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CANNABIS LIFESTYLE

THE ENTERTAINMENT ISSUE

40 YEARS IN THE GAME

Tommy Chong on Cannabis and Entertainment

MARY JANES' MOVEMENT

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The *Emerald Magazine* is a consumer-based publication for culinary, recreational and lifestyle trends. Founded in the Emerald Triangle, the magazine features cannabis events, travel destinations, rising trends and product reviews.

Emerald
CANNABIS LIFESTYLE

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LETTER from the PUBLISHER

Dear Reader,

Thank you for picking up the August issue of the *Emerald Magazine*.

August is the time of year when the heat of July has dissipated, and the humid rains of June are but a distant speck in the rear-view mirror. Everything is better in August -- the fruit is extra juicy, vegetables are crisp. For many, August is their last summer “hoo-rah” of the year. So before we buckle down and head back to the hill for the long season, we’re getting lively this month with the *Entertainment Issue*. To those affected by the recent wildfires, our thoughts are with you. Stay strong, but more importantly, stay safe. We are all sending positive vibes your way.

We sat down with Grammy award-winner and cannabis hero Tommy Chong, to get his take on life, friends and his path to success in the entertainment industry. He and his once long-time partner, Cheech Marin, have contributed to cannabis, entertainment and much more for over 40 years. Learn more about Chong’s story on page 50.

And while celebrities have helped pave the way for cannabis, award-winning documentary filmmaker Windy Borman explored what was once considered “a grey area” to share the stories of the women who are shaping this industry. *Mary Janes: The Women of Weed* is not your typical documentary. The film focuses on the array of opportunities women have in this industry, and the measurable amount of success that has already been achieved.

Join us in September as things get technical, in the *Cannabis Science and Technology Issue*. From all of us here at the magazine, we wish you a safe and happy August!

Cheers,
Christina De Giovanni
Publisher



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MAKE THE JOURNEY NORTHERN NIGHTS

KERRY REYNOLDS COURTESY OF NORTHERN NIGHTS MUSIC FESTIVAL

MUSIC FESTIVAL

If you distill everything that is playful, wise, stylish and funky about the Emerald Triangle—that edgy outlaw cannabis-growing community nestled throughout the hills of Humboldt, Mendocino and Trinity counties in Northern California—into three sunny days by the South Fork of the Eel River and unending nights in the Redwood forest, and set it to thumping electronica beats, you’ve got Northern Nights Music Festival.

IN

ITS SIXTH YEAR, NORTHERN NIGHTS MIGHT BE ONE OF THE ONLY FESTIVALS IN THE EMERALD TRIANGLE THAT IS GROWING IN ATTENDANCE WITH “CLOSE TO SIX THOUSAND BEATING HEARTS ON FESTIVAL GROUNDS” THIS YEAR, ACCORDING TO ONE OF THE EVENT’S FOUNDERS, ANDREW BLAP.

BLAP OBSERVED DECLINING attendances at other regional festivals and saw that they had to attract folks from areas untouched by the local recession. The end of cannabis prohibition has disrupted the robust economic engine of the Emerald Triangle region. With dropping wholesale cannabis prices and colossal costs to become legally permitted to grow, far fewer farmers are buying festival tickets for their entire crews like they once did.

So Northern Nights ran promotions in LA and Bay Area dispensaries that encouraged customers to buy cannabis grown in Humboldt and Mendocino in exchange for a big break on tickets. At least 100 people took up the offer and, thanks to this and other marketing efforts, Blap estimates that up to 70 percent of festival-goers were from outside the region, with most from the San Francisco Bay Area.

With five stages spread throughout the private property called Cocks Valley that bridges Mendocino and Humboldt counties along Highway 101, Northern Nights results from numerous stalwart local groups coming together to both create a common vision and build their own highly individualized stages. “World Famous Productions, Burningleaf, Skinny Kitty, Bunker Crew, EPIC Productions and many more create an event that is a mix of Burning Man, Ultra-Music, and Wanderlust,” said Blap.

Northern Nights’ two-year tradition of hosting a medicinal cannabis area featuring Emerald Triangle-grown cannabis was on hold this year due to the new tight restrictions on cannabis sales at events. Nevertheless, organizers still frame Northern Nights as a portal for visitors to taste the wild, free and resilient outlaw Emerald Empire culture that was built by sweet Mary Jane before she was legalized and uber-regulated.

So what could an attendee actually expect at Northern Nights Music Festival? As a first-timer invited to write about the event, I had no idea. With a leap of faith, I joined the throngs of colorful festival pilgrims trudging in camping gear, yoga mats, skimpy festie garb, and giant unicorn floaties under the hot July sun. It’s all part of the journey.

After setting up my tent, I sauntered into the VIP lounge and scored a 20-minute massage from Dr. Chocolate of Burning Man’s HeeBee GeeBee Healers camp. He worked out the kinks in my shoulder, but whatever magic he did with my ears and jaw was the most restorative. I didn’t even know my ears and jaw needed attention, but they were happier for it. Thanks, Dr. Chocolate.

Post-massage I stepped over earthy sitting cushions and pillows beneath the shade of an oak tree and admired a three foot tall crystal nestled between its roots. Other crystals adorned with feathers hung above an honor system stand offering self-serve healing teas, salves, and tinctures from Rising Light Botanicals and Emerald Sisters Collective.

I poured myself a shot of fire cider, slid a dollar in a jug, and continued a short way through the grass and up a few stairs to the Tree Lounge where I met two Humboldt women, Alana and Wanda. They were representing Gen-



eral Extractions, one of several cannabis companies that helped create the Tree Lounge experience. We shared a joint and conversed about the healing power of raw juiced cannabis leaves and potential ways to harvest and bring frozen juice to market. I took note of the tangy, earthy taste of the joint and turns out it was a strain I'd been hearing a lot about lately called *Wedding Cake*—a *Girl Scout Cookie*/Cherry Pie cross that really perked me up.

As the sun went down I discovered the Grove, which took enchanting decor to a surreal new level. A giant metal and leather Sasquatch sculpture greeted everyone as they entered an area with a Peter Pan mannequin looking down from a rocky castle stage onto a dance area dotted with faux fur-covered couches and a fancy bed for relaxing with friends. Whimsical, fairytale-themed art installations included a pirate ship that you could board and then climb higher onto an EarthFirst!-style treesit platform or plunge off a plank into a pit of orbs.

Not surprisingly, one couple of nine years decided that the Grove's elegant entrance of paper lanterns dangling from silver tree branches was the perfect tunnel to walk through into matrimony. They approached the Grove organizers on Friday and were hitched on Saturday as DJ 4NR played Alabama Shakes.

Come sundown Saturday I was back in the Grove with friends and we were spellbound as aerial silk artist, Nathalie Nebula, gracefully twirled her entire body upside-down in sync with the beats of DJ Dragonfly. I imagined even her bones were carved of pure muscle and asked her the next day how she defied gravity.

"I've been a dancer my whole life and started doing aerial silks with Humboldt Aerial Collective five years ago," Nebula said, adding that she practices five days a week on silks to keep up her grip strength and performs for corporate gigs and birthday parties as well. "Honestly, Northern Nights is my favorite event to do," Nebula said, "it feels like home. The whole Humboldt community comes together and obviously people from everywhere else. It's really special being under the trees, experiencing the river, everything."

The art, performance, ambiance and music inspires rich experiences in the woods and the rave continues until sunrise. I did not. I was crashed in my tent by 2am Saturday morning and 3am Sunday morning, which is quite tame for Northern Nights. As I stood in line for coffee the next morning, others appeared to have not slept at all. Coffee in one hand, yoga mat in the other, I made it back to the Grove and embarked on an epic guided meditation from Tim Rothchild, and then remained for a juicy yoga class by Gina Turner, who also DJ'd a set on the Main Stage Saturday night. After his guided meditation, Tim Rothchild described his six-year study with mystics and magi and waxed poetic about festival renaissance culture.

"We're living in such an amazing time. We have access to so much information now, that it is overwhelming us and dropping us out of our heads and into our hearts and a more purpose-driven life. The intelligence of the heart is nondual. It is not in opposition to anything.



Only the heart can hold everything. The mind, the brain, has right and left sides and splits the world into pieces and parts," Rothchild said.

"Practices like this, yoga, meditation, whatever healing work you're drawn to, will dip you back into that stream of wholeness and essentially awaken you to your true nature. Being that, living that, is essentially your gift back to life."

I would add cannabis to the list of portals into that stream of heart-centered wholeness as well. That powerful gift that cannabis provides many of us is easily forgotten as we awe at the number of diseases that cannabis can treat, or vex at the number of people around the world who are still jailed for growing or possessing it. And now the right to grow more than the legal six plants in California is limited to those with enough cash to pay the immense price of licensing. Some farms have sunk half a million dollars into work on their land and fees to agencies to win a permit from Humboldt County. Most small mom and pop farms don't have that kind of money and hundreds of them in Humboldt County are now receiving abatement notices announcing daily fines of \$10,000 until all cannabis material, plants and growing infrastructure is gone.

Before leaving on Sunday afternoon with a dusty duffle bag full of glorious memories, I spoke with a woman who lives and works on a small Humboldt farm that had received a county-issued abatement notice while she was at the festival. While she still enjoyed being among friends in the redwoods at the festival, she also felt shock at the abrupt change in her life.



"All the partners are clearing it all out right now and we're done. It's done," she said, and described the farm's small scale and regenerative soil practices. "Everything was done sustainably. There are even crystals in the garden because we believe cannabis absorbs that good energy. What's going to happen to the quality of the medicine when only the big guys that bulldoze an acre are the ones that can afford permits?" she asked.

The cannabis community in the Emerald Triangle is well acquainted with adversity and people are already organizing efforts to support the many legacy farmers whose livelihoods are being lost in this new era of regulations.

Meanwhile Northern Nights organizers are joining other cannabis-centric festival creators statewide in lobbying for the passage of AB 2020, a California bill that would allow them a shot at offering cannabis sales once again by ending the current arbitrary regulation that only events on county fairgrounds or district agricultural association events can be awarded state temporary cannabis event licenses. The struggle for freedom and the right to grow and sell cannabis continues in the Emerald Triangle and, despite the many challenges, Northern Nights Music Festival's authentic celebration of nature, art, community and good vibes beats on.

**MAKE THE JOURNEY, AND LEARN MORE
ABOUT NORTHERN NIGHTS MUSIC FESTIVAL AT
NORTHERNNIGHTS.ORG**



California Cannabis Awards

HOLLYWEED HIGHLIFE

 SARAH BUGDEN

 MICHAEL HOWARD OF CANNABIS MARKETING MOB



THE CALIFORNIA CANNABIS Awards started at 4:00 p.m. I screeched into a parking space five blocks away from the event at 4:10 p.m. Concerned I would miss some of the red carpet glam, I ran five blocks with the spikes of my heels echoing against the street. I hastily passed under the flickering blue and red fluorescent lights of the Microsoft Theater and arrived outside The Novo to the sight of two camera women setting up their equipment, four women in elegant gowns manning a table and a few security guards watching over an empty red carpet. I was late, but this is California. More specifically, this is the California Cannabis Awards. I was right on time.

An hour passed and, at the stroke of 5:00, the red carpet was flooded with light to display a collection of fashionable, vibrant and passionate cannabis entrepreneurs and their business partners.

The group on this CCA red carpet was different from those who gather at other industry summits. There were noticeably more women in leadership roles, more diverse people in leadership roles and more leaders who got into the industry before a path to legal business operation on all fronts was clear. That says something about this industry as a whole — its pioneers are risk-takers even more so than the typical entrepreneur, forward thinkers, rebels and people who live by their own rules and who actively work to create the reality they want to live in.

While observing CEOs, influencers and cannabis industry elite on the red carpet, I couldn't help but realize the moment was historic. It was one that would shape the future of the industry. The 2018 California Cannabis Awards marked the first awards ceremony of its kind, created and hosted by the groundbreaking new software company WebJoint. Every business owner present that night was in the process of making history.

As I contemplated the gravity of the moment, several questions popped into my mind:

How will the personalities who are in the industry now shape the culture for future generations of cannabis business people?

What methods will the personalities present today use to solve the problems the industry faces?

How will early-to-market business owners treat each other and new business owners as competition gets steeper?

Every industry has a dark side. What is the dark side of the cannabis industry, and how are leaders in the industry working to combat it?



I took a moment to appreciate everyone in attendance and then made my attack on the red carpet.

I first spoke to Christopher Dell'Olio, the CEO of WebJoint and the brains and funding behind the first-ever California Cannabis Awards. WebJoint is a software company that helps dispensaries keep track of their inventory and stay within legal guidelines. Chris founded the company when he was only 18 and he's grown with WebJoint and with the industry as it's changed and as cannabis has become legal.

One of Chris's primary missions is to help cannabis business owners unify to make the industry stronger as a whole. When I asked him why he wanted to create this event, he explained, "To get everyone in California together and to create a place for leaders to network." Chris was a busy man, so I let him go, but not without gleaning that his perspective on what makes the industry stronger is just as much a matter of unification as it is a matter of individual triumphs.

