

June | 2017

PEOPLE + PLANTS + PRODUCTS

# mg<sup>TM</sup>

For The Cannabis  
PROFESSIONAL

SPECIAL

The science of

**SCHWAG**



15+  
PROFITABLE  
PRODUCTS

# THE ART OF SEDUCTION

HOW **CANDESCENT** IS BUILDING THE ULTIMATE CANNABIS BRAND.

\$7.95 U.S. | \$8.95 CANADA JUN 2017



WWW.MGRETAILER.COM

LESSONS FROM THE  
**CRAFT BEER  
INDUSTRY**

ONE-ON-ONE WITH  
**KIP  
MORRISON**

BOB HOBAN:  
UPBEAT IN THE ERA OF  
**SESSIONS**





Relax.  
Create.  
Enjoy.





APOR PEN

BLOOM FARMS<sup>TM</sup>  
HIGHLIGHTER

ALL-NATURAL  
CO2 CANNABIS OIL  
MEDICAL USE ONLY



# SIZE MATTERS







**Measurable, significant increases  
in overall harvest weight, taste,  
and market value.**

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



**Advanced  
Nutrients**

---

Raising the Bud Weights...  
and Reputations...  
of Top Growers



**8,000,000 A3 CARTRIDGES SOLD IN 2016**

# **TRANSPRING ORIGINAL PRODUCT**

PATENT No. 201530088409.9

REACH CERTIFICATE No. ATZ2016110

TRANSPRING USA AFTERSALES SERVICE

**A3**



Capacity: 0.3/0.5/1.0 ml

Oil intake holes size: 0.4 /0.7/0.9/1.2/1.6 mm

**\$2,000,000 PRODUCT LIABILITY INSURANCE SECURITY**



**To find the manufacturer from China**

# Shenzhen Transpring Enterprise Ltd.

NCIA sponsor member  
US top essential oil brands supplier

≥300 employees, 5000m<sup>2</sup> workshop  
≥1,000,000 A3 cartridges produced every month

## Transpring China

Alan Zhang

☎ +86 755 27823701-208

✉ market@transpring.com

📍 3&4F, Bldg A5, Huangtian Industrial Zone,  
Xixiang Town, Baoan Dist, Shenzhen, China

## Transpring USA

Peter Hackett

☎ 925 405 5582

✉ usa@transpring.com

📍 2455 Bates Ave., Suite C, Concord, CA 94520

## MED-ePEN (Distributor)

Ted Nicols

☎ 310 844 7671

✉ wholesale@medepen.com

📍 1732 Aviation Blvd, Ste 317, Redondo Beach,  
CA 90278

**ONE DAY DELAY, 1% LESS PAY**

ORDER GUARANTEE:

If your order not finished as promised,  
compensation shall be offered.

[www.transpring.com](http://www.transpring.com)  
<https://transpring.en.alibaba.com>





# KushuVape



HOW MANY PUFFS  
DOES IT TAKE  
TO GET TO  
THE CENTER OF  
THE UNIVERSE





**KUSHYPUNCH.COM**

ORDER@KUSHYPUNCH.COM | IG official\_kushypunch\_

**855-984-1771**



# 42

## Cover Story

Canndescent is distinguished by its originality, professionalism, orange boxes, and flawless flower.

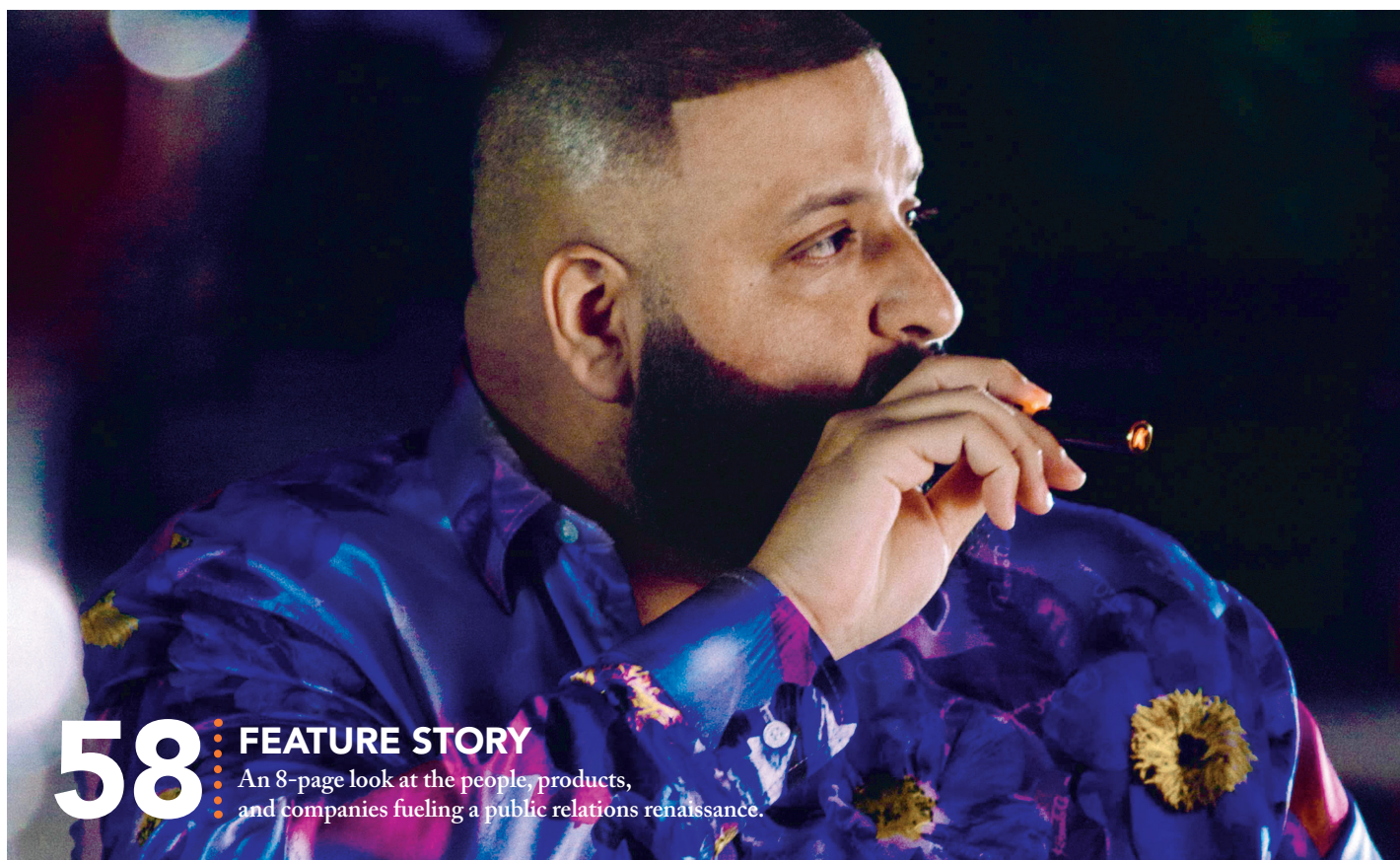


The best way to stay connected to the industry.



/mgretailer





# 58

## FEATURE STORY

An 8-page look at the people, products, and companies fueling a public relations renaissance.

### 14 | HARVEST

News and information from around the nation.

### 30 | TOP SHELF

Blüm+ Reno brings jewelry store appeal and great bud to “The Biggest Little City in the World.”

### 32 | SPOTLIGHT: Cannabis

Brewbudz infused coffee, tea, and cocoa pods are good for the soul and the environment.

### 34 | SPOTLIGHT: Packaging

Brand master Hippo Premium Packaging offers full-service branding to the cannabis industry.

### 38 | CORNER OFFICE

Kip Morrison & staff create monster PR campaigns for cannabis brands the “old-school” way.

### 54 | CONTENT CREATION

Stop-motion animated series Nug Nation offers unique branding spots for cannabis products.

### 72 | MARKETING

Trinity Brand Group’s Matt Youngblood on what cannabis can learn from the craft beer industry.



### 76 | PROMOTIONS

Expert insight into how to produce promotional marketing that will have people thanking *you*.

### 80 | BIZ DEV

Ms. Mary Staffing offers a full suite of HR and payroll services in addition to multistate staffing.

### 82 | TECHNOLOGY

Cannabis companies could learn a thing or two about digital marketing from the adult entertainment industry.

### 84 | LEGAL

Bob Hoban on why he does not believe AG Sessions will derail the industry’s momentum.

### 86 | NUMBERS

A graphic look at margins, growth, and monthly sales.

### 88 | PRODUCTS

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

### 96 | OPINION

Breaking up (with your dealer) is hard to do: musings on a cannabis codependent relationship.





# Media Frenzy

THERE HAS NEVER BEEN MORE MEDIA COVERAGE OF THE CANNABIS INDUSTRY than there is right now, and there is no reason to think it will not continue to increase as regulation in one form or another sweeps the nation. The amount of sponsored content produced also has increased as companies invest in professional-quality video narratives about their brands. Expect more of that as rivalries within sectors reaches peak intensity before burning off as the markets mature, if they ever are allowed to do so. In the meantime, the amount of noise emanating from the industry will only increase in intensity and volume as brands compete for the hearts and dollars of cannabis consumers.

It's not just cannabis brands that want to reach those consumers, of course. Some of the largest entertainment companies in the world are licking their lips in anticipation of jumping on the cannabis bandwagon—not for the chance to tell companies' stories, but for the chance to ride those stories into the pocketbook of every consumer in the nation. Nothing wrong with that. What brand wouldn't want to seek the favor of the vaunted cannabis consumer, whose economic power has not even started to be felt?

Time will tell if that influence can be controlled. One of the greatest marketing case studies of all time is underway as companies test their ability to gain and maintain consumers' brand loyalty in a regulated environment. Buckle up!

Tom Hymes  
tom@cannmg.com



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

WE ALL SHARE THE COMMON GOAL OF WORKING SMARTER TO REDUCE OUR CARBON FOOTPRINT WITH SUPPLIERS, CUSTOMERS AND EMPLOYEES DRAMATICALLY REDUCING WASTE TO LANDFILL, SIGNIFICANTLY CUTTING PAPER AND MATERIAL USAGE COMPLYING WITH ENVIRONMENTAL STANDARDS AND PROGRAMS THAT HELPS US ACHIEVE THIS MISSION. WE ONLY USE RECYCLED PAPERS AND SOY BASED INKS ON OUR PRINTED PRODUCTS WHENEVER POSSIBLE.

mg magazine is printed in the USA and all rights are reserved. ©2017 by CANN Media Group, LLC. mg considers its sources reliable and verifies as much data as possible, although reporting inaccuracies can occur; consequently, readers using this information do so at their own risk. Each business opportunity and/or investment inherently contains criteria understanding that the publisher is not rendering legal or financial advice. Neither CANN Media Group, LLC, nor their employees accept any responsibility whatsoever for their activities. All letters sent to mg magazine will be treated as unconditionally assigned for publication, copyright purposes and use in any publication or brochure and are subject to mg magazine's unrestricted right to edit and comment.

**mg**

For the Cannabis Professional

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

### CONTRIBUTING EDITORS

Adrian Z. Sedlin, Alec Rochford, Benjamin Hoopes, Chauntelle Tibbals, Danny Reed, David Hodes, Heidi Marks, Jefferson Reid, Kenneth J. Berke, Leslie Bocskor, Lukian Kobzeff, Luke K. Stanton, Joanne Cachapero, Matthew Rosen, Matthew Youngblood, Megan Stone, Michael S. Chernis, Nancy Gudekunst, Nancy A. Shenker, Neil Juneja, Nigel Williams, Paul Kiernan, R.E. Graswich, Robert T. Hoban, Esq., Sahar Ayinehsazian, Sam Fensterstock, Sean Mahannah, Scott Jordan, Stewart Tongue, Tera McGrath, Tom Quigley

COPY EDITOR: Kathee Brewer

### ADVERTISING & MARKETING

SALES DEPARTMENT:

Brie Ann Gould: Brie@cannmg.com  
Meghan Cashel: Meghan@cannmg.com  
Stephanie Smith: Stephanie@cannmg.com  
General Inquiries: Sales@cannmg.com

### PHOTOGRAPHY

COVER PHOTOGRAPHY: Provided by CannDescent  
CONTRIBUTING PHOTOGRAPHERS: Hew Burney, Kristen Angelo, Mike Rosati  
PHOTO EDITOR: Zack Korn

### CONTRIBUTING ARTISTS

Ryan Caradang, Zack Korn

### DATA MANAGEMENT

DATA MANAGER: Sonia Erazo

### ONLINE DEPARTMENT

BRAND MANAGER: Ryan Caradang  
WEB DEVELOPMENT: Chris Fulton  
SOCIAL MEDIA MANAGER: Danny Reed  
VIDEO DEPARTMENT: Eric Mittleman, TJ Roberts

### BUSINESS OFFICES

CHIEF EXECUTIVE OFFICER: Darren B. Roberts  
DIRECTOR OF OPERATIONS: Erin Zavala  
CREATIVE STRATEGIST: Gavin Antill  
PUBLIC RELATIONS: Craig Melone  
EXECUTIVE ASSISTANT: Jenny Voronina  
GENERAL INFORMATION: Hello@cannmg.com

### MAILING ADDRESS

21333 Oxnard Street, Second Floor  
West Hills, CA 91367  
(310) 421-1860

**cann** } **mg**

www.mgretailer.com  
A CANN Media Group Publication

mg magazine Vol. 3, No. 6, (ISSN 2379-1659) is published monthly and is available to all qualified, legally operating cannabis industry professionals by readership request or is also available for purchase \$7.95 per issue by calling (310) 421-1860, or online at: subscribe.mgretailer.com. Application to mail at Periodicals Pending postage rate is pending at Canoga Park, CA. and at additional mailing offices. POSTMASTER: Send address changes to mg magazine, 6520 Platt Ave, Suite 399, West Hills, CA 91307. Sample Identification Statement: Pending Publication.





**STRESSFUL.**

**STRESS LESS.**

It's time to scrap the sticky tools, forget your stray shatter, and do away with dust bunny dabs. Make it easy on yourself with the clean, one-click solution for dabbing.



**THE DABARATUS.**

Sesh without the mess.

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



Proudly  
Distributed by  
**ORGANA  
BRANDS**



Every BAKKED  
product is infused with  
Organa Labs Certified CO<sub>2</sub> Oil.



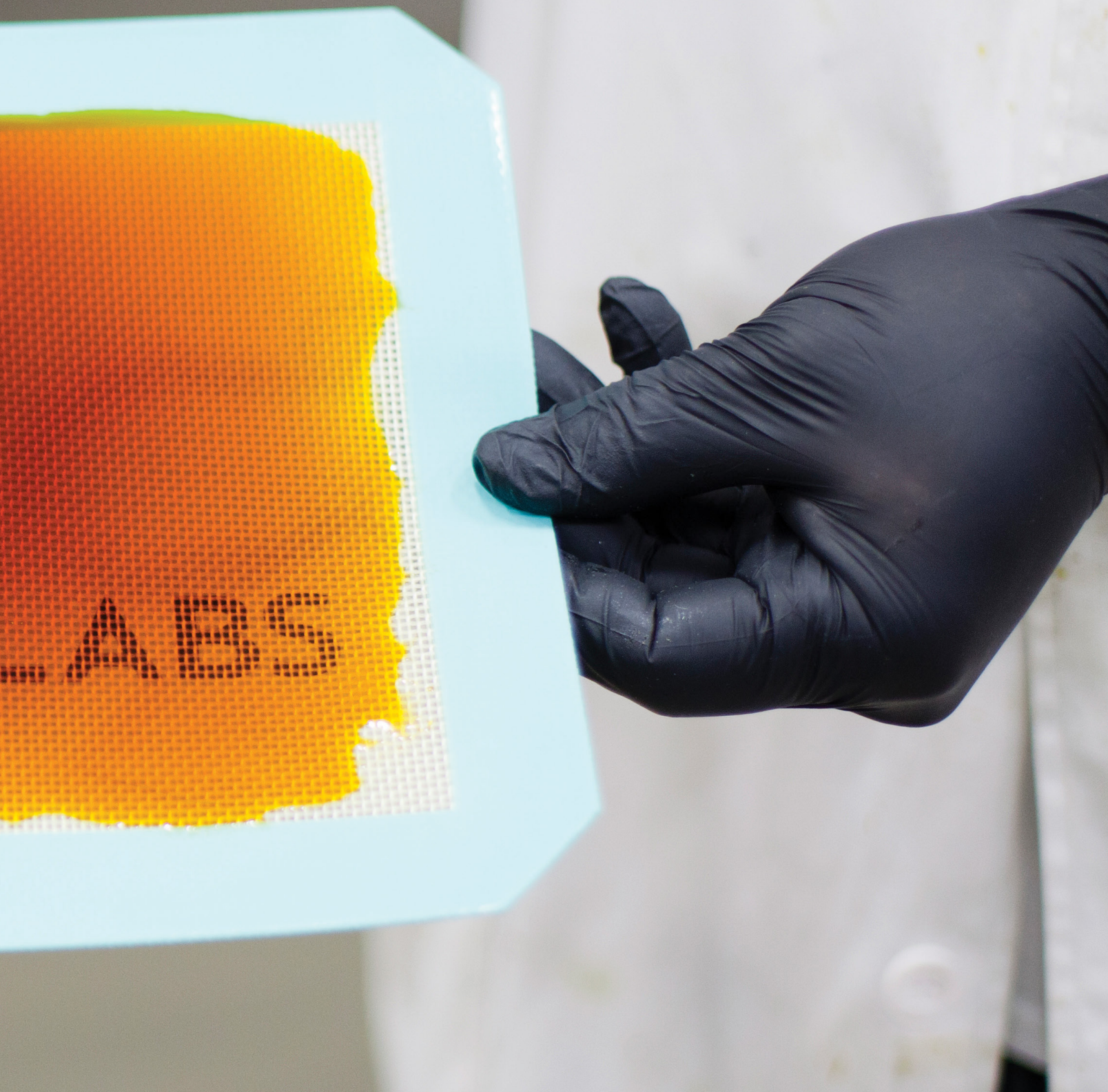




## INVENTIVE

A custom silicone mat adorns the Landrace Lab brand in Washington state. Restrictive advertising laws in Washington prevent licensees from gifting branded promotional items or monetizing on ancillary merchandise such as apparel and accessories not categorized as paraphernalia. Cannabis producers and retailers are required to sell such items under a separate business entity.

 *Kristen Angelo*





# Harvest

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

- MAINE POT SHOPS SLOW
- COLO. DOUBLES POT TAX
- TEXAS WEED BILLS STALL
- WANA ADDS GUMMIES



## CANNABIS CAMPING HAS COME TO OREGON

SELMA, Ore.— With the onset of summer comes news of a new cannabis campground in Oregon. “Wayne Zallen has taken over Lake Selmac Resort and is now transforming it into a weed-friendly campground, called Smoke on the Water,” reported Herb. “While the setting couldn’t be better for pot-smokers, the old campground is still in need of some upgrades, which are currently in progress.”

Open all year, the campground is taking reservations. “For those looking to hit up the lake, Smoke on the Water will rent out motorboats, kayaks, paddle boats, and even stand up paddle boards,” added Herb. “And for guests that

don’t plan on staying the night, but still want a taste of the weed-friendly resort, they will allow daytime access to their picnic grounds. If you love to fish, Lake Selmac happens to be the number one spot for largemouth bass. Along with largemouth bass, there are also trout, walleye and panfish.”

For now, campers must bring their own weed, but Zallen plans for the campground to become full-service. “We will eventually have a dispensary on the property, we will have a general store, and we will have munchies and camping supplies available,” he said.

