boulder-based company continues to expand its presence nationally, it is essential that we build upon our well-established brand platform, reinforcing the consistency, quality, and potency of Wana Brands' products," Whiteman said. "Julia's longstanding track record for delivering strategic plans, coupled with her passion for the arts, makes her the perfect candidate for consistently and creatively communicating the Wana brand."

"I look forward to bringing my strategic and creative skills to the team as we work together to enhance the Wana brand and elevate it in every region," Bright said. "It is an honor to help build the Wana brand during this time of growth, ensuring the message is clear: Wana is unmatched when it comes to the consistency, quality, and potency of its products."

Wana Brands produces 20,000 units a week in its 30,000-square-foot Colorado facility, serving more than 450 of Colorado's 500-plus dispensaries. Wana Brands also is available in more than 160 dispensaries in Oregon. The company launched in Nevada at the end of 2016 and has a partnership in Illinois that will bring its products to that state in 2017. Additionally, Wana Brands has deals in the works in four emerging markets.

WanaBrands.com



strainz

STRAINZ, SILVER STATE TRADING PARTNER TO PRODUCE CANNABIS BRANDS IN NEVADA

LAS VEGAS— Strainz, a leading national cannabis brand-management and lifestyle products company, and Silver State Trading, a Nevada licensed cultivator, producer processor, and distributor of top cannabis brands and accessories, have formed a strategic partnership to produce and distribute Strainz, Honu, and Bullet Concentrates brands in Nevada. Strainz, Honu, and Bullet Concentrates currently produce a wide range of marijuana product lines in Washington and Colorado ranging from concentrates to edibles, extracts, flower, tinctures, topicals, and vape oils.

"Silver State Trading is a world-class operator that shares our commitment to quality and our passion for creating exceptional cannabis products and brands," said Strainz Inc. CEO Hugh Hempel. "We selected Silver State Trading as they are one of only two Clean Green Certified® facilities in Nevada and provide superb customer service to the dispensaries they serve."

"As one of Washington's leading i502 producer processors and one of the state's largest cannabis companies, we have extremely high standards when it comes to selecting strategic partners to work with in other medical or recreational states," said Paul Bohannon, president and CEO for Honu Inc. "We are thrilled to be in partnership with Strainz and Silver State Trading to bring Honu's award-winning products to Nevada. We are already sharing our collective knowledge as licensed operators in Colorado, Nevada, and Washington, which makes for an extremely powerful combination."

In addition to producing Strainz, Honu, and Bullet Concentrates brands, Silver State Trading currently produces and distributes California Finest, House of Jane, Jimi's Cannabis Collection and Trokie brands.

Strainz.com/SilverStateTrading.com



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EVENTS CALENDAR



NEXT MONTH'S INDUSTRY EVENT SCHEDULE

The following is a listing of select industry events taking place during May 2017.

THE HEMP & CANNABIS FAIR MAY 6-7

Flamingo Banquet Hall, Sacramento, Calif.

Featuring sessions on growing, harvesting, medicinal uses, legislation, and more, THC Fair brings everything related to hemp and marijuana under one roof. Open to everyone 21 or older.

THCFair.com

NCIA 2017 CANNABIS INDUSTRY LOBBY DAYS MAY 16-17

Capitol Hill, Washington, DC

NCIA members from across the country descend on Capitol Hill to tell their stories and urge their representatives to fix the unfair tax and banking policies crippling the cannabis industry.

TheCannabisIndustry.org

MARIJUANA BUSINESS CONFERENCE & EXPO MAY 16-19

Gaylord National Harbor Hotel, Washington, DC

Join thousands of attendees from all fifty states and more than a dozen nations, plus hundreds of vendors, for what has become by far the largest industry event of the first half of the year.

MJBizConference.com

3RD ANNUAL CANNABIS GRAND CRU MAY 20

Fremont Foundry, Seattle

A one-day event held at the captivating Fremont Foundry, this all-inclusive day will feature daytime sessions with the biggest, brightest, and most innovative pioneers in the cannabis industry.

CannabisGrandCru.com

THE HEMP & CANNABIS FAIR MAY 20-21

Red Lion Coos Bay, Coos Bay, Ore.

Featuring sessions on growing, harvesting, medicinal uses, legislation, and more, THC Fair brings everything related to hemp and marijuana under one roof. Open to everyone 21 or older.

THCFair.com

LIFT CANNABIS EXPO MAY 26-28

Metro Toronto Convention Centre, Toronto

Encompassing 90,000 square feet of show floor, this event features panels, seminars, and presentations covering a variety of topics for industry, healthcare professionals, consumers, and patients.

Lift.co

HEMP & HEALTH INNOVATION MAY 27-28

Sonoma County Fairgrounds, Santa Rosa, CA

A two-day event showcasing everything from hemp fibers, clothing, bedding, beauty and health products, medicinal hemp products, building materials to hydroponic equipment and supplies.

HHIExpo.com.au

THE 420 GAMES MAY 28

Warren G. Magnuson Park, Seattle

All 420 Games feature a 4.20-mile run, a beer tasting garden from Lagunitas Brewery, educational speeches, and music.

420Games.org

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DISPENSING MEDICINE WITH Sarah Foss OF DANK COLORADO

BEFORE BECOMING PART OF THE CANNABIS INDUSTRY, Sarah Foss, 25, dreamed of becoming an equestrian therapist. However, in 2014, while she was working as a part-time barista, that changed. The owner of Dank was in the shop and was so impressed with Foss's skills that he offered her a job as a budtender.

"Cannabis was an easy transition from caffeine, and I wasn't going to pass up an opportunity to get into this budding industry," she said.

When not budtending, Foss works as a part-time tour guide for the cannabis industry.

"This is a lot of fun!" she gushed.

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★ Harmony Extracts

TRAINING

Before becoming a budtender, my only experience with the plant was my love for smoking it. Like many others in the industry, I learned through experience. I do my best to stay familiar with the different strains and their effects, as well as really listening to my customers when they give me feedback on how it affected them.


WHAT I'VE LEARNED SO FAR

To ask more questions. Everybody is unique. Just because a sweet-tasting indica is the perfect high for me doesn't mean everyone who walks through my door would agree. Some may find it puts them to sleep, some may not find it strong enough, and some may find it too sweet.

FUTURE

In the next ten years, I see myself doing something on the front lines of innovative cannabis science and research.

FIRST/LAST THING I DO AT WORK

After clocking in and setting up the shop, I get my nose in all strains to make sure they are smelling fresh. Before I leave, I make sure everything is clean and prepped for the morning staff. 



FOSS'S LAW

How to keep them coming back!

Always give clear and honest opinions and recommendations. When a customer feels they have been listened to and is confident with their purchase, that experience sticks with them, and more often than not they come back.

“AFTER CLOCKING IN AND SETTING UP THE SHOP, I GET MY NOSE IN ALL STRAINS TO MAKE SURE THEY ARE SMELLING FRESH. BEFORE I LEAVE, I MAKE SURE EVERYTHING IS CLEAN AND PREPPED FOR THE MORNING STAFF.”

*Dank: 3835 Elm St., Suite C, Denver, Colorado 80207 | Motto: "Always keeping kind and cultivating the mind."
Weedmaps Rating: 4.6 stars | Dank-Colorado.com*



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12-24 ea 70-100 mg

HOUSE OF JANE
5-27 ea 20-120 mg

LIQUID

INDICA DOMINANT

	G	1/8	1/4	1/2	OZ
JESUS CHRIST KUSH	25	80	150	300	500
FLINTSTONE'S VITAMINS	25	80	150	300	500
LIBERTY CHEESE	25	80	150	300	500
ONCE UPON A TIME IN JAMA...	25	80	150	300	500
BLEU CHEESE	10	30	100	175	300
PURPLE CREAM	10	30	100	175	300
CREAM CHEESE	10	30	100	175	300
HERD D'JOK	10	30	100	175	300
420 O.G.	10	30	100	175	300
ORANGE O.G.	10	30	100	175	300
WOLFGANG O.G.	10	30	100	175	300
LOUISIANA O.G.	10	30	100	175	300
ODARA O.G.	10	30	100	175	300
SNOOP DOGG MASTER KUSH	10	30	100	175	300
PLUTO KUSH	10	30	100	175	300
AFGHANI BULLKID	10	30	100	175	300
DUTCH WINDMILL	10	30	100	175	300
DOOM NAR O.G.	10	30	100	175	300
SELF DESTRUCT O.G.	10	30	100	175	300
RUSTY O.G.	10	30	100	175	300

SATIVA DOMINANT

	G	1/8	1/4	1/2	OZ
PRESIDENTIAL MOON KOCAS	25	80	150	300	500
ESTATE ZWINDL	25	80	150	300	500
HAILE DERRY	10	30	100	175	300
GINGER (OH) SNAPS	10	30	100	175	300
PURPLE JACK	10	30	100	175	300
DR. PEPPER, MD O.G.	10	30	100	175	300
OTTER POP KUSH	10	30	100	175	300
THIN MINT	10	30	100	175	300
BURMESE MOUNTAIN KUSH	10	30	100	175	300
DEAD HEAD O.G.	10	30	100	175	300
CHIEF 1	10	30	100	175	300
CHIEF DAWG	10	30	100	175	300
LEMON O.G.	10	30	100	175	300
SWISS MISS COCOA KUSH	10	30	100	175	300
CANDYLAND	10	30	100	175	300

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SAN JOSE'S Airfield Supply Co. organically evolved from Executive Director Marc Matulich's first dispensary, South Bay Healing Center. He opened the center in early 2010, a time of big-time uncertainty about the future of the industry.

"At that time, most attorneys suggested dispensaries should keep a low profile," Matulich noted. "We did our best not to draw any unwanted attention."

For Airfield Supply Co., the attention and accolades are coming in droves. The

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2,000-square-foot aviation-themed dispensary has become a top-tier shop providing patients with a stylish, clean, and safe environment where they can obtain quality medicine.

"The aviation concept is an amalgamation of abstract similarities between cannabis, planes, and travel," Matulich said. "Airports are a place where people go to get away from the mundane. Planes take people high into the sky, transporting them to exotic locations. And cannabis is grown in fields."

Thinking Outside & Inside the Box

WARNEKE PAPER BOX COMPANY BRINGS 100 YEARS OF EXPERIENCE TO MAKING PRODUCTS POP.

“YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION.” That’s how the saying goes, and it’s true. For products, packaging means everything about how your brand stands out on the shelf and evokes consumer response or point-of-purchase appeal. You’ve got to think outside and inside the box, like Warneke Paper Box Company has been doing for more than 100 years.

“If you think about shopping in general, for food or cosmetics or whatever it may be, the packaging is what sells the product,” said Chief Executive Officer Stacy Warneke. “The better the packaging looks, the higher perceived value it has. Our customers not only want to build brand awareness and loyalty through their packaging, but they also need something that grabs the consumer’s attention. This is what we do best. We’re experts in creating something unique for each of our clients.”

Founded in Denver in 1907, the family business is a world-class one-stop for entrepreneurs, product marketers and corporate clients. From concept to completion, Warneke specializes in custom designs and has produced packaging materials for dozens of international brands. Cannabis is just the most recent industry to utilize their special touch.

“Warneke is very diversified in the products we package. We package everything – from medical devices to pharmaceuticals, nutraceuticals, food and beverage, cosmetics, software, home goods and now, cannabis,” Stacy said.

In 2003, Stacy became the fourth generation to join the company her great-grandfather and great uncle co-founded. Her grandfather, father, uncles, cousins, and other family members have worn every hat while building the business into a global company.