“ ... what makes the industry stronger is just as much a matter of unification as it is a matter of individual triumphs. ”

Next I spoke with Erai Beckmann, whose interest in the industry is multi-faceted. He's an investor associated with Humanity and worked with the Brazilian government to conduct studies that confirmed that cannabis alleviates some of the pain and symptoms that come with Parkinson's, epilepsy and cancer.

I asked Erai, who calls himself "Mr. Cannabis," why the industry should be taken seriously. He explained, "The only thing legalization does is to allow honest, tax paying, law-abiding citizens to have a legal cannabis business. It forces out and removes the illicit markets altogether by default. Keeping it illegal, however, allows the illicit markets to exist."

Erai explained to me the chicken-and-egg element of destigmatizing cannabis and suggested that as good business people demonstrate their ethics, and that they can be taken seriously as leaders, then the element of the business world that has its doubts will put their concerns aside.



“MAYBE IT HELPS BEING HIGH WHILE WE’RE DOING BUSINESS. MAYBE THAT’S WHY THERE’S A CULTURE OF COLLABORATION.”

When I asked him what kinds of personalities are driving the industry right now, he asserted that it's a unique crowd. "A ton of the people in this industry are the real pioneers that were either very passionate about the plant or had their own personal experience with it. They're not your *everyday degree in business administration* business people. They're the real pioneers who are super-passionate about it."

That explains Erai's next point — that the industry is now filled with a sincere desire to collaborate. It isn't cut-throat. He elaborated, "Maybe it helps being high while we're doing business. Maybe that's why there's a culture of collaboration."

I let Erai go but waved down Sonia Luna, who was nominated for CPA of the year. Sonia is the CEO and president of the accounting firm Aviva Spectrum.

“ A ton of the people in this industry are the real pioneers that were either very passionate about the plant or had their own personal experience with it. They’re not your everyday degree-in-business-administration business people. They’re the real pioneers who are super-passionate about it. ”

I asked Sonia what the biggest obstacle is when it comes to filing taxes for businesses that are not federally legal yet. Sonia was very clear. Banking is the number-one challenge her clients face. Some credit unions live in the gray area of the law and will do business with cannabis businesses, but the big banks don't want to lose out on their banking charters.

Sonia clarified, "In terms of who really loses, it's really the cannabis owners, because they have to get private lending, and those dollars are much more expensive. You go to a private lender, and those are going to be two or three points higher than a bank. The bank is regulated and has a little cap on it. The person that really loses isn't the bank. It's the consumer right now and the cannabis business owner."

When I asked Sonia where businesses store their funds if they can't use banks, she smiled and said, "In a vault."

I probed Sonia as to why she got into the industry, despite the risks it poses, and she smiled again. She told me she doesn't want to be an 80-year-old woman looking back on her life and wondering what she could have been if she had only grasped this huge opportunity to be a part of a groundbreaking industry.

I could see why Sonia was nominated for an award. It was clear that she loves what she does.

As Sonia disappeared down the red carpet, I waved down the Paper Planes Extracts team of Carter and Nika Vladamir. They're husband and wife and have been working in the industry together for years with the aim of destigmatizing cannabis use. They were nominated for Best Cannabis Brand and have won numerous awards in the past year.

Carter explained to me that it's his brand's mission to break down the false assumption that cannabis users are druggies and losers. He aims to do it through the success of his business and through offering a truly superb product.

Nikka explained, "It's really important to us to show people that it's not a dangerous drug. It is medicine for people who have certain ailments that it can fix." He added, "It doesn't make you lazy. Here we are using it and running an incredible business."

From backstage, I could hear Burner singing. So I headed out to check the ceremony's final events.

The night transformed into a party as industry elites celebrated to the sounds of Burner and DJ Ivy.

Inspired by all I'd seen and heard, I headed back to my car. Thank you, California Cannabis Awards, for letting me peer into your collaborative, creative and innovative world.

TO ATTEND NEXT YEAR'S AWARDS, OR TO LEARN MORE, VISIT CALIFORNIACANNABISAWARDS.COM.



MARY JANES' MOVEMENT

A LOOK AT THE PUFFRAGETTES WHO ARE BREAKING THE GRASS CEILING

MELISSA HUTSELL

Mary Janes: The Women of Weed has won Best Documentary at the Artemis Film Festival and the Visionary Award at the Palm Springs Cannabis Film Festival and Summit, as well as other distinctions at festivals throughout the nation.

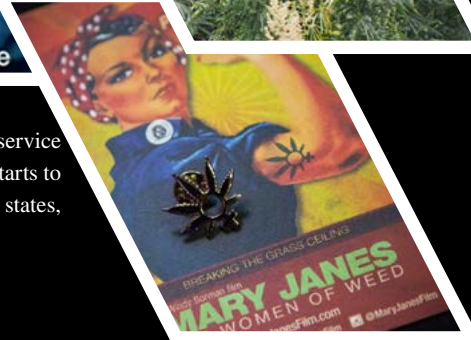


Drayah Sallis
Our Cannabis Culture

IN THE CLASSIC 1980s “Just say no” public service announcement, an egg is dropped into a frying pan. It starts to sizzle as the camera pans to a person, who rebukingly states, “This is your brain on drugs.... Any questions?”

Filmmaker Windy Borman has questions.

Her search for answers leads her on a path that’s paved by puffragettes: women, or men, who work “for gender parity, social justice and environmental sustainability in the cannabis industry.” The filmmaker documents her journey (and even



her first experience trying cannabis) in one of the most empowering and informative films of the year – *Mary Janes: The Women of Weed*.

The 85-minute, award-winning documentary features interviews with more than 40 female ganjapreneurs from fields that range from fashion to finance, from evolutionary biology to hemp farming. *Mary Janes: The Women of Weed*, was directed and produced by Borman, whose previous projects include *The Eyes of Thailand* and *The Big Picture: Rethinking Dyslexia*.

Borman is a self-proclaimed “gypsy-pirate-filmmaker.” She has traveled the world to create films, always intrigued by the storylines that examine gender, environmental and social justice issues. That’s why it made sense for Borman to turn her lens on the cannabis industry -- an industry, she admits, mystifies her.

Borman was a D.A.R.E. kid--a product of the “Just say no” to drugs generation. Addiction in her family gave her a disdain for drugs and furthered her belief that cannabis was a gateway substance. She never tried cannabis, she said, until she finished filming *Mary Janes*.

This begs the question: Why did someone admittedly unfamiliar with cannabis want to create a film about it? The answer, explained Borman,

began when she moved to Colorado in 2014. There, she said, she “kept hearing these amazing stories of women who found success [in the industry].” When *Marijuana Business Daily* found that females accounted for 36 percent of senior leadership positions in the industry in 2015, Borman realized she was in a “unique position to elevate and celebrate women who were leading in the cannabis industry.”

The film also digs into the gender of the cannabis sativa plant. Threaded among interviews and Borman’s on-camera epiphanies are illustrations of the plant in its different forms (male, female, heterogeneous). *Mary Janes: The Women of Weed* is a great example of an intersectional feminist film that “isn’t about oppression, it’s about opportunity,” Borman explained. It’s not the typical storyline that audiences are used too; “A lot of times, [feminist films tackle] really tough subject matters—violence, cancer, assault ...” Borman explained. “Instead, we flipped that script and focused on opportunity.”

(TOP LEFT) Drayah Sallis of *Our Cannabis Culture*, gives an interview for the film.

(TOP RIGHT) Windy Puffragette.
Rise Above Social

(MIDDLE) *Mary Janes: The Women of Weed* premiere in Denver. Audience members were given lapel pins and temporary tattoos to show their support for the Puffragette Movement.

(LOWER CENTER) Filmmaker Windy Borman wins “Best Documentary” for *Mary Janes: The Women of Weed* at the Artemis Film Festival in Beverly Hills, CA.
Knock Out Performance



The documentary highlights prospects in the existing gender parity. The filmmaker hopes that by highlighting the broad cross section of women in the industry, “there [will be] other women in the audience [who will see this and] say, ‘I’m just like her—I can do this, too.’”

Borman references Mara Gordon, co-founder of Aunt Zelda’s, who encourages women to start replacing the fortune-cookie coda of “... in bed,” with “... in cannabis.” “Whatever you did before, you can do now ‘in cannabis,’” she said.

Marijuana Business Daily reports that although women made up 36 percent of senior leadership positions in the industry in 2015, that number dropped to 27 percent in 2017, which is only slightly above the national average of 23 percent. This isn’t far from business as usual, Borman explained.

“Twenty-seven percent doesn’t sound warm and fuzzy,” she added. “[It’s a] similar feeling being a filmmaker; the #MeToo Movement really brought out the dark underbelly of the film industry that we’ve known about for years. Some may look at that and think, ‘I don’t want to work there,’ but I say, ‘This is why we need more women.’”

THROUGHOUT THE FILMING PROCESS, BORMAN SAID SHE BEGAN TO LET GO OF THE D.A.R.E. PROPAGANDA SHE HAD BEEN TAUGHT. “I WENT INTO THIS DOCUMENTARY CURIOUS,” BUT STILL QUESTIONED WHETHER CANNABIS WAS UNSAFE OR ADDICTIVE.

“This is where puffragettes see opportunity: “We’re really [saying], ‘That’s not the type of environment I want to work in.’” She emphasized, “We’ve got this limited window of opportunity to build the foundation and do it right.” Once women and people of color obtain equal footing, a place at the table, “that’s when people really have to listen and value our work,” said Borman. Besides, “Companies are more successful when there’s more diversity in their leadership team -- cannabis or not,” she asserted. In fact, research shows that inclusive leadership boosts innovation, morale, and a business’s bottom line, reports Forbes.

Throughout the filming process, Borman said that she began to let go of the D.A.R.E. propaganda she had been taught. “I went into this documentary curious,” but still she questioned whether cannabis was unsafe or addictive. Her “big a-ha moment” came after a series of interviews with women including Wanda James, CEO of Simply Pure, and Betty Aldworth, executive director of Students for Sustainable Drug Policy. Another profound moment came when Borman tried cannabis for the first time, which she chose to do on film, guided by what she described as her “cannabis fairy godmothers.”

If there’s one thing this filmmaker wants audiences to take from the film, it’s the ability to have a conversation about cannabis and how it fits into their lifestyle or community. *Mary Janes: The Women of Weed* is a starting point, Borman explained.

FOR MORE INFORMATION, INCLUDING SHOWINGS OR HOW TO HOST YOUR OWN SCREENING, VISIT MARYJANESFILM.COM OR ON SOCIAL MEDIA @MARYJANESFILM.

*The film includes interviews with singer and songwriter Melissa Etheridge; Julianna Carella of Auntie Dolores/Treatibles; Madeline Martinez of World Famous Cannabis Cafe; Dr. Amanda Reiman of the Drug Policy Alliance; Mara Gordon of Aunt Zelda’s; Dr. Daniela Vergara of Cannabis Genomic Research Initiative; Kiana Hughes of Two Dope Chicks, and more.



(TOP) Cast from left to right: Madeline Martinez, Windy Borman and Sara Batterby.
(BOTTOM) Behind the scenes for the making of *Mary Janes: The Women of Weed*.
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From Broadcast to Broadband: CANNABIS ON TV

We've had a blooming of cannabis-oriented shows these past few years. It seems the combination of huge legalization activity across the U.S., combined with the greater freedom of expression found on the internet, cable channels and in video-on-demand (VOD), has spawned a new genre. The path to this opening continues to be rocky at best though, with negative depictions of cannabis users much more common than positive ones.

 MOLLY CATE

BEHIND THE BUZZ

SINCE TELEVISION PROGRAM writers and producers seek to include socially relevant content, the expanding public dialogue about cannabis has undoubtedly spurred this increase in cannabis content. Over time, the TV presentation of cannabis has changed, mirroring shifts in public understanding. Tracking the way in which groups are represented is a well-known method in media studies. Sociological researchers have understood the media as both leading and reflecting public attitudes. Movies, music and advertising have all been studied in this manner. For example, Vito Russo's groundbreaking 1981 book *The Celluloid Closet* traced the portrayals of gay people in film and became the first reliable resource on that history. The book became a documentary film in 1991. Racism in media has been explored in the same way.

Over time, the TV presentation of cannabis has changed, mirroring shifts in public understanding.



One common trajectory found in many of these studies on the representation of out-groups is the gradual change from outright hostility expressed through extreme, negative stereotypes to a middle period of caricatures that still convey negative images but with a twist of sympathy added. If social acceptance continues to grow, media images will become more positive, too. Ultimately, the maligned group may come to be recognized as a market to be exploited, leading to more positive representations. Hollywood films have moved from black stereotypes like Stepin Fetchit, the first major black character in film who displayed painfully grotesque, insulting mannerisms, to earnest documentaries and seekers after equality played by luminaries such as Sidney Poitier in the 1950s and 1960s to the breadth of roles we see today for an actor like Denzel Washington. The same trajectory can be seen in portrayals of gay men in film. Racism and heterosexism certainly still flourish in society, but movie and TV roles no longer fuel the bias as they once did.

Cannabis and its devotees seem to be undergoing a similar shift in media attitudes. We can trace it from the days of broadcast TV through to the current broadband revolution. One very early TV cannabis reference occurs in a 1961 episode of *The Andy Griffith Show*, found at Netflix (Season 1, Episode 29). Deputy Barney is highly suspicious of local farmer Sam for acting “weird” by refusing to stop and chat and by tilling his soil at night. Barney asks, “What’s he planting?” and answers his own question with one hushed word, “Marijuana!” Turns out the poor guy is trying to care for a wife who is about to give birth while still doing all the farm work, but Barney has jumped to the worst possible conclusion—cannabis, that demon weed.