Visit [SmokeOnTheWater.club](http://SmokeOnTheWater.club) for more information.





## Denver retail stores, dispensaries can stay open until 10 p.m.

**DENVER**— Starting May 1, retail shops dispensing adult-use and medicinal cannabis in Denver may keep their doors open until 10 p.m., courtesy of a city council that was divided on the issue for decades—or at least it probably seemed that long to consumers and patients who previously had to conclude their business before a feloniously early hour.

“The City Council approved a change to the city’s allowed sales hours—currently 8 a.m. to 7 p.m.—after wrestling with the issue for months,” reported the *Denver Post*. “Three floor amendments that would have further restricted the extended hours in some way all failed, including Chris Herndon’s suggestion of tying the later sales cut-off to an hour delay in the earliest-allowed morning opening time, to 9 a.m.

“Council members voted 11-2 to approve the new 10 p.m. closing time,” added the paper. “Herndon and Debbie Ortega—both of whom had concerns about more access to marijuana—voted no.”

The change is designed to help the city compete with neighboring municipalities, some of which allow shops to stay open as late as midnight.



## NATIONAL DA GROUP CALLS FOR CANNABIS CRACKDOWN

**WASHINGTON, D.C.**— The National District Attorneys Association, the largest and oldest prosecutor organization in the country, “is calling for the federal government to strictly enforce anti-cannabis laws in states that have regulated its production and distribution for either medical or recreational purposes,” warned NORML.

“In a new white paper,” continued the advocacy group, “[NDA] recommends that the Trump administration set aside the 2013 Cole memorandum directing U.S. Attorneys not to interfere with state legalization efforts and those licensed to engage in the plant’s tightly regulated production and sale.”

Mincing no words, the NDA unequivocally opposed NDA’s stance. “To maintain respect for the rule of law, it is essential that federal drug enforcement policy regarding the manufacture, importation, possession, use, and distribution of marijuana be applied consistently across the nation.”

More information can be found at NORML.org

### STUDY

## Micro-doses of THC improve brain function in old mice

**BONN, Germany/JERUSALEM, Israel**— The title of a research paper about the effects of cannabis on aging matter-of-factly declares what appears to be a groundbreaking conclusion by a team of scientists from the University of Bonn and the Hebrew University of Jerusalem: “A Chronic Low Dose of  $\Delta^9$ -tetrahydrocannabinol (THC) Restores Cognitive Function in Old Mice.”

Per the *Jerusalem Post*, “Over a period of four weeks, the German-Israeli research team administered a small quantity of THC to mice aged two, twelve, and eighteen months. Mice normally show pronounced cognitive deficits as early as age 1.

“They then tested the mice’s learning capacity and memory performance, including orientation skills

and recognition of other mice,” continued the paper. “Mice that were given only a placebo displayed natural age-dependent learning and memory losses. But the cognitive functions of rodents treated with cannabis were just as good as the two-month-old control animals.”

Professor Andreas Zimmer of Bonn University’s Institute of Molecular Psychiatry explained, “The treatment completely reversed the loss of performance in the old animals.”

Zimmer and his colleagues next plan to conduct a clinical trial to investigate whether THC also reverses aging processes and improves cognitive ability in the human brain. That’s good news for all us old animals.





## LIMA'S ANNUAL CANNABIS DEMONSTRATION ENDS IN ARRESTS

LIMA, Peru— In early May, citizens in countries around the world publicly protested continuing cannabis prohibition. As Marijuana.com reported, “Overall, during these marches, law enforcement agrees to not arrest the protesters despite the fact that many are breaking the law by using cannabis in public.”

In Lima, Peru, however, “Police interference was, unfortunately, a problem,” added the site. “It was there that citizens marched for their freedoms, only to be harassed and arrested” by police, who used tear gas and brandished shotguns to disrupt the annual Marijuana March.

Three people eventually were arrested for “resistance of authority.” Ironically, the government of Peru is currently considering whether to legalize medical cannabis.

# 600

**Number of dollars the average cannabis consumer spends on cannabis products in a year.**

*(Source: Cannabis Consumers Coalition)*



## NEVADA ADULT-USE SALES MAY BEGIN JULY 1; CANNABIS TAX STRUCTURE UNDER DEBATE

CARSON CITY, Nevada— Nevada is stepping up its cannabis game with the announcement that adult use sales can begin July 1, but the state still has some important decisions to make, like how much tax to levy.

“Licensed medical marijuana dispensaries in good standing with the state of Nevada can begin selling marijuana for recreational purposes as early as July 1, the state tax board voted Monday,” *Huffington Post* reported. “The Nevada Tax Commission voted 6-1 to approve temporary licenses for shops that qualify so sales can begin months before the Jan. 1 deadline for the commission to draft its rules. These temporary licenses will expire on Jan. 1, giving the state Department of Taxation time to test the regulations before the program goes into full effect in 2018.”

Like California, “Marijuana retailers are required to have state and local licenses to operate, and most Nevada counties have yet to approve their own regulations for the adult-use retail market. When they do, adults in Nevada will be able to legally purchase up to an ounce of marijuana or 1/8 ounce of purified concentrates. The law also allows up to six marijuana plants to be grown for personal use.”

Meanwhile, with a mandatory adjournment date of June 5 fast approaching, the state legislature began addressing a spate of competing cannabis tax bills before it in mid-May. One of the bills, backed by Gov. Brian Sandoval, “calls for a 10-percent tax on recreational marijuana,” reported *The Las Vegas Review-Journal*. “His proposed budget projects that tax to generate about \$70 million over two years, with the money going into the state’s education fund.” Another bill, sponsored by Sen. Tick Segerblom, “calls for a 15-percent tax that would send more money to local governments.”

Bipartisan cooperation will be needed to come to a consensus. “Because the bills impose a new tax, a two-thirds vote is needed in both houses for them to be sent to the governor’s desk and be signed into law,” noted the *Review-Journal*.





## VERMONT LEGISLATURE APPROVES RECREATIONAL MARIJUANA USE

**MONTPELIER, Vt.—** The Vermont legislature made history in May by being the first in the nation to legalize the recreational use of cannabis.

“The legislation, which passed the House by a 79-66 vote, would allow adults to possess and use small amounts of the drug beginning next year,” reported Philly.com. “The bill was identical to one passed last week by the Senate that also sets up a commission to study the best way to regulate marijuana.

“The bill now heads to Republican Gov. Phil Scott, whose spokeswoman said he’s not philosophically opposed to legalizing marijuana but must be sure the bill answers certain public safety and health questions,” the site added.

If signed by the governor, the legislation will become law July 1, 2018.

## Texas legislative session ends with no action on cannabis bills

**AUSTIN, Texas—** Texas lawmakers failed to act in time on a pair of bills addressing cannabis. HB 2107 would have regulated medical cannabis in the state, and HB 81 would have reduced the penalty for possession.

“Under [HB 81], people issued those tickets would pay fines of up to \$250, do community service or attend substance-abuse classes, but wouldn’t suffer the permanent stigma of having a criminal record and wouldn’t crowd local courts and jails,” reported Statesman.com. “Current Texas law categorizes possession of two ounces or less of marijuana as a Class B misdemeanor, punishable by up to a \$2,000 fine and six months in jail.”

Unfortunately, HB 2107, which enjoyed broad support, died from lack of action, and HB 81 from a lack of will. “A midnight deadline passed without the full House taking up House Bill 81 for initial consideration, meaning it and other House-originated bills remaining on its calendar are now dead as stand-alone legislation.”

It looks as though Texas will have to be dragged kicking and screaming into the Cannabis Century. “Texas last reconsidered its marijuana penalties in 1973, when it lowered the punishment for possession of small amounts from a felony to a misdemeanor,” noted Statesman.com. “Meanwhile, 28 states and Washington, D.C., have broadly legalized marijuana for medical or adult recreational purposes.”



LEGAL

## Georgia medical marijuana expansion bill signed into law

**ATLANTA—** Georgia is slowly expanding its medical marijuana program to include more ailments that can be treated with cannabis oil.

In early May, Governor Nathan Deal signed SB 16, which “makes six more conditions eligible for treatment with a limited form of cannabis oil allowed in Georgia: AIDS, Alzheimer’s disease, autism, epidermolysis bullosa, peripheral neuropathy and Tourette’s syndrome,” reported AJC.com. “It also allows patients in hospice care to possess the oil.

“In 2015,” the site continued, “patients and, in the

case of children, families registered with the state, were granted the ability to possess up to 20 ounces of cannabis oil to treat severe forms of eight specific illnesses, including cancer, Parkinson’s disease and epilepsy.”

SB 16 was born out of a “compromise between legislative chambers that keeps the maximum allowable percentage of THC in the form of cannabis oil to 5 percent... State senators originally proposed decreasing the limit to 3 percent, despite no state public health officials or law enforcement agencies reporting issues with a higher percentage.”







## Sales growth slows at Maine's medical cannabis dispensaries

**MAINE**— State data from 2016 indicates sales at Maine's medical cannabis dispensaries slowed dramatically, with anecdotal evidence suggesting some of the slack was taken up by caregivers, which are not tracked by the state.

"Maine residents spent \$24.8 million on non-edible marijuana at the dispensaries last year, a 5.3 percent jump over 2015, according to data from Maine Revenue Services," reported the *Portland Press Herald*. "Many industries would cheer that growth rate—in 2015, a 4.6 percent growth in state alcohol sales was hailed as a success—but it is significantly lower than the 40 percent and 46 percent growth in sales that dispensaries enjoyed in 2014 and 2015, respectively.

"Non-edible dispensary sales generated \$1.4 million in tax revenue for Maine in 2016," added the paper. "Another \$157,835 was collected from Maine's \$2 million edibles market,"

Timothy Smale, president of the Maine Dispensary Operators Association, suggested the decrease in sales is the result of "patients deciding not to renew their medical certifications and turning to the thriving black market to find cheaper marijuana products," but there could be another explanation.

"The number of caregivers—the small-scale growers licensed by the state to provide marijuana for up to five certified patients—skyrocketed in 2016, from 2,277 in January to 3,244 in December, a 42.5 percent increase," the *Herald* noted. "The number of patients is unknown, since state registration is voluntary, but it could have been as high as 51,324 in 2016, records show, a 36 percent year-over-year jump."



## COLORADO DOUBLES-DOWN ON ITS CANNABIS TAX DEPENDENCY

**DENVER**— A last-minute deal among Colorado legislators to close the state's budget gap identified cannabis as the solution—not smoking it, but taxing it. Instead of the planned reduction in the "recreational marijuana special tax" from the current 10 percent to 8 percent, in May the senate voted 37-1 to raise the special tax to 15 percent while removing the state sales tax of 2.9 percent.

"The new dollars are earmarked for rural schools and a tax break for business owners on personal property—two purposes that diverge from the original intent of voters who, in 2013, approved Proposition AA imposing taxes on recreational marijuana," reported the *Denver Post*. "The little-noticed but significant shift in how Colorado spends marijuana tax dollars is tucked inside a far-reaching measure to eliminate budget cuts for hospitals and generate \$1.8 billion for road construction with the sale of state buildings."

In addition to concerns that the increased tax could strengthen the black and gray markets for cannabis, the state is increasing its own reliance on cannabis money, to the chagrin of some.

"It seems ironic that our state government is counseling consumers to use marijuana responsibly, and yet they seem to be moving toward developing some sort of financial dependence," noted University of Denver professor Paul Seaborn, who teaches a "Business of Marijuana" class.





KANDYPENS  
**Ice Cream Man**

*Now Serving Up Milky Clouds*

*Available At*



[WWW.VAPORNATION.COM](http://WWW.VAPORNATION.COM)

PHONE: 888-321-VAPOR (8276) • [WHOLESALE@VAPORNATION.COM](mailto:WHOLESALE@VAPORNATION.COM)



# AmeriCann

## AmeriCann comments on new federal medical cannabis policies

DENVER— On May 12, U.S. President Donald Trump signed a \$1.1 trillion bill that includes a provision intended to prevent the Justice Department, including the Drug Enforcement Administration, from using funds to arrest or prosecute patients, caregivers, and businesses that are acting in compliance with state medical marijuana laws.

“It is significant that the very first piece of major legislation signed into law by the new administration protects medical marijuana patients and the states that have approved medical cannabis,” stated AmeriCann CEO Tim Keogh. “The continuation of bipartisan policies that preserve patient access to cannabis is very positive.”

Section 537 of the Consolidated Appropriations Act 2017 states, “None of the funds made available in this Act to the Department of Justice may be used, with respect to any of the [regulated] States...to prevent any of them from implementing their own laws that authorize the use, distribution, possession, or cultivation of medical marijuana.”

AmeriCann is developing a 53-acre property in Massachusetts as the Massachusetts Medical Cannabis Center (MMCC). The MMCC is approved for 1 million square feet, which will be developed in phases and is expected to be one of the most technologically advanced cultivation facilities in the nation.

[Americann.co](http://Americann.co)

## Simply brilliant.

### AWARD-WINNING CO<sub>2</sub> EXTRACTION SYSTEMS.

Fully automated for 24/7 operations.

- Processing speeds up to 4 pounds per hour!
- Average ROI in just 21 days!

**SAVE UP TO  
\$3,000!**

Call 740.809.1160

PROMO CODE: Apeksmgmag

**Edison Award Winners**  
for exemplary product,  
service and innovation



5000 5Lx5LDP

**apeks®**  
SUPERCritical  
The Power of CO<sub>2</sub> Extraction™



[WWW.DUNLEVIE.CO](http://WWW.DUNLEVIE.CO)







**PHILLIPS & KING**  
INTERNATIONAL

## NEW PHILLIPS AND KING DIVISION OFFERS RETAILERS PATH TO NEW CATEGORY GROWTH

MOORPARK, Calif. — Phillips and King has launched PK>FWD, a new division focused on curating and distributing top-selling alternative smoking accessories for the forward-thinking retailer.

PK>FWD addresses the evolution of the tobacco industry, offering forward-thinking, progressive retailers alternative accessories and products. The new website and buying guide is designed specifically for headshops and smoke shops, but PK>FWD was also developed for the traditional tobacconists looking to grow into profitable new categories. With PK>FWD, Phillips and King can help their customers minimize the risks of entering new markets by curating the right inventory to support business growth and increased profits.

“Phillips and King has been in the tobacconist business for over 110 years, and specifically servicing the headshop and smoke shop categories for over ten years” said General Manager Sergio Montolfo. “We’ve seen the alternative category grow exponentially over the last ten years and are pleased to be on the forefront of the continued evolution with our new category-specific buying guide and website.”

With a catalog of more than 21,000 items, the PK>FWD website and Buying Guide offer top-sellers like Formula420, PAX, Greenhouse, Chong’s Choice, Raw, Prima, Cornerstone Class, GRAV Labs, and White Rhino.

*PKFWD.com*

## Humboldt Brand, KIND Financial launch compliance/tech platform for Emerald Triangle growers

**REDWAY, Calif.**— California’s cannabis laws provide a unique opportunity for cannabis-related businesses to leverage resources to increase their scale and improve efficiencies. To that end, Humboldt Brand Cannabis, in partnership with KIND Financial, has launched a full-service business platform for cultivators from the Emerald Triangle, including services for staffing, distribution, and agricultural and business consulting.

“We are pleased to work with the leader in technology for cannabis compliance,” said Humboldt Brand Cannabis Company co-founder Reuven Sherr. “KIND’s extensive experience in the industry ensures our members can transact safely and securely so they can confidently focus on what they do best: growing world-class cannabis products.”

KIND Financial will provide its core platform, Agrisoft Seed to Sale, to Humboldt Brand members to manage operations located throughout the California Emerald Triangle counties of Humboldt, Mendocino, and Trinity.

Humboldt Brand provides branding, storage, and marketing services for its products. KIND’s technology platform will provide centralized compliance infrastructure, and its global inventory feature will allow Humboldt Brand and its growers to stay on top of the products all at one time.

*Kind.Financial and HumboldtBrandCannabisCompany.com*



## Wana Brands adds CBD Gummies to the mix

**BOULDER, Colo.**— Wana Brands united its top-selling sour gummies with CBD to produce its latest line extension, CBD-specific gummies. The new line lets customers choose their favorite Wana flavors boasting the therapeutic effects of CBD. Wana Brands is the No. 1-ranked edibles brand in sales revenue in the highly competitive Colorado market, according to BDS Analytics.

Made from an original recipe, handcrafted and infused with tincture during the cooking process, CBD Gummies are available in strawberry, utilize a 10:1 CBD:THC ratio, and are available in 50mg servings with 10 Gummies per package. Each gummie contains 5mg of CBD and .5mg of THC.

“Consumer interest in high CBD products is rising as a growing segment of the market seeks the therapeutic benefits of CBD with less of the psychoactive effect of THC,” said Wana Brands co-founder and co-owner Nancy Whiteman. “Our CBD-specific edibles address our customers’ desire to obtain of the health benefits of CBD in the delicious form of Wana’s top-selling Gummies.”

*WanaBrands.com*





*Heat breaking  
the bank?*

**KEEP YOUR COOL**

with

**NANOLUX  
AIR COOLED DE**



**Your garden will love it,  
and so will You!**

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

- \* 6 Dimming Settings 600 - 1200W Overdrive
- \* Powder Coated Steel Construction
- \* Fully Gasketed Lamp Change Door
- \* Replaceable 105khz 120/240v Ballast
- \* 3 Year Warranty
- \* Low Light Loss Tempered Glass
- \* Uses DE HPS or MH lamp
- \* NCCS APP Ready





MEDICINE MAN

## MEDICINE MAN TECHNOLOGIES ACQUIRES DENVER CONSULTING GROUP

**DENVER—** Medicine Man Technologies has acquired the Denver Consulting Group, which has offices in Portland, Oregon, and Denver. The closing of the transaction is subject to completion by Medicine Man Technologies of its due diligence efforts. The transaction already has been approved by the board of directors of MMT and by the managers and members of Denver Consulting Group. The terms of the acquisition provide for Medicine Man to issue an aggregate of 2,258,065 shares of its Common Stock to the Members of Denver Consulting Group.

“Our companies have known each other for some time and worked together in the past to accommodate clients when we both had capacity challenges,” said Denver Consulting Group co-founder and managing partner Greg Gamet. “In discussing this opportunity, we were immediately comfortable in considering such an alignment based upon our mutual respect for each other that has developed from past experiences. I believe our corporate cultures are very similar and that the combination of their new relationship with Josh Haupt with both companies’ respected presence in the cannabis industry will allow the consolidated company to become an even more value-based resource to our existing and future clients.”

*MedicineManTechnologies.com*

## CW ANALYTICAL RELEASES WEEDMAPS INTEGRATION TOOL

**OAKLAND, Calif.—** Delivery and dispensary clients now are able to push testing data to their Weedmaps menu items thanks to CW Analytical Laboratories’ proprietary Real-time Information Management System (RTIMS).

“As soon as results are approved by our technical team, clients have the capability to send results directly from their CW RTIMS account to their Weedmaps menu, rather than having to request that the lab do it,” said VP of Business Development Emily Richardson.

“This instantaneous integration allows our clients increased control over their data and the ability to advertise the fact that they are testing quickly and easily.”

The integration tool comes as an added component to CW Analytical’s RTIMS, which allows users to share data via email, print labels and QR codes, and archive/export data points.

*CWAnalytical.com*



## Church to host “cannabis-friendly” weddings

**DENVER—** Elevation Ministries, a Colorado non-profit religious organization, will become the first church to offer wedding services in a “cannabis-friendly” environment. The weddings will take place at the newly renovated International Church of Cannabis in Denver.

The Church officially opened on April 20, 2017, and attracted more than 800 members in only two weeks. Many of those members inquired about the potential to get married in the 113-year-old chapel.