Warneke Paper Box also pioneered modern print and die-cutting processes through the company’s decades-old relationships with printing technology giants. Current production can accommodate 12,000 sheets an hour, with a single system—the Sprinter—handling the entire manufacturing process, from cut to print.

Packaging and labeling standards for cannabis products require additional compliance features, making it important for the company to stay updated on fast-changing regulations that vary from state-to-state.

“We expect to see the regulations change often as this industry



WarnekePaperBox.com

evolves,” Stacy explained. “The most common regulations currently are that the package must be child-resistant, or it needs to leave the store in a child-resistant exit container or exit bag. The packaging has to be opaque. It must be closeable, if not intended for a single use, and it must have the universal THC symbol/logo.

“Our customers are currently packaging their products in a vial, tube, or jar with a child-resistant lid and then putting that in an eye-catching box,” she continued. “We’re working on solutions to help eliminate some of the inner child-resistant pieces.”

Other than childproofing restrictions and special labels, though, cannabis products inspire as many packaging styles as there are new products coming to market. Packaging trends that are hot right now? Think all the brand-defining bells and whistles.

“The market leans towards high-end packaging. It’s an emerging market, and our customers want whatever it takes to make their package stand out and start to build brand recognition,” Stacy said. “Everyone wants something different, but it’s all very premium.”

California-based Bloom Farms went to Warneke when it was time to design the packaging for their Highlighter line of vape pens and cartridges. In collaboration with Bloom’s designer, Mike Hester at Pavement, they developed a sleek, luxurious look that also is accessible and understated. Stacy said team members had fun with the project, being able to combine several print processes and refined details.

“This package was designed using many techniques to produce a very unique look,” Stacy said. “The lid and base sleeves were created with two different papers, which helped this package stand out from the rest. The bases were created with specialty paper that varied in color, so the consumer can easily identify with the type of product [sativa, indica, hybrid]. A special pattern was debossed over the entire base to give it texture and feel.”

Attention to details can make or break a consumer’s user experience. Remember how you felt the first time you opened the box for an iPhone or other expensive tech gadget?

Most manufacturers and marketers right now, she said, are focused on standing out with noticeably high-end touches and evocative design, whatever the product may be. “We do see an increase in packaging for smoking accessories, edibles, and oils, although packaging the actual flower [also] is on the rise,” Stacy said.

“Another creative and fun project has been working with Dixie Brands. They use a variety of specialty techniques on several projects we produce for them. This company has hit the ground running, and it has been a pleasure partnering with them as they grow to national levels.


“These specific mint boxes stand out, not only with their use of bright and inviting colors but also with the special use of gloss and dull UV coating—a technique we call ‘strike through,’” she continued. “The gloss is used in specific areas on the front panel including, but not limited to, the product name, flavor, and logo, while the remainder of the box is dull.

“The technique allows for the gloss area to grab consumers’ attention and helps build brand loyalty and identification. Different colors in the graphics allow for the consumer to easily identify the flavor of mint.”

If packaging sounds a little expensive and you don’t need a big order (yet), Warneke will work with orders of 1,000 pieces or more and, of course, they provide estimates.

“Budget can vary drastically depending on what type of package is chosen and the quantity they need. Warneke does work with many startup companies and small businesses,” Stacy said. “So many factors can affect the price of the package, from size, to style, to printing, to special coatings. It’s all so variable. We’re happy to provide custom quotes for any company seeking a general cost.”

In Colorado, the Rocky Mountains sky is the limit, and that’s been true for Warneke since the early part of the twentieth century. With an eye toward innovation, the multi-award-winning company has helped to establish technologies in the global printing industry, and now Stacy sees the opportunity to work with another emergent industry and influence its direction—or at least the packaging designs used to take it next level.

“The cannabis industry has been a very good customer for Warneke Paper Box,” she said. “Being in one of the first states to legalize marijuana, we are in the prime location to meet with our customers and help them create a package that will differentiate them from the competition. It’s a very exciting time, because we have the opportunity to shape the industry for unique package design in this market.”  —Joanne Cachapero



**“IT’S AN EMERGING MARKET,
AND OUR CUSTOMERS WANT WHATEVER
IT TAKES TO MAKE THEIR PACKAGE
STAND OUT AND START TO BUILD
BRAND RECOGNITION.”**

—Stacy Warneke, CEO





4.20 Bar Gets A Bigger, New Look

VCC BRANDS' KENNY MORRISON UPDATES A FAMILIAR FAVORITE

CANNABIS and chocolate combined have long been a muse for artists like author and baker Alice B. Toklas, whose famous brownies produced “euphoria and brilliant storms of laughter, ecstatic reveries, and extensions of one’s personality on several simultaneous planes,” as described by an unknown twentieth century scholar.

“There’s deeper understanding of the synergies between cacao and cannabis,” said VCC Brands founder and Chief Executive Officer Kenny Morrison, evoking the magical blend. He’s been listening to that sweet muse for a long time, and was one of the first to introduce the sought-after treat to market with the pioneering 4.20 Bar.

So, in April, VCC Brands celebrates 4/20 with a branding redesign and increased dosage for their best-selling chocolate flagship. The new packaging is sleek, shiny, and easy to distinguish, in six different varieties: milk, dark with sea salt, dark chocolate with CBD, hemp-crunch, and popping blackberry.

“The design has a fun look for those who want something classic but a little less stuffy,” Morrison said.

“We just went from 180mg per bar to 200mg per bar,” he said about the new dosage. “When we started making chocolate in 2009 or so, the benchmark was the Hubby Bar—the strongest edible on the market, period... 180mg of THC was a fantastically high THC count for an edible back then.

“These days 180mg of THC is fairly low and unremarkable. So, we decided to up the ante and provide a better value: over 10 percent more medicine and 50 percent more chocolate,

without raising the price. This also helps the new bar have a bigger profile or silhouette on the shelf to compete with Kiva and the others. It’s our iPhone Plus moment.”

Morrison has seen and learned a lot after more than a decade in the business, and it hasn’t always been smooth sailing for the VCC gondola. A raid in October 2015 resulted in stormy setbacks and challenges for the company. That said, over the years VCC Brands has added diverse products to their roster, including tinctures, topicals, and beverages.

“We have a broader product spectrum; the best overall product line in the business by far, in my opinion,” Morrison said. “So, when we return to our 2015 store counts we will be doing really, really well. This industry has taught me patience. Sort of. Ha!”

Anyway, he’s not sitting around while he waits. What’s up with VCC Brands in the not-too-distant future?

“A medicinal vape collaboration with the best in the business, terps—strain-specific—and great custom hardware; reliable, repeatable results,” Morrison said. “We’ll keep refining and expanding our offerings. By summer, we’ll have a good understanding of what the state [regulations] will look like, so we’ll turn our attention to generating adult-use packaging—more intently than we already have.” — Joanne Cachapero

“IT’S OUR IPHONE PLUS MOMENT.”

—Kenny Morrison



VCCbrands.com



So **POTENT** it had to be **child resistant**.



AVAILABLE STRAINS

VARAVO SATIVA

VARAVO INDICA

BLUE DREAM

SKYWALKER

OG KUSH

JACK HERER

GORILLA GLUE

SOUR DIESEL

EMPIRE



OF OIL

BY TOM HYMES

PHOTO BY ANTHONY BARLICH





BUILT ON A FOUNDATION OF OIL, GUIDED BY A FIXED MORAL COMPASS, DEDICATED TO WELLNESS, ORGANA BRANDS IS ON ITS WAY TO BECOMING ONE OF THE LARGEST CANNABIS CONSUMER BRANDS IN THE WORLD.

THINK OF ORGANA BRANDS as the Procter & Gamble of cannabis: a market leading parent company whose dominant management chops enable its consumer-facing brands—O.penVAPE, Bakked, and Magic Buzz—to flourish into sector leaders, with more brands to come and no end to growth in sight. Because cannabis is an emerging industry composed mostly of private companies that keep their numbers private, assessing the scale of a company can be difficult. That is not the case with Organa Brands, however. Privately held, it declines to discuss revenue but freely shares a laundry list of data points that position the company as one of the largest, if not the largest, consumer cannabis brand in the nation. Two such data points provide striking context: The company’s network produces about one million grams of refined oil every year, and in 2016, it processed 6.5 tons of cannabis.

The number of products produced from its oil also is staggering, as is the sheer level of planning and organization that goes into managing businesses and partnerships across ten states and eleven countries, conducting sophisticated research and development, and delivering products to more than 1,200 dispensaries. One imagines

an uptight corporate culture undergirding an operation of this scale, and instead one finds the antithesis of uptight. With many entrepreneurial years under their collective belts, the four principals of Organa Brands—President Chris Driessen, Chief Technology Officer Chris McElvany, Chief Operating Officer Jeremy Heidl, and Chief Executive Officer Ralph Morgan—have managed to remain fast friends while honing their individual talents into an effective whole.

“I joke that we know more about one another than the wives would ever be comfortable with,” Heidl said, chuckling. Then he added, cryptically, “You can imagine the personalities it takes to do something that’s federally illegal.”

THE ORIGIN OF ORGANA

Organa Brands developed organically, like the plant that supports its business model. First came Organa Labs, which was founded by Morgan in 2010, one year after he and his wife, Heidi, had opened a dispensary called Evergreen Apothecary. According to his bio, the couple “quickly noticed an unmet demand in the market for consistent, safe, and organic products that served



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as healthier alternatives to smoking cannabis.”

Organa Labs was born, taking a unique approach to the industry that set the company apart right away. “Ralph was one of the first to use supercritical extraction for cannabis,” explained Heidl. “He did it as a healthy alternative, believing you should not give butane to a cancer patient. People looked at him like he was crazy, because at the time butane extraction was much cheaper, and supercritical was not as efficient as it is now.”

But Morgan stuck with his original choice, and today the company uses Waters extraction machines in wholly owned labs like Organa Labs in Colorado, as well as in labs operated by licensees. “In each state, there is an analog company to Organa Labs that, in many cases, we own a part of,” explained Driessen. Whether owned outright or operated as a joint venture, the same standards are required of every facility, courtesy of standard operating procedures (SOP) maintained across the company’s network.

McElvany, who oversees all current oil offerings as well as the R&D lab where fifteen PhDs produce the next generation of oil and oil-based products, explained, “Operating labs in multiple states requires a thorough set of SOPs that are rigorously enforced across the entire network, and the training to support the SOPs. We create the exact same product in Colorado that we do in Maine or anywhere else because of our standards and the training. We have a team of trainers based in Colorado who do nothing but travel from state to state to ensure that licensees are following all our processes.” A horticulture expert with eighteen years of experience, McElvany is the original owner of Baked.

O.PENVAPE

Organa Brands’ premier brand is O.penVAPE, which was co-founded by Morgan, McElvany, and Heidl in 2012. After partnering to marry Organa Labs’ “beautiful oil” with newly designed hardware, they locked themselves in a room “for about four months and knocked out the O.penVAPE brand with the goal of making the best customer experience in multiple states,” recalled Heidl. “It was a great hit and quickly became 50 to 60 percent of sales in certain retail stores.”

The term “great hit” is an understatement. When asked what the company’s current top-seller is, Driessen exclaimed, “Believe it or not, it’s the O.penVAPE original 250mg cartridge! The reason I say ‘believe it or not’ is because that was literally the first thing [we] ever made, and to this day it is the number-one-selling product by unit by a pretty sizeable distance. It’s not even close.”

Driessen, a native of Texas who’s known McElvany for “years and years,” joined Organa Brands in early 2014. In short order, his revenue-generating and organizational skills led to him being given ever more responsibility. As Heidl put it, “COO is my official title, but for all intents and purposes Chris Driessen is president and COO. He’s got it all going on.”