Articles such as *Vulture*’s “10 of TV’s Most Memorable Weed-Based Episodes” and *High Times*’ May 2018 piece “8 Worst Portrayals of Weed in TV Shows” can fill you in on the ups and downs of cannabis portrayals over the intervening years, mainly in comedy shows like *Roseanne* and the wonderfully quirky *Dinosaurs*. You can run your own social research project.

Joshua Kurp’s 2011 *Vulture* article and the media forum of the Michigan Medical Marijuana Association contain thoughtful comments on advances in social acceptance for cannabis that some shows illustrate. It seems that we have progressed out of the era of extreme, negative stereotypes, but we appear to be wallowing in the middle phase characterized by a mix of sympathetic treatments, mainly documentaries and programs still featuring tiresome, negative stereotypes.

Find some of the best documentaries from film and TV in the SenseiSeeds.com article “10 Must-See Cannabis Documentaries.” For a gentle, even-handed approach to cannabis, view Rick Steeves’ episode on Amsterdam from his PBS series on travelling in Europe. He drops by a coffeeshop to show viewers how differently cannabis use is dealt with in that country. Spike Jonze’s Viceland channel created *Weediquette* and *Traveling the Stars*, both of which have garnered positive reviews and convey more of the richness of cannabis culture.

One special program worth celebrating is the Humboldt County musical turned film, *Mary Jane: A Musical Potumentary*. Michael Fields, artistic director at Dell’Arte in Blue Lake, California, creators of the musical, says, “DVDs are available through Dell’Arte. Our distributor for VOD worldwide is Green Apple Films, and it’s available on the video-on-demand platforms Amazon Instant Video, Xbox, Direct TV, Sling, Vudu, Google Play and Fandango Now.” Refresh yourself with this show’s intelligent and funny exploration of the many sides of cannabis. With luck, TV producers will see this delightful romp of a film and get the message that the topic of cannabis can be dealt with humorously without stooping to crass, insulting stereotypes that reinforce the public’s most fearful misperceptions.

One very early TV cannabis reference occurs in a 1961 episode of *The Andy Griffith Show*, [where] Deputy Barney is highly suspicious of local farmer Sam for acting “weird,” ...

The Three Stages of Reefer Madness

ERIC DANVILLE



"IF YOU WANT A GOOD SMOKE, TRY ONE OF THESE." - REEFER MADNESS

EIGHTY TWO Years Later, the Original Stoner Movie Remains an Unlikely Hit

THE BIRTH OF REEFER MADNESS

Directed by long-forgotten French filmmaker Louis Gasnier, *Reefer Madness* was originally released with the title *Tell Your Children* in 1936, the year before the Harry J. Anslinger Marijuana Tax Act made pot illegal in the United States. A cautionary tale supposedly bankrolled by a long-forgotten local church group, it warned parents what would happen if America's youth were to take even one puff of the Devil's weed: wild dancing and make-out parties, followed naturally by vehicular homicide, attempted rape, assault and battery, murder, insanity and suicide. And there's no way you can watch it without laughing... At least not today.

THE MELODRAMATIC CAUSE—and-effect that drives *Reefer Madness*'s plot is a big part of its appeal as an unintentionally hilarious masterpiece. According to Eric Schaefer, associate professor at Emerson College in Boston and author of *Bold! Daring! Shocking! True!: A History of Exploitation Films, 1919–1959*, "Personal hygiene movies and anti-drug movies shown in classrooms weren't content with saying, 'You should know about this.' Rather than present things in a dispassionate way, they always had to go over the top to make their point. Then they became ridiculous."

They sure don't come much more ridiculous than *Reefer Madness*. The story of the soon-to-be-tragic teens is told by the stereotypically patrician and completely fictional Dr. Alfred Carroll, who starts the show by lecturing concerned parents about the menace of mar-ee-wannna. Jitterbugging schoolkids pitching woo while reading *Romeo and Juliet* share screen time with shady characters like "Hot Fingers" Peroni, a hybrid of Gene Wilder and *Frankenstein*'s monster who plays piano at the local malt shop when he's not hiding in a closet burning a joint that turns him into a cackling, wild-eyed freak. The film's most famous bit of comic relief features murder-witness-in-hiding Ralph Wiley, who collapses in a chair puffing a huge joint while giggling maniacally and screaming at another pianist, "Play faster! Play faster!" (In the world of *Reefer Madness*, three things are for certain: no one ever passes a joint, weed makes everyone laugh like hyenas, and every room has a piano.)

These days, *Reefer Madness* is lauded as high camp, but it was originally serious—and effective—anti-drug propaganda. Then, as now, crime-based films were "advised" by law-enforcement agencies, whose real job is to make sure producers get the desired message across, and *Reefer Madness* was no different. "There wasn't any real research being done at the time," Schaefer says, "and often the people making these movies were at the mercy of the Federal Bureau of Narcotics to get their information, and [the makers of *Reefer Madness*] got much of that information directly from Harry Anslinger. He had

his axe to grind and agenda to push, and these movies certainly helped passage of the Marijuana Tax Act." Ultimately, Schaefer says, "I think these movies created a lot more curiosity than they tamped down."

REEFER MADNESS HITS THE ROAD

After playing what was probably an unimpressive number of high-school auditoriums and VFW halls, *Reefer Madness* might have been forgotten completely had it not been for Dwain Esper. A director and producer of exploitation films, Esper's greatest talent was apparently his knack for coming up with film titles; his directorial body of work includes the movies *Sex Maniac*, *Narcotic Racket*, and *How to Undress for Your Husband*. As the story goes, Esper found a copy of *Tell Your Children* in 1938, saw its potential as a roadhouse attraction and gave it a typically sexier title. Then it was showtime.

Reefer Madness made the rounds of small roadhouse theaters for the next decade or so, playing to a much different audience than before: people looking for a cheap thrill. Joe Kane, America's own Phantom of the Movies and publisher of *Videoscope* magazine, finds Esper's efforts at rebranding for the exploitation crowd less than successful. "It's much more effective as camp than as exploitation. I think that the people who went to those roadhouse screenings were probably very bored. They didn't get much sex. *Assassin of Youth* had skinny dipping, *Marihuana* had the lingerie party. *Reefer Madness*? You got the make-out scenes," he laughs. Still, Kane remembers the film fondly. "It still stands up as entertainment," he says. "It's a lot more fun than other anti-dope films. It's a lot less dingy. And you have this all-American, squeaky clean crowd of squares who you can't wait to see get violated."

HIGHER EDUCATION

After doing its time on the exploitation circuit, *Reefer Madness* might have been forgotten completely (again) if not for Keith Stroup. In the early '70s, Stroup was a draw on the college lecture circuit as spokesman for the National Organization for the Reform of Marijuana Laws (NORML). After attending one presentation, Stroup's speaking agent suggested that he check out



FROM THE DIGITALLY REMASTERED COLORED VERSION OF REEFER MADNESS (2004)

SPECIALIZING IN THE CANNABIS INDUSTRY SINCE 2016

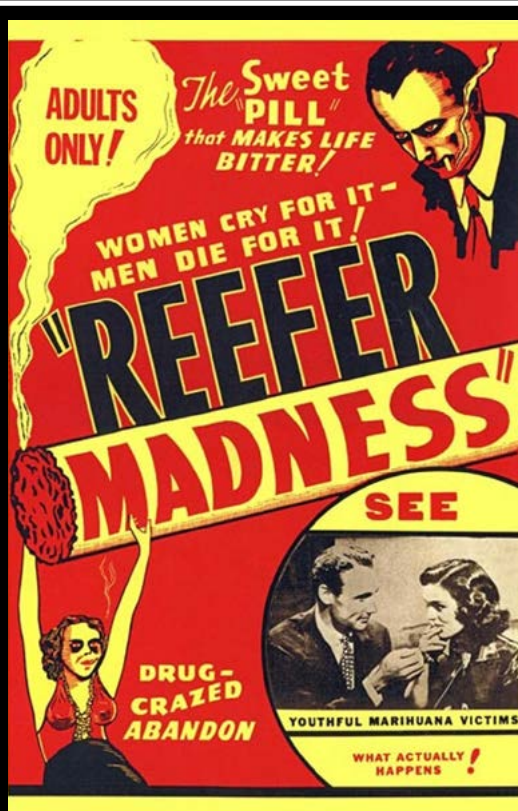
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24 REEFER MADNESS POSTER FROM THE 1972 THEATRICAL RELEASE

Reefer Madness, mentioning that it had fallen into the public domain and was being offered for rental by his company (which would soon go on to make its name as New Line Cinema, thanks in large part to the approaching success of *Reefer Madness*).

Stroup watched the movie—he remembers thinking it was “great for ten or fifteen minutes, otherwise it was the same exaggerated play on the dangers of marijuana for an hour”—and had a filmmaker friend edit it down to about 25 minutes. He credits that edit with really helping the film find its audience. “Kids were going to enjoy seeing it initially anyway, because it flies in the face of their own experiences. But students notoriously have a short attention span, so you don’t want to spend too much time on a silly movie, because you’re there speaking to them for a serious purpose.”

Whenever he could, Stroup integrated screenings of the film into his public appearances. “Every time I got an invitation to give a talk for NORML, I would immediately find out if it was an environment where they would feel comfortable with me bringing a copy of *Reefer Madness*,” he recalls. “Not every environment wanted it, obviously. Some people thought it wasn’t serious enough. If you’re going to testify before a city council, for example, I wouldn’t bring a copy of *Reefer Madness*!” Once it was re-introduced to America, *Reefer Madness* actually helped Stroup achieve his ultimate goal: “It forced people to confront the exaggerated allegations that had been the basis of our public policy.”

That’s exactly what people did, and look what’s happened since. Eighty-two years after the original anti-drug propaganda film helped turn smoking marijuana into a crime, California turned the legacy of *Reefer Madness* on its head. So, maybe the best way to celebrate one of the dopiest films of all is to sit back, light up and have the last laugh.



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Here at Cover Cannabis we are asked 100s of questions every month about how to properly insure a cannabis operation. Here is a question we received recently:

Michael (Business Owner): I have a dispensary and sell a variety of cannabis-infused products. Recently I’ve seen cases of retailers being involved in lawsuits that I had expected would deal only with manufacturers. As a dispensary, am I liable for issues with the products I sell, even if I am not the manufacturer of the product?

Theresa: We are glad you brought this up. Product Liability in the Cannabis world is an evolving and complicated topic. The answer to your question becomes then more complicated, because it varies per state. In about half of the states where marijuana can be sold for medical and/or recreational use, a retailer who sells a defective product to a consumer can be subject to liability in the event the consumer is harmed. This would mean, in your specific situation, if you sell a defective edible to a consumer you could be liable even if you were not involved in the manufacturing of the product. In the other half of the states, retailers are not completely off the hook in the event of a tainted product. Retailers can still be liable if they provided misleading information about the product or if a judgement against a manufacturer is not enforceable. Either way, you can still be liable as a retailer for a product you did not manufacture.

Currently cannabis product liability cases are far and few in between, but as you mentioned there are open cases in court now. In 2015 a class action lawsuit was filed against a company for treating product with a fungicide that emits cyanide gas. Another case, a wrongful death case, in which three children are suing after their father killed their mother while under the influence of marijuana, in this instance the plaintiffs are suing both the manufacturer and the retailer. And more recently one of the first instances of a marijuana product recall in Oregon. We expect these cases to grow as the cannabis business expands. Furthermore, we see it becoming more and more problematic as the cannabis industry is not regulated on a federal level and individual states are creating their own legislation and guidelines. Without formal testing, packaging and safety standards in place, operators of all cannabis businesses are an easy target for lawsuits.

We recommend being proactive and minimizing your risk by informing yourself of the testing being conducted by your suppliers/manufacturers, as well as getting to know your state regulations. Here at Cover Cannabis we can help you protect your business in the event of an issue with the products your business cultivates, manufactures or sells. Call us today and let’s explore your options.

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NOLA

NEW ORLEANS IS known worldwide as “the birthplace of Jazz,” a moniker which may not be strictly accurate: Jazz has many strands that came together from different places. But if no single location can lay solid claim to be the place where this uniquely American art form was “born,” it’s beyond dispute that its trusty guardian is, and has been, New Orleans, a town with a rich multi-cultural scene that invokes the same blend of international flavors as the Jambalaya stew for which it’s also famed.

This much is certain: it was musicians of the 1920s New Orleans jazz scene who created the first American subculture to be identified with cannabis use. This is an amazingly under-reported fact that most people of New Orleans are not even aware of themselves!

History is murky when it comes to the precise chain of events and geographical zig-zags that brought psychoactive cannabis to the Americas. It’s just one more detrimental effect of the prohibition: secret histories are rife with holes into which powerful propagandists can wedge their own version of the past.

Despite the compromised historical record, it is still possible to arrive at the most likely scenario by analyzing what information is available: old shipping routes, ethnic diasporas, social and political histories.