“We thought there would be interest from people wanting to get married at the church, but we never expected such a response,” said Lee Molloy, a spokesperson for the church. “The demand from couples interested in celebrating their wedding with us in a “cannabis-friendly” environment has been far greater than ever expected.”

One lucky couple—the first to book their special day at the church—will be gifted the cost of the unique wedding venue by Bang Digital Media, a wholly-owned subsidiary of Bang Holdings Corp., one of the industry’s leading digital marketing and public relations organizations.

“We are thrilled to be part of one beautiful couple’s love story,” said Steve Berke, chief executive officer for Bang Digital Media. “This church is the first in the world where adults can legally partake of their nuptials while consuming cannabis with their family and friends.”

Interested couples may register for a chance to win on the church’s website. Three other wedding packages also are available via the church’s Indiegogo fundraising campaign. They are offered for a discounted rate of \$4,200.



elevationists

*Elevationists.org*





With over a **decade** of experience in the Cannabis Industry, **SIVA Enterprises** holds one of the highest **Success** Rates when applying for State Cannabis Licenses, Nationwide.

We take our clients step by step through each process and provide the **highest** level of support for all licensed endeavors at **any** stage of their business.

Reach New Heights

**SIVA**  
ENTERPRISES

Your Full Service  
Cannabis Industry Experts

**www.SIVALLC.com** | [info@sivallc.com](mailto:info@sivallc.com)  
(818) 562 3362  
700 N. Brand Blvd, Suite 880,  
Glendale, CA, 91203





# KING WEEDY

CANNABIS COLLECTIVE

WASHINGTON, DC

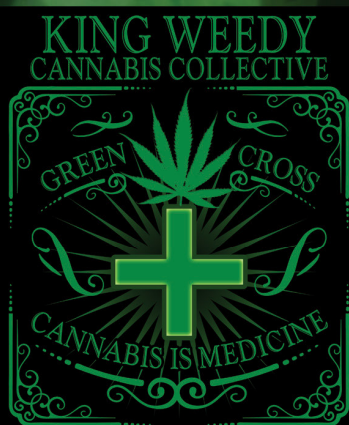
EDUCATION

COMMUNITY

PRIVATE EVENTS

CORPORATE  
FUNCTIONS

SOUVENIR  
T-SHIRTS  
AVAILABLE  
ONLINE



VISIT US WHEN  
YOU ARE IN DC  
OPEN DAILY

(202) 394-4493

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

## EVENTS CALENDAR



### NEXT MONTH'S INDUSTRY EVENT SCHEDULE

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

#### CHALICE FESTIVAL JULY 7-9

*SBC Fairgrounds, Victorville, California*

Featuring amazing artists, hundreds of vendors with unique products, top-shelf medicine, and the latest tools in the industry. A great opportunity for cannabis companies to meet their audience.

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

#### 3RD ANNUAL DISPENSARYNEXT CONFERENCE JULY 17-18

*Crowne Plaza Denver Airport Hotel & Convention Center*

Focusing on the next generation of products, services, and strategies for cannabis dispensaries, *DispensaryNext* is for owners, managers, marketing directors, and anyone building dispensaries in emerging markets.

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

#### THE FOUR-TWENTY GAMES JULY 22

*Berkeley Lake Park, Denver*

JULY 23

*Boulder Reservoir, Boulder, Colorado*

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

[420games.com](http://420games.com)

#### ABRACADABS CUP: MICHIGAN MEDICAL CANNABIS FESTIVAL JULY 29-30

*Auto City Speedway, Clio, Michigan*

The festival offers seminars and keynotes with celebrity speakers, A-list musical entertainment, a hotly contested competition, and many vendors carrying the latest cannabis products.

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

#### THE HEMP & CANNABIS FAIR JULY 29-30

*Sheraton Anchorage, Anchorage, Alaska*

An expo hall featuring hemp and cannabis products, accessories and tools, and grow and harvest equipment, plus educational sessions about growing, medicinal benefits, Proposition 91, and more.

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



*Magnolia Wellness, Photo by: Mike Rosati*

STAY CURRENT ON ALL INDUSTRY EVENTS: [mgretailer.com](http://mgretailer.com)





THE WORLD'S ONLY PROVIDER OF  
**TURN-KEY EXTRACTION LABS**

PROFESSIONAL SITE PLANNING LAB DESIGN  
ENGINEERING COMPLIANCE FIELD VERIFICATION  
LICENSING INSTALLATION TRAINING WORKFLOW

**SUCCESS**

**MADE WITH PRECISION®**

#1 in Quality, Customer Service & Tech Support

**Precision®**

Extraction **solutions**

**855-420-0020**

PRECISIONEXTRACTION.COM

EQUIPMENT | TRAINING | COMPLIANCE | SUPPORT





## DISPENSING MEDICINE WITH Julia M. Coatu OF CANNABEND

**J**ULIA M. COATU, 29, has a long history in the customer service industry. She's held posts in food service, hospitality, marketing, and branding, all of which have prepared her to become an award-winning budtender in Bend, Oregon. Coatu wears many hats at Cannabend. She's also one of the intake managers and participates in the buying process.

"If trade samples are left, we try to give the entire team an opportunity to try the product," Coatu said. "We have discussions about the terpenes, the effects, the mechanism, etc. I can tell a good product by the response of my team."

Like many budtenders, Coatu has a passion for her job and the industry at large. And big plans.

"I would love to open my own cafe offering cannabis and hemp specialties, as well as a fully interactive and educational experience for the consumer," she said. "This industry is going places, and I'm along for the ride."

**“WHEN NEW CUSTOMERS COME IN THE SHOP, THE FIRST THING I SAY IS, ‘WHAT BRINGS YOU IN TODAY?’ THIS WAY I KNOW WHERE TO START AND WHAT THEIR END-GAME IS. THE ICE IS BROKEN, AND ALL OF A SUDDEN YOU’RE HAVING A CONVERSATION ABOUT CANNABIS.”**

### HOBBIES

"I absolutely love food and cooking. I'm also a big animal lover, and I like to go on long hikes."


### INVENTORY CONTROL

"Oregon joined Colorado and Alaska in using METRC, but we also perform weekly audits in-store. We have one of the largest selections in Bend, and we strive to always be compliant."

### HOT CATEGORIES

"Beverages are big right now, as well as tinctures, capsules, and gummies. We're receiving a lot of requests for CBD, too."

### BEST SELLERS

"WANA Sour Gummies are flying off the shelves, as well as Gron Chocolate and Lunchbox Alchemy Squibs. NW Kind Extracts is a local company that is heavily sought-after. For topicals, Empower Oil and Medicine Farm Botanicals Dragon's Blend." 



### COATU'S LAW

*What I Look for When Buying*

"Clean branding and packaging, as well as childproof packaging. Childproof packaging is a big deal in Oregon, and companies that don't automatically include CP packaging end up passing the cost off to the dispensary."

Cannabend: 3312 N. Highway 97, Bend, Oregon 97703 | Weedmaps Rating: 4.4 stars | Cannabend.com



unrivalled *Beauty*

unparalleled  
*Flexibility*



info@elemental.com  
www.elemental.com



## Showroom in Orange County, CA





# Reno's Gemstone

BLÜM+ RENO BRINGS A JEWELRY STORE AESTHETIC—AND EXCELLENT FLOWER  
—TO “THE BIGGEST LITTLE CITY IN THE WORLD.”

**B**LÜM+ RENO, which opened January 2, was the joint dream of Heidi Hegerich and Terra Tech (OTCQX: TRTC), a vertically integrated cannabis-focused agriculture company. Hegerich, a local business owner, wanted to get into the cannabis market after her husband passed away from peripheral neuropathy. Terra Tech, which has locations in Oakland and Las Vegas, was looking at Reno as an upcoming market.

“Heidi and Terra Tech partnered, and Blüm+ Reno was born,” said Mikel J. Alvarez, director of retail operations for Blüm+ Reno.

Alvarez has worked for Hegerich for the past fourteen years, but Blüm+ Reno’s opening changed his life, he said.

“Nothing has given me more joy than to



**BLÜM+ RENO**  
+  
**1085 S. VIRGINIA STREET, SUITE A**  
**RENO, NEVADA 89502**  
**(775) 420-2586**  
+  
**LETSBLUM.COM**  
**@BLUMRENO**

provide high-quality medicine to patients at an affordable rate,” he said. “My mother is a breast cancer survivor, and watching her use cannabis to make her feel better and eat because of the negative effects of the chemo has opened my eyes even more to the cannabis world.”

Locals have embraced Blüm+ Reno with open arms.

“The city has been amazing,” Alvarez noted. “To have your own mayor call you out for being the first dispensary to come into the community and do what you say you are going to do was very moving.”

“We want to be involved within the community,” he continued. “Blüm+ Reno would love to sponsor a youth baseball team or a youth soccer team, etc.”



## DESIGN

Looks like a high-class jewelry store. Nine budtender stations are stocked with high-quality medicine.

## ARCHITECT

The interior design was done by Terra Tech Chief Executive Officer Derek Peterson's wife, Amy Peterson, who also developed their Las Vegas dispensaries' look. "Heidi and Amy worked together to give Blüm+ Reno the same look as the Vegas stores," noted Alvarez. "Heidi, being an interior designer as well, added some elements of her own to give it the local 'Reno look.'"

## BUDTENDER REQUIREMENTS

First and foremost, Blüm+ Reno's budtenders must love what they do. But that's not the only criterion. "They need to know and understand cannabis, and we put them through an extensive, four-week training program that will test their knowledge even more," Alvarez said. "What we cannot teach is passion and love for the industry."

## BEST SELLERS

"For flower, Cannabiotix," Alvarez said. "Edibles: Cannabella. They are a new, up-and-coming company from Carson City that makes dried fruit and suckers. Concentrates: Moxie. Everybody loves Moxie."

## OTHER LOCATIONS

Blüm+ has five dispensaries: three in Las Vegas and one in Oakland, California. 

— Rob Hill



*Number of employees:*  
**22**

.....  
*Average Patients  
Per Day*  
**100**  
.....

*Did you know?*  
*The average price for top-shelf  
flower in Reno medical dispensaries  
is \$12.50 a gram, while in recre-  
ational shops it is \$15 a gram.*



**IT HAS NOT BEEN AN EASY ROAD FOR BLÜM+ RENO. "ON OUR FIRST DAY OPEN, WE HAD TO OVERCOME THE FLOOD OF THE CENTURY, POWER OUTAGES, ICE STORMS, AND OUR [POINT-OF-SALE] SOFTWARE SYSTEM GOING DOWN; WE HAD TO IMPLEMENT MANUAL PROCEDURES FOR A WEEK. RENO, THANK YOU FOR BEING SO UNDERSTANDING AND WORKING WITH US. WE COULD NOT HAVE DONE THIS ALONE.**

— Mikel J. Alvarez, director of retail operations, Blüm+ Reno



## *The 4 Biggest Challenges Blüm+ Reno Faced*

**1**



### FINDING THE RIGHT STAFF.

"I started the search in October 2016 to ensure that our team was the best out there," Alvarez said. "I had over 400 applications come in, and I personally responded to every one of them. Today, Blüm+ Reno has the best team ever."

**2**



### FINDING THE BEST PRODUCTS.

"Nevada has a lot of flower to choose from, but we are very selective on what we choose to carry and it must go through a lot before it's given the thumbs up," Alvarez noted.



**3**



### MAKING EVERYBODY HAPPY.

"I, personally, strive to make every patient or potential patient happy while they are there," Alvarez said. "We just keep our heads up and work even harder. We cannot make everybody happy, but we try our hardest to ensure satisfaction."

**4**



### SURVIVING A DEMANDING LAUNCH.

"On the first day we opened, we had to overcome the flood of the century, power outages, ice storms, and our [point-of-sale] software system going down; we had to implement manual procedures for a week," Alvarez said. "Reno, thank you for being so understanding and working with us. We could not have done this alone."





# Somethings Brewing



**C**ANNABINIERS aims to bridge the gap between our morning routine and cannabis. “Most people drink coffee and/or tea, and many cannabis consumers and patients like to start their day with a little of both,” Vice President and Director of Sales Jeffrey S. Paul said.

Formed at the beginning of 2016, the company made its goal clear from the beginning. “Cannabiniers’ mission is to develop healthy products that are good for the environment, good for you, good for the Earth, like it says on the Brewbudz logo,” Paul said.

The flagship product, Brewbudz, is cannabis-infused coffee, tea, and cocoa pods. According to Paul, Brewbudz is the first flower-based cannabis edible. Flower’s impact produces a more predictable edible than oils and extracts, Paul said.

Brewbudz is noteworthy in another way, as well. “Brewbudz is offered in a patented, 100-percent compostable coffee pod that is Keurig 2.0-compatible,” Paul said. “The real beauty of this pod is it takes what has been the environmental disaster of K-cups and turns it into a benefit for Mother Nature.”

Cannabiniers has expansion percolating for the future. The company recently started fulfilling orders in Nevada and plans to expand into California, Colorado, Washington State, Oregon, and Arizona

in the coming months. Even though the Cannabiniers is in its infancy, significant demand for the product exists, Paul said. “It is a very good feeling when a dispensary calls to find out information about Brewbudz because their customers are inquiring,” he said.

The market isn’t the only thing growing. “We will be expanding our offering of coffees and teas soon,” Paul said. New varieties include an apricot black tea and a product compatible with a French press. **mg** — *Danny Reed*



**BrewBudz.us**





# TEMPLE<sup>®</sup>

PURE CANNABIS  
EXTRACTS



Strain-Specific & Artisanal CO2 Extracted Cannabis Oil  
No Additives... Ever.



Sustainably Farmed



Masterfully Processed



Ultra Pure Products

#templeextracts



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





# A Packaging Heavyweight

PACKAGING PRODUCTS WITH PRIDE, PASSION, PROFESSIONALISM...AND FUN.

**I**N FEBRUARY 2015, Kary Radestock was working in a printing plant in Vista, California, when five separate people inquired about vape-cartridge packaging within the same week. Seizing what she saw as an opportunity, Radestock created Hippo Premium Packaging. In two short years, she found herself chief executive officer of a company that employs eight full-time employees, a number of part-time employees, and contractors on retainer.

"Our first client was CalCann Holdings," said Radestock. "We produced a couple of dispensary logos for them: Roseanne's Joint and The Source."

The first project's success attracted more work. Next was packaging for Chong's Choice's POP carton for pre-roll packs. "I had to drive all the way to Coachella to deliver the proofs," she said. "They gave me a pack of their hybrid pre-rolls for my trouble." After that, Speakeasy, Luxuria, Utopia Farms, and Toucan's Toke became clients.

Although she smoked in her younger years while attending college,

she married a psychoanalyst who specializes in addiction therapy. For the sake of the relationship Radestock put her love of cannabis on the back burner.

"Now I'm back [to toking]," she said.



## TURN AND FACE THE CHANGE

The cannabis packaging and branding landscape is changing rapidly. Just a few years ago, very few brands cared about, or even understood, branding. Today, the industry is much more sophisticated, and leading companies are investing in quality branding and packaging. Although the industry still has a way to go, Hippo and others are helping companies create powerful brands with insightful marketing support.

However, obstacles remain. For starters, packaging and labeling regulations vary from state to state. Compliance is the key to success, and there is no room for missteps. In fact, some of the most respected leaders are setting an example by exceeding regu-



---

---

# ***NO TO 100!***

***FIGHT BACK AGAINST 100MG THC POTENCY CAPS!***

---

**TELL US *YOUR* STORIES ABOUT HOW THE PROPOSED 100MG THC CAP ON BOTH MEDICAL & RECREATIONAL EDIBLES WOULD ADVERSELY AFFECT YOU. WE'LL MAIL THEM DIRECTLY TO CALIFORNIA LAWMAKERS DURING THIS TIME OF PUBLIC COMMENT. WE ONLY HAVE UNTIL JUNE 13TH TO FIGHT THIS, AND UNLESS WE CHANGE THEIR MINDS THE 100MG THC CAPS WILL BE FINAL**

---

**VISIT [KOROVAEDIBLES.COM](http://KOROVAEDIBLES.COM) AND TELL US *YOUR* STORY!**

---

---



**HIPPO**  
PREMIUM  
PACKAGING



### Hippo Tip No. 1:

#### *Transform your brand*

MAKE TRADE SHOWS A **COST-EFFECTIVE**, LARGER-THAN-LIFE EVENT BY CREATING A SHOW-STOPPING BOOTH.

MAKE SURE YOU HAVE A **SHOW STRATEGY** WITH CLEARLY DEFINED GOALS.

STRIVE TO **DRIVE BOOTH VISITS** USING GAMES, DRAWINGS, PROMOTIONAL PRODUCTS, AND SAMPLING. THIS IS YOUR BEST OPPORTUNITY TO CREATE AND BUILD YOUR CUSTOMER DATABASE.

SET AN **EVENT GOAL** LIKE GATHERING 100 NEW EMAIL ADDRESSES.

### Hippo Tip No. 2:

#### *Good packaging requires good graphic design.*

BE SOLID WITH **WHO YOU ARE** AS A BRAND AND HIRE THE BEST ARTIST YOU CAN AFFORD. INVOLVE A GRAPHIC DESIGNER AND PRINTER EARLY IN THE BRAINSTORMING PROCESS.

**CREATE A BOARD** OR FOLDER WITH IMAGES, COLOR PALETTES, TYPEFACES, ETC. YOU LOVE AND FEEL REPRESENT YOUR BRAND.

ON THE PACKAGING, **BE CLEAR** ABOUT THE PRODUCT'S USAGE AND BENEFITS.

**MAKE IT EASY** FOR DISPENSARIES TO CARRY AND DISPLAY YOUR PRODUCTS BY PROVIDING POINT-OF-PURCHASE COLLATERAL.

*HippoPackaging.com*

**"I'VE HAD CLIENTS SHOW ME ANOTHER COMPANY'S LOGO AND SAY, 'I WANT TO LOOK LIKE THAT.' WHILE I APPRECIATE USING OTHER WORK AS INSPIRATION, WE BELIEVE IT IS MORE IMPORTANT TO BE AUTHENTIC."**

—Kary Radestock, chief executive officer



lation requirements and closely mirroring mainstream regulations. That creates its own problems, though, according to Radestock: Too many people want to copy, rather than create.

"I've had clients show me another company's logo and say, 'I want to look like that,'" she said. "While I appreciate using other work as inspiration, we believe it is more important to be authentic, and that requires a solid understanding of who you are as a company and as a brand. It's your job to communicate who you are from a brand standpoint—your hopes, your dreams, your vision—and then let go and let us do our job of interpreting that vision and expressing it across the product line."

### CLASSING UP THE JOINT

Recently, Radestock was asked to participate in The Marijuana Show's Bud Camp where she taught an online branding class. She moderated a branding panel at the High Times Business Summit in January and another for The Cannabis Private Investors Summit West.

"I'm also starting an NCIA blog called Budding Brands," she said.  — Rob Hill



# DON'T SMOKE WEED SMOKE HUXTON

100% FLOWER PRODUCTS



SINGLE STRAINS



BLENDED TINS



PRE-ROLLS



FRESH SQUEEZED

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







# *KIP MORRISON Creates a BUZZ*

THE 20-YEAR PRO CREATES MONSTER  
PR CAMPAIGNS FOR CANNABIS BRANDS  
THE “OLD-SCHOOL” WAY.

**S**HE'S VCC BRANDS FOUNDER and 4.20 Bar creator Kenny Morrison's proud mom. But in some circles, he's actually known as Kip Morrison's son.