What Driessen really has “going on” is clarity of purpose. When asked what is foremost on his plate, he responded without hesita-



Organa Brands FUN FACTS



Operates 12 EXTRACTION labs in 10 STATES and Jamaica.

Sells to more than 1,200 DISPENSARIES across its network.

Has produced more than 6 MILLION CARTRIDGES to date.

Has sold more than 12 MILLION TOTAL UNITS among all products combined.

Purveyed more than 1.128 BILLION “PERFECT PUFFS,” enough to get the entire country of China high.

Sells a THC product somewhere in the U.S. every 10 SECONDS, 24/7.

Has more than 50-PERCENT market share of pre-filled cartridges in Colorado. (source: BDS Analytics)

Has more than 25-PERCENT market share of entire concentrate market in Colorado (source: BDS Analytics)

Is the ONLY cannabis company in U.S. that currently operates in all four newly legalized states.

Is almost always the HIGHEST-GROSSING product sold in dispensaries, excluding flower.

Often takes up an INORDINATE AMOUNT of shelf space in dispensaries.

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Chris McElvany, Chief Technology Officer

tion in the way people do when they live the answer. “For me personally, it’s market expansion, as always,” he said. “It’s getting leaner and meaner at the mother ship in Denver as we expand into new markets and verticals. It’s making sure we’re on top of our game in the way we’re distributing to our licensees and messaging to our consumers. We anticipate six new labs in the next twelve months. In fact, Vermont goes live on April 6. We’re going to welcome our second international licensee in Puerto Rico. Then we have a sixth brand coming out, a wellness line under the Organa Labs brand. Did I mention market expansion?”

A HOUSE OF BRANDS

Organa Labs is more than one big brand, of course. Consistent with the Procter & Gamble model, it sees itself as a brand generator and curator, a “house of brands,” as Driessen put it. “It’s not just O.penVAPE,” he explained. “That’s one of the brands, albeit the dominant brand that paved the way and built this platform for us to be able to begin stapling on other products.”

The company’s multistate distribution platform is also what Driessen referred to as “the real attraction. The number of people plugged into our distribution network allows us to have a pipeline that others covet. It lets us constantly be in either acquisition mode

or reinventing ourselves.”

A house of brands built on a platform of fine oil, strategically poised to produce “all the limitless things you can make with oil. And why shouldn’t we be producing these things?” asked Driessen, rhetorically. “We’re good at brand building, we’re good at brand development, and we’re good at marketing. We want to create new brands that will continue to diversify our company and increase its valuation.”

Diversification has been the company’s strategy from the beginning. “When we first started, we had one product, the O.penVAPE original cartridge and a battery, which is what we used to open up as many markets as possible,” said Driessen. “That did a few things for us. It grew our reputation far beyond our own borders in Colorado, and it gave us the cream of the crop in terms of picking licensees in other states, because no one else was doing it. We were able to partner with top-notch operators

across the country, which has obviously served us very well.”

In addition to O.penVAPE, several other brands are marketed by Organa Brands: Magic Buzz, with its infused line of drinks; Bakked, whose line of products includes three distillates, a soon-to-be-released cartridge, and the Daburatus, an “all-in-one” dabbing tool sold in Colorado currently and going national in April; Organa

**FOR YEARS, WE THOUGHT
ACQUISITIONS WERE OFF
THE TABLE BECAUSE PEOPLE
WERE SO PROUD OF WHAT
THEY WERE DOING, BUT
WE’RE STARTING TO SEE THAT
CHANGE.**

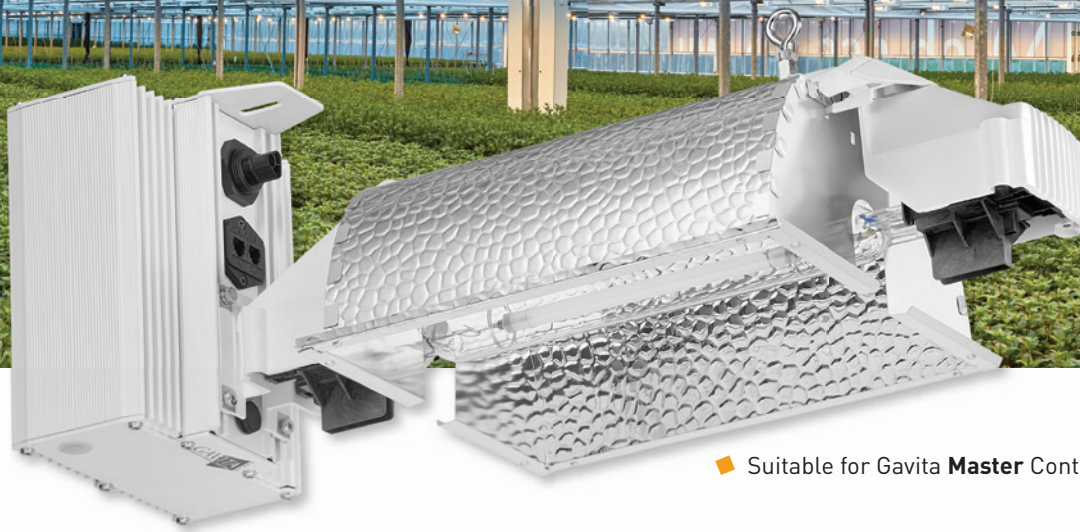
—Jeremy Heidl, COO

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Labs, which will house a new wellness line that initially will include five SKUs; and District Edibles, a new joint venture currently under way in Colorado with planned expansion into three additional states, including California, in about four months. District Edibles' product line includes gummies, chocolate, and suckers, among other items.

Organa Brands has spent millions of dollars on R&D over the years, sometimes in areas that do not represent the core of its current business but which could become very relevant in the future. Genetics is one example. The company also recently entered its first round of fundraising. "The primary use of the funds will be for state expansion and acquisitions," said Heidl. "For years, we thought acquisitions were off the table because people were so proud of what they were doing, but we're starting to see that change."

The good brands that are available in one or two states give Organa Brands a decided advantage, given its reach, said Heidl. "With some of the brands, even ones with a high asking price, [the deals] make more sense for us because in short order we can plug them into 1,200 stores in multiple states," he explained. "Those brands become much more valuable for us."

Not surprisingly, the company has "an intense focus" on California. "We've already introduced our Bakked brand, and District Edibles will be introduced in 120 days, give or take," said Driessen. "We're bringing sales, marketing, and distribution to bear in a big way. We don't want to do it once the moment is here. We need to be prepared once the moment comes."

The company has a history in the Golden State, where a few years ago it experienced one of its rare bumps in the road. "We were [in California] with the O.penVAPE line and had a disagreement with the license holder," explained Driessen. "Rather than risk brand integrity, we decided to part ways. It was a financially painful experience for us, because at the time he was doing well in the California market. But it just speaks to the integrity and credibility that we put into the brand. It was better for us to reset and start over."

A similar challenge arose more recently in Washington State. "Our partners there weren't producing at the level we expected of them, so we pulled the plug," said Heidl. "We're currently not in that market, but we're working to re-engage with a range of possible partners and will be [in the market] very shortly."

The pace of expansion seems dizzying, but the company's chief executive put Organa Brands' potential into perspective. "It's in its infancy," said Morgan. "There is a lot of room in this space, because there is so much work to do and so much acceptance still to happen. Cannabis is still so misunderstood, and one of the things I'm most passionate about is the potential for wellness. There is so much this plant is capable of. It will be really exciting to see where that evolves."

MORAL COMPASS

Scaling up is the greatest challenge for any company, and when they are successful at it there usually is an explanation closely aligned with corporate culture, the fragile dynamic all good executives know defines the company's core identity. If that sense of identity is not

#

ORGANA BRANDS BY THE NUMBERS



EMPLOYEES: 96 in Colorado' more than 250 nationwide throughout the licensee network.

STATES: Extraction labs in 10 states, including Arizona, California, Colorado, Connecticut, Maine, Massachusetts, Nevada (North and South), New Mexico, Oregon, and Vermont, plus a foreign lab in Jamaica.

COUNTRIES: Distributes ancillary product and CBD into 11 countries including Canada, Jamaica, Poland, Ireland, Scotland, U.K., Holland, France, Czech Republic, South Africa, and the U.S.

SKUS: 102 either oil or hardware personally produced; more than 1,000 SKUs sold on the e-commerce site OpenVape.com.

AMOUNT OF OIL PRODUCED: Network produces almost one million grams of refined oil every year, and growing; processed 6.5 tons of cannabis in 2016.

5 Top-Selling O.penVAPE Products



1	2	3	4	5
O.penVAPE Original 250mg.	O.penVAPE Original 500mg.	O.penVAPE Craft RESERVE 500mg (distillate cartridge).	O.penVAPE Craft RESERVE 250mg (distillate cartridge).	O.penVAPE RESERVE 500mg (Pure cartridge).



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shared by every employee, partner, and associate across the network, issues related to quality and consistency are inevitable. Organa Brands' culture is inextricably rooted in ethics.

"As a company, what makes us unique and helps us tremendously is that we have a sound moral compass," said Morgan. "It's not just an entrepreneurial opportunity for us, but a chance to be part of history. I think that has served us well as we've grown and been challenged. This industry is new and very dynamic. Policymakers sometimes look for problems to the solutions they created, and in some cases, it's just growing pains. What endures through it all—what helps us get to work early, put in the time, and have the dedication—is knowing what's important."

Knowing what's important is indistinguishable from the way in which business is done.


"For us, it's important to focus on SOPs to maintain brand consistency, but equally important has been the consistency of our messaging," explained Morgan. "Who are we as people? What are our core values? What does our company represent? If you are a part of our brand, what is that all about?"

The questions are answered via deeds. "One of my most important

tasks right now is a responsible-use campaign, which involves most of the usual suspects in Colorado," said Morgan. "As an industry, we are celebrating the Colorado Department of Health and Environment's 'Good to Know' campaign and coordinating with the city to add our reach within dispensaries. We're doing it to show that even though we're a new industry, we don't have to wait to use [the issue] as a bargaining chip, but can get out in front of it to teach responsible use [to consumers] and educate budtenders."

But his greatest passion now is the planned wellness line. "We've got a tremendous amount of time and effort invested in that project, and I'm looking forward to launching it. The plan is to have 'a mirror cousin' without THC, hopefully with CBD. In the mainstream, we'll have all those same

products with THC distributed through dispensaries. It's a mission I am very excited about.

"Our roots," he added, "are with the medical side, providing the constancy, safety, and efficacy of a product that's repeatable, and on the recreational side that is reliable and safe. Our moral compass is simply a desire to offer products that really help people." 

**WHO ARE WE AS PEOPLE?
WHAT ARE OUR CORE VALUES?
WHAT DOES OUR COMPANY
REPRESENT? IF YOU ARE A
PART OF OUR BRAND, WHAT IS
THAT ALL ABOUT?**

—Ralph Morgan, CEO



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Step 2: Choose a odor control neutralizer with current toxicity reports. Our neutralizers satisfy the highest regulatory requirements for safety. We have (3) neutralizers to choose from that have passed a subpanel of tests termed EPA "Group A - Accute toxicity test guidelines." Full toxicity reports are supplied to our clients.

Step 3: The NCM team uses the data from Step 1 to custom design a site-specific odor control system. For example, the layout, size and ventilation system of your facility are included as parameters in our final design. This approach ensures the highest level of odor control performance that is unmatched in the industry.

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Visions from the City of Dreams

MEDMEN'S ANDREW MODLIN HAS DESIGNS ON THE U.S. CANNABIS INDUSTRY.