It’s generally agreed that cannabis arrived in the southern states first. The most oft-repeated claim is that it arrived here with the Mexicans fleeing the revolution of 1910, who brought it to



Texas, from whence it spread. Most writers don’t even mention Louisiana or the Caribbean, nor can they explain how cannabis ended up all over the USA from Texas.

I traced the Mexican myth back to two early *Time* magazine articles from 1934, and 1943. Articles from that era were full of a new and exotic word: marihuana, said to be Spanish-Mexican for “intoxicating hemp.” Actually it’s a word from no known language, with no certain etymology, nor real definition.

Curiously, it has linguistic links and phonic similarities to three words from languages that would have been present in Latin America for several hundreds of years by the 1920s, and which relate to cannabis: ma-ren-ha, a compound Chinese word/phrase meaning “seed flower hemp.” “Maraguango,” said to be a Brazilian-Portuguese word for any intoxicating substance; and the Spanish word for the “green leafy spice marjoram.” Mejorano, which could be substituted as a coded slang for cannabis “herb” as well as referring to itself, like oregano and other herb names. Until the propaganda efforts of the 1920s and 30s, Marijuana was not a common word for cannabis even in Mexico, where it was more likely to be called “Oregano Chino” or “Chinese Herb,” indicating correctly the original source of cannabis. The phonetic similarity among “maraguango,” “mejorano” and “ma-ren-ha” could certainly have been merged into the Spanish-sounding “marijuana” as a code for cannabis, though it’s uncertain how this happened.

It is definitely true that cannabis use in Mexico predates American by about a century, and it would logically follow that Mexican users would bring seeds with them when emigrating into Texas. But there is no logic by which it could have spread from there around the states, and it’s far more likely it remained localized within the Mexican immigrant population.

I follow the creed that states the simplest answer is usually the right one: it seems awfully convoluted to imagine that New Orleans had to wait for Texas-based Mexicans to arrive bearing weed, when the town already had its own international ports regularly receiving ships from the West Indies. Caribbean descendants of West African slaves had embraced the ganja and chillum brought by Hindus who arrived in the mid-19th century as a replacement workforce, after abolition of slavery and it makes sense they would introduce it to their fellow West African transplants when they arrived in the New World. The Indo-Afro-Caribbean connection neatly solves the question of how cannabis culture came to the Gulf States. And the history of jazz explains how it then spread to Chicago, New York and beyond.

“Native
American
beats and vocal
stylings merged
with West
African
polyrhythms,
chants and
dance moves...”



I’m not the first to note this, while serious researchers like Eric Schlosser have already pointed it out. In his 1994 article *Reefer Madness* for *Atlantic Monthly* he wrote:

“The political upheaval in Mexico that culminated in the Revolution of 1910 led to a wave of Mexican immigration to states throughout the American Southwest. The prejudices and fears that greeted these peasant immigrants also extended to their traditional means of intoxication: smoking marijuana. Police officers in Texas claimed that marijuana incited violent crimes, aroused a “lust for blood,” and gave its users “superhuman strength.” Rumors spread that Mexicans were distributing this “killer weed” to unsuspecting American schoolchildren. Sailors and West Indian immigrants brought the practice of smoking marijuana to port cities along the Gulf of Mexico. In New Orleans newspaper articles associated the drug with African-Americans, jazz musicians, prostitutes, and underworld whites.”

Cannabis, or “Indian Hay” in old slang, put down roots in New Orleans where it helped shape the new sound of jazz. As multi-cultural as its hometown, jazz grew up out of the blues format, developing greater harmonic complexities based in Western music theory while putting together never-before-heard combos of instruments and musical styles. Native American beats and vocal stylings merged with West African polyrhythms, chants, and dance moves; German brass bands contributed the horns and other sophisticated wind instruments. The timeless melodies of folk music were enriched and elevated by Europe’s symphonic strings: double-basses, guitars, violins, even harps. Irish laments and ballads of the British Isles found common ground with spiritual songs from the black American churches, and through it all the piano realized its destiny as the most flexible of all Western musical instruments: capable of rhythm, melody, harmony, lead, and accompaniment.

Common threads run through all folk music of the world like circle dancing, call-and-response singing, unison clapping. The diverse folk peoples who found themselves thrown together in New Orleans will have recognized these similarities and further melded and morphed them; aided, I would imagine, by generous infusions of cannabis smoke.

One cultural heritage conspicuously absent from New Orleans is that of Mexico. This fact alone makes it impossible to believe that Mexicans were responsible for bringing cannabis there, while leaving no other trace.

But Harry Ainslinger, head of the Narcotics Bureau from 1930-1962, never let a little thing like the facts stop him. Inspired by sensational (and false) newspaper stories of the 1920s about crazed Mexicans on cannabis, he identified it as the latest threat to American society. When Mexico banned “marijuana” in the late ‘20s, just before the Bureau opened for business, he capitalized on it fully: marijuana was the bogeyman he needed to justify the budget of his fledgling department. Sticking it to minorities, poor whites and jazz musicians was just icing.

And that’s how we got stuck with the made-up word and the incorrect back-story.

Referring to the cannabis plant as Mexican marijuana and obscuring its correct taxonomy enabled propagandists to say whatever they wanted about it, without any pesky botanists catching them in a lie.

Here’s an example of one of Ainslinger’s outrageously racist and inflammatory remarks:

“Marijuana is the most violence-causing drug in the history of mankind. Most marijuana smokers are Negroes, Hispanics, Filipinos and entertainers. Their satanic music, jazz and swing, results from marijuana usage.”

At least he got that last part right, if you remove the word “satanic.” His associate, the amusingly named Dr. James Munch, also hated cannabis (two puffs of which he infamously claimed turned him into a bat) but he had some cogent insights into its effects on musicians:

“Because the chief effect ... was that it lengthens the sense of time, and therefore they could get more grace beats into their music than they could if they simply followed the written copy... In other words, if you’re a musician, you’re going to play the thing the way it’s printed on a sheet. But if you’re using marijuana, you’re going to work in about twice as much music between the first note and the second note. That’s what made jazz musicians. The idea that they could jazz things up, liven them up, you see.”

Indeed, the freedom to deviate from written sheet music forms one of the fundamental principles of jazz, allowing, as it does, for limitless variations and interpretations of the same compositions by different artists, a notion most threatening to the conventionally minded.

Researcher Peter Webster, writing for the *Journal of Cannabis Therapeutics* described the original jazz-cannabis scene as a kind of extended family that: “constantly practiced together, brainstormed together, performed together,

and smoked marijuana together. As a cumulative effect, it is my contention that the practiced use of cannabis provides a cognitive training that assists and accentuates the improvisational, creative frame of mind much as other kinds of study or training shape abilities and perfect talents... Over time, the kind of perception and thinking initiated by cannabis leads one to be generally more open to alternative and perhaps adventurous ways of seeing things which enrich normal consciousness.”

In a way, Ainslinger was right that cannabis users posed a threat to the status quo. Just as cannabis inspired the first jazz musicians to play notes from the heart that weren’t written on the page, so did it inspire later generations of political activists to regard the social order as a collaborative construct, badly in need of some improvisation. This fact was not lost on Richard Nixon, whose “war on drugs” exploited it viciously. Fifty years later, the man who’d once been his domestic policy adviser, John Ehrlichman, would admit in a shocking *Harper’s* interview (April 2016, by Dan Baum) that the laws were never about the drugs, they were about controlling and disenfranchising the anti-war activists, non-conformists and African-Americans who used them.

I have discovered that it’s no exaggeration to consider cannabis use as central to the development of jazz in New Orleans as Louis Armstrong, her most beloved son. This kindest and most loveable of musical geniuses was very open about his use of cannabis and spoke of how it helped produce the innovative style he became famous for. But it also caused him personal problems, such as arrest and incarceration, due to prohibition. Later in his life, he recalled ironic situations where the arresting officer would be a fan, so at least he knew he wouldn’t be mistreated in custody.

If Armstrong were still alive, he would be pleased to see his legacy, both on trumpet and in support of cannabis use, perpetuated by Mr. Kermit Ruffins, leader of the BBQ Swingers and owner of the Mother-in-Law Lounge in the famed Treme neighborhood. Ruffins is a great ambassador for the city and its traditions, keeping the spirit of jazz well and truly alive. In 2016, he lent his name and support to a successful city ordinance to decriminalize simple possession, and is so well-known as an advocate that some bars around town have tongue-in-cheek signs in their outdoor smoking areas, specifically reminding Kermit that it’s still tobacco only.

Hopefully this restriction will soon be lifted. The state legislature has recently passed two new bills that pave the way for expanding the list of conditions that will be covered under medical cannabis laws, with the first New Orleans dispensary set to open later this year.

It’s a promising improvement but not enough. Louisiana laws should step up and recognize the great contribution cannabis has made to jazz and the culture of this unique city. The year is 2018 and it’s about time New Orleans was honored as the birthplace of American cannabis culture. Instead of fear of arrest, “vipers” should feel pride in knowing they’re keeping up a great local tradition with a long history.

Let the good times roll, y’all!

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 ANNIE SCULLY



ADULT USE IS now legal in California and Massachusetts, and these two states are changing the landscape of the cannabis industry from coast to coast. There is no better place or time to learn how to be part of this incredible sea of change than at the Cannabis World Congress & Business Expositions (CWCBExpo).

The 5th Annual CWCBExpo LA will take place September 26-29 at the Los Angeles Convention Center, and the 2nd Annual CWCBExpo Boston will be from October 17-20, at the John B. Hynes Convention Center. The CWCBExpo events provide end-to-end information and resources for those just entering the business and for established businesses looking to advance to the next level in cultivation, processing and retailing.

With curated business experts and cannabis authorities speaking in 70+ sessions and hundreds of product and service solutions to source on the dynamic exhibit floors, the CWCBExpo LA and the CWCBExpo Boston trade shows and conferences will cover everything from cannabis fundamentals to the science behind the plant as well as drill down to state-specific information regarding regulations, compliance and marketing to consumers.

HIGHLIGHTS OF CWCBE expo LA WILL INCLUDE:

Six popular add-on workshops that provide in-depth information and targeted training:

- Open a Cannabis Business, presented by Clover Leaf University
- Advanced Cannabis Investment Workshop, led by New Frontier Data
- Cannabis Retailing: Beyond the Basics, presented by Marijuana Retail Report
- The Secret Sauce: Developing IP and Production Best Practices with the incredible Kitchen & Extraction Laboratory, presented by incredible
- Growing Organic Cannabis, presented by Jeffrey Lowenfels
- California Deep Dive: An Evolving Cannabis Regulatory Landscape, instructed by Hoban Law Group



On-point educational sessions for growers, processors and commercial retailers -- including The Future Grow Room: How Science Is Changing Cultivation Practices; Good Neighbors: Scent Control and Cannabis Production Getting your License; Scaling Up Your Cannabis Business; From Cannabis to Mainstream; and Defining the New High: Flavor, Function, and Experience to name a few.

Learning classes for healthcare professionals, scientists, investors and business providers – Pharmaceutical Research; Going Beyond Treatment: Veterans in the Cannabis Industry; Investing in Ancillary Companies; Extraction for Terpenes; 280E: Taxing the Cannabis Industry; Cannabis and the Capital Markets and many more.

National, state and regional experts discussing: California State Policies; Cannabis Product Risk Management in California; Compliance as a Business Advantage; California Is the New Capital of Cannabis: Will Raising Capital Become Easier?

Industry Pioneers – Steve DeAngelo, Harborside Health Center, delivering a Keynote Address and an Industry Update by Troy Dayton of The Arcview Group. Special guest speakers Lori Ajax, Chief, Bureau of Cannabis Control, State of California, and Cat Packer, Executive Director and General Manager, Department of Cannabis Regulation will both be speaking at the CWCBExpo in Los Angeles.

Exhibit Floor Showcasing the Entire Spectrum of Cannabis Innovations – the largest exhibit floor to date, featuring companies and brands from all over the world with the latest products and services for the cannabis industry, including grow lights, trimmers, extractors, seed to sale infrastructure support, CBD oils, hemp products, security, lab testing, legal and financial services, vapes, packaging, edibles and much more.

Networking Mixer on September 27 and Industry Party on September 28 – where attendees can continue networking in a fun and relaxed environment as well as create and build key relationships and discuss the discoveries, innovations and lessons learned at CWCBExpo LA.

HIGHLIGHTS OF CWCBE expo BOSTON WILL INCLUDE:

Four popular add-on workshops:

- Open a Cannabis Business, presented by Clover Leaf University
- Advanced Cannabis Investment Workshop, led by New Frontier Data
- The Secret Sauce: Developing IP and Production Best Practices with the incredible Kitchen & Extraction Laboratory, presented by incredible
- Growing Organic Cannabis, instructed by Jeffrey Lowenfels

Comprehensive educational program that covers every sector of the cannabis business – led by the best minds in the industry. Tracks include: Business Opportunities, Investing, Policy & Legal, Medical, Cultivation, Northeast Cannabis, Compliance, Retailing, Extraction & Infusions, Banking & Finance, Edibles, and Innovations.

- Localized sessions that address the evolving cannabis landscape in Massachusetts and the Northeast: New Markets in New England: Challenges and Opportunities Cannabis Companies Face When Raising Capital; Cannabis in the Northeast; and Big Data for Medical Cannabis Markets.