Don't let her gracious demeanor or petite frame fool you, either. She's into acrobatic yoga and eating dessert, and she readily admits there's a strong, masculine aspect to her personality, as well as a playful *joie de vivre*.

In Los Angeles, where you're only as good as your last gig—where marketing your brand is everything—Kip Morrison and Associates has stood the test for more than twenty years.

The Beverly Hills-based boutique agency has thirty-plus clients on its roster, with a special division for cannabis brands. Canadian THC-infused beverage maker Tinley Beverage Company and Suicide Girls vape cartridges are clients. Morrison's worked with Foria and Absolute Xtracts on previous campaigns, and has represented dozens of clients in lifestyle, food, cosmetics, fashion, health, nonprofit, and entertainment markets.

Cannabis has given her a second wind, she said, and she finds that exciting. She predicted California—long an incubator for national health and wellness trends—is poised to become the global epicenter of cannabis in the twenty-first century.

Morrison claims she's “old-school” about marketing and branding, but she's quickly conversant in current news and trends. She reads twelve to sixteen publications a day to keep up on the latest events, scanning headlines for any breaking news or trends that could be leveraged to publicize a client. Pop culture, politics, and other topics are in her wheelhouse for potential pitches.

She's not at all shy about representing her campaigns, clients, and staff in the best light. Well-spoken and ready with info, Morrison also actively maintains a network of editors, producers, and influencers at outlets like Forbes, Men's Health, The New York Times, Tastemade.com, and others. She's an unapologetic networker, power-lunching, hugging people,



hosting media junkets, and hustling to get her clients exposure.

The three female staffers at the agency are her “secret weapon.” Marilyn Simpson is the 29-year-old social media whiz. If you saw the publicity around cannabis flower crowns at Coachella this past April, that’s Simpson in action for client Lowell Farms.

Kip said when a story goes viral, as it did with the Coachella flower crowns, it’s exciting for the ladies to watch as they rack up the views—but social media is only one component of their marketing and branding strategies. Differentiating a brand in any market is all about having the experience and resources to mount highly individualized PR campaigns, building relationships, and good timing.

The living room of her Beverly Hills condominium has a gallery of arched windows—cozy and elegant at the same time. There are thought-provoking paintings on the walls, white phalaenopsis orchids, and a poofy, pampered Pomeranian named Pepper. The digs suit the dream the daughter of immigrants built while growing up in Miami. She took her parents at their word when they told her “the world is [her] oyster.”

Over tea and fresh berries served on china next to a blazing fireplace on a cloudy, California day, Morrison spilled a few secrets.

### **mg: HOW DID KENNY BREAK IT TO YOU THAT HE’D BECOME A MAJOR CANNABIS ENTREPRENEUR?**

**KIP MORRISON:** For the first two or three years, as a mom, I didn’t want to know. I wasn’t judging him, but he’s very independent and he was doing his thing. We’re a lot alike, so he has all my good points and all my flaws. Both my kids are talented: Kai, Kenny’s brother, is a photographer.

Kenny was a child actor when he was nine years old. His friends, kids he met at the beach, turned out to be [alternative rock band] Incubus. He [directed] a couple of music videos with them, and they were on MTV in Japan. When they were growing up, I wanted them to experience a lot of activities. Horseback riding, I would take them to museums, I would rent sailboats and we would go out. It was hard sometimes, too, because I was a single mom at the time, but I wanted them to have those experiences as kids. So, Kenny—now, he’s a leading geneticist in cannabis.

### **YOU’RE WORKING WITH TRADE ORGANIZATION CALIFORNIA CANNABIS MANUFACTURERS ASSOCIATION (CCMA), WHICH WAS FOUNDED BY INDUSTRY LEADERS INCLUDING VCC BRANDS. WHAT’S THE GROUP WORKING ON CURRENTLY?**

As I’ve said before, in order to be in business in this industry, you also have to be an advocate. That’s why these companies—VCC Brands, Kiva, incredibles, and other leading companies—put the group together, now that regulations are being decided for California.

Right now, they’re looking into issues having to do with regulation that will require manufacturers to use third-party delivery for distribution. The companies are already doing their own delivery. They know how to do it, so why bring in third-party drivers at added expense? It doesn’t make sense; it won’t make anything safer. I’ve been a spokesperson for causes, you know, so it’s important to be proactive if you want to see good regulations.

### **WHAT’S ONE PIECE OF ADVICE YOU FIND YOURSELF ALWAYS GIVING TO CLIENTS, NO MATTER THE MARKET?**

I’m going to give you three pieces of advice, and they’re practically one-word answers. One: You should have a track record in what you’re doing. Two: Don’t look for the lowest price or a bargain [when shopping for PR]. And three: Be involved and give it enough time. You’re not going to get in TIME magazine in two months. 🍷 —Joanne Cachapero



## **KIPISMS**

Kip Morrison’s marketing instincts and industry insight are informed by her experience as a journalist, spokesperson, PR professional, and mom.

“In the early days in Oregon, Washington, and California, you could be complacent and sales would increase. Today, you have to do everything any other consumable good does when coming to market.”

.....

“If anyone is waiting to start getting their brand out there in a post-regulatory environment, that’s a prescription for failure.”

.....

“Some clients feel PR is better than advertising to target millennials. They tune out advertising but love good stories.”

## **CROWNING EFFORTS**

L.A. Times reporter Adam Tschorn described Team Morrison’s promotional efforts for Lowell Farms at the Indio Music and Arts Festival, aka Coachella. This release eventually picked up 389 million views over more than forty media outlets that ran related pieces:

*“Nothing says ‘music festival’ like a floral crown... The Coachella-worthy cannabis crown is part of a marketing effort by Santa Barbara-based Lowell Farms... The new twist on the floral crown—was announced by the company in a Wednesday press release as well as via its Instagram feed.”*

— From the March 30, 2017, Fashion Section of the Los Angeles Times





**VCCBRANDS.COM**  
TO ORDER 916-387-0420 OR 310-868-1439

**Our new look, stronger dose, and larger size. It's big.**



# THE ART OF THE CANNDDESCENT BRAND

THE HIGH-GRADE FLOWER PRODUCER ISN'T BUILDING JUST A QUALITY BRAND. IT'S FORMULATING A WHOLLY ORIGINAL SCIENCE-BASED METHODOLOGY TO HELP AND ENCOURAGE PEOPLE TO CURATE NEW EXPERIENCES.

BY TOM HYMES



**C**ANNABIS FLOWER-LOVERS are generally unabashed in their enthusiasm for the plant's extensive variety of strains, a time-honored embrace of diversity that defines the relationship between plant and partaker as an intimate engagement within an infinite range of possible interactions. The continuity of that bond bodes well for cannabis connoisseurs, to be sure, but it also provides a rare opportunity for visionaries, or luminaries, like Canndescent. The Southern California-based high-end flower producer's innovative approach to cannabis production and presentation offers a compelling example of an aspirational luxury brand designed literally from the ground up to do nothing but solve essential problems in the marketplace. The mission is near and dear to the heart of Chief Executive Officer Adrian Sedlin and his staff.

In September, the company opened an 11,000-square-foot indoor grow in Desert Hot Springs, California. The official ribbon-cutting ceremony for the first locally permitted grow to open in the state







drew city officials, friends and family, and members of the media, offering a vision for mutually beneficial partnerships between local towns and industry. But it was also a big milestone in the execution of a vision to build a cannabis brand unlike any other, one set apart by its originality, professionalism, and self-discipline.

Sedlin embodies the vision, which lives inside him like a virus of love percolating in a continuous process of internal review. Equipped with a double-major bachelor's degree from Georgetown (summa cum laude) and a Harvard MBA, the forty-something exudes youthful energy even when he's sitting still. "I've been a serial entrepreneur since the age of 20," he said. "I started my first company in college and ran it for five years after college. I've been either an early-stage CEO or turn-around CEO or [chief operating officer] since literally age 21." He added proudly, "All I've really done in my career is build and sell companies; take them from either no revenue or little revenue and build them up to \$100 [million] or \$150 million."

He did that five times in five different industries, and was so successful at it that he could take six years off during his adult career. He called the breaks a "blessing," because they enabled him to be the ul-

timate house dad for years at a stretch. In fact, he said, "I was not supposed to come out of retirement ever again...when this came along."

## THE ART OF HAPPENSTANCE

The "this" that drew Sedlin out of retirement was not the lure of money or success, but the realization that his life's journey had delivered him to this moment for a reason. "It was the first time in my life I was called to do something," he explained. "I'm the entrepreneur who's been in five different industries, who knows how to create value with very little to work with by coming up with a thesis and running it down. Then layer in that I just happen to have a Harvard MBA, I happened to be able to write the first three-quarter of a million dollars into my own company, I happen to have a personal network of people willing to back me, and I just happen to be married to a woman whose brother (Master Cultivator Randall Patten) has been growing cannabis since 1993 and has arguably one of the best grow teams on the planet. I also happen to be the same kid who started smoking cannabis at 15 and has a very colorful personal drug past: If it wasn't injectable, I tried it. There are not a lot of guys who have





all these weird dimensions, and at a certain point I said ‘the universe is talking to me.’ I don’t understand it, and there is no arrogance in the statement, but I woke up one morning and realized, I’m the guy. I’m supposed to be doing this. Every decision to date has led to this exact time and this exact place to do this right now.”

But what, exactly, was Sedlin supposed to be doing? Entering a new industry in the throes of a “green rush” but unformed in almost every other respect presents unique challenges, to say the least. Sedlin approached the challenge by relying on his fundamental understanding of the essence of brand.

## WHAT IS BRAND?

According to Sedlin, “brand is about consistent delivery against the expectation of the consumer.” But what, exactly, does that mean? “A brand is not a logo, packag-

|||||

*“You have to  
create your life.  
you have to  
carve it,  
like a sculpture.”*

—William Shatner, *Create pillar*

ing, or advertising,” he explained. “That’s the execution of brand.

“It goes back to the business plan,” he said. “Great businesses, when they’re raising money, don’t go to venture capitalists and say, ‘I’m opening a cultivation company.’ Or, ‘I’m going to open a dispensary.’ This is what I hear all the time from people in the industry, but those are not business plans. In the real world, when you want to open a business that’s going to be successful over the long term, you ask, ‘What’s the problem I’ve got to solve, who’s got the problem, and what’s their customer pain point?’”

Put another way, “I want to know who you’re doing it for, what they care about, and how you’re helping solve that person’s problem with your offering.”

## THE PROBLEMS

Answers came fast. “Once I reengaged the industry as a consumer-slash-person think-



ing about entering the industry,” he recalled, “it quickly dawned on me that the flower category was a mess from a consumer architecture standpoint. There was a lack of consistently high-grade product in the marketplace, and all the strains, trichomes, and terpenes were confusing. It required a level of expertise to make a basic purchase that I saw as a consumer pain point.

“Another problem we saw in the industry was that only two or three lifestyle messages were being catered to,” he added. “The low-end rural market was covered by brands, the craft sector had brands, and the low-end urban market was served by several brands.”

But no one was working the high-end, cosmopolitan market—an “underserved customer base” in business jargon. “That is what brand is about,” said Sedlin. “It’s about identifying and serving the underserved customer, understanding their challenges, solving those challenges in a meaningful way, and then aligning all your resources and every operational decision against that.

“The essence of brand is having a strategic North Star against which the CEO, the brand team, and the entire company intuitively make every decision.”

## THE SOLUTIONS

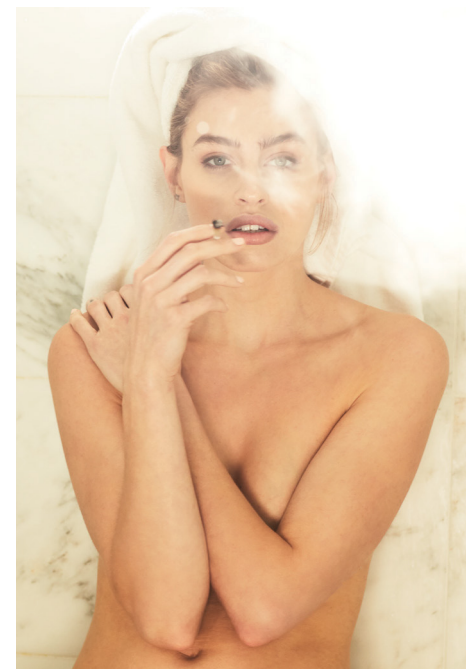
The CannDESCENT strategic North Star involves “building an aspirational brand

around an aspirational lifestyle around very high quality,” said Sedlin. “We’re not trying to be Ferrari, because that’s too niche. We’re trying to be Mercedes, a high-end, aspirational brand that’s accessible and approachable but is known for quality and performance throughout, and has a certain value proposition.” He paused before adding, “We’re Chanel, but not Gautier, which is too arthouse.”

There is some specificity to that underserved market, too. “In the towns we live in, there are a lot of Range Rover moms,” noted Sedlin. “That’s our customer—affluent; values quality and is willing to pay for it.” It’s a reminder that great brands are “built around not what the company says it is, but what the customer says it is.”

The solution to the lack of consistently high-quality product was eminently doable, but extremely expensive, Sedlin said. To cultivate the best cannabis flower on the market, CannDESCENT literally spared no expense in constructing—and now operating—its 11,000-square-foot indoor grow. The company is on track to increase the size and sophistication of its operations, topping out at 129,000 square feet of combined indoor and greenhouse grow space by the end of next year.

“We have a 32,000-square-foot greenhouse being delivered in September, and an 86,000-square-foot facility being con-



## FLOWER MARKET PROBLEMS

(identified by CannDESCENT in 2015)

### SCARCITY

Truly premium flower is hard to find and even harder to relocate.

### SEASONALITY

Flower market swings from glutted to dry.

### INCONSISTENCY

Flower with the same name can be totally different from grower to grower. Opacity. Consumers have little ability to hold “invisible” growers accountable.

### COMPLEXITY

Jargon and strain proliferation make category hard to use and adopt.

### ALIENATION

Traditional strain names prohibit mainstream adoption.

### CONTAMINATION

Too many growers use pesticides.

### ISOLATION

Dispensaries cannot or do not use growers for traditional manufacturer support.

### UNDERCAPITALIZATION

Most growers lack the funds to scale.

### STAGNATION

Little formal research and development on strains and effects.







structed in two phases, 43,000 square feet per phase,” said Sedlin. “All three sites in Desert Hot Springs are within a mile of each other. We’re building a center of excellence here.”

Excellence has a price, of course. “We took \$8 million of equity very early on, and we recently took on \$1 million of debt to finance equipment,” said Sedlin. “In the next 90-120 days, I’ll bring in another \$4-5 million, and then early next year I plan to take on about \$15 million. The four to five is to bring online the next building, expand the team, fund some more marketing, and deepen our science. The money next year will go to fund a regional strategy once we have the 129,000 square feet of grow.” In other words, “It’s when I start thinking about what we’re doing in Washington State, Oregon, Colorado.”



CannDESCENT.com

## STRAINS ARE DEAD. LONG LIVE EFFECTS.

Perhaps the biggest challenge facing the team was how to solve the problem of cannabis confusion, or what to do with all those strain names wreaking havoc in the ever-expanding consumer marketplace. “No one knows intuitively what a strain name means,” said Sedlin.

The solution? A new GUI (graphical user-interface), courtesy of the wizards at CannDESCENT. “We came up with a brand architecture we thought would scale, which was Calm, Cruise, Create, Connect, and Charge,” said Sedlin. “Then we came up with a definition to belong in one of those Effects or pillars. Then we asked what the science was behind each mood state. It’s called chemo-typing. Labs like SC Labs give you the entire cannabinoid profile, and we’ve got the terpene profile of the plant. A sativa, for instance, is high in THC and pinene, a terpene known for alertness, whereas an indica may be much more CBD-oriented and high in linalool, which is a lavender. Now I’m calm.”

Rick Fisher, CannDESCENT’s executive vice president of marketing and operations, oversees the Desert Hot Springs grow operations as well as the company’s sales department. He also plays an integral role, along with Master Cultivator Randall Patten, in the research and development of new effects. “In general,” Fisher said, “the effects that we categorized our flower under are comprised of three elements: plant origin, the cannabinoid profile, and the terpene profile. And we look for specific elements. For example, a ‘calm’ is a flower we expect to be high in myrcene. CBN content will be higher than usual and, on the terpene side, linalool will be present, as well as other attributes that suggest it will be a calm flower. CBN is the industry term for the sedative effect. Linalool is a terpene that’s calming, like lavender.”

The idea is to provide a better, less-confusing experience for the non-prosumer smoker. “We’re trying to encourage people by making the product category more approachable,” noted Fisher. “We’re not selling Durban Poison; we’re selling Create 301.



# The choice of professionals



Rare Dankness Industries, Denver - CO



Over time, people will develop an appreciation for the nuances, the same way the first time you tried a glass of wine you liked it or you didn't, but you certainly didn't know that you liked Merlot versus Cabernet. That takes a bit of a palate, and we're not trying to breed sommeliers, but my wife knows what glass of wine she wants to order when we go out to a restaurant. Cannabis should eventually become the same."

More to the point, there remains nothing arbitrary about the process by which CannDESCENT researches and decides which effects it will place on the market. Like every other decision, it is built upon the imperatives of the CannDESCENT brand identity. "It's the marrying of the state-of-the-art research and testing we've done with classifying the plants, and then the hard part—the really hard part—is making it intuitive and understandable," said Sedlin.

Hard, but not impossible. Every effect has its own description. Connect 401, for instance, "Creates an effervescent mind and body, stimulating intimacy, conversation, and beyond."

"Someone will look at Create 303 and not know it, but they don't have to," Sedlin said. "All they have to do is read what it does and what it offers them. We describe where it will take them."

The promise is even more generous. "We're putting you in control of your experience with the flower," claimed Sedlin. "You are in control of the flower instead of it being in control of you, so you can curate the life and feelings you want at that moment. That's the art of it."

### THE BOX

Brand may not be about logo and packaging, but for CannDESCENT "the box" in which it sells its glass-jarred eighths is a decided point of pride, as well it should be. As Sedlin

noted, the orange container is the result of innumerable decisions regarding every aspect of its design and construction. "When someone engages in this level of brand development—which costs \$400,000 or \$500,000 to do, the logo, thinking through the effects, the strategic brand audits, researching the customer—it's about showing an attention to detail that people value."

It's not just the box, but also the accoutrement that make the packaging such a cool value add. Extensive thought, great care, and considerable expense went into every item chosen to go inside the box, as well as the color and messaging coordination that make each box a unique item tied to a goal of inspiring and activating end-users. Each decision has purpose.

"Today's growth market is all people who don't know the product or what constitutes quality," explained Sedlin. "So, what are the





# BOOST PROFITS BY CREATING YOUR IDEAL GROWSPAN GREENHOUSE



**FOR NEARLY 40 YEARS GROWERS SUPPLY** has been supplying commercial growers with GrowSpan Greenhouse Structures, the most versatile line of cannabis greenhouses

**BUILT TO LAST** - GrowSpan greenhouses feature energy-efficient designs that are built to last. With durable materials and automated blackout systems, you will be producing the finest bud for years to come.

**EXPERT CANNABIS CONSULTATION** - We staff cannabis consultants with industry experience. They can provide valuable design advice, and their knowledge of the energy grid allows growers to increase profits by reducing energy consumption, as well as obtain energy-related rebates and financing.

**FINANCING AVAILABLE** - Speak to your GrowSpan Cannabis Specialist today.



VISIT [WWW.GROWSPAN.COM](http://WWW.GROWSPAN.COM) OR CALL 1.800.476.9715  
TO FIND OUT HOW WE CAN HELP WITH ALL YOUR GROWING NEEDS





cues that we give them to see? We come pre-packed with matches and hemp wick. Why hemp wick? No one does that. Because you do not smoke fine wine out of a dirty glass and you do not smoke fine cannabis with a lighter or a match. You can enjoy the true taste and flavor of our product with hemp wick. If you use a pipe and start using hemp wick, you will never go back.