THE JOB OF AN ARTIST is to express vision by defining an experience, and then presenting it to the viewer in a way that resonates through design. Sometimes artists don't know which medium will work best to create an impact or what the potential of the finished work could be with the right materials and resources at hand.

"My early professional background is in the visual arts, mixed media, design," said Andrew Modlin, co-founder and chief operating officer of cannabis management and investment firm MedMen. Ten years ago, he didn't realize his vision could, and would, eventually be expressed as a cannabis entrepreneur.

"I met Adam Bierman nearly a decade ago when he hired me to work at his marketing agency," Modlin said. "We pretty much stumbled onto the cannabis industry. We were hired by a local medical marijuana dispensary to do some marketing work, and we immediately saw the business opportunity."

"It wasn't just marketing services this industry needed; it needed professional business practices up and down the vertical," he continued. "We started by opening our own medical marijuana dispensary and, from there, it's been a rapid evolution."

Since 2010, when Modlin and Bierman founded MedMen with two Los Angeles-area dispensaries, business has been fast-paced. The firm's business model is based on a commitment to building fundamental infrastructure, as well as attracting and deploying investment capital. Updated, sleek, and mainstream-friendly are all part of Modlin's design in developing every aspect of the company.

In 2014, MedMen was the first industry firm to secure \$3.75 million in outside funding to expand operations from California to Nevada and Illinois. In 2015, the company acquired a full suite of permits, allowing further expansion with a grow facility in Nevada. Modlin and Bierman established a \$100 million private equity fund—the MedMen Opportunity Fund—in 2016. The company also added ten dispensaries across three states. In January 2017, MedMen acquired New York's Bloomfield Industries, which will add an upcoming NYC storefront location to MedMen's portfolio. The operation will be one of only two dispensaries located in Manhattan.

"We'll be applying MedMen's industry-leading retail model to three pharmacies in Syracuse, Buffalo, and Lake Success [all in New York State]," Modlin explained. "The fourth one, in Manhattan, is expected to open sometime this year."

"New York is still a developing market, but it will be one of the most important markets in the country. It is the fourth most populous state in the country and home to one of the largest, most densely populated cities in the world," he said. "Our manage-

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ment company has been working to streamline operations since last fall. Our temporary cultivation and production facility, in Utica, is up and running while we finalize plans for a state-of-the-art greenhouse and upgraded production facilities.”

After having helped more than 100 industry businesses refine their operations, and at the same time establishing a nationwide footprint with MedMen, Modlin has a unique perspective on what’s required for success and what may be coming down the road for entrepreneurs.

Asked if he harbors any concerns about the current presidential administration or federal authorities—especially now that MedMen expects to be doing brisk business in the president’s hometown—Modlin remains proactively positive and unfazed. Activism is part of what will be required to maintain market momentum, in his opinion.

“It is never a smooth road when you are changing the status quo,” he said. “The challenges come from the fact that we are trying to get people to do and see things differently than they did in the past. But the upside is that we do not have to reinvent the wheel on most things.

“Our strategy is to hire the brightest talent from relevant industries, like agriculture, chemical engineering, retail operations...,” he continued. “Our cultivation director comes from the agro-industry. Our chief science officer comes from the petroleum industry. We have lawyers, MBAs... It is only revolutionary because we are talking about an industry that has been operating in the black or gray market for decades.

“So, changing people’s perception of cannabis and what the cannabis industry should look like is probably the biggest challenge. The operational side is a lot of work, especially when you consider that cannabis has probably the most complex regulatory environment of any industry—but that, in some ways, is the easy part.”

A native Angeleno, Modlin thinks the biggest story in the industry right now is that people aren’t talking about Los Angeles, the city of dreams.


“The city recently passed Measure M, which should pave the way for a legitimate, licensed cannabis market in the second most populous American city, and few in the media have really delved into the implications,” Modlin said. “By some estimates, Los Angeles already consumes about \$1 billion worth of cannabis a year. Unfortunately most of it is illegal. With Measure M, the city now will crack down on hundreds of illegal dispensaries, and the 135 or so that are legally permitted will have a path to licenses and clear regulations. And this is happening as the state prepares to unveil its medical marijuana and adult-use regulations in 2018.”

The project that’s got Modlin’s attention right now is MedMen’s Nevada grow facility. “The Dutch-style greenhouse has been delivered, and we’ve started pouring in the foundation. We expect construction to be completed sometime this summer,” he said.

“It is a very exciting project: a 26,000-square-foot greenhouse, a 19,000-square-foot extraction and production wing with a high-tech test lab for quality control,” he continued. “We are expecting an output of about 10,000 pounds annually. Nevada, of course, is a very progressive and business-friendly state, and with passage of recreational marijuana last November, we expect great things in the years to come.”

So, MedMen is sticking to their plan, the business model, and the vision. But what else is Modlin designing for the next big project?

“In the near term, we should be starting construction on a 45,000-square-foot state-of-the-art greenhouse and production facility in Desert Hot Springs, California, very similar to the one outside Reno. MedMen will manage the facility once completed.”

And “we’ll continue to explore investment and management opportunities,” he added. “There is plenty of money and business-savvy being thrown into the cannabis boom these days, but what we offer is a very strategic deployment of capital that is informed by our management expertise. There are a lot of people making bets in this space. We are making investments.”  —Joanne Cachapero



Modlin's Essentials

Homework

“The first thing I tell anyone getting into this space is that they need to do their homework. You need to understand the complex regulatory landscape and plan for the long term. You have to adapt to changing circumstances, of course, but you can’t be paralyzed by any perceived adversity.”

Operations

“You also have to understand operations. This is one of the most operationally intensive industries. If you think it is about growing weed and selling it, then you are about two decades too late.”

Capital

“Lastly, you need capital. This is already a big game and getting bigger by the day. To compete in today’s cannabis industry, you need state-of-the-art facilities and institutional practices and that costs money—a lot of money.”

“

IT IS NEVER A SMOOTH ROAD WHEN YOU ARE CHANGING THE STATUS QUO.

—Andrew Modlin

”

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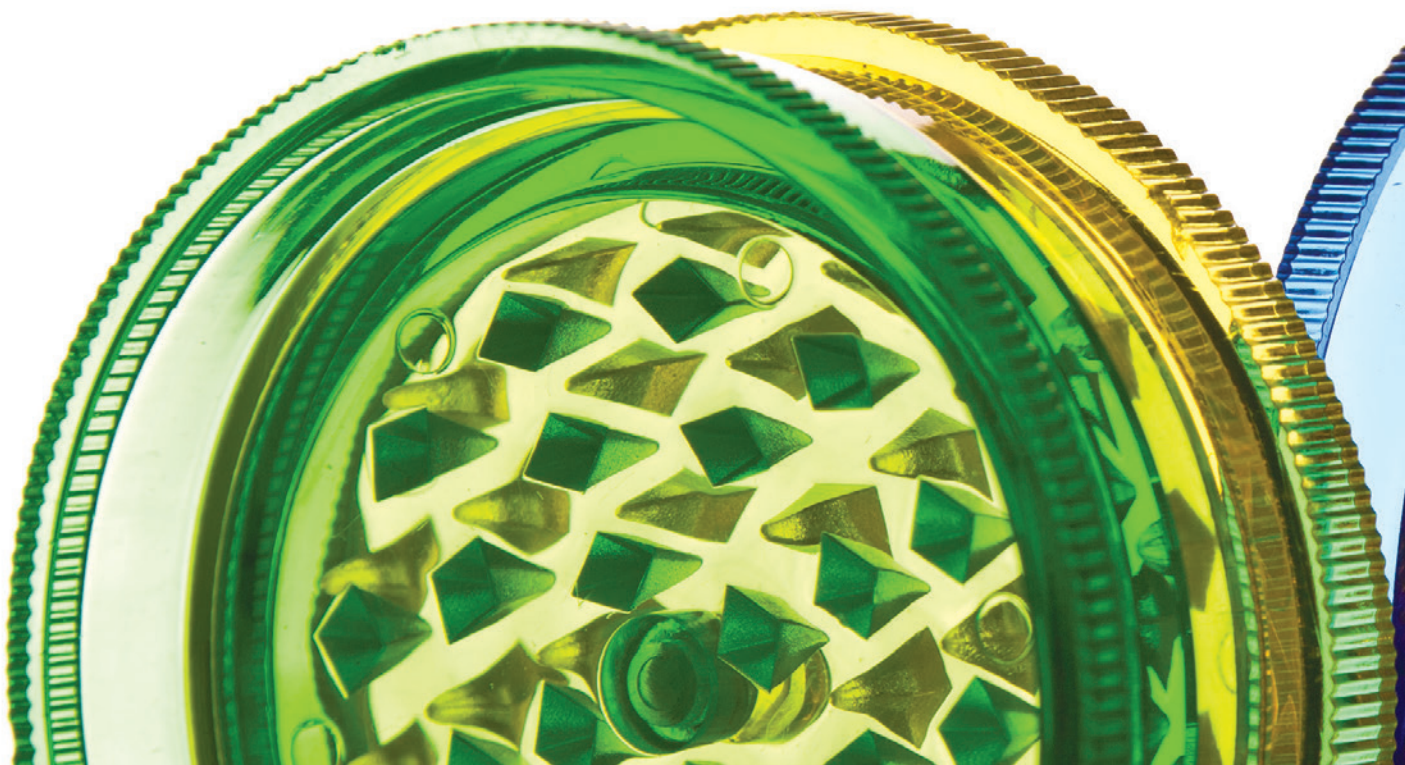
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There's Money in That Merchandise!



DURING THE PAST EIGHTEEN MONTHS, cannabis sales have shattered previous records. While flower still comprises 60 percent of the overall market (concentrates compose 21 percent; edibles 11 percent), accessories and merchandise sales have reached more than 1 percent of the pie—and that's a big slice. Traditionally, head shops have sold the lion's share of accessories, but lately there has been a slow but steady migration to cannabis retail. While handheld vaporizers remain the best-selling dispensary item, sectors like apparel, books, and hard goods are beginning to make a dent in the bottom line. Boutique and premium companies such as Tetra (“dedicated to elevating the smoking experience”), Sweetflag, Van der Pop, and Cannador have upped the ante when it comes to smoking accessories.

“Tetra was conceived in 2015 at a picnic on the beach in Malibu, after I took out an ugly glass pipe,” Tetra co-owner Eviana Hartman said. “We were discussing a lack of good design in the realm of smoking accessories and how we were the right people to do something about it. As visual people, we and many of our friends

make consumer decisions based on aesthetics as much as function, and we felt the accessories scene was marked by a total absence of good taste. By bringing more visually appealing products into the mix we could contribute meaningfully to a broader cultural shift.”

Tetra’s artsy items include designer ashtrays, storage, lighters, pipes, rolling papers, keychains, incense burners, candles, diffusers, and gift cards.

However, like in all other industries, some shops do a better job with merchandising. A shop owner must know the clientele to judge whether high-end items and other out-of-the-box products will work for the shop’s customers.

TOURISTS AND CUSTOMERS LOVE MERCH

L'Eagle, in Colorado, has had good luck with merchandise. Gear is popular, particularly T-shirts, hoodies, stickers, lighters, water bottles, pint glasses, and sunglasses.

“Tourists love these items, because these items are souvenirs that can legally leave the state,” said co-owner Amy Andrlé. “We also have strain-specific L'Eagle branded shirts.”

Retailers find stable revenue streams in non-plant-based products.

BY ROB HILL



Currently, merch comprises roughly 5 percent of the store's sales, with PAX vaporizers and Puffco tools being best sellers.