- Keynote addresses by industry influencers.
- Product and service solutions on the exhibit floor that will help your business grow and stay ahead of the curve.
- Signature after-show events, including the on-site Networking Mixer and the Friday night Industry Party against the Boston skyline, where connections are cultivated and solidified.

- There will never be a better opportunity coast-to-coast to learn about the cannabis industry and to start or expand a cannabis business than at CWCBExpo LA, September 26-29, and CWCBExpo Boston, October 17-20.

AUGUST Gift Guide



2



3



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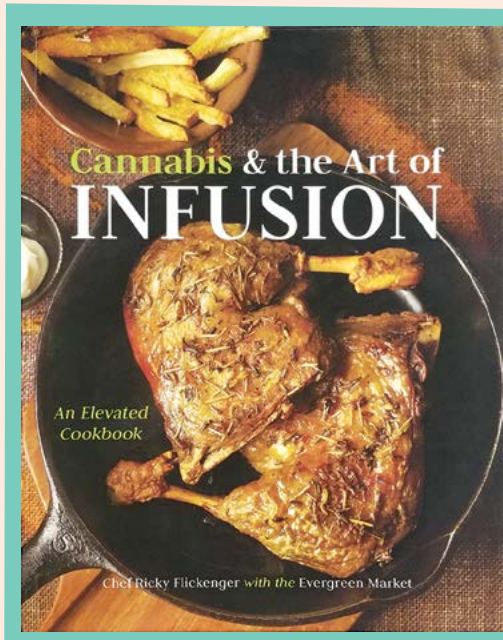
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– Scott Zarnes CEO, High Llama Brand, Anderson Valley, CA



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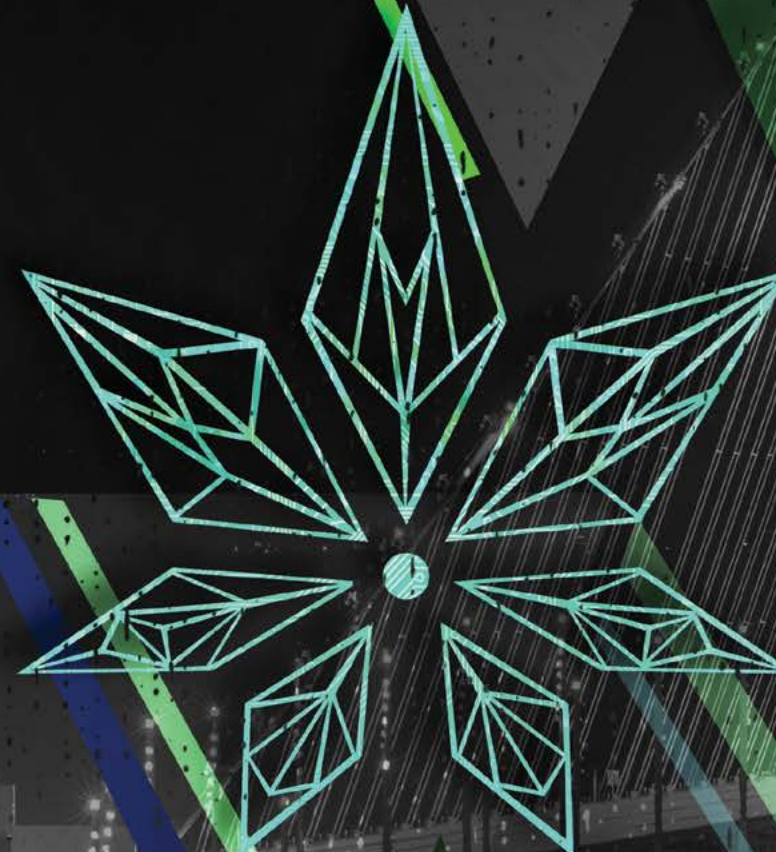


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8 • Prism of the Sun Vermont evergreen CBD skincare line that incorporates plants that are rich with terpenes for different benefits; infused body oils with combinations of balsam fir, spruce jasmine and white sage. **From \$15.00** HeartGrownWild.squarespace.com | **9 • Life Elements Healing Honey Lip Goo.** Extreme lip care treatment made with all natural, moisture-rich ingredients that soothe and nourish dry, chapped lips. Also comes in CBD for extra protection. **From \$7.50** ActionWipes.com | **10 • Bliss Ball Bath Bomb.** Full-spectrum, hemp-derived CBD, effervescent, skin-softening and aromatic bath bomb with soothing relief for sore muscles, joints and cramps. **50 mg Bomb \$14.00** ActionWipes.com | **11 • HUminerals** Immune Boost Raw Powder is all natural and organically sourced through bottling. Delivers over 80 organic major and trace minerals to cells, promoting healthy aging. **\$45.99** HUmineral.com

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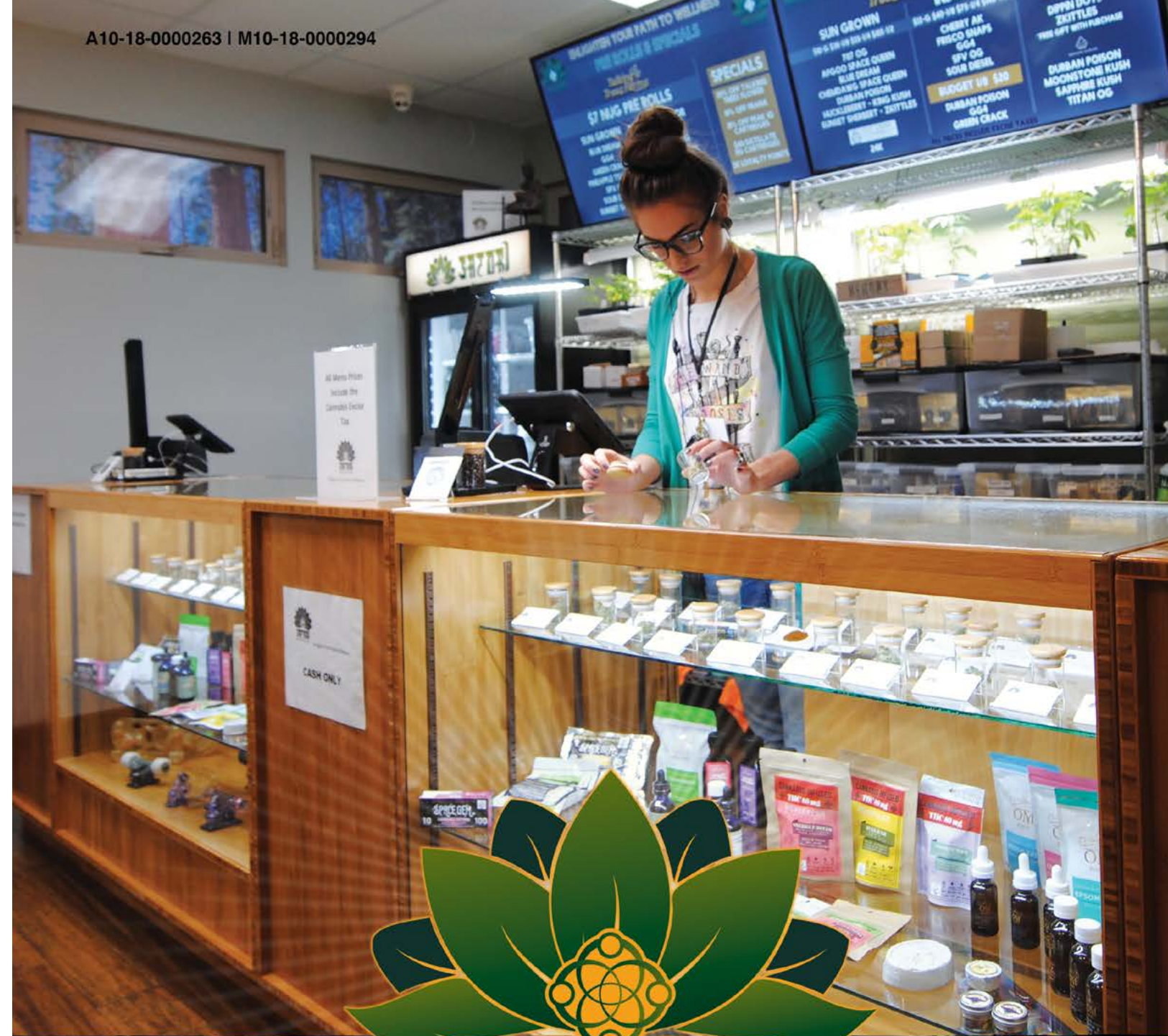


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12 • Hempz Pink Pomelo & Himalayan Sea Salt Herbal Body Salt Scrub Conditioning exfoliator enriched with 100 percent pure natural hemp seed oil fused with pink pomelo extract and sea moisture complex, which invigorates and rejuvenates skin, leaving it feeling soft, smooth and supple with every shower or bath. **\$17.95** [Hempz.com](https://www.hempz.com) | **13 • Hempz Pink Pomelo & Himalayan Sea Salt Herbal Body Moisturizer** Lightweight, creamy formula that helps provide dramatic skin with hydration and nourishment to help improve overall health and condition. Enriched with 100 percent pure natural hemp seed oil, fused with pink pomelo extract, and sea moisture complex. **\$23.00** | **14 • Wave Tool** The ultimate soft tissue release tool. This all-in-one tool combines myofascial massage surfaces and IASTM edge technology to completely treat myofascial pain, facial restrictions and adhesions. **\$49.99** [WaveToolsTherapy.com](https://www.wavetoolstherapy.com) | **15 • Life Elements Healing Honey Stick** Soothing salve made specifically to use on dry skin, rashes, minor wounds, bee/insect stings, scars and other blemishes. It's noncomedogenic, so it can be used as a daily facial moisturiser on all skin types. 2 oz **\$18.00** [ActionWipes.com](https://www.actionwipes.com)

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18



16 • Fabulous Frida Standing Pipe A little bit Boho, a little bit vintage, 100% inspired by Frida Kahlo, one of the most significant artists who ever lived. Thrown in sections on the potter's wheel, and fired four times at over 2300 °C to achieve its unique look and feel. **\$175.00** BakedInVermontPipeCompany.com | **17 • Pollinators Paradise** Inspired by springtime in Vermont. This pipe celebrates the connection we all share to the wildlife surrounding us. Thrown in sections on the potter's wheel and fired four times to over 2300 °C. **\$60.00** BakedInVermontPipeCompany.com | **18 • Saber Vape Kit** Built with a new, intelligent design that allows users to vaporize wax at lower, tastier heat level. The strong magnetic connections hold the parts together better than the traditional screw-in styles. Includes a battery with variable voltage. **\$79.99** NYVapeShop.com

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40

ESSENCE OF CANNABIS

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This unisex cannabis-inspired scent is brought to you by Wilde Vertigga. Wilde Vertigga is a unisex fashion line producer that bases their ideas on the theories of Oscar Wilde. Their gender-neutral fashion line offers asymmetrical designs developed for “non-conformist rebels who want to approach fashion differently.” By introducing Wilde Kush to their product line, Wilde Vertigga hopes to “break the taboo around cannabis and embrace the wild plant.” The CEO of Wilde Vertigga, Lior Reitblatt, had the following to say:

“After 30 years in the beauty industry as CEO of a major pharmaceutical chain, I can only say that the world is finally ready for a facelift — cannabis is going to disrupt the industry, and people all over the world are going to bloom into better versions of themselves.”

Wilde Kush is over four years in the making. To take this idea from inception to market has required extensive research by their product partners at Eybna Labs. Eybna has

been responsible for researching and developing the edgy aroma that Wilde Kush has become. Vertigga was looking for a new scent that was edgy, powerful, uplifting and suitable for all genders, not just something floral and sweet.

The result is a very sensual aroma with hints of lemon, pine and sandalwood. Eybna has worked with Vertigga over the last four years to develop Wilde Kush, which includes over 500 terpenes and aromatic ingredients. Wilde Kush emanates a savory spectrum of scents and aromas, just like our favorite plant, cannabis.

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“...I can only say that the world is finally ready for a facelift – cannabis [...] people all over the world are going to bloom into better versions of themselves.”



CANNABIS LIFESTYLE

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JUNE 20TH

—THE SUMMER SOLSTICE—
AND I WAS SITTING
ELBOW TO ELBOW ON
A BUS WITH CANNABIS
BUSINESS OWNERS AND
SPOKESPEOPLE.

42  SARAH BUGDEN

 BESS BYERS @IMCANNABESS

We were on our way to an Emerald Exchange Outpost event at a mansion in the Hollywood Hills. While our van hugged the curves of the road, nine strangers got to know each other a little better.



**We were
there to
celebrate**

AND PROMOTE THE craft cannabis industry. The Emerald Exchange had selected more than 25 dispensaries and 25 brands, as well as cannabis and mainstream media, to connect over our shared passions: outdoor, sun grown cannabis, the conscious lifestyle that smart growing promotes, and high-quality produce. With industry regulations, the new standardized networks and practices have the potential to dramatically change how the industry develops.

The benefits of outdoor grows are numerous but, as a fellow bus-mate mentioned to me, the craft cannabis movement is every bit as much about making choices that are better for the planet as it is about producing a higher-quality product.