"First people on the market with child-proof," he added, holding up a box; opening it to reveal the neatly packed contents. "The box is also magnetic and comes with a tamper-proof seal. Every jar has an Integra Boost pack in the top; every box a welcome letter from the master grower and the CEO.

"Look, this is the point: When someone cares enough to color-coordinate and give you a quote related to your pillar, they're sending you a message that someone spent a lot of time thinking about your experience. It serves to inspire trust and shape perception, and most importantly, it makes the person feel comfortable."

Pointing once again to the box, he asked, "Would the person who took the time to do this put pesticides in their product when their name's all over it? Any person in the world, even our competition could buy our product and have it lab-tested."

Another short pause. "Can someone knock off this box? Sure, but can they knock off what's behind it, or what's coming next?"

Needless to say, the next generation of CannDESCENT box is already in the prototype stage. Bigger, sturdier, and better, one day it, too, will be superseded by something superior. In that sense, if you understand the idea behind the CannDESCENT box, you understand CannDESCENT.

"We've shown this box to high-end models, suburban moms, and inner-city women, and do you know what happens almost every time they open it? 'It's so cute!'" The consistency of the reaction to his beautiful box affirms its fundamental purpose. "You generate an emotional reaction when you give someone something that says you took

the time. It's not me projecting our point of view upon you. A great brand is a mirror that reinforces you. 'I'm a high-end customer, a woman who likes cute things, who takes care of myself. When I show people what I smoke, it says something about me.'

"This is what great brands do."

## DESERT HOT SPRINGS

After leaving Sedlin, I realize I have to head back out to the desert to revisit the original grow as a fully functioning operation if I have any chance of truly understanding the radical nature of what CannDESCENT is doing. I need to see the revolution in action. I drove out two days later to meet Fisher during just another day at the grow. Unlike the first visit, the operation is humming now, literally. Fisher walks me through every process, from seed to sale almost, explaining the thousands of decisions that go into making a product that in the current market commands a price of up to \$3,200 a pound. From the physical plant to the environmen-

# ELIXINOL

## PARTNER WITH US BECAUSE QUALITY MATTERS



## YOU CAN TRUST ELIXINOL CBD HEMP OIL



### HOW WE SUPPORT YOU

- ✓ Highest quality raw materials available
- ✓ Superior product formulations
- ✓ Highly competitive pricing
- ✓ World class customer support
- ✓ Marketing materials and support
- ✓ Training on how to engage your customers & optimize your profits

WWW.ELIXINOL.COM/PARTNER



# Beyond Top Shelf

## Cannaline Tube Jars



Cannaline Tube Jars for 1, 2 and 3.5 grams are an elegant solution for packaging your top shelf buds. We manufacture them from strong, lab grade borosilicate glass with a custom designed lid that is air and water tight.

As with any Cannaline product, they are fully customizable with printing available on the lid, jar, or both. Custom color lids are also an option.

**Cannaline**  
Products Designed to Innovate

visit our website for:  
• Concentrate Containers • Glass Jars  
• Smell Proof Bags • Pre-Roll Tubes

301-356-9096  
[www.cannaline.com](http://www.cannaline.com)

*Dedicated to the medicated!*





*Adrian Sedlin, Rick Fisher and CFO Tom DiGiovanni*

tal systems, from the automated grow rooms and industry-leading curing process to the hand-trimming of every flower and the artwork adorning the facility's walls, every single decision works to reinforce the meticulously curated CannDESCENT brand.

"We're building in standard operating procedures that allow us to maintain the presentation of our brand the way we want it to be," said Fisher. "CannDESCENT is building a cannabis company for people who want to run to something, not from something. If you really think about that and ingest it, it's so true. We want to explore ourselves and find the best we can be at any moment."

He summed up the CannDESCENT consumer's mindset: "I'm not seeking a way to escape from my problems or shelter myself from the evils of the world. I'm seeking a better creative me."

## COMPETITIVE ADVANTAGE

The mindfulness, preparation, and operational chops exhibited by CannDESCENT suggest a level of expertise uncommon in the industry, the likely result of previously developed skillsets giving the company a leg up on most of the competition. Fisher suggested his background in the performance marketing industry provided that kind of advantage.

He explained, "Margins in the performance-based business are measures in pennies, not dollars. So, to be able to take that analytical mindset and the consistent flow-chart in your brain, calculating your cost to produce from garden nutrients, electrical power, water, \$100 to \$150 per pound to trim depending on strain, the packaging costs... Then I go to market at this price. Here's my spread, the commission for my


sales team. And then be able to build the infrastructure to track and maintain the throughput in a real [customer relationship management system], a real [enterprise resource planning] platform—that's where I think that mindset brings an advantage to the industry, an industry that is typically run very loose, very laissez faire, very handshake, cash exchanges hands, 'I'm out.'

"We're into long-term customer relationships," he continued. "We're looking for shops that are permitted or on the brink of being permitted and are going to be in it for the long-term. Having the sophistication from a systems architecture—not just technology, but business systems—and having a little bit of that acumen [when] coming into the cannabis market is helpful."

## CURATING A NEW EXPERIENCE

Whether the sheer confidence in the rightness of their decisions or the fact that their decisions are simply spot on gives CannDESCENT its illuminating contour, the excellence the company pursues so diligently is present in the DNA of everything it does. From its products to its marketing to its industry engagement and consumer outreach, it's hard to find an off-note in the symphony of flower that is CannDESCENT.

"I think we're where we need to be as a company, and I like what people are saying about the brand," summed up Sedlin, whose current dispensary partners number around 40. "And I can tell you when our point-of-view will be proven right. It will happen when my dispensaries want to open their next store and need to show the local sheriff the source of their product. That's the moment they will realize that it is well worth a couple hundred dollars more a pound to have a legitimate producer about whom you can say, 'Yes, we get our flower from CannDESCENT.'

"We believe that if we can package this excellence, this desire, and this passion, we will literally put light in a bottle that will project forward," he added. "In the art of brands and great marketing, people don't buy products; they buy ideas." 

*All photos provided courtesy of CannDESCENT*





integraboost.com



PATENTED 2-WAY  
HUMIDITY REGULATOR

## CURE BETTER • STORE LONGER

Humidity Protection That Adapts & Responds  
to It's Environment

REGULATE HUMIDITY  
AT 55% OR 62% R.H.

- ✓ Tear & Spill Resistant
- ✓ Preserve Flavors and Aromas
- ✓ Biodegradable
- ✓ Non-Toxic

KNOW WHEN  
TO REPLACE

- ✓ Each Pack Includes One  
Replacement Indicator For  
Hands Free Monitoring



*The Safest*  
**2-WAY**  
Humidity Regulator

- ✓ Prevent Mold & Overdrying
- ✓ Maintain Potency & Aroma
- ✓ Salt-Free Solution
- ✓ FDA Compliant





# A Trip to Nugville

BRANDING ON THE NUG NATION, 'WHERE CANNABIS COMES TO LIFE.'

**Q**UASI-LEGALITY and complex restrictions prevent cannabis businesses from accessing mainstream advertising platforms. Over the past decade, in U.S. states where cannabis is legal, dispensary advertising dollars may have saved some regional weekly newspapers from bankruptcy.

But beyond the back pages or specialized publications, it's hard to get big brand exposure. "With a lot of the advertising regulations for cannabis companies, they're very limited," said Mikey Peterson, co-founder of TheNugNation.com. "Google's not allowing [cannabis advertising]. Facebook's not allowing it."

With marketing in mind, Peterson and

**"PART OF THE BEAUTY  
OF THIS IS WE CAN DO  
BRANDED CONTENT  
FOR PEOPLE, AND THAT'S  
ONE OF THE THINGS THAT  
WE'RE REALLY EXCITED ABOUT."**

—Joy King, vice president  
of business development



business partner Dylan Pfohl wondered, 'If it's so difficult to advertise cannabis-related products and services, why not create an animated platform for brands to use?'

Why not (literally) let the cannabis speak for itself?

That's when the co-creators began drawing up plans for their online advertising startup—and Nugville, a small Colorado town where cannabis brands live, was born.

"You can't do any of these 'call to action' or an actual click ad, so, one way around that is monetizing content on a product placement or sponsorship level," Peterson explained. "That way it's just a creative, right? There's no call to action in [Nug Nation] videos that says, 'Come buy this product. It's \$5.99



at the store.' That's a direct advertisement, which you're not allowed to do over state lines."

Joy King, The Nug Nation's vice president of business development, added, "What we really want to do is just provide a way for businesses to promote their products that's unique and fun."

"No one watches commercials," she pointed out—and she may be right. Keyword advertising, digital pop-ups, and flashing video banners are nuisances to most digital users, crashing apps and cluttering websites.

## WELCOME TO NUGVILLE

But in cartoons, you can do almost anything—think adult comedy animations like *Beavis and Butthead*, *South Park*, and *Adult Swim*.

Then, think about walking, talking claymation "nugs," laboriously created with real flower. In Nugville, a modern mountain town, brands are cleverly blended into plots, running gags, and subliminal set designs.

Now, start thinking about product placements, custom content, exclusive sponsorships, and other advertising opportunities, content streamed to trade and consumer shows, in dispensary wait rooms, and on the phone app... Are you starting to smell the sweet smoke of marketing potential?

"The Nug Nation is a comedy show at the end of the day," King explained. "So, we don't ever want to lose that comedic edge... We come at it from a different angle. Part of the beauty of this is we can do branded content for people, and that's one of the things that we're really excited about. So, if someone has a medical clinic and they want to create engaging content for inside their dispensary, we can do that.

"And we can do it to their specs; we can create a fun and engaging educational piece, if they want that comedic edge," she added. "It's not for everybody, but we see the opportunity as a way to differentiate your [brand]."

## TOWN FOUNDERS

Peterson and Pfohl, both Denver locals, come from a background in graphic design,



## Meet the Nugs



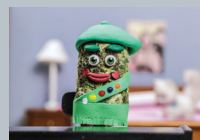
### AFFY

An Afghan Haze nug who's been exiled from his native land because he's gay. He's living the American Dream and owns his own business – Nugville's gas station (and social hub).



### DIESEL

Portrayed by strain Sour Diesel, he's an opinionated former racecar driver that works at the gas station. His politics are old school, conservative, and he believes in the American Way.



### COOKIE

Girl Scout Cookies is Nugville's girl activist and secret social superhero; she loves her hometown and social media. Little do her Nugville neighbors know about her popular online persona or viral vlog.



### BONG BURGUNDY

Nugville's favorite TV news personality can't be confined to a strain. He keeps locals informed all on Nugville doings and he has his own late night show, "Potty Talk with Bong Burgundy."





film-making, action sports videos, and content creation. After working and consulting with several Denver cannabis business owners on other projects, the pair began production on *The Nug Nation* in 2015. Peterson is chief executive officer.

King joined the team early on, after meeting Pfohl by chance while she waited in a Las Vegas taxi line with friends. All of them were headed to The High Roller Ferris wheel ride, also by coincidence.

Fast forward to earlier this year. King relocated to Denver from Los Angeles, to “get boots on the ground” and start showing Nugville real estate to industry brand-makers and other potential sponsors.

“We built around the marketing strategy first, because we were like, ‘how do we brand and monetize?’” Peterson said.

“You have a scene or a show where there’s supposed to be product in it and it’s obvious, so it doesn’t feel out of place. It feels native. We have a giant, blank canvas for these brands to come in and play with us.”

## IT TAKES A VILLAGE

Currently, there are a lucky thirteen episodes on *TheNugNation.com*. King said she, Peterson, and Pfohl feel it’s a good time to start inviting potential sponsors over, to have a look around town.

The videos have the retro, high-quality feel of old-school holiday specials because of the labor-intensive stop-motion process used. Episodes can take up to eight weeks to complete, but the extra effort also gives the series a unique, do-it-yourself flavor.

The newest episode is difficult to describe. Essentially, it’s an interview with Southern rappers Nappy Roots about their latest studio release, “Another 40 Akerz”—but the group’s members and show host Bong Burgundy are all armless, talking nuggets sitting on toilets in bathroom stalls at Nugville’s gas station. They chat about body waxing and the Spice Channel. Whoa.


“Bong Burgundy has his own show, called ‘Potty Talk,’” said Peterson. “The format for that show is that [Burgundy] works at a news station and during his break, he goes to the bathroom and there’s always a celebrity in the bathroom that he runs into, and they interview one another.” Previous episodes of ‘Potty Talk’ have featured rappers Redman and Scotty ATL.

Peterson pointed out that, before long, cross-promotions with cannabis brands will expand from edgy trendsetters and celebrities to mainstream companies. In fact, that’s already happening.

“Everyone knows the content of this market is valuable,” Peterson said. “You know,



brands are going to figure out what they can do with that, and big brands are already starting. [Wonderful] Pistachio did a campaign with Snoop Dog that was 420-related. That’s a major brand.”

“For bigger [cannabis] brands that are trying to do nationwide distribution?” Peterson asked. “You need creative content and creative ways to advertise with sponsorship opportunities that can go anywhere and everywhere. That’s the way we see it.” 

— Joanne Cachapero





# HOW DO YOU HANDLE ODOR CONTROL?



NCM provides our clients with environmental impact studies focusing on the dispersion of odors, custom designed EPA tested odor neutralizers and odor eliminating dispersion systems.



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









# Profiles In Marketing

*People, firms, brands and stories.*

by Rob Hill and Joanne Cachapero

BRANDING IS OFTEN A JOURNEY OF SELF-DISCOVERY, and the journey has many paths, pitfalls, and traps to navigate. Without a doubt, good strategic marketing gives a company an edge over competing brands in an increasingly crowded market.

Over the past year, the cannabis industry has become an intense race to brand, in every creative way possible. From hiring advertising and public relations firms that work with the world's biggest companies to out-of-the-box experiential product launches, brand ambassadors, and product placement in music videos, the age of cannabis branding is in full bloom. However, some companies still don't see the long-term marketing value of the hullabaloo.

"I've heard many cannabis entrepreneurs say they don't need to worry about branding or marketing because cannabis sells itself," said Jennifer Culpepper, founder and creative director of BrandJoint. "That may be true if you're the only one providing it, but this is a crowded market, and consumers expect value for their dollar. Questions I ask my clients are, 'What is your superpower?' or 'What is your unfair advantage?'"

The biggest mistake they make?

"Failing to understand what it means to brand their company," noted Culpepper. "Many people think of branding as designing a cool logo and making a website that looks nice. However, successful branding is far more strategic. It's understanding the details of the business, the vision of its founders, what fuels the passion behind that vision, and how that business is beneficial to consumers."



# A Product Launch with a Higher Experiential Purpose

**THE ARRAY OF CANNABIS PRODUCTS LAUNCHING HAS CAUSED A DILEMMA:** How does a company break through the clutter of tens of thousands of new products?

Lord Jones founder Robert Rosenheck found his answer in an experiential medicated sound bath with the popular Icelandic dream-pop band Sigur Rós. Rosenheck met the band's lead singer, Jónsi, after a gig and the musician was curious about the legalization movement in the U.S.

"We talked for a while, and I told him about our medicated sound bath," said Rosenheck. "He expressed interest in a doing product collaboration. We suggested a custom flavor inspired by Iceland: The Lord Jones Sigurberry Gumdrop."

The Hollywood event, attended by 200 tastemakers, celebrities, influencers, and press, was described as a "transcendent, other-worldly experience." Each of the attendees received a red ticket, which they redeemed for a Lord Jones Sigurberry gumdrop. They then entered a room filled with candles, beds, pillows, rugs, and a pulsating electronic light sculpture orb dangling from the ceiling like a neon octopus. Once everyone was settled, the band's songs oozed into the room like liquid sound, building momentum for an hour before diminishing to a trickle and then fading away. As Rosenheck wanted, the event was a sacrament, out in the open, a shared experience and a celebration. It received tons of press coverage in the United States, Europe, and Asia.

"It had global resonance and far exceeded our expectations," said Rosenheck.

Although Lord Jones isn't exactly alone—other companies have launched products at experiential private dinners (PAX and Bloom Farms) and celebrity-infused parties (Beboe)—no other experiential launch has received the same level of worldwide attention. And Rosenheck's not done. The company recently collaborated with the health club and spa Equinox to host a medicated recovery class featuring Lord Jones Pain and Wellness topicals.



## Goodwill Hunting

*Philanthropy is a win-win for companies and communities.*

**POSITIVE WORD-OF-MOUTH ADVERTISING IS PRICELESS, BUT THE ACCOLADES MUST BE EARNED.** For instance, there's lots of liquid dish soap, but only Dawn brand can save baby ducklings. Procter & Gamble, Dawn's manufacturer, has marketed that feel-good notion for decades.

In a similar way, cannabis brands are building reputations for philanthropy. Many say they make more contributions than get publicized, leading to the inescapable conclusion giving back works simply because it's the right thing to do.

Advanced Nutrients's Holiday Heroes program, which has provided holiday meals for the homeless in Los Angeles and Bulgaria is one example. Founder Big Mike Straumietis said, "It's the most incredible feeling. I can tell you all day long to get involved in charity or start one, but until you actually go out and do it and make contact with another human being who is in need, you'll never really fully understand what you get out of it."

Bloom Farms also feeds a lot of hungry people. Through its One-to-One program, the company expects to have donated one million meals by November. "At Bloom Farms, part of the mission—the brand, really—is to provide a better quality of life for people," said media relations representative Jim Walsh. "Part of that comes into play with Michael Ray, the founder of the company... We believe you're part of a community and you should support the community. In 2017, everybody should be doing that kind of thing."

Helping others "is vitally important," said Organa Brands President Chris Driessen. The company's Grow for Heroes program donates cannabis medicinals to veterans in need. "We have several core values at our company, and one of those is we're stewards of our environment, community, and company resources. We want to be of benefit and show that cannabis companies are benevolent people. It's our job to be good corporate citizens, because that's the right thing to do."





At CANNDESCENT, we marry the mastery of cannabis cultivation with the canvas of your life. Choose an effect below to curate your experience. That is The Art of Flower.™

CALM

CRUISE

CREATE

CONNECT

CHARGE



CANNDESCENT™

CALIFORNIA

Herbal Nature  
Los Angeles  
213.943.7950

Cannabis Medications  
Victorville  
760.523.1595

Beach Center  
Gardena  
310.821.4420

Gulf Coast Haze  
Santa Monica  
310.954.6035

KVSH Collective  
Hollywood  
323.740.0420

Earth Essentials  
Palm Desert  
760.600.5104

Iedlloyd  
Westlake Village  
310.924.4300

Thirdeye Wellness  
Venice  
310.823.3505

AVAILABLE EVERYWHERE FINE CANNABIS IS SOLD / [WWW.CANNDESCENT.COM](http://WWW.CANNDESCENT.COM)



**Name:** Kodi Baker

**From:** Michigan

**First job:**

Dressing as the Wendy's girl while holding a sign on a street corner.

**Big break:**

Modeling contract with Milan

**Instagram followers:**

26.7k; @thekodibaker

“I was standing next to one of my ads at a dispensary. The guy next to me goes, ‘Ha! You kinda look like that guy.’”

”



## Brand Ambassador: Meet The Dunlevie Man

### On being The Dunlevie Man

“The idea behind The Dunlevie Man was a cool ad of a man who works hard and relaxes just as hard. Walking into the first shoot, it seemed like just another product ad job, and then the photographer took over and really began leading the idea.”