Colorado's Native Roots, which has multiple locations across the state, has found merch not only improves sales, but also enhances the consumer experience.

"We find that our clients, whether they are locals or tourists, tend to gravitate toward our Native Roots 'wallpaper' branded items: T-shirts, hoodies, socks, and our N-Pen," noted Visual Merchandising Manager Breezy Lenz. "But our offerings outside of cannabis products include everything from vaporizers and glass accessories to hats and grinders."

PLENTY OF ROOM FOR GROWTH

Today, the average dispensary generates 2-3 percent of its total revenue from sales of accessories and merchandise. However, Sasha Kadey, chief marketing officer for the distributor Greenlane, said he believes dispensaries could generate as much as 20 percent of their revenue from accessories.

"This is potentially a very profitable revenue stream for a

dispensary because of the tax implications and cost structure," Kadey said. "The current dynamic is akin to a hair salon that only sells services—haircuts, styling, blow-dries, and color—but doesn't sell any of the styling products. Salons see as much as 30 percent of their revenue from hair care products."

Marley Natural's smoking accessories line is hot right now. The company's elegant Black Walnut Collection of trays, cases, grinders, pipes, and other accoutrements accented with handblown glass has been a welcome addition to high-end shops with sophisticated customers. Marley Natural also sells wallets, key chains, and candles.

"When we launched the Marley Natural brand last year, we initially limited accessories sales to our dispensary partners that also carried Marley Natural cannabis, [in order] to maximize patients' brand experience," a spokesperson said. "We ended up receiving a lot of interest from dispensaries and specialty boutiques in states where Marley Natural cannabis wasn't available yet. We now sell our accessories collection across the country."

MARLEY NATURAL

*Smoking Accessories Done Right:
Anatomy of a Hot Line*

THE BLACK WALNUT COLLECTION

Made from sustainably grown American black walnut wood pieces, accented with heat-resistant, handblown glass.

NUMBER OF DISPENSARIES

Nearly 100.

BEST SELLERS

By volume, the Taster. “The hero of the collection is the Bubbler,” said a Marley Natural spokesperson.

CONSUMER

“We’ve had newcomers and enthusiasts alike praise the design and functionality of our accessories. Our customer base also includes great gift-givers,” noted the spokesperson.



THE LINE



STEAMROLLER

The Steamroller is designed to complement and accentuate any herbing ritual. \$36/\$72



WATER PIPE

This deluxe water pipe perfectly combines utility and design. \$125/\$250



SMALL TASTER

Perfect for daily smoking and compact enough to accompany you anywhere. \$17.5/\$35



LIKKLE BIT

Designed interior minimizes lingering odors while protecting the Taster or a pre-roll. \$52.5/\$105



SPOON PIPE

The comfortably rounded stem and heat-resistant glass bowl allow for smooth, consistent draws. \$34/\$68



SMALL HOLDER

Functional, discreet, and handsome, the holder is designed to minimize odor while protecting pre-roll from crushing. \$15/\$30



BUBBLER

A hybrid water and dry pipe, the Bubbler's versatility offers the best of both worlds. \$81/\$162



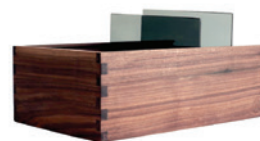
LARGE GRINDER

The magnetic top and its 27 custom engineered teeth can be turned continuously to produce volume and texture. \$70/\$140



TRAY

The multi-use prep tray features functional design while doubling as a beautiful lifestyle display piece. \$39/\$78



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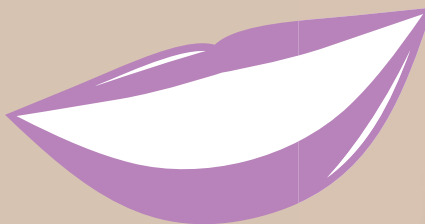
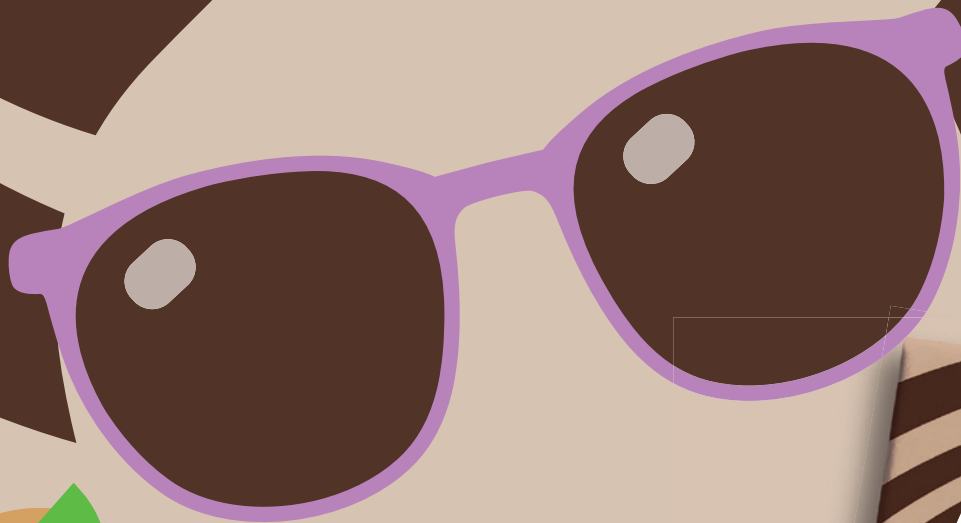
Design and craftsmanship meet functionality. The slide top doubles as an integrated tray. \$95/\$190



CRYSTAL ASHTRAY

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AMY ANDRLE

Co-owner,
L'Eagle Services, Colorado



HOW DO YOU DISPLAY YOUR MERCH AND ACCESSORIES?

We have a separate display case for accessories and another for our branded merchandise. When it comes to cannabis accoutrements, we try to be practical in how much floor space we dedicate.

IS THERE RETAIL SCIENCE BEHIND YOUR LAYOUT?

The two counters that contain the merchandise are the feature of the sales floor. They are also strategically placed to allow for customer and sales associate interactions. The accessories and merchandise are placed in more of an impulse-buy location, assuming the customer has already decided on their cannabis product.

WHAT ITEMS ARE MOST POPULAR?

Gear is very popular, including t-shirts, hoodies, stickers, lighters, water bottles, pint glasses, and sunglasses. We also have strain specific L'Eagle branded shirts.

LeagleDenver.com

Best Sellers



PAX

Intelligent, intuitive, dual-use portable vaporizers. Pax 2 (shown above).



PUFFCO

Offering a full line of products including the Pro 2, Plus, accessories, and apparel.

"This is potentially a very profitable revenue stream for a dispensary because of the tax implications and cost structure. The current dynamic is akin to a hair salon that only sells services—haircuts, styling, blow-dries, and color—but doesn't sell any of the styling products. Salons see as much as 30 percent of their revenue from hair care products."

—Sasha Kadey, Chief Marketing Officer, Greenlane



JAY GRIFFIN

*Partner,
Dank, Colorado*

HOW MANY MERCH AND ACCESSORY ITEMS DOES DANK CARRY?

We offer more than forty items of branded merchandise, including shirts, tanks, hoodies, hats, ashtrays, lighters, grinders, pipes, beanies, tights, mugs, jars, glasses, stickers, key chains, hat pins, and vape-batteries.

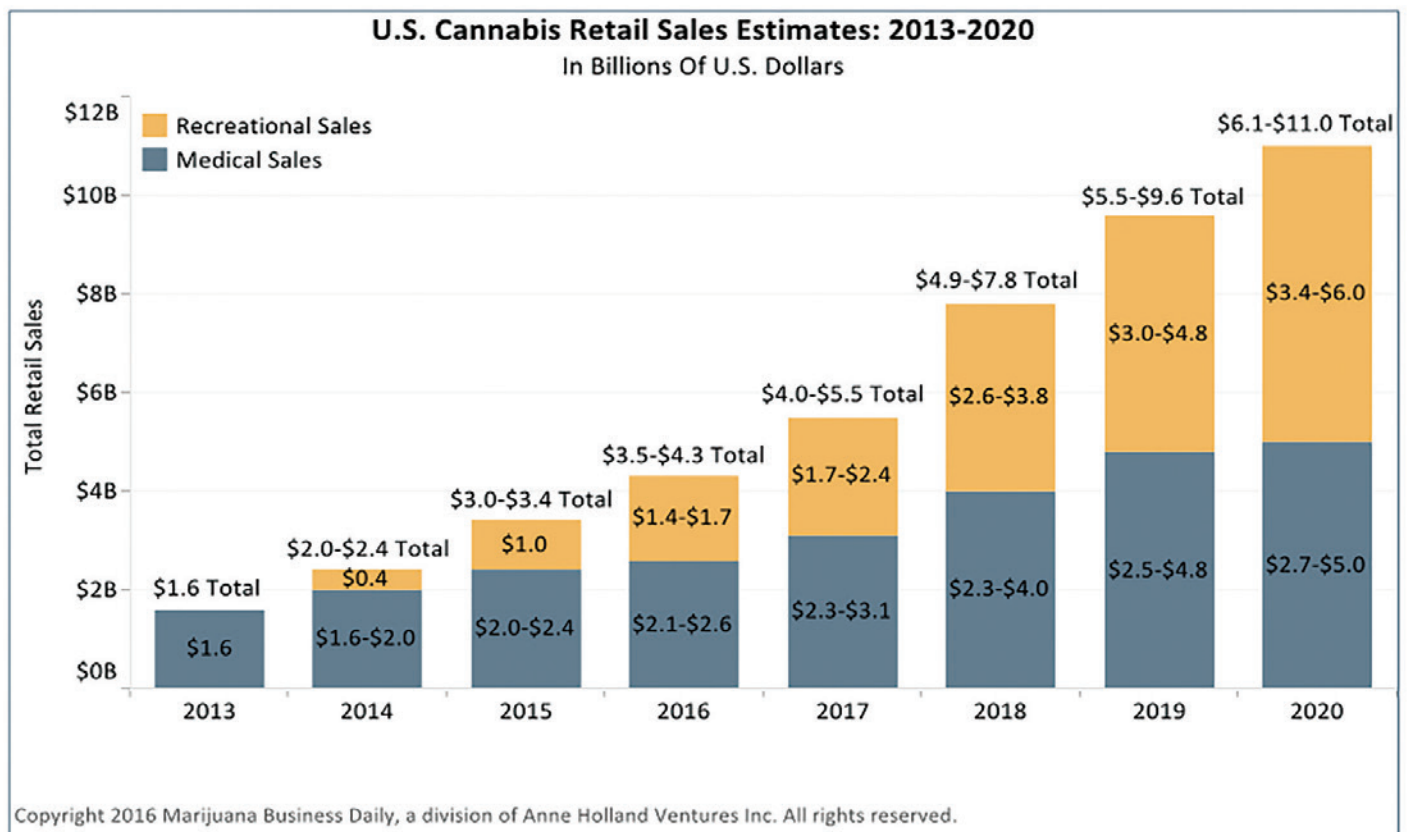
WHAT PERCENTAGE OF OVERALL SALES DO MERCH AND ACCESSORIES COMPOSE?

About 10 percent of gross revenue. We primarily use our gear as promotional items. At the door, we ask Stoner Trivia questions of every brand-new customer. Winners receive a coupon for apparel and gear.

WHAT IS YOUR PROCESS FOR STOCKING THE SHOP?

We like to look to the season for guidance on apparel. Tank tops for summer; hoodies in the winter.