The van arrived at Le Jardin Secret, a mansion with sweeping arches, a dramatic blue-tiled staircase and giant doors, and we all excitedly exited the bus.

Upon entering the mansion, we were transported to a luxurious getaway. The cavernous rooms were adorned with nuanced tiling and almost all decorated with large crystals.

I first passed through the kitchen, where I picked up a bite of corn fritter topped with cashew cream and tajin cooked by the skilled Chef Holden Jagger, of Altered Plates. Holden is an advocate of cannabis food pairing in much the same way that many pair wine with food. He cooks with attention to flavor and, instead of hiding the taste of cannabinoids in food, encourages diners to relish in the tactile quality of joints they smoke while eating. He envisions a future where enthusiasts appreciate the nuances of how cannabis was grown, the way it was grown, where it was grown and by whom it was grown. A joint would be presented in a test tube, uncorked and smelled, and then a terpene pull would be taken before even lighting the joint. A terpene pull, for anyone like me who has never heard of it, is where you smell the joint before lighting it, to taste the flavor.

After indulging in Holden's delicious treat I moved into a foyer area where I ran into Walker Townsend, the marketing manager for Seedlip. He handed me a beverage that was floral, herbal, cold and refreshing. More importantly, it was not an alcoholic beverage. Seedlip is a nature company that produces non-alcoholic spirits for anyone who likes to imbibe delicious beverages but doesn't need or want to introduce alcohol. Their spirits pair well with joints, food and good company. Seedlip beverages are great to drink when you're not drinking.



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Tahira Rehmatullah
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MTech Acquisition Corp.

The full speaker line-up and topics up for discussion
can be found at www.imn.org/ic3east

For More Information, please contact:
Gareth Tapper at +1 212-224-3048 or gareth.tapper@imn.org

I made my way through the mansion and found a coffee station manned by Desiree J. Borja. Desiree poured me a cup of Steepfuze coffee, a balanced and tasty CBD-infused product. She explained to me that Steepfuze is the only company with a patent to infuse coffee beans with CBD full-spectrum oil. They are based in Colorado and infuse their beans at the time of roasting. Desiree confided in me that she's worked for some companies that do not respect their product as much as Steepfuze does, and that working for a company with an appreciation for quality impacts culture and makes it a kinder, more welcoming community to be a part of. The company makes decaf coffee, too, which she sometimes drinks in the evening to loosen up her muscles after exercise.

After chatting with Desiree, I moved outside to sample a strong and smooth joint provided by Southern Humboldt Royal Cannabis. Southern Humboldt Royal Cannabis produces plants that are free of pesticides, microcontaminants and other adulterations. I indulged in the taste of the joint while taking in the elegance of a curvaceous, illuminated pool surrounded by a man and a woman wearing attire similar to loincloths while dancing rhythmically to the calm beats a DJ was playing from an island in the middle of the pool.

While taking it all in, Keiko Beatie greeted me. She was wearing a lei. She works at Coral Cove Cannabis Health and Wellness Resort, where she teaches classes on cannabis and female sexuality. She teaches women how to peel back

the layers of shame they may have about their own sexuality and employ the use of cannabis to coax it to the surface.

Coral Cove Cannabis Resort is an all-inclusive cannabis vacationing spot located in Jamaica, an hour and a half away from Montego Bay, and offers visitors yoga, kayaking, snorkeling, sailing, massage, peaceful respite from the busy world and cannabis cultivated on site and dispensed to visitors daily. Upon arrival, a visitor receives a basket containing eight strains of cannabis to sample and choose from. Every day they're given an eighth of cannabis flower. If a visitor runs out, they can walk 300 feet from their room to the cultivation area, where more flower will be dispensed.

Keiko reinforced the notion that natural medicine and natural living are integral to our mental and physical health.



As the evening was coming to a close, I ran into Lakshmi Revilla, who works in distribution. I asked her how the culture of cannabis might continue to change and how the craft cannabis movement might shape its evolution. She's happy that more people will have access to the flower, but hopes that market demands do not lower the quality or the culture of growing. More specifically, she's hoping the craft cannabis movement will ensure that the culture of wellness, established by leaders who have been in the industry for years, will be respected by those who are new to the industry and looking to make large profits.

I felt myself fading and made my way through the elegant Moroccan bazaar, taking in its positive energy one last time before heading to the van. If I learned one thing at the party it was that the craft cannabis movement is here to stay and, hopefully, that the passionate leaders who grow with the planet's best interests in mind will continue to shape the Southern California market long into the future.

Garden Cuisine



✍️ CHRISTINE HAROOTUNIAN

📷 KEVIN ELLISON

Massachusetts

THE PATH TO the Garden Remedies edibles production kitchen was not a direct one for master Chef Chris Kittredge and sous Chef Mike Villaronga. Both had their start in naval prep kitchens on land and at sea, including aboard submarines. Apparently there is a high demand for sweets by those who serve, and both men developed their initial confectionary skills while in the service.

Following their respective service commitments, each Chef continued working in various culinary jobs but found them unsatisfying and ultimately chose instead to enhance their skills by attending Le Cordon Bleu Culinary School in Cambridge, Massachusetts. It was there that they met and bonded over their mutual history in the service, their love of cooking and cannabis. They would often talk at length, as they rode the 'T' into Cambridge for class, about their dream job: Weed Chef.

Enter the plant production facility for Garden Remedies, located in central Massachusetts. All aspects of cannabis production take place there, including the making of their handmade edibles. Approximately 20 strains are cultivated at one time, under the most watchful eyes of lead growers, including Sean O'Laughlin.

Despite his youth, Sean has been a serious student of the cannabis plant for over 20 years. He keeps meticulously detailed notes on every aspect of each batch of product. His compassion is long-standing, having served as a personal caregiver while the opioid crisis continues to take friends and loved ones. He is driven to provide the best medicinal products for patients as a result. The passion to make the best products and to help those who are suffering emanates from virtually every staff member at Garden Remedies.

The passion for producing the quality medicinal products that help more than 40,000 medical patients in Massachusetts begins at the door of the facility.



It appears that Garden Remedies is poised to continue to offer quality products to medical cannabis patients in Massachusetts, as well as meeting the future demands of the growing number of patients in the state. The electrical and water systems are designed to manage much larger demand than current operations, while space for future grow rooms has been allocated. Huge tanks holding reverse osmosis water are supplemented by an evaporation recapture system. Grower O'Laughlin says that by recapturing most of the plant evaporation, the facility only uses a net volume of about 50 gallons a day, despite applying hundreds in the daily cycle.

The passion for producing the quality medicinal products that help more than 40,000 medical patients in Massachusetts, begins at the door of the facility. Following the verification of credentials by security, visitors are escorted to the change room, where they must put on a blue jumpsuit and booties over their daywear, in an effort to protect the vulnerable plants located in various grow rooms. Employees must adhere

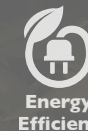
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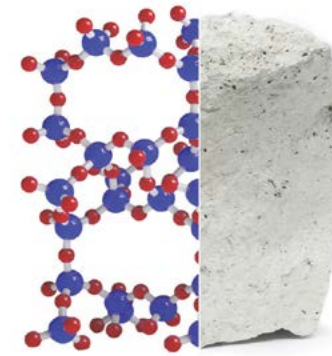
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to a strict decontamination procedure with every entry into the growing facility. This includes showering, the use of inhouse scrubs and a period of time in an enclosed ventilation system that blows anything else that might be in hair and other parts of the body into a filter. There are no compromises from the get-go. Maintaining sterility is such a priority that employees are provided with a catered lunch every day so they don't leave the facility and subsequently have to go through the decontamination process all over again.

Back in the kitchen, gummies are on the menu today. Chris (aka Chef Red Beard) greets me enthusiastically as I enter, a special beard net covering most of his face. Sous Chef Mike (aka Chef Bleu) is stirring a huge pot of syrup, medicine and watermelon flavor over heat in preparation for the addition of gelatin that will make everything turn gummy. Chris gives me a tour of the well-appointed kitchen, pointing out the various quality-control methods in place and the specialty equipment needed to dispense perfectly sized coins of chocolate or gummies into molds, or to mix the imported cocoa to make chocolate.

Every edible product that is sold at the Green Remedies dispensary is formulated, developed and tested here. Each recipe is developed by Chris and Mike, and every batch is made by hand. Before a new edible product is introduced at the dispensary, an uninfused version is tested multiple times for consistency and flavor. Once they're satisfied with the product, the medicine—pure extract—can be added, and the item tested for medicinal content.

Edibles on the menu at the dispensary have included: medical sugar, medicated honey, dark and milk chocolate coins, fruit gummies, hard candies, caramel chews, chocolate chip cookies and barbecue sauce (yes, barbecue sauce). "We search for the best ingredients for everything that we make," said Chris, pointing out the large bags of fine Callebaut Dutch cocoa. The pure dark or milk chocolate is tempered with sugar and milk or cream inhouse to make the chocolate coins and chocolate chips for the cookies. The honey comes in from a Cape Cod apiary, while the caramels are made from caramelized sugar on site. There are no shortcuts in this kitchen, and their quality speaks for itself: other dispensaries in Massachusetts purchase their products to sell at their own locations.

When asked whether they felt bored or underutilized by the limited range of edibles currently being produced, now that they have their dream job, they both shook their heads without hesitation, saying that every day is a new challenge to make the best products. Their products are in demand and appreciated by the patients who visit Green Remedies dispensary.

New products are under development every day, too. While these Chefs could find themselves in even greater demand with the imminent move toward adult recreational use in Massachusetts, they already have their dream job.

**TO LEARN MORE ABOUT GARDEN REMEDIES, VISIT THEM ONLINE AT GARDENREMEDIES.ORG OR ON
SOCIAL MEDIA AT [INSTAGRAM.COM/GARDENREMEDIES](https://www.instagram.com/gardenremedies).**

40 YEARS IN THE GAME

TOMMY CHONG ON CANNABIS AND ENTERTAINMENT

 DANIELLE GUERCIO

 MARIA PENALOZA

YOU CAN TRY all you want to go viral in today’s fame game, but even millions of eyeballs can’t keep you relevant for over 40 years like actor, director and icon Tommy Chong. With the upcoming 40th anniversary of *Up In Smoke* swiftly approaching, and California cannabis in its first year of legal recreational operation, the Grammy Museum decided to display a retrospective of this groundbreaking film and the men who created it.

People don’t often realize that Chong is a Grammy winner, since we think of comedy expressed on film and TV, filed under different award umbrellas, but his original partnership with Cheech Marin was a stand-up act. We didn’t have as many media channels in the 1970s as we do today, but recording was one of the most flexible acts when it came to freedom of content. We may not notice the stand-up comedy Grammy category, but it’s there nonetheless, awarding comedians every year.

The *Emerald Magazine* asked Chong about everything from early stand-up culture to current affairs, but his entertainment insight is invaluable, considering he’s had such a long and fruitful career.

After being prosecuted in 2003 and serving time, probation stopped Chong from working on projects related to cannabis temporarily, but ultimately his career and advocacy received a boost. About this left-field legal trouble Chong muses, “I mean, how could they possibly want to arrest you for selling a bong? I couldn’t figure it out.”

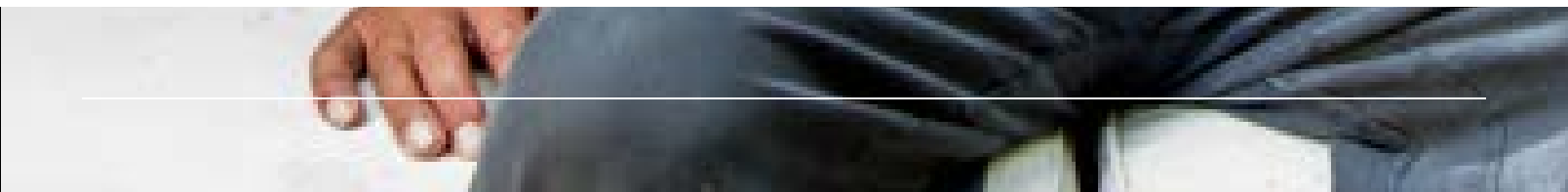


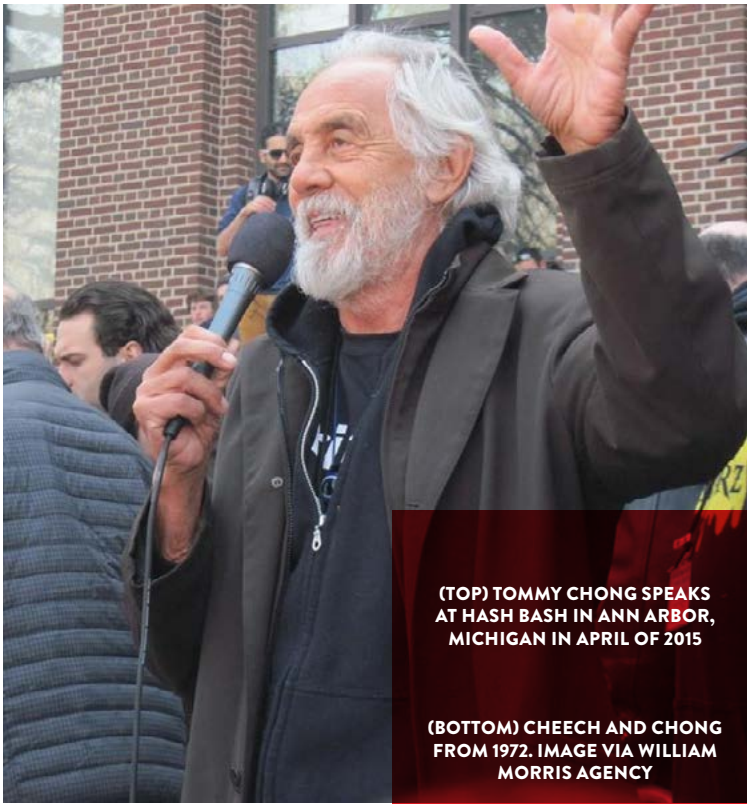
Chong continues, hinting that they may have taken inspiration for the case from one of his comedies where cannabis was hidden in the paraphernalia: “In fact, I did a movie with Snoop Dogg and Dr. Dre that was called *Car Wash*, and in that movie I was selling bongs, and the weed [inside] was free.”