### On consumer reaction

“The reaction to the ads has been outstanding. Oscar and Steve of Dunlevie really tried to paint a picture above face value, and I think that set the ads apart. Sex, of course, sells itself, but the real gold is in the joy of the atmosphere.”

### On cannabis

“My favorite part of consuming cannabis is the conversations; connecting with someone while trying to relax in a tense world. I love being able to truly focus on nothing but a moment with a friend. What could get any better?”

### On the role of brand ambassadors

“There is science behind all of this stuff. I really try to relay facts and create a conversation with people who are skeptical about cannabis.”

### On social media

“I love Facebook to keep up with close friends, but Instagram is a great platform for me. I’ve accumulated 26.7k followers. Brands always look at your following because it’s a guaranteed audience, but they also want professionalism.”

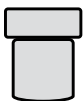
### On fans

“I’ve only been recognized once, but I was standing next to one of my ads at a dispensary. The guy next to me goes, ‘Ha! You kinda look like that guy.’”



# CUSTOM CANNABIS PACKAGING SOLUTIONS

- DIRECT SOURCE
- 20+ YEARS OF EXPERIENCE
- FAST TURNAROUND
- PROFESSIONAL RESULTS GUARANTEED
- IN-HOUSE DESIGN EXPERTS



CONCENTRATE  
CONTAINERS



DROPPER  
BOTTLES



SHATTER  
ENVELOPES



GLASS  
JARS



MYLAR  
BAGS



POP TOP  
BOTTLES



BIOHAZARDING

VISIT [BIOHAZARDINC.COM](https://biohazardinc.com)

FOR CUSTOM PRINTING ON THESE AND OTHER PACKAGES



## Advice from the PR Pros

*Experts reveal tips and trends to get your brand some well-earned media.*

OVER THE PAST YEAR OR SO, the cannabis industry has attracted a new wave of marketing professionals with serious chops and even better contacts. With cannabis brands keen to distinguish themselves from the competition, we expect this trend to continue. In the meantime, we spoke with a handful of public relations professionals to get a short-take on how they work. Longer spotlights are available on [mgretailer.com](http://mgretailer.com).



**SHAWNA MCGREGOR**, senior vice president for The Rosen Group (who represents Wana Brands and Colorado Cannabis Summit), draws on her background as a journalist in her role at the New York City-based firm's Denver office. "One of my top tenets is that you must tell your story or someone else will tell it for you. It's important to be a part of the dialogue to provide your position on an issue." [rosengrouppr.com](http://rosengrouppr.com)



**ROSIE MATTIO**, founder of Rosie Mattio Public Relations (botanicaSeattle, Headset) said even two years ago media interest in cannabis was limited by outdated thinking. Now, there's plenty of interest, but especially in stories with a good hook.

"Reporters have less interest in writing a straight-up profile plugging your product or service. They're looking for data that helps illuminate a larger trend." [rosiemattiopr.com](http://rosiemattiopr.com)



Coppertop Media founder **JIM WALSH** (Bloom Farms, Chalice Festival) said relationships are an important part of PR—and they take time to build. "To go out, see the journalists, talk about what's coming up for the company, and get them on board... it takes a lot longer to build those relationships for a brand than people realize. One-on-one, I really curate the relationship for that brand." [coppertopmedia.com](http://coppertopmedia.com)



Yummi Karma Director of Marketing **ALYSIA SOFIOS**, a former television news reporter, said success for cannabis brands means changing consumers' views about recreational use. "Each time a mainstream media outlet realizes how many people are interested in cannabis, it's a small victory for our industry. At the end of the day, the media want to tell stories that help people, and cannabis helps people." [yummiharma.com](http://yummiharma.com)



**LILY COLLEY**, director of marketing for incredibles/Medically Correct and Kalyx Development, said restrictions on traditional advertising platforms make social media even more essential. "Traditional market strategies can't be deployed, given the restrictive regulations, so innovative events, influencers, PR, and digital marketing strategies must be deployed to get your message out." [linkedin.com/in/lily-catherine-colley](https://www.linkedin.com/in/lily-catherine-colley)



**GAYNELL ROGERS**, a national marketing and media consultant (Harborside Health Center, 420 Games), said media interest is exploding, at a remarkable rate, "I'm breaking stories on web platforms and with influential bloggers more often than in the past. [I've gone] from twelve clippings [about cannabis] a day in 2009 to now over 1,200 a day." [linkedin.com/in/gaynellrogers](https://www.linkedin.com/in/gaynellrogers)



● a better experience  
**incr**edibles



**FRUIT CHEWS**

Made with organic fruit juice!

**INDICA ORIGINAL SATIVA**

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





**DID YOU KNOW?**

Kandy Pens has been featured in videos by Fat Joe, Remy Ma, Chris Brown, 50 Cent, French Montana, Nas, Kanye West, Young Thug, Tyga, Jadakiss, K-Camp, Kid Ink, and Fetty Wap.

**FAST FACT**

DJ Khaled's video "I'm the One," featuring Kandy Pens, was viewed more than 85 million times in the first week after release.

## Killing it with the Video Stars

*Kandy Pens' ingenious marketing strategy has sent sales soaring more than 350 percent.*

MARKETING A PRODUCT in a crowded field is always hard, but certain sectors provide unique opportunities. Case in point: hip-hop videos and Kandy Pens's vape pens. In the past two years, Kandy Pens products have been featured in more than forty music videos, many of them getting more than 100 million views each. "We just hit the 'billion brand impressions' mark," said Kandy Pens founder and Chief Executive Officer Graham Gibson. "It feels good."

In fact, it feels so good that Gibson, 41, who has created more than fifty health and beauty product lines in the past decade, is starting his own video production company. "The music industry is broke," Gibson said. "They need brands like ours to help them with production. In exchange, we get eight to twelve seconds of screen time."

It makes perfect business sense. Kandy Pens saw growth of more than 350 percent from 2015 to 2016. Last year, the com-

pany earned just shy of \$7 million. This year, Gibson hopes to hit \$10 million.

He offered marketing tips.

### Perception is reality.

"If you play with the big dogs, then you must also be a big dog."

### Apply a human element to your advertising.

"We're selling to real people. Most of our competitors have page after page of products in their advertisements. Where are the people using them?"

### Take every opportunity to flip your customers into raving fans of your company.

"Without your customers, you wouldn't have a job."





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



## Branded by the Best

*Companies are spending big bucks on world-class, luxury creative firms to tell their story.*



### HUXTON

*Firm: Kitchen Sink*

**KNOWN FOR:** Passionate individuals from a multitude of creative fields who believe in producing work with a purpose.

**CLIENTS:** Disney, POMO, Four Peaks, University of Arizona

**THE JOB:** Make elegant, portable, Zen tins for active consumers. “We wanted to create a brand that someone would feel comfortable with on their coffee table,” said HUXTON Brand Manager Chelsea Johnson. “Our single-strain products appeal to more of the connoisseur, but our tins and pre-rolls are targeted to the consumer on the go. Kitchen Sink was able to turn our vision into a reality in a way we could never have imagined.”

*KitchenSinkStudios.com*



### LEAFS BY SNOOP

*Firm: Pentagram*

**KNOWN FOR:** Representing everything from architecture and interiors to products, posters, and books.

**CLIENTS:** Verizon, MasterCard, *The Atlantic*, Saks Fifth Avenue

**THE JOB:** Produce an artisanal, minimalist design, including graceful lines, adventurous shapes, tropical colors, and a bronze reproduction of the cannabis leaf. “We wanted it to appeal to a broader spectrum of human,” said Pentagram’s Emily Oberman. “[Marijuana] is a field in which Snoop is a true connoisseur, and he saw an opportunity to create a business that genuinely comes from who he is. There is nothing artificial about Snoop or LBS.”

*Pentagram.com*



### TOAST

*Firm: Viceroy Creative*

**KNOWN FOR:** Three-sixty campaigns, partnerships, and collaborations, including naming, brand architecture, and product development.

**CLIENTS:** Ciroc, Hennessy, Land Rover, Moët & Chandon, Jaguar, *GQ*, David Yurman

**THE JOB:** Build a unisex, foil stamped, embossed box and logo evoking the Art Deco styles of the 1920s. “We wanted an affordable luxury brand similar to Patron, and Viceroy is an award-winning agency that works with the world’s top luxury brands,” said Toast co-founder and Chief Executive Officer Punit Seth. “Consumers and retailers love the packaging. We are thrilled with the results.”

*ViceroyCreative.com*



### DIXIE ELIXIRS

*Firm: Grit*

**KNOWN FOR:** Shaking up the agency model by working differently with clients to create brands that stand out on crowded shelves.

**CLIENTS:** American Crew, Vail Resorts, Portico

**THE JOB:** Forge a redesign that made the products look delicious and refreshing. Cannabis walks an interesting line between medicine, food and recreation. “Dixie was clear that their products needed to stand out better on shelves; however, they left a lot of the creative to us,” said Grit owner and creative director Sean Topping. “I hope customers take away the quality that Dixie puts into everything they do and they will want to make the brand a part of their lifestyle.”

*MadeWithGrit.com*



### SEVEN POINT DISPENSARY

*Firm: Curioso Design Studio*

**KNOWN FOR:** Building distinctive, commercially viable, and functionally attentive spaces, including architecture, interior design, packaging, and art.

**CLIENTS:** Footlocker, Estudio, Hilton, Hyatt

**THE JOB:** Create a polished, clean, high-end boutique pharmacy. “Our number-one goal was to elevate the stigma of the product,” said Nina Grondin, Curioso partner and co-founder. “For the graphic identity of the brand itself, we collaborated with our partner firm La Tortilleria out of Monterrey, Mexico, to create a modern aesthetic that is sophisticated, yet casual; established, yet slightly playful.”

*Curioso.us*





# Smooth. Sexy. Supple.

SKINCARE FOR PEOPLE WHO LIKE TO GET SOME

HEMP-INFUSED SKINCARE AND NAKED PLAYTIME PRODUCTS FOR A LOOK AND FEEL THAT GETS LOOKS AND FEELS

GET FUN, GET FIESTY, GET SOME TODAY

FIRST TIME WITH LUST? GET FREE  
SHIPPING ON FIRST TIME WHOLESALE  
ORDERS.

[WWW.LUSTNAKEDPLAY.COM](http://WWW.LUSTNAKEDPLAY.COM)

[WHOLESALE@LUSTNAKEDPLAY.COM](mailto:WHOLESALE@LUSTNAKEDPLAY.COM)

877.754.6769





66

*Inside a cannabis store, there's a huge amount of education that has to be conveyed in this small, highly regulated setting.*

*At the same time, when consumers become familiar with that knowledge and understand the behavior of shopping for it, they want that experience to be nothing more than an errand.*

*Making that same space beautiful for both of those experiences is really important.*

—Megan Stone,  
High Road Design Studio.

99

## Branding the Physical Space

*Retail designers build brick-and-mortar identities for the fast-moving, highly regulated cannabis market.*

"IF YOU BUILD IT, THEY WILL COME," the voice in the cornfield famously told Kevin Costner in 1989's *Field of Dreams*. Now, cannabis dispensary and retail store owners also hear crops rustling with ideas for customized retail environments.

"Bottom line—do it right the first time," said Jim Smith, president of JPS Design. Based in Orange County, California, the firm creates boutique-style build-outs for retailers in the food, cosmetics, apparel, and lifestyle markets. "If we're developing a flagship location for a startup retailer with no brand recognition, we suggest they need to come out of the gates swinging with respect to their overall design package."

"They'll only open their first store once, so better not hold back," Smith emphasized.

Retail environments include storefronts as well as pop-up shops, tradeshow enclosures, as well as custom branding for merchandising displays, product packaging, and promotional materials.

Next to "environment," the other big E-word is "experience." High Road Design Studio founder Megan Stone's design skills were honed by observations as a patient, budtender, and dispensary manager while attending college to earn an interior design degree.

Stone and her team innovate as they go, inventing fixtures and floor plans for a nascent industry. Stone's insight has produced industry awards for their pioneering work.

"Inside a cannabis store, there's a huge amount of education that has to be conveyed in this small, highly regulated setting," Stone said.

"At the same time, when consumers become familiar with that knowledge and understand the behavior of shopping for it, they want that experience to be nothing more than an errand," she added. "Making that same space beautiful for both of those experiences is really important."





*Highly  
Refreshing*



*Cannabis Infused Drinks*

80 MG  
THC

120 MG  
THC

240 MG  
THC

WWW.ZASPCO.COM |  @ZASPCO | 877.345.6783





# Pot and Cans

WHAT CANNABIS BRANDS CAN LEARN FROM CRAFT BEER

by Matthew Youngblood

**A**S BRAND STRATEGISTS and packaging designers, it is fascinating to witness the cannabis industry evolving so quickly. Through our work with Colorado-based ebbu and others, it has also been rewarding to apply the lessons we have learned from many years of working in the beer business to our work in cannabis.

Currently, the topics of beer sales and cannabis are poised to collide in regions where marijuana has been legalized. People wonder how the new upstart will affect the incumbent, and it's not hard to imagine how that conversation starts, especially when you consider the role beer, wine and spirits, and recreational cannabis play in certain adult social occasions and how both address similar consumer needs.

Therein lies the opportunity for cannabis brands to educate and differentiate.

Like craft beer in its early days, cannabis brands are challenged by confusion in the marketplace brought about by preconceptions, misconceptions, and inexperience. With craft beer, consumers initially were overwhelmed by so many new tastes and unexpected in-

gredients. Similarly, the sheer number and names of cannabis strains requires deep knowledge and, ideally, a decoder ring.

In its early days, "regular beer drinkers" were apprehensive about ordering a craft beer that might be too—insert challenging palate description here—to drink more than a few sips. New-to-cannabis consumers also are skeptical about trying something new. Even lapsed users who were old pros in college find themselves more than a little lost when visiting a Denver dispensary while on a weed tour from out of state.

In much the same way early adopters of craft beer helped their friends taste the promise of "real beer," cannabis aficionados are taking up the cause and helping newcomers make sense of all the herbal options. Within craft beer, industry players found success educating influential bartenders to serve as guides for those stepping out of comfortable territory. Empowering budtenders with the information and the right brand story to tell should prove equally successful for those seeking to lead in cannabis.

For the industry to fully realize its potential at the rapid pace many predict, cannabis entrepreneurs need to appeal to a broader





# source/orb4

• NEWEST VERSION: SOURCE ORB 4

• Pure Grade 1 Titanium Coils

• USA Lab-Certified for Purity

• 510 Threaded

• Lifetime Warranty

• 9 Advanced Atomizers

• Variable Airflow System



**Removable  
Buckets!**

AVAILABLE AT



**WWW.VAPORNATION.COM**

888-321-VAPOR (8276) • [WHOLESALE@VAPORNATION.COM](mailto:WHOLESALE@VAPORNATION.COM)





*There are three key factors to get smart on in order to drive a sound brand strategy: your self, your consumer and your category. In developing your brand strategy you must ensure that you're credible and staying true to who you are (your self), that your promise is something people find relevant and compelling (consumer & culture) and that you carve out something truly unique and sustainable in the market (category & competition).*

mainstream consumer base without losing their current franchise. Given cannabis consumers' needs are as diverse as the strains of the plant itself, knowing one's audience is a critical first step for the industry to connect with and become part of the mainstream.

This is important because, no matter what its past associations, cannabis is just another consumer product. Shed the "pothead" stigmas and the pre-legalization baggage, and you've got a plant that can be used to produce products for everything from treatment of life-threatening disease to relief from everyday ailments to ways to simply unwind with friends.

With all the focus on mainstream consumers, let's not gloss over the current base of today's pot market, those who have been around awhile, many of whom embrace some of the naughtiness of marijuana and its counterculture bent. In many ways, they are the driving force of the industry and will be the tip of the arrow opening the market. As this unfolds, the stigma of pot and its counterculture likely will slowly erode, but only if the industry leads by kicking its own habit of living in that past.

For branding professionals closely watching the industry, there is good news: many cannabis brands are already making the move. Smart dispensaries borrow ideas from retail leaders and wash their stores with better lighting, encourage exploration with well-designed displays, and employ techniques to improve the shopping experience, including organizing their selections by desired mood or experience. All of this helps build credibility and trust among buyers who frequent these evolved dispensaries. On the product side, huge strides will be made if the proponents of product reformulations keep their promise to deliver truly predictable experiences.

With mainstreaming comes the classic needs of a consumer-led industry. As cannabis becomes more readily available within the legalized system, consumers will seek information. Smart brands—and the stories they tell—will be the best sources for those insights to help consumers understand and differentiate between choices along the journey. Cohesive and clear messaging direct to consum-

ers via packaging is a good starting point.

While a huge part of branding is storytelling, winning over the long term requires more than a great founders story. Craft beer companies have learned this. The "we were a couple of guys homebrewing, and our friends said we should sell our beer" story had its time and place. Brands today must go even further to make an ongoing emotional connection with their consumers while providing tangible, functional benefits that are proven and sustainable.

This point was front and center at the 2017 Craft Brewers Conference during a panel discussion entitled, "Staying Relevant After All These Years." Panelists from Russian River, Drakes, Firestone-Walker, and Karl Strauss chalked up their success to operational attributes including high quality product, great distributors and employees, consistency, and adaptability. Hardwiring these operational wins into their stories has built their credibility and believability over time.

The panel participants also talked about how important building a relationship with consumers is to their longevity. That relationship, that emotional bond, supported by real product differences made these companies not only resilient but helped develop them into power houses, who are bucking the current declining trends and still growing at double digits. The emotional promises at the core of each brand now is supported by tangible, functional reasons to believe, making them even stronger.

A common DNA element across most strong craft beer companies is relationship to community. From sponsoring neighborhood events to buying locally sourced ingredients, craft brewers have set down firm roots. That's one of the reasons there's such uproar around the consolidation of craft beer as the mega brewers buy up smaller independents. Heineken's recently completed purchase of Sonoma-based Lagunitas Brewing caused quite a stir, for example.

Instances of home-grown companies going for the buyout may represent a caution for cannabis, as well, particularly as growers and marketers become one and the same to localize their brands.

Today, as legalization of cannabis is getting real, it's time for the industry to get real, too. There is plenty to learn from craft beer, from how the segment started and grew in popularity to where it finds itself in its current state of affairs, as the segment grapples with its own evolution and maturation.

Like craft brewers a decade ago, it's time for cannabis entrepreneurs to start thinking from the consumer's point of view. It's time to educate and differentiate. And it's time to realize new-to-pot consumers don't know how to use a vape pen. Yet. 🙌



**MATTHEW YOUNGBLOOD** is a Partner at Trinity Brand Group (TBG), an award-winning brand strategy and design firm with locations in the San Francisco Bay Area, Chicago and Ireland. TBG clients span a variety of industries including consumer packaged goods, beverages, technology and cannabis. The agency helps brands realize their full potential by applying its proprietary design strategy process to identity work, packaging and consumer communications for new and established brands.



# POWER TO GROW

"You're a **Grower**: you know how, you know where, and you know what it takes. What about **POWER**? Will you have enough? Can you get more from your utility provider? You know you'll have to submit plans for approval first. *That can take up to TWO YEARS and without guarantee that you'll even qualify!*

**Make the Power Call**

**1-844-885-9301**

Talk to one of our expert advisors today and we'll work to get you powered up and ready to GROW.

**FINANCING AVAILABLE.**







# The Science of Schwag

HOW TO PRODUCE ADVERTISING PEOPLE WILL THANK YOU FOR.

**T**HE PROMOTIONAL PRODUCTS INDUSTRY offers a million unique ways to promote a brand. According to Nancy Gudekunst, a master advertising specialist with Higher Promos, selecting the correct schwag requires knowing your audience, defining the impression you wish to convey, and developing a bit of an artistic eye.