Dank-Colorado.com



Source: Marijuana Business FactBook 2016: To Order a Full Copy of the Report: MjBizFactbook.com



SASHA KADEY

*Chief Marketing
Officer, Greenlane*



HOW CAN GREENLANE HELP DISPENSARIES SELL MORE MERCH AND ACCESSORIES?

Greenlane Dispensary Services developed programs to help dispensaries manage and optimize their accessory sales, because we do most of the work for them. We leverage thirteen years of expertise in the sale of these products, to help them pick the right merchandising mix that will sell well for their clientele without distracting their budtenders. We also help dispensaries decide how to best merchandise that inventory.

WHAT BRANDS ARE HOT?

Wax pens like Dr. Dabber Boost and Aurora, Gresco Science G Slim for solid concentrates; herbal vaporizers like the Gresco Science G Pen Elite, Firefly 2, DaVinci IQ, Storz & Bickel Volcano, Crafty, and Mighty. The Marley Natural American Black Walnut Glass Collection, too.

WHAT ARE SOME OF THE COMMON MISTAKES SHOPS MAKE WITH STOCKING?

Product placement in the store, not keeping up with trends, no marketing materials displayed, and budtenders with minimal knowledge of ancillary products.

GNNL.COM

DID YOU KNOW?

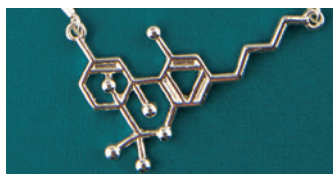
Greenlane distributes to almost 1,000 dispensaries in Arizona, California, Colorado, Florida, Illinois, Massachusetts, Maryland, Maine, Michigan, Montana, New Hampshire, New Jersey, New Mexico, Nevada, Oregon, Puerto Rico, Rhode Island, Vermont, Washington State, and several Canadian provinces.

WEARABLE FASHION TRENDS FOR YOUR DISPENSARY



CUSTOM BRANDED T-SHIRTS

A great way to spread the word of your brand, while making money.



JEWELRY

A popular POP item that doesn't require a lot of storage space.



WEED LEGGINGS

Expand your offerings and add some diversity to your store with ancillary items such as these weed leggings by Miss Mary Jane Co.

incredibles

HIGH-QUALITY HANDCRAFTED INFUSED EDIBLES



SOUR GUMMY

Sour pack inside. You pick the level of sour!

New look. New flavors. Trusted since 2010.

iloveincredibles.com



GREG SHOENFELD

Director of Dispensary Relations, BDS Analytics

HOW MUCH HAVE MERCH SALES GROWN?

In the twelve months ending January 31, 2017, dispensaries—adult-use retailers and medical dispensaries—in Colorado and Oregon generated \$1.7 billion in total sales. Of that, \$35 million was contributed from a variety of accessories including clothing, grow supplies, lighters, pipes, rolling papers, vaporizers, etc.

DO YOU SEE MERCH BECOMING A SIGNIFICANT PROFIT CENTER?

Yes, merchandise will become a bigger piece of the pie in the future, and that shift has already started. Accessories are more than great add-on sales. Merchandising and marketing go hand-in-hand. As competition increases, dispensaries will expand footprints and consolidate, which will lead to increased investment in branding and marketing.

ARE DEVICES STILL THE LARGEST MERCH CATEGORY?

Eighty percent of accessory sales and 82 percent of growth in the accessory category come from devices. Vaping is hot, and sales of handheld devices have doubled to more than \$17 million of the broader \$35 million accessory category.

BDSAnalytics.com



“Eighty percent of accessory sales and 82 percent of growth in the accessory category come from devices.” —Greg Shoenfeld, BDS Analytics

MERCH MAGNETS: TWO SUCCESS STORIES

COLORADO'S NATIVE ROOTS AND WASHINGTON STATE'S UNCLE IKE'S CREATED FORMULAS FOR SUCCESS.

NATIVE ROOTS

EXPLORING NEW REVENUE AVENUES is important at Native Roots. The dispensary's ability to go above and beyond what clients expect has made them one of Colorado's best chains. According to Visual Merchandising Manager Breezy Lenz, non-cannabis products are important to the bottom line.

“At Native Roots, we have a different merchandising strategy for each item type,” she said. “The stores are mapped out on a plan-o-gram that each store follows, which ensures consistency through all locations and elevates the experience.”

Lenz has found merchandise, especially apparel, is “an important part of our overall business, particularly in stores that serve tourists who are looking for souvenirs to take home.”



UNCLE IKE'S

AT UNCLE IKE'S, management views the merch section as an extension of the brand. The store carries a wide array of items, including men's and women's apparel, mugs, candles, grinders, jewelry, magazines, tools, lighters, tote bags, graters, and a selection of cannabis, travel, cooking, and coloring books. Although Uncle Ike's doesn't cleave to a particular merch philosophy, Operations Director Jennifer Lanzador said, “We just try to stock what is requested, along with the proven sellers, and arrange the store as such.”

Her advice when it comes to merch is simple: “Don't overpay or buy shitty products.”



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FOR THE FORWARD THINKING RETAILER

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A DIVISION OF

PHILLIPS & KING
INTERNATIONAL

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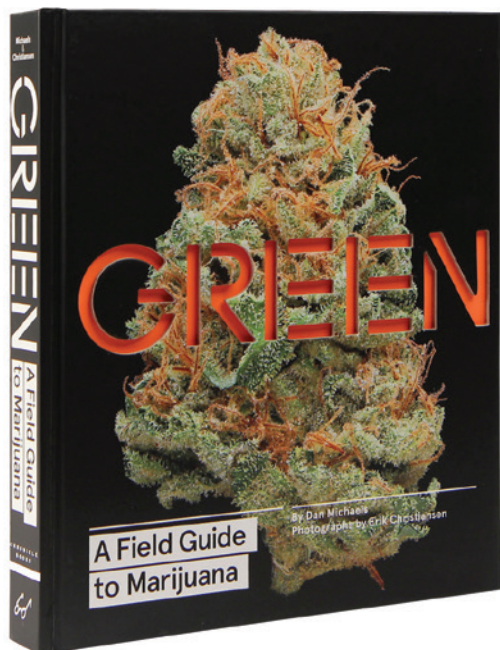
PK > FWD

866-558-1824

PKFWD.COM

MERCH MUSTS!

Are you carrying a complete selection of merchandise and accessories? Here are some of our favorites!



GREEN: A FIELD GUIDE TO MARIJUANA

Beautiful enough for any coffee table, *Green: A Field Guide to Marijuana* is filled with gorgeous photography of individual buds and botany tips. It's full of visual flavor and style.
CHRONICLEBOOKS.COM



GENIFER M: MODERN LEAF PENDANT

Luxury cannabis-inspired jewelry is always a nice addition to any dispensary that wants to be known for thinking outside the box. The Modern Leaf Sativa Pendant is sterling silver in 10mm, 20mm, and 30mm.
GENIFERM.COM



PUFFTEC: FUMO WALLET

Individually handcrafted from premium vegetable-tanned Italian leather, Fumo's Wallet serves many important purposes while also being one GQ-looking accessory. It's a rolling case, designed specifically for the iPhone 6, with card pockets and two side cash pockets.
PUFFTEC.COM



MYSTIC TIMBER: PUCK DAB TOOL

Gadgets come and go, but well-designed tools last forever. Mystic Timber's Puck dab tools not only do the job, but also are sexy. The wooden handles are crafted from sustainable hardwoods.
MYSTICTIMBER.COM



WARY MEYERS: COCO NUI CANDLE

Everyone loves candles, and the Coco Nui could become a customer favorite with its deep, lush Caribbean scent composed of beachy coconut, dark suntan oil, and fresh, green cannabis. Burn it in the shop and watch your customers' wallets open.
WARYMEYERS.COM



KEEP COOL AND ROLL ONE MUG

Coffee and cannabis go together like wine and food, and this mug really says it all.
CAFEPRESS.COM



BEHANCE: AURA WATER PIPE

The Aura Water Pipe is not only a contemporary, handsome object, but it's also durable, functional, and very cool.
BEHANCE.NET



SKUNK/VATRA: HYBRID DUFFLE BAG

One hundred percent smell and waterproof, this duffle bag is perfect for the business traveler. Made with premium carbon lining replete with an anti-smell retainer interior, anti-tear protective filter, water-resistant military-grade fabric, and storage compartment for backpack straps. 21" x 11" x 9.5". **VATRA.COM**



DAB QUEEN T-SHIRT

This groovy form-fitting t-shirt made of 100-percent cotton is ethically sourced and will surely get many hoots-and-hollers on the street. **REDBUBBLE.COM**

IPHONE CASE: HELLA FRESH

A perfect item for your countertop, these artistic cannabis-inspired iPhone cases should fly out of our shop. **REDBUBBLE.COM**



MAGIC FLIGHT: ORBITER BUBBLER, MAPLE

A device that would make Einstein and Edison proud, the Magic-Flight Orbiter bubbler is pure luxury and function. Comes with a shower-head-style down-stem and two 14mm female glass joints. A square, wooden base allows the Orbiter to sit soundly on any table. **MAGIC-FLIGHT.COM**



KANDYPENS: ICE CREAM MAN

Serving up creamy clouds of vapor, the handmade Ice Cream Man comes with a dual quartz rod atomizer, air carb mouthpiece, leak-proof technology, and three optimized heat settings. Perfect for vaping waxy oils. **VAPORNATION.COM**



MYSTER: MAT

The MysteR Mat not only fits perfectly on an stashtray, but also promises to handle the gooiest of resin with no mess. Never scrape again! 8" x 10". **GETMYSTER.COM**



VAN DER POP: GEOPIPE, PALLADIUM

Abstract, sleek, and discreet, the porcelain GeoPipe in palladium finish is a game-changer for those who like to smoke in arty style while hiding in plain sight. **VANDERPOP.COM**



TETRA: METRA BOX

Tetra specializes in designing modern, iconic smoking objects. The lush and sleek concrete Metra Box has a concave indentation on its lid, offers a staging spot for rolling, and features a place to burn incense cones. **SHOP-TETRA.COM**



In Search Of Improved Dispensary Search

THE SOLUTION TO IMPROVING INTERNET DISPENSARY SEARCH MAY BE DECIDEDLY LOW-TECH.

I HAVE A QUESTION—a good question: Why is an everyday internet search for a good, trustworthy retail store still such a chore when the store you are looking for sells cannabis?

I hate to admit it, but I have a love-hate relationship with dispensary locator sites. I love them because these sites are true symbols of the underground roots of the cannabis industry. They carry a dose of nostalgia similar to the way I feel when I think back on relics like MySpace or Napster.

These sites first came along years ago, when the West Coast was the only place dispensaries existed. They found innovative ways to connect patients to the clandestine world of collectives and dispensaries. They took everything the universe had just discovered in the post-1990s tech boom and mixed GPS searching, directory listings, a little #nugporn, and the power of the consumer review into website platforms specifically designed for the next major disruption to hit cultures and economies the world over: the legal cannabis industry.

Think about it. How did you find your first dispensary? How many times have you explained to your friends who are new to cannabis that there are websites that are like a Yelp for weed? How long have you, as a dispensary operator, relied on these sites to reach new customers? There is no denying these sites have done wonders for the cannabis industry and will forever be part of the biography of how this legal industry unfolded.

So, what's there not to love about the current state of locating legal cannabis through the internet?

'THEY'RE NOT TRUSTWORTHY.'

"The sites are confusing to look at, and I still don't feel like I can trust what it is going to be like when I show up there," said a male participant in a recent Portland, Oregon, consumer focus group designed to dive deeper into the topic of improving internet dispensary searches.