It’s doubtful an actor would recreate the slapstick scheme from their own film, so why the federal government assumed this was the case and went after a beloved movie star is still a mystery shrouded in the fog of prohibition.

Back before he became one of the faces of cannabis, Tommy Chong and partner Cheech Marin were playing small black-owned jazz clubs and crashing disco parties, developing their material. The aftermath of their first pot bit—the lowrider and the hitchhiker who would become Cheech and Chong—has stuck with them for 40 years, “When we did that bit, the club really went crazy. Everybody went nuts as soon as they saw that low rider character, and from that moment on -- because one thing about comedians, if you get a laugh, you never forget how you got it—history was made that night in Van Nuys.”

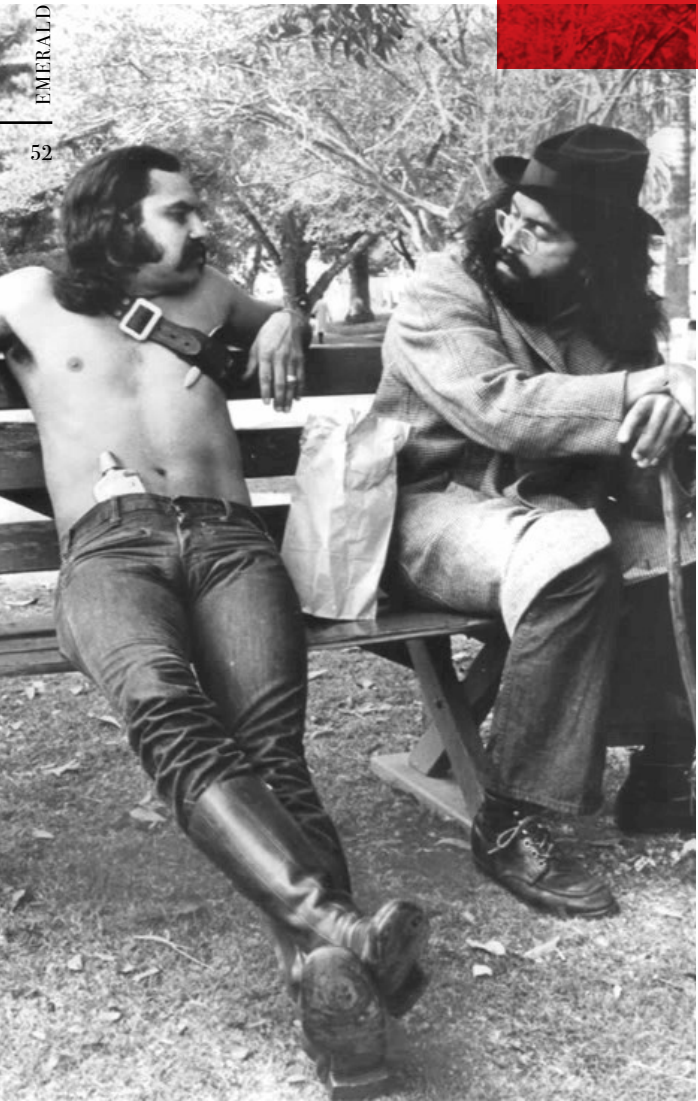
The pair would do a series of sequels, and the legend of two stoner friends became a regular movie plot line, but their own careers budded into various fields. Directing was one of Chong’s favorite gigs, he says. “My favorite was Cheech and Chong *Up In Smoke*, *Nice Dreams* and all of them. I directed them and helped direct *Up In Smoke*, and I loved being a director. That’s why Cheech and I broke up—he couldn’t stand the fact that I could tell him what to do and how to do it.”





(TOP) TOMMY CHONG SPEAKS AT HASH BASH IN ANN ARBOR, MICHIGAN IN APRIL OF 2015

(BOTTOM) CHEECH AND CHONG FROM 1972. IMAGE VIA WILLIAM MORRIS AGENCY



Careers progress and change often, but in Hollywood that’s an essential strategy. Evolving from stand-up comedian, to recording artist, to actor, to director is no easy feat and often results in less work, but for Chong it has been onward and upward. Working the niche of cannabis and comedy reaches us on a human level, expressing what is for many an everyday social activity, no matter how illegal.

Chong goes on to discuss what life was like after landing a smash hit. “I wanted to do a movie, and Lou Adler got us a deal, and we did *Up In Smoke*, and the rest is history. But the way life changed is, I became a movie director, and once you’re a movie director it’s not like becoming God, but next to God, you know.”

Suddenly being in charge changes people, and it changes their art. Chong says this is why directing is his preference, “I’ve never recovered from it, the ego. That’s one of the reasons Cheech and I broke up, because I got this megalomania. That’s why I can understand Trump exactly, because I feel the same.”

Chong is not shy about his opinion of 45, which is amusing to say the least. After a bit of riotously funny Mueller Probe dot-connecting, Chong stresses that the other shoe will eventually drop. “They’ve got him right now under what I call ‘White House arrest.’”

It’s anxiety-reducing to hear these sentiments from one of the wisest cannabis thinkers, who also happens to have an intimate knowledge of fielding a federal investigation.

Once we got the necessary demons out by laughing at them, we looped back to comedy, asking Chong who his favorite colleagues are. “Right now, Ali Wong! She holds the mantle. She’s taken the Sam Kinison torch, and she’s running with it.”

Continuing, Chong mentions some of his other go-to’s. “But I love them all—Kevin Hart, Chris Rock, Adam Sandler—they’re all great. I think the genius of them all was Steve Martin. He’s still, to me, a genius of all geniuses.”

Looking forward, cannabis comedy is going to take a personal bend as we start to critique and mine the ways it has helped us all get on all these years behind the scenes. Chong predicts the next wave of cannabis comedy will be peeking at the former naysayers and their misadventures:

“The future is always bright, because now there’s a wealth of material, like middle-aged women that use cannabis to help them sleep or to help them have sex with their husbands—there’s a lot of material there. Then there’s all the stories of cops who had an edible and had no idea what was happening to them, and thought they were dying.”

We can see the green light now: two corny cops getting into the biz via mishaps and hijinks, hopefully making amends to the people they hurt when they enforced unjust cannabis laws. Sounds like *Brooklyn Nine-Nine* and *Broad City* mixed together, which would be incredible.

Tommy Chong has been dropping the truth his whole career. Expanding into advocacy may not have been intentional, but it’s been popular and powerful. Chipping away at federal cannabis prohibition needs all the help it can get.

MELISSA HUTSELL

Top International Destinations for the Cannaisseur to Explore



It’s tough to travel without the help, or company, of the herb. Thankfully, cannabis-inspired travel is an industry that’s gaining momentum around the world. Here are a few of the destinations that top our list.

While the number of countries decriminalizing cannabis is on the rise, it remains illegal in most places, so please keep that in mind.



THE PORTSIDE CITY is renowned for its beauty and diverse culture. “Vancouver is Manhattan with mountains. It’s a liquid city, a tomorrow city, equal parts India, China, England, France and the Pacific Northwest. It’s the cool North American sibling,” reports *The New York Times*.

The city, which has earned the nickname “Vansterdam,” is known for its Dutch-like cafes and its expanding cannabis market.

According to TripAdvisor, “Because of ‘safe space’ laws, people can go bring their own [cannabis] to various ‘safe space’ locations within Vancouver....”

Medical cannabis use is legal, but it remains illegal to consume in public, reports Kush Tourism. “A number of lounges operate under the ‘safe space’ law and provide a place for medical [cannabis] users to come consume... You don’t need a medical prescription to get it, so tourists are welcome.”

Lounges don’t sell cannabis, as they only operate as a place for the like-minded to congregate and consume together.

City Highlights: Vancouver Seawall, Stanley Park, Granville Island, The Liberty Distillery.

VANCOUVER
BRITISH COLUMBIA (B.C.)



COPENHAGEN

DENMARK

The Danish capital is famous for its rich history and architecture. It's also home to the Freetown Christiania.

Christiania is a semi-autonomous, alternative community located within the Copenhagen city limits. "It was established in 1971 by a group of hippies [or squatters] who occupied some abandoned military barracks on the site and developed their own set of society rules, completely independent of the Danish government," reports VisitDenmark.com.

Over time, the district has become known for its distinctive culture, and open sale of cannabis. "Christiania has fostered—until recently—a mostly tolerated cannabis market. Pusher Street in the Green Light District is famous for its stalls selling many varieties of weed and hash, and it's undoubtedly the main attraction for many visitors," reports *High Times*.

While police raids are common in the Green Light District, the social experiment continues. The always colorful, and controversial, community isn't just a district—it's a way of life. It's home to approximately 1,000 people, a lake, museums, cafes, bars, restaurants and music venues. Visitors are welcome to tour the community, learn about its history and relax by the waterside with a joint or beer in hand.

City Highlights: The statue of The Little Mermaid, Hans Christian Andersen's gravesite, the National History Museum of Denmark, Nyhavn and Tivoli Gardens.



MONTEVIDEO

URUGUAY

The small, South American country of Uruguay has a population of 3.4 million and borders Argentina, Brazil and the Atlantic Ocean. It's known for its liberal policies, it's verdant interior, colonial towns, coastlines and a rich wine industry.

Uruguay was the first country in the world to fully legalize the sale of cannabis nationwide. The landmark decision came in 2013 and has been slowly implemented since. Sales, all of which must go through the federal government, officially started in the summer of 2017.

According to *The Cannabist* collectives or dispensaries are starting to pop up throughout Montevideo, the country's capital.

Only citizens of Uruguay are permitted to purchase cannabis, and only in limited quantities, reports the official travel site, Guru'Guay. "Uruguayan citizens and registered residents living here for at least two years are able to buy up to 40 grams of marijuana per month from the pharmacy," the site adds. Visitors, however, are not allowed to purchase the substance.

But there is a loophole, according to several sources, including Guru'Guay. While visitors may not purchase cannabis, if they are given it, then it's theirs for the smoking—but public consumption laws must be obeyed, according to the travel site. "Over 18s can smoke pot anywhere other than a public building or enclosed place of work. So you can't smoke inside a cafe or restaurant [...] but you can smoke at the outdoor tables."

City Highlights: The Montevideo Marijuana Museum, Rambla de Montevideo, Mercado del Puerto, Museo Andes 1972.



BARCELONA

SPAIN

Barcelona is quickly becoming a destination for travelers who want to consume legally while abroad. However, like most countries that attract cannabis or other drug tourism, consumption is decriminalized, yet facets of the industry (such as purchasing) remain illegal.

Barcelona is a hotbed for cannabis social clubs, which are popping up throughout Spain. Membership, which can be obtained by invitation, is needed to enter these clubs, along with the payment of an annual fee. Citizenship is not required, so visitors are welcome. Once a member, one may "acquire" cannabis but may not sell it inside.

SoloWeed.com provides a detailed guide on how to become a member and how to behave in Barcelona's social cannabis scene.

City Highlights: La Sagrada Familia, Las Ramblas, Casa Batlló, Museu Eròtic de Barcelona.

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TOP SHELF BUDTENDING

 ASHLEY PRIEST

ELEVATING SOCIAL CONSUMPTION AT CANNABIS EVENTS



FROM BIRTHDAYS TO BACHELORETTE PARTIES, TO SIZEABLE COMMERCIAL EVENTS.

SOCIAL CANNABIS CONSUMPTION is at the forefront of many conversations. These conversations have become more topical recently due to consumers inability to engage publicly. While several states have legalized cannabis for adult use, the stigma still lingers.

Many states restrict cannabis use to private residences, which prohibits its consumption at major events. This writer had the chance to speak with Andrew Mieure, the founder of Top Shelf Budtending, to learn more about his work, passion and social consumption strategy.

ANDREW MIEURE – FOUNDER OF TOP SHELF BUDTENDING

Andrew's passion for cannabis stemmed from a long, devastating journey with traditional pharmaceuticals. Growing up, Andrew was opposed to cannabis and other street drugs because of the fearmongering "Reefer Madness" propaganda that many of us were fed in our youth (pg 22).

Coming from a community that was plagued by heroin, and having been personally affected by the lives that it takes, it's easy to understand Andrew's hesitation about consuming anything that might have been perceived as a gateway to hard drugs. So, how did Andrew journey from an anti-cannabis stance to the forefront of one of the most important movements of our time? Here's what he had to say.