Gudekunst said the best schwag is something users will enjoy showing off. The cannabis industry is eco-friendly, so good components might include natural fibers, laser engraving, and useful products that are built to last. Be sure to consider how your logo will look on the item.

“Logo design plays a big part in the popularity of any promotional item,” Gudekunst warned. “Many advertisers do it wrong by including too many words and not enough beauty.”

Companies that attend trade shows should create a coordinated, signature “look” for their presence, she advised. “Stand out with a branded table cover, banner, and tent, along with similar clothing for staffers, so attendees will know who to ask questions of. If you are gifting promotional products at your booth, select quality over

quantity to ensure a good reflection of your brand. The way the product is displayed can also set expectations for the attendee about your business. Are the pens just thrown onto the table haphazardly? Is there a feeling the gift is special?

“We recommend that our clients hold the promotional item while they are speaking with the attendee, thereby getting the best opportunity for quality time with the recipient,” she continued. “Or, you might offer the promotional item in exchange for something you want: sign up for the newsletter, answer survey questions, play an interactive game.”

Keep in mind good schwag promotes your company not only to the recipient, but also to the people with whom they come in contact.

“A client came into our showroom to pick up some imprinted T-shirts and asked about other ways to market his infused caramels,” Gudekunst recalled. “When he told us people like to stir [the caramels] into their coffee, we knew a good coffee cup with an attractive logo would be a great reminder of his brand. It has lasting appeal and will be seen day after day by the recipient and others. If it’s nice enough, people will covet the cup and attempt to get one for them-



# GROW BETTER CROPS

## WITH OUR SIMPLIFIED PRODUCTION RECIPE


 ROOT  
PROTECTION

 ROOT  
GROWTH

 BASE  
NUTRIENT

 SALT  
LEACH

 FLAVOR  
PROFILE

Stage of Growth	Seedlings / Clones	Vegetative			Bloom Transition			Flowering / Fruiting				Ripening	Flush
Number of Weeks	Week 1	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6 ***	Week 7	Week 8	Week 9
<b>KIND Base</b>	3ml	4ml	5ml	6ml	10ml	10ml	10ml	9ml	9ml	9ml	9ml	6ml	0
<b>KIND Grow</b>	6ml	8ml	10ml	12ml	6ml	4ml	0	0	0	0	0	0	0
<b>KIND Bloom</b>	0	0	0	0	6ml	8ml	14ml	15ml	15ml	16ml	16ml	12ml	0
Flavor Profile Supplement <b>Pure Blend Tea®</b>	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	10 ml	0
Root Growth Supplement <b>Rhizo Blast</b>	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	0	0	0	0	0	0
Root Protection Supplement <b>Hydroguard®</b>	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	2 ml	0	0
Salt Leach Supplement <b>Clearx</b>	0	0	0	0	0	0	0	0	0	0	0	0	10 ml
<b>Optional Supplements</b>													
Enviro	2 ml	4 ml	4 ml	4 ml	4 ml	4 ml	4 ml	4 ml	4 ml	4 ml	4 ml	0	0
<b>Silica Blast</b>													
Heavy Feeder / PK Boost	0	0	0	0	0	0	2 ml	2-4 ml	2-4 ml	2-4 ml	0	0	0
<b>KIND Bloom</b>													
Coco Coir Buffering	10 ml	10ml	10ml	10ml	5ml	5ml	5ml	5ml	5ml	5ml	5ml	5	0
<b>Cal-Mag Plus</b>													

**FOR MORE INFORMATION ON THIS RECIPE  
VISIT BOTANICARE.COM**



selves. What other form of advertising can boast that?”

She shared other valuable tips and information, too.

### **mg: HOW LONG HAS THE PARENT COMPANY BEEN IN PROMOTIONAL BRANDING, AND WHAT INSTIGATED THE LEAP INTO THE CANNABIS INDUSTRY?**

Nancy Gudekunst: For almost sixty years, our family business has helped organizations promote their brand with imprinted products. As licensed medical growers in Oregon with decades of experience, we have intimate knowledge of cannabis. When Oregon legalized recreational marijuana, we saw an opportunity to set up a new division to assist the growing industry. Higher Promos has allowed an outlet for our pent-up need to share this wonderful medicine, and has generated a new energy and rekindled passion for our business.

### **HOW MANY AND WHAT SORT OF CLIENTS DO YOU HAVE IN THE CANNABIS INDUSTRY?**

We have a diverse cannabis clientele including dispensaries, distributors, growers, and candy-makers, as well as ancillary businesses such as equipment manufacturers, testing labs, service businesses, trade show producers, greenhouse builders, and security firms.

### **WHAT KIND OF PROMOTIONAL ITEMS DO YOU RECOMMEND FOR CANNABIS BRANDING?**

Some specific products that come to mind include dab mats, vape pen lanyards, water bottles, lapel pins, grinders, clipboards, counter mats, pocket tools, magnifiers, and the usual caps and hats, T-shirts, and hoodies. Right now, I like socks.

### **WHAT ITEMS SHOULD CANNABIS BRANDS AVOID?**

It is important not to appeal to children. Not only is it bad form, but it also could get the advertiser in trouble with their local officials. For instance, a rubber duck is typically a child's toy. We would not recommend this item for any type of cannabis promotion. In addition, a cartoon character logo may land the advertiser in trouble because it appeals to children, even if it's on a grown-up product.

Most cannabis brands have done T-shirts, stickers, and lighters. If you would like to be different, choose from one of the million other promotional products—but get help from a professional so you make a good choice.

### **WHAT CAN THE CANNABIS INDUSTRY LEARN FROM MORE MATURE VERTICALS? LIKE ALCOHOL, FOR INSTANCE.**

The alcohol industry has been very well branded with promotional items from coasters to embroidered jackets. Light-up shot glasses get a lot of attention in a crowded bar, with customers eyeing the drink that will get them the free novelty. The cannabis industry isn't there yet; we're still fighting to allow public cannabis consumption at designated cafés. But the eye-catching items used by similar industries show how vast the opportunities are to differentiate your brand through promotional products media.

### **IS “DIFFERENT” GOOD WHEN IT COMES TO THE KINDS OF ITEMS A COMPANY USES FOR PROMOTION?**

Everyone does lighters, and lighters are a good product for the industry. While they are a popular imprinted product, they compete with everyone else's lighter. Standing out with a creative design on a quality lighter is important to getting your brand seen, handled, and interacted with. Otherwise, your audience will toss the lighter into a drawer for possible future use, while using their favored style, perhaps with your competitor's logo.

Try to come up with something unique and different; something that gets people talking. People talking about your brand is good. Who doesn't want people from all over the trade show floor asking, “where did you get that light-up wristband?” and then heading over to your booth to listen to your brand story and pick up advertising they will show to others. Or, showcasing an elegant tray with a subtle logo will have users thinking positively about your brand.

### **HOW BROAD IS THE BRANDING SPECTRUM IN CANNABIS? IN OTHER WORDS, IS EVERYONE TRYING TO PRESENT THEIR COMPANY AS “HIGH-QUALITY,” OR IS THERE A DIVERSITY IN APPROACH?**

Some companies brand themselves as fun! We haven't come across any that wish to be known as the low-price leader, but we have helped some boutique brands elevate their promotional collateral to fit their expected clientele. As an example, if you're selling luxury, you go for the art-glass rolling tray instead of the plastic ash tray.

### **WHAT IS THE SECRET TO EFFECTIVE PROMOTIONAL BRANDING?**

The secret to effective promotional branding is to appeal to the target audience with a meaningful product they will want to use and show to their friends. Ideally, the product will be in front of the recipient when they are in a position to purchase what you sell.

The worst misuse of the media can be seen in tradeshow trash bins full of discarded schwag. We advise our clients to avoid anything that is not useful to the recipient or detrimental to their brand. For instance, one of our clients recently wondered why they kept reordering orange pens. Apparently, nobody could remember. Since those pens no longer suited their other branding, we updated that item to bring a more cohesive look to the company's promotional materials.

It is also important to work with a trusted partner who knows which manufacturers produce quality products with clean imprints and timely service. 🍷 —Ann Ovi



*NANCY GUDEKUNST, Master Advertising Specialist, has 25 years of experience in the promotional products industry. Higher Promos and its parent company are woman-owned and family-run. Visit [HigherPromos.com](http://HigherPromos.com).*





# The Huney

A Premium Distillate Edible Company



**TheHuney.com**

**CONTACT INFO:** [info@thehuney.com](mailto:info@thehuney.com) • 248-592-7468 •  **TheHuney**

All products are lab tested to ensure we are above 90% total cannabinoids, 98% active THC





# Staffing Up

MS. MARY STAFFING PROVIDES A LOT MORE THAN STAFFING.

**A** VERY SIMPLE REASON underlay Stephen Sullivan's founding of Ms. Mary Staffing in 2014, just after Colorado legalized cannabis: an opportunity to put his enthusiasm to work, literally. "I am passionate about this industry, and helping people find jobs and businesses grow can be a very rewarding career," he said.

The cannabis industry is enjoying meteoric growth, and Ms. Mary is growing right along with it. "We currently offer staffing services nationwide and payroll services in Colorado, California, Washington, Oregon, and Nevada, and will soon be expanding into the Northeast and Florida," said Sullivan.

Other factors have created openings for Ms. Mary to diversify its services. "In early 2014, there were no payroll companies willing to work with the cannabis industry openly due to the lack of banking solutions," Sullivan explained. "I worked hard to build banking relationships and provide a solution to cannabis businesses that would allow them to pay their employees with traditional direct deposits and checks, and pay their taxes electronically instead of all in cash."

Other services also beckoned. "We were the first to provide a complete payroll and [Human Resource Information Systems] software solution to the industry," said Sullivan. "This was along with our other services, which include a [Professional Employer Organization] solution, staffing, benefit administration, workers' comp, and [human resources] compliance consulting."

"In fact," he added, "our payroll and PEO services have been the fastest growing part of our business. So, this year we have developed it into its own division called Hybrid Payroll. We are excited to expand both Hybrid Payroll and Ms. Mary Staffing and grow with the cannabis industry."

## HOT POSITIONS

"The most requests we see are for qualified retail associates, or budtenders," said Sullivan. "The number of dispensaries is rapidly growing, especially in recreational states, and I don't see that slowing down anytime soon. The most difficult position to fill is for extraction technicians. It's a very technical and skilled position, and there are not a lot of people who currently have that knowledge or experience."

Vetting varies by state and company, of course. Sullivan advises prospective workers to do some homework. "Each state has their own set of protocols and licensing when it comes to working in the industry," he said. "I would recommend that anyone interested in joining the industry do some research on their state's permitting requirements and procedures before they contact potential employers and industry staffing agencies."

## NEW BREED OF WORKER

If anything, cannabis is calling to people from every walk of life. "We are seeing a broad range of individuals working in different aspects of the industry," said Sullivan. "It ranges from former Fortune 500 executives to those who have never run a business or are coming from the black market to start a legal business. Unfortunately, as this industry grows and becomes more mainstream it will continue to attract snake-oil salesmen, but the entrepreneurs who conduct their business professionally and provide a valuable service will be the foundation this industry is built on and will be the ones around in the long term."

Training also will be important for the professional cannabis workforce, according to Sullivan. He called education "a crucial component to the industry's growth. As more states allow businesses to open, they will each, in turn, be competing to hire and maintain experienced and knowledgeable employees."

"There are a number of good training programs out there that provide both online and in-person courses," he added. "More companies are now also developing internal training programs for new hires, and that is something Ms. Mary is working closely with our clients to help build out."

As far as what full employment in the cannabis space might look like, Sullivan noted, "There are several reports stating the industry could reach nearly 300,000 jobs, bypassing manufacturing jobs, by 2020. I am optimistic that is a reachable number if the current administration does not interfere with the industry's growth." <sup>mg</sup>

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

— Tom Hymes





THE ABSOLUTE PUREST AND  
**MOST VERSATILE**  
VAPORIZER EXPERIENCE

WHIP | BALLOON | GLASS | HERBS | CONCENTRATES | AROMATHERAPY



AVAILABLE AT

**VAPORNATION.COM**

PHONE: 888-321-VAPOR (8276) • [WHOLESALE@VAPORNATION.COM](mailto:WHOLESALE@VAPORNATION.COM)





# Lessons in Digital Marketing

FROM THE ADULT ENTERTAINMENT INDUSTRY

by Nigel Williams

**A**LTHOUGH CANNABIS is legal in several states, the laws for advertising products containing THC are quite restrictive and vary significantly. Advertising constraints for products containing CBD are less restrictive. To compound the problem, major advertising platforms have policies against promotion of products containing THC or CBD, further reducing options to promote your brand and sell products in-store or online.

Since we can't just go to Google and Facebook to buy traffic to promote our products, what are the options for advertising?

The adult industry has had the same problem for years. Facebook

never allowed adult services to be marketed on their network, and Google put an end to advertising adult in June 2014. I was working in the adult space back then, and we saw some companies lose as much as 30 percent of their traffic when the ban went into effect.

However, the adult business is alive and well. How? The answer may be found in the ways it has adapted, and some of those lessons can be applied to the cannabis space.

## AD NETWORK POLICIES

Obviously, buying ad space on cannabis-related sites is a no-brainer. But more and more, cannabis products are used to treat mainstream



conditions. For example, some cannabis companies are marketing products to athletes.

Some athletes like to smoke marijuana before running or skiing to get into “the zone.” Some like to drink a CBD-infused beverage after a strenuous workout to reduce inflammation, relieve muscle spasms, and aid sleep.

Is it possible to use mainstream ad networks to market to people whose health concerns cannabis products can treat? The simple answer is yes, but not directly.

One technique is to use the hyper-targeting capabilities of the networks as a lead-generation tool for your ideal client profile. Your privacy policy and terms and conditions need to be clear as to what you will do with their information in order to remain in compliance with the ad network’s requirements

Once you’ve created a list of potential customers, you can market to them via email or SMS (depending on the laws your country or state has established for each kind of product).

The adult sector has been using this technique with adult dating sites for years. Even though a dating site is selling a digital service and the cannabis industry is selling a physical product, if we think in terms of steps in a sales funnel, the first two steps are the same in both cases: targeted lead generation followed by targeted marketing.

We see sales funnels employing these two steps often have a higher level of engagement and a lower cost of acquisition than simply sending website visitors directly to an offer. At the same time, employing these methods allows you to track your advertising return on investment with reasonable accuracy.

## TRAFFIC QUALITY

When you finally locate ad networks and websites that will sell you traffic, how do you know the traffic consists of humans (not bots) who represent potential sales?

This is a very big issue in purchasing media, no matter the size of your company. (Perform a search for “ad fraud cases,” and you will see how advertisers have been losing millions of dollars per day to ad fraud.) If you or your ad network doesn’t protect you from non-human traffic (NHT), you easily can end up paying 50 percent more for the human traffic that you receive. And that only takes into account unintentional deception.

In the adult space, I’ve seen publishers produce sophisticated bot traffic so they can pump up their revenues, thereby robbing advertisers of their hard-earned money.

There is little one can do to prevent bot traffic from visiting websites; however, website owners and ad networks can do plenty of things to prevent advertisers from paying for NHT.

Anti-ad-fraud services focus on just that for advertisers, agencies, publishers, and ad networks. Their services are typically priced low enough that engaging their assistance pays for itself. Notable anti-fraud companies include Oxford Bichronometrics, Forensiq, Integral Ad Science, MOAT, and Double Verify. Scammers constantly modify their techniques, but criminals and crime detection evolve together. By employing sophisticated algorithms to score in real time the quality of the traffic, anti-fraud services can prevent fraudsters from taking advantage of advertisers whether the traffic comes from ad networks or directly from websites.


In many cases, advertisers may set a fraud threshold on the traffic they receive (typically 10 percent). If the percentage of traffic rises above the threshold, advertisers may request from the traffic source a credit for the NHT. If the source refuses, stop buying from them.

Traffic sources often give credit for low-scoring traffic only to big spenders. For example, though Google doesn’t make its terms public, the search giant is more likely to give credits advertisers who spend about \$15,000 during a cycle.

Advertisers are on their own to negotiate credit or discount with publishers, but at least by using a reputable third party to detect NHT, they have proof to back up their quality complaints.

## SOCIAL MEDIA

The benefit of using social media as a traffic source lies in harnessing the power of grassroots marketing. Because the adult industry has learned to look at marketing from an organic standpoint, it has perfected harnessing the potential of social networks to drive traffic, sales, and branding.

The cannabis industry was born as a grassroots movement that touches millions of people from every community. Therefore, social media provides a fertile environment for growing a marketing campaign. Like adult entertainment, cannabis has a unique opportunity to benefit from social media—and digital marketing in general. 

# “SINCE WE CAN’T JUST GO TO GOOGLE AND FACEBOOK TO BUY TRAFFIC TO PROMOTE OUR PRODUCTS, WHAT ARE THE OPTIONS FOR ADVERTISING?”



*NIGEL WILLIAMS is a partner in Mint Chip Media and serves as chief executive officer for the company. Working with both the cannabis and adult entertainment industries, Mint Chip brings the sophistication of big marketing to grassroots efforts while navigating the pitfalls of a restricted industry. Understanding the nuances of community, business, and available marketing avenues enables the Mint Chip team to create world-class marketing strategies with viral, organic potential. Visit [MintChipMedia.com](http://MintChipMedia.com).*



# Why I am Optimistic About Legalization, Even in the Sessions Era

by Robert T. Hoban, Esq.



Attorney General Jeff Sessions

**E**NTIRE LIBRARIES seemingly have been written about Attorney General Jeff Sessions' distaste for cannabis. We all know the 70-year-old former U.S. Senator from Alabama is not a fan of marijuana. We also know he is very much against legalized recreational pot sales.

But while most of the writing on the subject has signaled some sort of apocalypse for the legalization movement—"Jeff Sessions' Coming War on Legal Marijuana," a lengthy Politico Magazine piece predicted—I'd like to approach this from a very different angle.

The legal marijuana industry, which is expected to create more than 250,000 jobs and be worth more than \$22 billion by 2021, has legitimate concerns under Sessions, yes. But there is absolutely no reason for cannabis businesses to press the panic button just yet.

In fact, if you look beyond Sessions' off-handed tough talk about marijuana—the basis for most of the industry's concern—and focus instead on what he's directly said about his intentions for enforcing this new and burgeoning industry, you might even feel a growing optimism.

In April, Colorado Governor John Hickenlooper, alongside the governors of Alaska, Oregon, and Washington State, penned a letter urging the Attorney General to leave their state-legal retail cannabis industries alone. Later in the month, after a face-to-face meeting with Sessions, Hickenlooper told MSNBC that Sessions "didn't give me any reason to think he's going to come down and try and put everyone out of business. He certainly was very direct and clearly said they've got a lot of priorities, and, at one point, he said, 'Well you haven't seen us cracking down, have you?'"

The Colorado governor's chief of staff later added that Sessions also talked about having far greater enforcement priorities than state-legal marijuana. Most importantly, he said the AG referred to the all-important Cole memo—an Obama administration directive that gives federal guidance to cannabis businesses—as "not too far from good policy."

In a follow-up to his MSNBC comments, Hickenlooper said he expected Sessions to revise the Cole memo and doubled down on his expectation the Attorney General (who he described as "honest," "straightforward," and "direct") won't come after states that have legalized recreational cannabis.

So, instead of second-guessing Sessions' many anti-cannabis remarks, we should pay attention to what he's directly said about his Justice Department's policy priorities.


This is good news for the legal marijuana industry—and some of cannabis' biggest supporters within the federal government are recharging for the next push forward.