Some participants were skeptical in general. Others mentioned specific concerns, like bogus reviews, out-of-date menus, whether the shops operate legally, and financial relationships between the search websites and the dispensaries represented. Clearly, more can be done to earn the trust of new customers and drive more traffic to storefronts.

'THEY DON'T DO A GREAT JOB AT THEIR JOB ANYMORE.'

"I travel a lot for work in states where pot is legal, and I like to look for a new dispensary to buy from when I'm in town," a female focus group participant said. "But I usually get too frustrated with the sites and the search results and usually end up not going anywhere."

Like Nicki Minaj, many of us like to buy flower when we're travelin', and we long for something as easy to use as Open Table, Uber, or Google Maps when it comes time to spend our money on a little weed. Even if you aren't a multi-state marijuana user, locating the dispensary closest to the house of the friend who's hosting dinner, or figuring out who in town is carrying the strain you are looking for is probably something you have done a time or two.

Like a number of other pain-points starting to throb in the lives of cannabis retailers (i.e. point-of-sale software, social-media solutions, cashless payment processing—the list is expansive), dispensary locator sites need an upgrade.

'THEY ARE A NECESSARY EVIL.'

Dispensary owners don't have a plethora of options to choose from when it comes to advertising their existence, nor are they allowed to promote themselves in many traditional ways. With the ongoing social media ban on cannabis and the lack of cooperation from Google or Apple in allowing cannabis apps in their stores, dispensaries have

little leverage when it comes to paying the high prices that locator sites charge to list their businesses. On top of the cost of the service is the cost to the dispensary to maintain the site on a daily basis. "We had to hire a full-time person to keep our menus updated and run specials through the site," said a dispensary marketing coordinator in Phoenix.

This is 2017, right? I remember spending the last hour of my workday updating our dispensary's fifteen-strain menus on the two locator sites we used—oh, and full-melt bubble hash. That was 2010. How are these sites still getting away with not providing this simple feature to their customers whose menus have become infinitely more complicated than mine was back in the day?

A new site readying to launch in time for 4/20 intends to become the cannabis industry's online directory for today's cannabis users. THCSpots.com is the latest virtual empire to spill from the finger-

tips of web developer Matthew McCammon. The charismatic internet tycoon has set his crosshairs on disrupting the dispensary location services world by giving consumers and dispensary owners alike the online experience we all expect but never find.

Co-founded by international rap artist and cannabis advocate Waka Flocka Flame, THCSpots.com intends to help consumers develop confidence by physically certifying each dispensary location listed on the site. With brand ambassadors in twenty-eight states, THCSpots.com will perform the initial certification and then regularly monitor

each certified dispensary to ensure it continues to meet THCSpots' standards.

"You'll be able to use the site nationwide in time for 4/20 this month," said Waka. Flocka.

Looking forward to it, Flocka. 

“
**YOU'LL BE ABLE TO USE
THE SITE NATIONWIDE
IN TIME FOR 4/20 THIS
MONTH.**

—Waka Flocka Flame

”



MEGAN STONE, owner and principal of The High Road Design Studio, is an award-winning female millennial business owner on a mission to reinvent peoples' perceptions of cannabis and what it means to be a cannabis user. Since 2013, her studio has designed medical and adult-use retail stores for cannabis businesses in more than a dozen states.



APOP Media Helps Dispensaries Prepare for Their Big Screen Close-Ups

TUNE IN, TURN ON...and pick up your meds? That's the scenario unfolding at an increasing number of Southern California cannabis dispensaries thanks to the efforts of APOP Media, which focuses on putting TV systems and interactive menus into waiting rooms, doctors offices, and smoke shops.

The new company hit the ground running. Founded mere months ago by Creative Director Rebecca Brinegar and Chief Executive Officer Matt Young, APOP stands for At Point of Purchase and that's where these longtime cannabis business veterans are making their mark. By aggressively marketing their TV waiting room systems, they've installed 162 units in five months.

APOP's multi-screen systems provide specially tailored, cannabis-centric content featuring a combination of entertainment, education, and advertising. The company also offers a brand new EZMENU TV programmable interactive dispensary menu system (see sidebar).

Brinegar saw the need for a specialized retail network first-hand, thanks to a decade of experience marketing cannabis brands and services to dispensaries, and also working as a dispensary owner.

She explained, "Every time I would walk into a dispensary I would see patients watching *I Love Lucy* reruns or the Channel 4 news, and eventually I thought, 'We have very limited marketing opportunities; very limited point of purchase marketing opportunities. Let's find a way to remotely program cannabis-driven content and help cannabis brands take that next logical step to commercials.'"

REVENUE-SHARING IS CARING

APOP's goal is to engage dispensaries as a partner, not just a vendor. That's why the company's waiting room screens are provided free as a straight revenue share, based on contract length. "We provide the technology, we provide the platform, they obviously provide the retail location, and together we both kind of sell advertising," said Brinegar. "We obviously take the lead on that, but they have a lot of existing potential advertising clients on their shelves already."

The advertorial content packages APOP provides run on a fifteen-minute loop, with segments of various lengths starting at fifteen seconds.

"It maxes out at ninety seconds," said Brinegar, "and a lot of that would be branded content like 'How to Vape, by W Vapes,' or something along those lines. W Vapes came on really early with us, so we're appreciative of them, along with other clients like Quality Concentrates, THC Designs, REZN Extracts. We're kind of in the process of helping a lot of brands get into video and coming on board."

A programmable ticker runs across the bottom of the screens where clients can promote special offers, highlight social media mentions, call attention to shop hours, or make other announcements.

"The goal," said Brinegar, "is obviously to push the advertisers, because every second of that reel is valuable to us, our retail partners, and the advertisers. Every minute of


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APOP's EZMENU TV

It's just click, click, click. Done.

• • • • •



APOP's brand-new interactive EZMENU TV system will soon be available. Here's what you need to know:

While APOP's dispensary TV promotional loop screens are free as part of the company's revenue-sharing model, the new menu systems are more of a hardware purchase for shop owners.

But much or all of the cost can be defrayed, because pricing varies by how many advertisers are featured on a dispensary's menu as well as the size, brand, and the number of TVs that shops install.

APOP provides all the technology on the back end for the menu boards, which also can include video or animated graphics to enhance impact (and provide another monetization opportunity).

Setting up a menu board is easy-peasy, according to APOP co-founder Rebecca Brinegar. By pulling from an existing menu database, a system can be programmed in just a few clicks.

"We provide a basic menu template, but the dispensary can insert their own menu background and/or work with a designer to easily customize something that reflects their retail brand aesthetic," Brinegar said.

"The backend system is just super super-clean. They just log in and pull up the menu content from an existing menu content platform. It's just click, click, click. Done."

that screen is monetizable."

The company is beta testing a new platform that will let advertisers build and manage their own campaigns and select the exact dispensaries in which they want to advertise.

TAKING THE PLUNGE: IT ALL ADS UP

Part of the win-win-win nature of the setup is that APOP also helps some brands venture into commercials.

"For a lot of the cannabis companies, you don't have people with the traditional marketing backgrounds. So, we're helping walk them through that process.

"We've come up with a great promotion that we do with one of our content partners, PROHBTBD, where we can get companies into a commercial for like three grand, which is relatively cheap by industry standards. Many in the cannabis industry don't have much experience with what things like traditional media cost. When you show a real commercial's price tag, it's kind of a shocker. So, we're trying to deliver high production value for a lower cost to help ease them into the market."

APOP is not the only company trying to capture the point-of-purchase market space, but once again Brinegar stressed the strategic advantage of partnerships as one of the company's strengths.

"We're setting ourselves apart from the competition by being really strong on the creative side. That's what appeals to our partners PROHBTBD Media and VICELAND Media. They both have really strong creative teams, so they're not just looking to jump on board with anyone who could throw a TV up in a dispensary. They want to work with a company that has a compatible brand and culture."

NO STONER LEFT UNTURNED

Emphasizing the need to move past nonstop "stoner" content all day long, APOP and its content partners aim to elevate the medium with more professional and engaging content that will appeal to the next generation of cannabis companies and consumers. The change is driven, in part, by the shifting legal landscape, which Brinegar said is bringing many "new users into the market space, and we're interested in helping them along.

"PROHBTBD has a series called 'Learn,' which is constantly in our rotation, where they explain, 'What is Vaping?' 'What are Concentrates?' all this basic information," she continued. "Similarly with VICELAND. We're facilitating for them. They're basically doing a Weed Week 420, and they've got a lot of events planned around [Los Angeles]. They're coming into town this week to shoot a lot of stories we've turned them on to."

She said early-adopter advertisers, dispensaries, patients, and content partners all will reap the benefit of that synergy, noting, "In these early stages, we are super value-added. We present our clients with every marketing opportunity that comes across our desks, be it an MTV product placement, Hollywood gift bag opportunity, coverage via VICELAND, or numerous press opportunities. We are so appreciative of the clients that believe in us and support us that we utilize every resource we have to help their brands succeed."

Taking advantage of the low-hanging fruit of captive audiences in waiting rooms seems like a smart move for everyone involved. Especially with the anti-cannabis Trump administration now controlling the regulatory hammer.

"We're looking at a lot of cannabis regulation potentially coming down on us soon," said Brinegar. "There's a lot of talk about outlawing or restricting cannabis billboards and print ads, which only amplifies the point-of-purchase opportunity a cannabis brand has. We're in retail, the patient's right there, and they can't take their eyes off the screen. We hear it from the dispensary operators all the time.

"There really is no better place to be in the market than at point of purchase." 

—Jefferson Reid



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RETAIL SALES LEADERS: Washington State

February, 2017
Source: 502data.com

\$1,304,094 Main Street Marijuana	\$1,25,958 Clear Choice Cannabis	\$840,023 Green2Go
	\$790,744 Evergreen Market (Auburn)	\$759,968 Greenside

BY THE NUMBERS Oregon State

Source: Oregon.gov

418 number of dispensaries			\$13.67 Average price per gram recreational	\$10.96 Average price per gram medical
167 dispensaries in portland	5% Oregon Health Authority for alcohol and drug abuse prevention	10% Counties for enforcement of the measure	10% Cities for enforcement of the measure	\$40.2 Total sales tax from recreational sales
			15% State Police	20% Mental Health, Alcoholism & Drug Services
				40% Common School Fund

BY THE NUMBERS Colorado Licenses

Source: Colorado.gov

1,046 Total number of licenses rec/medical in Denver	10 Amount of people who own 20 percent of total licenses	43 Amount of licenses John Lord of LivWell holds	21 Amount of licenses Joseph Max Cohen of The Clinic holds
	50 Amount of licenses Peter Knobel, Joshua Ginsberg and Rhett Jordan of Native Roots hold.	27 Amount of licenses Anthony Sauro, Christian Johnson and Matthew Aiken of Sweet Leaf hold	

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These tinctures provide maximum effectiveness and bioavailability, combining unique ratios of cannabidiol (CBD) and tetrahydrocannabinol (THC) with an organic mint flavor. Available in three ratio formulas: 20:1, 1:1, and 1:5. Ships in 30ml glass bottles with convenient dropper for precise dosing. Lab-tested for cannabinoid potency, pesticides, mold pathogens, and myotoxins.

STRAINZ.COM

MR. MOXEY'S MINTS
For people on the go, these small, refreshing mints are convenient, bringing an invigorating lift to the day. 5mg servings, 20 pack for 100mg total. The peppermint-flavor mints are Sativa, while the cinnamon-flavored mints are Indica.

MOXEYSMINTS.COM



PROPER CHOCOLATES PEPPERMINT PATTIE

Designed to taste delicious while delivering a precise and consistent 10mg dose of THC, this peppermint pattie is not meant for beginners. Made from an alcohol-based extract of cannabis, always safe, natural, and tested, but likely not the choice for patients who are new to cannabis.

PROPERCHOCOLATES.COM



QUALITY CONCENTRATES PRIVATE RESERVE BOX

This limited-edition, silicon-lined dab case contains two grams of Quality Concentrates Live Resin Nug Run, QC dabber, and VIP membership card. One of the few concentrate companies that is entirely plant-to-extract, QC grows its own flowers and processes its own concentrates.

QUALITYCONCENTRATES.COM

HAPPY'S KIND KIEF

A new twist on kief, literally. Happy's Humboldt Kief comes in a convenient applicator.

Twist it onto a bowl or a joint. Two flavors; two sizes OG-47 and Chocolate Dog. One or two grams of happiness.

HAPPYSKIND.COM



HUXTON PRE-ROLL TIN

Huxton blends are for the consumer on the go, contained in a discreet and protective tin. Whole-flower buds and 100-percent flower pre-rolled cones add convenience to your customers' experience. Eight .5gram pre-rolls with matchbook available in Rise, Hi-Fi, and Zen.

HUXTONUSA.COM

Non-Psychoactive



PROCANA CBD BALANCE 14:1, 15MG

Formulated by doctors to deliver the medicinal benefits of cannabinoids with 14 mg CBD and 1 mg THC, these 15mg soft-gel pills offer controlled dosage. Discrete for non-smokers.

PROCANA.COM

PAPA & BARKLEY RELEAF MASSAGE OIL

A pain-relief solution formulated to allow for minimal friction and maximum cannabinoid exposure during a massage. Infused with the "Right Ratio," 3:1 THC:CBD. More than 400mg of cannabinoid content. Formulated to supplement an active and wellness-focused lifestyle.

PAPAANDBARKLEY.COM



CBD LIVING WATER CBD WATER

CBD Living Water uses quantum physics and nano-technology to create tiny particles one-millionth their original size, encapsulate them, and infuse 7.4 pH water. Nano-amplification of 2.5mg cannabidiol gives the product the effect of 25mg.

CBDLIVINGWATER.COM



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Non-synthetic, naturally derived CBD from agricultural hemp, using a proprietary, solvent-free process. Free-flowing 60/40 juice; 0 percent THC. 7mg/CBD per ml in 15ml bottle; 12mg/CBD per ml in 30ml bottle. Sweet, clean, refreshing spearmint flavor.

PURIFIEDLIQUIDS.COM

PURE HEMP BOTANICALS PET CBD OIL TINCTURE 750MG

Offering a fast-acting, additive-free, controlled dose of high-quality cannabidiol made from organically grown industrial hemp, this quick-absorbing tincture has a smooth, natural flavor that works best when placed under the tongue.

PUREHEMPBOTANICALS.COM



Horticulture & Growing



BOTANICARE 4X8 PALLET RACK TRAY

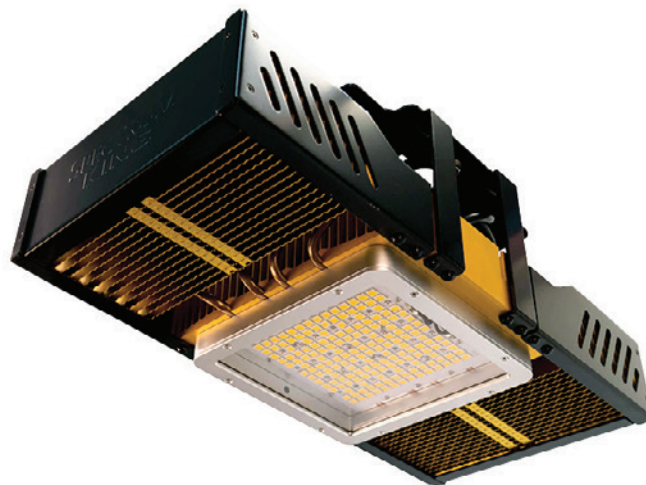
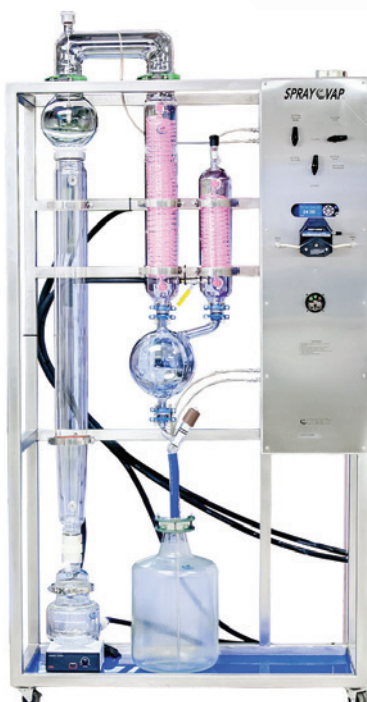
Utilizing racking for vertical propagation allows the cultivator to reduce foot-print by up to 50 percent. Tray can sit flat on pallet-racking with a trough that hangs over the edge, collecting runoff directed toward the bulkhead recess to reduce standing water. Perfect for large-scale microgreen or propagation production. 93-inch length allows trays to be palletized vertically in quantities of thirty on a standard 40"x 48" pallet.

BOTANICARE.COM

COLORADO EXTRACTION SPRAYVAP

This continuous, closed-loop system utilizes falling film technology to quickly and efficiently separate liquids into two distinct streams: concentrated oil and purified solvent. Comprising four independently controlled systems (heating, cooling, feed, vacuum) with ethanol evaporation rates up to 68 liters per hour for the largest system and 24 LPH for the standard system. Capable of producing up to 20 pounds of dried material and 20 liters of solvent to oil in less than 1 hour.

COLORADOEXTRACTION.COM



SPECTRUM KING SK600 LED GROW LIGHT

650-watt patent-pending full-spectrum LED grow light replaces 1000W-1200W dual-ended bulbs, saving more than 43 percent on energy use. Dual warranty guarantees 90 percent or better light output for three years with regular use, plus five-year mechanical coverage on all parts and labor.

SPECTRUMKINGLED.COM



SPEEDEE TRIM CORDLESS TRIMMER WITH BUTTERFLY BLADE

Dual-sided blade allows for multi-directional, high-volume manicuring. Forward-angled teeth are specifically engineered to maneuver around tight spots, giving the user full control of what is taken off the plant. Blade is best utilized on large, densely grown, freshly cut wet flowers. Cordless option best-utilized in remote locations. Weight: 1.21 lbs. Run Time: 80 minutes.

SPEEDEETRIM.COM



VEG+BLOOM HD

Made with components from the Tap/Hard and Dirty formulas, H(ard)D(irty) is best for rock wool, grow stones, and other inert hydroponic media. The HD formula can yield quality results if smaller containers are used and pH is kept in range in the reservoir and within the root zone. For use with soft water.

HYDROPONIC-RESEARCH.COM



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The Recommender



DISPENSARY

My cousin, Max Cohen, owns [The Clinic](#), so that's where I do most of my shopping. I enjoy Native Roots, too. They have great products, and the owner, Josh Ginsberg, is a hardworking good guy.

EDIBLE

I really enjoy [Bhang Edibles](#). They taste amazing.



TRENDS

The shift of people consuming flower to people consuming concentrates. It's a trend I have definitely noticed on the app over the past few years. Also, there is going to be a big shift in two areas: advertising and customer loyalty. Some stores are paying thousands monthly to digital advertising services that do not give any feedback. If those services cannot justify large spends, businesses will allocate that spending to platforms that offer analytics.



ALEC ROCHFORD, CO-FOUNDER OF AND CHIEF EXECUTIVE OFFICER FOR DUBY, RECOMMENDS...



BRAND

We have a great relationship with [Organa Labs](#). They have created some of the biggest brands in the industry, such as [O.penVAPE](#). They have been on DUBY for a long time and have given us really great feedback that has helped us with the business platform.

VAPE

I really enjoy [O.penVAPE](#) because of the quality of the products. When it comes to design, [Pax](#) makes a pretty sexy product.



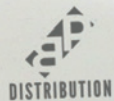
DUBY is a "gamified social network app," mixing a game with a traditional social network. The quality of content is more important than the quantity. The more a user's content is passed, or "liked" by other users, the higher the Influence score. A player with a higher Influence score passes Dubys to more users, making them powerful, or "Influential." Brick-and-mortar stores have the ability to share content with people down the street from their stores and track the results in real-time via a live map. DUBY is available for download in Apple's App Store and Google Play. Currently, more than 300 cannabis businesses use the DUBY app. [DUBY.co](#)

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WARNING: CANNABIS IS AN ACCUMULATOR PLANT...

Did you know Cannabis was used at the Chernobyl site to help pull radioactive contaminants out of the soil?

They used Cannabis for soil remediation because it's an accumulator plant that absorbs nearly everything in its environment. While soil remediation sounds great, the fact is, the cannabis plants became highly radioactive and had to be disposed of properly as well.

COULD YOU IMAGINE A PATIENT SMOKING RADIOACTIVE WEED?

It's a scary thought, isn't it? In short, cannabis accumulates everything in its environment—including potential toxins—and retains them even after harvest.

In other words, whatever your plants accumulated while growing—you are now smoking. That's why you need to know how to protect yourself and your patients from potential medical marijuana toxicity.

The entire story, along with many other little-known, yet vitally important facts are revealed in a new Bulgarian Academy of Sciences white paper titled:

**"ELIMINATING HEAVY-METAL TOXICITY IN MEDICAL MARIJUANA, TO PRODUCE PATIENTS' MEDICINE SAFER THAN DRINKING WATER...
... WHILE RAISING BUD WEIGHT, THC, AND CANNABINOIDS"**

The author of the white paper, Julian Karadjov, PhD, reveals facts medical marijuana growers absolutely **MUST** know. Here are just a few...

- The little-known fact that makes Cannabis totally different from other plants and why not knowing this can endanger the lives of your patients!

- Why the nutrients you feed your plants could actually be turning them toxic (make sure you check your bloom boosters for this one common ingredient that could be toxic)

- Exactly which heavy metals are toxic and how to protect your patients from ingesting them (there are some heavy metals that are completely harmless. Get the complete list inside)

- Surprising plant tissue sample results of Berlin, Hash Plant, and White Rhino strains of medical marijuana (goes completely against what most growers think is needed to maximize size, weight and potency!)

- The TRUTH about so-called "Pharmaceutical Grade" salts and chelates

- Why you can't trust regulators and other government "watch dogs" to make sure the hydroponics nutrients you feed your plants are safe

- The 2 biggest MYTHS about natural and synthetic chelators and their role in toxic metal absorption

- How to guarantee—with 100% confidence—that your medical marijuana is as pure and harmless as filtered drinking water

- How the University of Mississippi achieved 21% more yield from their cannabis plants with one simple change to their feeding program

- How to nearly DOUBLE the amount of THC and other cannabinoids your plants produce the very next run you start (new test results from Hedron Analytical Inc.)

- As seen on TV: the dangers of medical marijuana cadmium poisoning (and how to help your patients completely avoid this risk!)

And there's more too... the dangers of "home brew" hydroponics nutrient formulations ... African marijuana cadmium dangers... plus other little-known facts most growers never hear about.

The bottom line is: if you grow medical marijuana and care about the safety of your patients at all (or you use marijuana yourself) then you must read this white paper.

It's free to access and available online.
Simply visit

AdvancedNutrients.com/HeavyMetal

to download your copy today.



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