"The legalization train has left the station," Oregon Rep. Earl Blumenauer, who co-founded the Congressional Cannabis Caucus earlier this year, recently told BuzzFeed. "There will

never be another president elected who's anti-cannabis. Mark my words. Public support is growing. The evidence is getting clearer. There are more of my colleagues that care about this issue."

As Sessions' enforcement intentions become clearer and legalization's momentum continues to build at the federal level, many of the investors who stepped back from legal cannabis opportunities after President Donald Trump's election are beginning to feel more confident about potential investments in the industry's future.

"My view in a nutshell: The voices of the twenty-eight states that have voted for medical marijuana are so loud now," Jeanne M. Sullivan, a New York-based investor and cannabis industry advisor, told Mashable. "And what about the thousands of new jobs that are being created, revenue, and tax revenue in the eight adult-use states? The current White House team cannot overlook that."

Jobs and escalating tax revenues—now that's language Sessions and his boss understand. 



**ROBERT T. HOBAN** is a managing partner at the Hoban Law Group, one of the nation's premier cannabis law firms. Hoban is the former president of the Cannabis Business Alliance and a member of the National Hemp Association, the National Cannabis Industry Association, and the Colorado Cannabis Chamber of Commerce. Visit [hoban.law](http://hoban.law).





NCIA'S 4TH ANNUAL

# CANNABIS BUSINESS SUMMIT® & EXPO

JUNE 12-14, 2017 • OAKLAND, CA |  #CannaBizSummit

CULTIVATING A NEW ERA OF ENTERPRISE

## 2017 KEYNOTE SPEAKER



### Vicente Fox

Former President of Mexico and  
President of Coca-Cola Latin America

A longtime public advocate for cannabis legalization in the U.S. and Mexico, President Vicente Fox joins the Cannabis Business Summit® & Expo to discuss the social injustices created by the war on drugs and the positive effects of global governments adopting cannabis legalization.

## AWARD-WINNING EVENT



2016's  
Best Business  
Event by The  
Denver Post's  
**THE CANNABIST**



Fastest 50  
Growing  
Tradeshows  
of 2016 by  
**TRADE SHOW  
EXECUTIVE**



**5** EDUCATIONAL  
TRACKS



**3** DAYS



**100+** THOUGHT  
LEADERS AND SPEAKERS



OVER **80,000** SQUARE  
FEET OF SOLD OUT EXPO FLOOR!



**4,500+** ATTENDEES

AS SEEN IN



CBS

C-SPAN

Forbes

FORTUNE

Inc.



msnbc

The New York Times

The Washington Post

Register now at 888.409.4418  
[CannabisBusinessSummit.com](http://CannabisBusinessSummit.com)

Use code **MG15** for **15% off** registration!  
NCIA members save \$150. Register now - prices go up at the door!

ADVOCACY.

EDUCATION.

COMMUNITY.



# Margins Matter

WHEN IT COMES TO PROFIT MARGINS BRITTLE REIGNS SUPREME.

## MOST MARGIN ▲

1) BRITTLE:	65.5%
2) CAKE:	63.6%
3) ENERGY DRINKS:	62.0%
4) BLUNTS:	61.9%
5) HYBRID CAPSULES:	60.7%
6) COOKING OIL:	60.4%
7) FLOUR:	59.4%
8) SATIVA PRE-ROLL:	58.3%
9) CBD PRE-ROLL:	58.1%
10) INDICA CAPSULES:	58.0%
11) FLOWER:	57.6%
12) HYBRID PRE-ROLL:	57.5%
13) LOTION AND SALVE:	57.6%
14) VAPE CARTRIDGES:	57.4%
15) CBD CAPSULES:	57.1%

## LEAST MARGIN ▼

1) TONER:	43.5%
2) EDIBLE:	43.9%
3) LIP BALM:	46.7%
4) TEA:	51.4%
5) TRANSDERMAL SPRAY:	51.4%
6) ESPRESSO BEANS:	51%
7) CRACKERS AND CRISPS:	51.9%
8) HONEY/HASH OIL:	51.9%
9) SHAKE AND TRIM:	52.0%
10) NUTS AND GRANOLA:	52.1%
11) ELIXIRS:	52.3%
12) HONEY/SWEETENERS:	52.6%
13) SOUP:	53.0%
14) CBD FLOWER:	53.2%
15) MIXED STRAIN PRE-ROLL:	53.2%

Source: Headset; [headset.io](https://headset.io)

Headset is a cannabis tech company that's passionate about helping cannabis businesses become successful. Their core team founded Leafly, revolutionizing cannabis consumption by putting information in the hands of consumers. Headset aims to do the same thing for cannabis business intelligence. Their comprehensive cannabis data analytics services benefit the entire supply chain, from seed to sale.

## FAST FACT

In Colorado, the average dispensary reports gross margins of about **32 percent** while Starbucks has an average of **60 percent**.

## DID YOU KNOW?

CAPSULES are the highest profit margin by category at 58 percent while FLOWER is number 10 with 53.5 percent.





Safer<sup>®</sup>  
BRAND

Safer<sup>®</sup>  
BRAND

Awaken

GROW  
LIQUID FERTILIZER

3-1-5

Safer<sup>®</sup>  
BRAND

Accelerate

VEGETATIVE  
LIQUID FERTILIZER

4-0-2

Safer<sup>®</sup>  
BRAND

Amplify

BLOOM  
LIQUID FERTILIZER

2-0-8

Safer<sup>®</sup>  
BRAND

TruBone<sup>+</sup>

VEGETATIVE / BLOOM  
LIQUID FERTILIZER

6-20-0

Safer<sup>®</sup>  
BRAND

TruAmino<sup>+</sup>

VEGETATIVE / BLOOM  
WATER-SOLUBLE FERTILIZER

15-0-0



Try the Safer<sup>®</sup> Brand Nutrient Kit

Easy to use. Easy to customize. The **Safer<sup>®</sup> Brand** five-part nutrient kit lets you give your plants exactly what they need, exactly when they need it. Suitable for soil or hydroponics.





# Hard Goods



## ANNABIS RIRI CLUTCH

The elegant Italian leather RiRi is a versatile and fashionable clutch for discreetly carrying cannabis accessories. Available in four styles: Black Quilted, Purple Buff Python, Red Lizard, and Pewter Foil. All feature an extra Aroma-Loc divider. [ANNABISSTYLE.COM](http://ANNABISSTYLE.COM)



## CEDAR & FINCH: FINCH'S NEST

Beautifully handcrafted from sustainably harvested birch and walnut, Finch's Nest is not only a bespoke storage box but truly functional as well. It has a cozy place for your smoking utensils and holds two, two-ounce storage jars (included) for odor-free storage of two different varieties or simply twice the amount of your favorite. Made in the USA. [CEDARANDFINCH.COM](http://CEDARANDFINCH.COM)



## MAGIC-FLIGHT MUAD-DIB CONCENTRATE BOX

Made for the adventurous solid-concentrates vaporizer on-the-go, the handsome brushed faced Muad-Dib reaches 900° F in a mere three seconds. Works with all Magic-Flight accessories; walnut and noir styles. [MAGIC-FLIGHT.COM](http://MAGIC-FLIGHT.COM)



## AIRVAPE XS

Using a combination of conduction and convection technology, the slight, lean, and sleek AirVape XS has an oblong ceramic chamber with a compartment underneath that gathers hot air, creating a smooth, milky vapor. Comes with a smell-proof, signature holder. [AIRVAPEUSA.COM](http://AIRVAPEUSA.COM)



## SUMMERLAND FRUIT FANTASY PIPE

Made from cone 5 ceramic, this milk-white apple pipe may look like a piece of modern art, but it's really a working pipe for the aesthetic connoisseur who likes to daydream in style. [WELCOMETOSUMMER.LAND](http://WELCOMETOSUMMER.LAND)





INTRODUCING  
**PK > FWD**  
FROM PHILLIPS & KING

# FOR THE FORWARD THINKING RETAILER

We've been the leading distributor to smoke shops for 110 years. Now Phillips & King is bringing you a one-stop shop for high quality glass, vaporizers & accessories.



A DIVISION OF  
**PHILLIPS & KING**  
INTERNATIONAL

WARNING: USING THIS PRODUCT WILL EXPOSE THE USER TO CHEMICALS KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER OR BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM.

**PK > FWD**

**866-558-1824**

**PKFWD.COM**



# Horticulture & Growing



## SURNA COMMERCIAL CHILLERS

Designed to last, Surna chillers have a small footprint—no bigger than a condenser on a normal air conditioner. Can be used for any chilled water application. Available in sizes from five tons to more than 5,000 tons.

**SURNA.COM**



## REMOTE CO2 STORAGE SAFETY ALARM

Easy to install and use, the wired monitor and remote sensor are designed to protect people near stored CO2. The product features two programmable, built-in relays and provides both audible and visual alarms. **CO2METER.COM**



## VICTORY ELECTROSTATIC SPRAYER

Cordless and lightweight, The Victory Electrostatic Sprayer is designed to save time and spray less liquid, limiting waste. Four hours of run time, an adjustable nozzle, and a 33.8oz removable tank provide ease of use when sanitizing, disinfecting, and controlling odors.

**VICTORYCOMPLETE.COM**



## THE POLLENMASTER 150

The PollenMaster 150 is able to process a whopping 150g in only 15 minutes without bags, water, or ice. Made in the USA.

**POLLENMASTERS.COM**

## TRIMPRO TRIMBOX & WORKSTATION FOR BUD TRIMMING

Ideal for the home grower, the Trimbox has a stainless-steel grate, allowing for a closer cut. Can process one to 1.5 lbs. of wet plant material per hour.

**TRIMPRO.COM**





*For the premium, fast paced,  
agriculture market*

## BUILT FOR COMMERCIAL



### BENEFITS

Produces premium product  
Commercial sizes readily available  
Ease of use-only 6 products from seed to harvest  
Designed for high yielding commercial gardens in Holland  
Compatible with automated fertigation systems  
Designed for fast turn arounds  
Bio / Mineral Formula  
Super Concentrated  
Price per gallon  
Made in Holland  
Scalability

#### Sizes



# MILLS



Holland's Next Generation of pioneering  
research and development based on optimized  
growth rates, yield, flavor, and aroma

[WWW.MILLSNUTRIENTS.COM](http://WWW.MILLSNUTRIENTS.COM)

MILLS PAYS THE BILLS



# Psychoactive



## C4C RASPBERRY DARK CHOCOLATE BAR

Cannabis for Cause's Raspberry Dark Chocolate bars are crafted from fair-trade, traditionally grown, antioxidant-rich cacao from Venezuela. Infused with 180mg of cannabis oil and split into 18 segments of 10mg each. For every bar sold, C4C gives one dose of medical cannabis to cancer patients at no cost. [CANNABIS4CAUSE.COM](http://CANNABIS4CAUSE.COM)



## CANNAVORE SALTED CARAMEL CHEWS

Award-winning Cannavore's salted caramel chews, made with Pacific Northwest organic cannabis, appeal to cannabis connoisseurs. 15mg each. [EATCANNAVORE.COM](http://EATCANNAVORE.COM)



## VARAVO CANNABIS OIL

Having gained a reputation for patient consistency, quality, and safety, Varavo uses CO2 extraction to process its "no-additives" cannabis oil from a proprietary blend of flowers sourced in-house. Available in 350mg and 700mg TCH. [VARAVO.COM](http://VARAVO.COM)



## ZASP

Using only natural flavors and high-grade cannabis with no additives or impurities, Zasp offers consistency in a good-tasting, invigorating beverage. Available in four fruity flavors; 120mg and 240mg doses.

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



## WILLIE'S RESERVE ANNIE NELSON'S INFUSED CHOCOLATES

Move over, Willie! The country music legend's wife, Annie, now has her legendary all-organic, gluten-free, vegetarian infused chocolates available for sale. Handcrafted using only sustainable ingredients sourced from New York's Fine & Raw Chocolate, each piece contains 5mg of THC. Available in Washington State. [WILLIESRESERVE.COM](http://WILLIESRESERVE.COM)



# INDO EXPO

THE PREMIER CANNABIS TRADE SHOW

## PORTLAND, OREGON

### AUGUST 5TH & 6TH 2017

INDUSTRY  
ONLY

INDUSTRY &  
PUBLIC

300+ EXHIBITORS  
SEMINARS • DEMONSTRATIONS  
INDOOR • OUTDOOR • GREENHOUSE

INDUSTRY PROFESSIONALS  
PRE-REGISTER BY JULY 28TH  
FOR COMPLIMENTARY ACCESS.



EMERALD HARVEST



FOR VENDOR & SPONSORSHIP OPPORTUNITIES CALL 720-370-3457



@INDOEXPOSHOW

INDOEXPO.COM



# Non-Psychoactive

## CARE BY DESIGN SOFT GELS

Created for long-lasting relief and wellbeing, Care By Design's high-CBD softgel capsules are dosed at 18:1 and are lab tested in a PFC-certified lab. Made in Sonoma, California. **CBD.ORG**



## MILO BETTA MINTS

Created for after smoking, these 100mg CBD raw matcha blend flavored mints are easy to use and claim to relieve the dreaded cotton mouth. Also help with anxiety and stress.

**MILOCONFECTIONS.COM**



## KUZA CHOCOLATE WITH HIMALAYAN SALT

Made using 'chuno clásico' beans from Nicaragua this exquisite cacao abounds with wild flavors: citrus notes of lime and orange blossom with the earthiness of olive and nut. Carefully hand crafted with pure cannabis extract and cocoa butter with a touch of Himalayan Rock Salt, this milk chocolate offering brings you all the health benefits attributed to CBD and good taste. **KUZACHOCOLATE.COM**

## URBAL ACTIVE SERENITY SNACKS FOR PETS

Homemade recipes baked fresh in the company's kitchen relieve separation anxiety and ease flights and car rides. They also assist with coat renewal. Urbal Active uses only pure, CO2-extracted hemp. Made in the USA.

**URBALACTIV.COM**



## ROCKY MOUNTAIN HIGH HEMP ENERGY DRINK

Energy is the name of the game at Rocky Mountain High. Natural ingredients like hemp seed extract, ginseng, and guarana provide a jolt of vitality without junk or crash. Flavors include Mango, Citrus, and Coconut Lime.

**LIVEROCKYMOUNTAINHIGH.COM**



## VITACBD BLOOD ORANGE TOPICAL LOTION

A cosmetology lab formulated the cream using full-spectrum CO2 industrial hemp oil from terpene-rich industrial hemp plants. All-natural ingredients in the blend include chamomile, cinnamon, Aloe vera and blood orange essential oil. 500mg and 1,000mg CBD strengths.

**VITACBD.COM**







**CannabisRadio.com**  
A JOINT VENTURE

**Extend Your Reach**  
Engage like you mean business

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

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

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



**EXPERIENCE  
SECURE  
SAFE  
CALLING**

YOU RELY ON PHONES TO DISCUSS IMPORTANT INFORMATION AND KRYPTALL HAS THE SOLUTION TO ENSURE YOUR CONVERSATIONS ARE NOT MADE PUBLIC SOMEDAY!

KRYPTALL® NOW MAKES IT POSSIBLE TO ENCRYPT ALL YOUR PHONE CALLS BY USING A PATENT PENDING SOLUTION THAT PROVIDES ENCRYPTION FROM THE PHONE TO THE GLOBAL NETWORK OF SECURE SERVERS, ELIMINATING THE NEED FOR BOTH PARTIES TO USE ENCRYPTION DEVICES WHEN THE USER IS THE TARGET OF EAVESDROPPING. YOU CAN MAKE YOUR CALLS SECURE TO ANYONE, ANYWHERE, ANYTIME.

\*KRYPTALL® GUARANTEES THE CALL CANNOT BE INTERCEPTED WHEN THE USER IS THE TARGET.

★★★★★

5-STAR RATED

[HTTP://ENCRYPTED-PHONE-REVIEW.COM/](http://ENCRYPTED-PHONE-REVIEW.COM/)

- CANNOT BE INTERCEPTED
- CANNOT BE TRACED
- NO RECORD OF CALLS
- SECURE GLOBAL NETWORK
- USE ANYWHERE IN THE WORLD
- ONLY ONE DEVICE REQUIRED\*
- GUARANTEES YOUR PRIVACY\*



**KRYPTALL®**

VISIT: [WWW.KRYPTALL.COM](http://WWW.KRYPTALL.COM)  
CONTACT: 877-291-1900 OR 310.729.1505  
INFO@KRYPTALL.COM



**Forever Flowering  
greenHouses**

THE LEADERS IN LIGHT DEP® | [LIGHTDEP.COM](http://LIGHTDEP.COM)

**STRUCTURES EQUIPMENT COVERINGS**



**Nationwide  
Shipping**

**Consulting  
Available**

**Full Online  
Catalog**

**lightdep.com**  
**888-784-4687**

@foreverfloweringgreenhouses  
 Forever Flowering Greenhouses





# BREAKING UP (with your dealer) is hard to do

MUSINGS ON A LONG-TIME CODEPENDENT RELATIONSHIP.


IF YOU'RE LIKE ME—everyday red-blooded American cannabis-smoker with minimal interruptions in consumption since the latter decades of the last century—you've established a crazy number of relationships over the years with a long and faceless number of independent cannabis retailers, otherwise known as dealers. These relationships were not always one-dimensional in the bad sense of the term. Sometimes, dealers were close friends, relatives, or even lovers. In the time before medical marijuana dispensaries and adult-use retail shops, sometimes the dealer was you.

But usually the dealer was someone you met through a mutual connection. You saw him or her only when you wanted to score weed. The manner and place of introduction and transaction was irrelevant and as varied as the number of people you meet in your life and the places you've lived. New dealers could quickly be procured even as the protocols of procurement stayed the same. No matter where you lived in the country, no matter your status or the crowd you ran with, the traditions of the stoner-dealer interaction became an established part of

our shared inheritance, a cultural paradigm, if you will, complete with lexicon, gestures, unspoken forms of communication, and many other, subtler interpersonal signals that remain a part of the cannabis contract to this day.

The dance has long since migrated into the dispensary, where it has found a welcome environment in which time has, for all intents and purposes, stopped. I see the dance in play all the time. It's subtle, but why not? Without another dance to take its place, the most comfortable form of interaction is the one customer and budtender each intuitively understands. Short of one or the other smashing the protocols to bits in favor of something better, why wouldn't each party in the transaction find a certain satisfaction from reinforcing a time-honored interaction of rebellion that also results in a sale? What could go wrong?

A lot. The old relationships, like everything else cannabis-related, were shaped by prohibition, by what we were not allowed to do. The illicit consumer marketplace may have been pure in some ways, but it was hardly an equal relationship. The vagaries of supply and demand always gave the dealer an economic and psychological edge on the street. Translating that psychological edge into the traditional retail environment is not really in the best interest of the customer.

That's why I've been thinking that it's time to break up with my dealers by changing my role in the dealer dance. After all, it takes two to tango. I need to bring my participation in the dispensary experience up a professional notch or two. That doesn't mean it can't still be a chill, non-corporate experience. But it might mean I become a little more insistent about certain things, like wanting to know with certitude from where and by what processes the products are produced. Some retailers are already there, and more are hopping on board every day. It just occurred to me that consumers have as big a stake in the proper transition out of prohibition as anyone else, and the only way we can wield the level of influence we have at our disposal is to stop participating in the dealer dance, even if it was nice while it lasted.  —Tom Hymes



The new **gold standard** for botanical  
extraction and refinement.



20 Liter Rotary Evaporator with Chiller & Pump

20 Liter Glass Reactor



Learn more online at: [www.AiVacuum.com](http://www.AiVacuum.com)  
888-908-0228  
[quotes@acrossinternational.com](mailto:quotes@acrossinternational.com)





# 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 CANNABINOID"**

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.



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