"As time went on, my depression and panic disorder got worse. Xanax and alcohol were my drugs of choice. These drugs later led to me nearly taking my life. After my suicide attempt, drastic weight loss and feelings of hopelessness, someone suggested I try cannabis. So, I tried it, and the sky didn't fall. I was able to eat again and enjoy life a little more. Needing cannabis as a medicine is what gave me the courage to move to Colorado, where my career began."

It wasn't overnight that Top Shelf Budtending came to be. It was after many first-hand experiences with the "lack of professionalism" within the recreational event community. Noticing

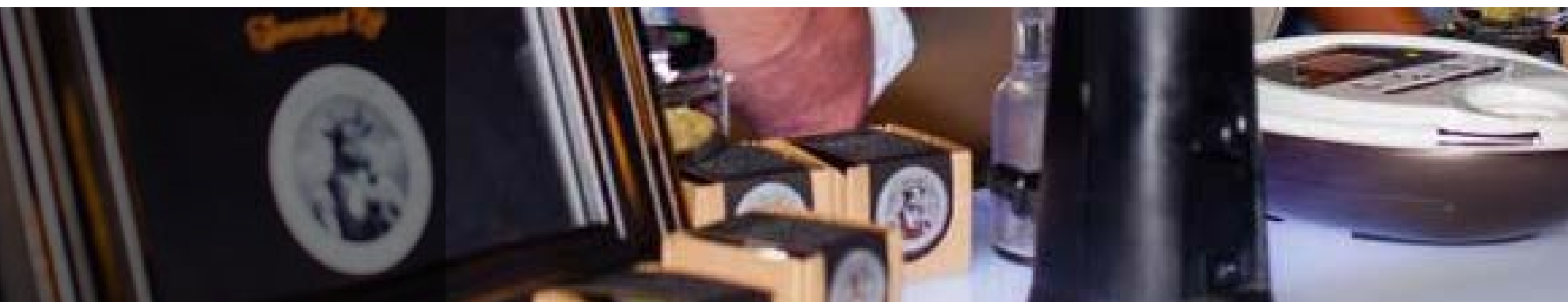
other Budtenders disregard for cleaning dab rigs in-between guests, Andrew also noticed something else -- the thoughtlessness for what products were served to guests, and how much of it they consumed.

"These experiences showed me that the industry needed set standards and practices if we wanted to be taken seriously. Just like that, Top Shelf Budtending was born. My current endeavors as a social consumption strategist have been focused specifically on social consumption lounges and getting the proper legal/regulatory framework in place at the city and state levels for various states. Without safe standards and practices, the rest of the country won't take this movement seriously. With that being said, I advise specifically with public safety and the interests of the industry in mind."

FROM BIRTHDAY PARTIES TO CNN'S NEW YEAR'S EVE LIVE SHOW

Since Top Shelf Budtending was founded, Andrew and his team have served over 10,000 guests at more than 100 cannabis events across several different states. From birthdays to bachelorette parties, to sizeable commercial events, Andrew has helped to bring attention to the need for responsible social cannabis consumption options to thousands of individuals. When I asked Andrew about a specific interaction that has occurred since he started his career as a social consumption strategist and a cannabis industry entrepreneur, he had the following to say.

"Confession: I'm terrified of public speaking and have long suffered from some pretty bad agoraphobia with a tinge of panic disorder. So, the fact that I have served this many guests is nothing short of a miracle for an introvert like myself. The event that takes the cake for most awesomeness would be New Year's Eve 2017, with CNN. While making a cannabis-infused cocktail for the host, the interview was broadcast in front of five-plus million viewers on Anderson Cooper's show. Just like that, I was exposed to a ton of people that had never seen cannabis being consumed in a social setting, on a national level. It will be tough to top that."





THE FUTURE OF SOCIAL CANNABIS CONSUMPTION

With nine states and Washington D.C. now having legalized cannabis for adult recreation, the amount of venues that provide social consumption is growing at a noticeable rate. Knowing that Andrew is up to date on the current nationwide status, I asked him for his prediction regarding the future of social cannabis consumption. His response bodes well for the future.

“The current model that we see with social consumption will look much different in the next five years. With the pace that it’s all moving, we will see new studies, restrictions and laws regarding things that we had never expected or considered. It’s exciting and terrifying all at once.”

“I foresee the massive proliferation of legal cannabis lounges within three to five years, including various models and methods of conducting business. Some clubs will allow BYOC (bring your own cannabis), some will allow sales of cannabis with consumption on site, tasting rooms will emerge and, in my opinion, the most progressive consumption models will allow alcohol and cannabis within the same spaces.”

This is Andrew’s “ideal” model for social consumption, with cannabis and alcohol being allowed under the same roof but sold in two separate spaces. This will give guests the option to mingle rather than being segregated based on their consumer preferences. The city of Las Vegas is currently discussing possible legislation that

lends from this model and, based on his personal experience, Andrew hopes that they pursue it.

On a closing note, I asked Andrew to share more about his preferred consumption methods and strains. For those of you who suffer from anxiety, you may find his recommendations quite helpful!

“The wrong terpenes, cannabinoids and ingestion method can set off immediate panic for me. So, I look for varieties higher in CBD, lower in THC with a floral, woody, slightly spicy terpene profile (percentages high in Linalool and B-Caryophyllene). These profiles have been very kind to my anxiety issues. I prefer flower over concentrates and edibles. In my opinion, flower is the purest form for consumption. As far as devices for consumption, I really like my PAX II and Volcano. Vaporization provides more cannabinoids and better flavor than smoking. Not to mention, it won’t smell up the entire area you are hanging out in, which is important for social consumption!”

If Andrew’s predictions are correct, we could be on the verge of some significant changes when it comes to social cannabis consumption in general, and at events worldwide. To learn more about Andrew and Top Shelf Budtending, be sure to follow them on social media and visit their website today!

💡 TO LEARN MORE, VISIT:

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Cannabis Weddings

A New Trend to Saying “I Do”

✍️ LUCY DAGNILLO

YOUR WEDDING DAY is one of the biggest days of your life, joining together families and friends for a day of celebrating love and commitment to one another. Spending countless hours on every detail to make the wedding perfect, from the food to the decor to the cannabis?

While alcohol is a typical component of weddings, many brides are moving toward cannabis-inspired weddings, giving guests a unique alternative to enjoy during the festivities.

IRIE WEDDINGS AND EVENTS

After spending her formative years in her mother’s florist shop, Bec Koop founded Irie Weddings and Events in January 2014. At the turn of legalization, she knew she had found a niche market. Fast forward to today, and Bec has joined forces with Madlyne Kelly and three support staff members to offer cannabis-friendly events in Colorado and California, with talk of opening a Northern and Southern California branch in the future.

Irie Weddings and Events specializes in providing wedding guests with high-quality bud-tending services, “buds and blossoms” cannabis-infused bouquets and other innovative ways to incorporate cannabis into your big day.

BUD BARS

The bud bar created by Irie offers customized cannabis strain options as well as various modes of consumption, including a dab bar with an e-nail, PAX Vaporizers and pre-rolled joints.

Guests are educated on proper consumption and dosing options to ensure a safe and responsible experience for both consumers and non-consumers at the event.

According to Bec Koop, “Seventy-five percent of venues prefer vaporizer consumption over smoking. If you are having an outdoor wedding, normally smoking is permitted outside.”



KENESHA FACELLO PHOTOGRAPHY



It is always important to be upfront with your venue to ensure compliance with federal, state and local laws.

Microdosing is also becoming a huge trend for cannabis weddings as many guests are commonly from out of town or less experienced users. The shorter length of the event can cause added concern with consumption.

Irie pairs with companies such as 1906 New High, specializing in “go” cannabis-infused coffee beans and chocolates that are 1 mg doses, as well as with Sweet Grass Kitchen, whose 2.5 mg buttermelts are a perfect addition to any dessert table.

Microdosing is a great way to incorporate cannabis into the event by offering guests a controlled high experience with less concern of over-consumption.

BUDS AND BLOSSOMS

For cannabrides who want to take the cannabis experience to the next level, Irie offers cannabis bud-infused bouquets and boutonnières. This is a chic, classy way to delicately incorporate cannabis into your wedding without shocking the grandparents.

This year’s trends are focused on more greenery over blossoms as well as bright colors with almost no greenery. Adding cannabis leaves and buds to the mix can really brighten up any bouquet or floral arrangement at the event.

CANNABRIDES

Many couples are starting to stand up for their right to legal cannabis consumption and would like to share those experiences with their guests. Cannabrides can now choose from custom-made, hemp-based wedding gowns from HighVibe Bride that include cannabis details in sashes, headpieces and veils. Lifted Karma Project in Seattle specializes in canna-chic jewelry that pairs perfectly with wedding attire.

Philip Wolf, CEO of Cannabis Wedding Expo, has been hosting events in Colorado and California where brides-to-be can be educated on all the ways to include cannabis into their weddings, from custom invitations to table decor, infused treats and more.

Today, nine states and the District of Columbia have adopted laws for recreational cannabis use. As more states continue to legalize, consumers will start to add cannabis into their wedding day, moving towards normalization of consumption.

EVENT-PLANNING ADVICE

If you are interested in incorporating cannabis into your wedding, one of the best tips from Bec Koop of Irie Weddings is, “Make sure you have a 420 dream team of collective vendors who share the same vision.” Working together with other like-minded companies and venues will ensure the success of the event. Irie recently teamed up with Kaya Event Designs in Denver, CO, to create a cannabis bridal styled shoot showcasing local vendors to create the modern-day vision of cannabis consumers in a wedding setting.

As more people become interested in these opportunities, more venues are coming forward as cannabis friendly and offering gorgeous spaces for weddings, including Lionsgate Event Center in Lafayette, CO, and the International Cannabis Church in Denver, CO.

Cannabis weddings are at the forefront of this movement and are bursting with creativity and opportunity. If you are interested in incorporating cannabis into your big day, check out these vendors to make your dreams come alive.



Quick and Easy Summer Zucchini

 GINNIE MATTHEWS

This is the solstice, the still point of the sun, its cusp and midnight, the year’s threshold and unlocking, where the past lets go and becomes the future; the place of caught breath. —Margaret Atwood

Given that NASA recorded these summer months as the warmest in nearly 140 years, it seems appropriate to feature a refreshing, quick-and-easy dish to celebrate the occasion because, even though the solstice has now passed, it marked the start of this glorious summer.

INGREDIENTS

THREE SERVINGS

4 medium zucchinis

2 tablespoons extra virgin olive oil

1 tablespoon infused butter, coconut or olive oil

1 very generous tablespoon minced garlic (4 to 5 cloves)

1 teaspoon crushed red pepper flakes (or to taste)

2 full cups multi-colored cherry tomatoes cut in half or quarters, depending on the cherry tomato size

½ generous cup grated Parmesan (hopefully Reggiano) cheese, plus more for serving

1 full cup fresh basil leaves, torn into pieces

Salt to taste when serving.

INSTRUCTIONS

1) Slice zucchini ½ thick lengthwise if you don’t have a spiralizer. I cut mine in half lengthwise, but cut slices in thirds lengthwise if you prefer narrower noodles, or certainly if your zucchini is mid-summer large.

2) Add infused olive oil, garlic and the red pepper flakes to a large, deep skillet. Turn to medium heat. When the oil begins to bubble around the garlic, add the zucchini pasta. Toss with tongs and cook until al dente—the zucchini should be just wilted but still have a bit of crunch (five-to-six minutes). Do not let the raw zucchini pasta cook any longer, or it will become mushy. As it cooks, keep tossing.

3) Stir in the chopped tomatoes, basil and Parmesan cheese. Cook for no more than one minute.

4) Place into a pasta bowl and season with salt.

5) Finish with more Parmesan on top, and serve immediately.



SPICY ROASTED CHICKPEAS

👤 NORA MOUNCE

CANNABIS-INFUSED EDIBLES have a hard-earned reputation for being overwhelmingly strong and sweet. While more and more Americans are improving their health by cutting back on sugar and adding a microdose of cannabis to their daily regime, it's still challenging to find healthy and affordable savory edibles. If you're starting to experiment with edibles, using a store-bought, cannabis-infused oil is a smart way to keep a control factor on your culinary experiments. Infused olive oils are increasingly available at dispensaries—the exact strength of the product will be clearly marked on the label. In California, new state regulations require that infused products contain only 10 mg of THC per serving. Determining how much THC is best for your mind and body is a very personal experience, but keeping your THC ingestion low to start is always recommended for new cannabis consumers.

Enjoy these savory edibles scattered across a green salad, or spice up your standard appetizer board. A healthy and crunchy snack that's packed with fiber, a little baggie of these edibles could be your secret weapon at work. Be sure to always label your infused homemade goodies!

INGREDIENTS:

- 1 15 oz can chickpeas
- 1 tablespoon cannabis-infused olive oil
- ¼ teaspoon ground cumin
- ¼ teaspoon ground ginger
- ¼ teaspoon paprika
- ½ teaspoon salt

INSTRUCTIONS:

- 1) Preheat oven to 425 degrees F. Drain and rinse chickpeas thoroughly. Combine spices and salt in a small bowl, and whisk to mix. In a medium mixing bowl, combine all ingredients and toss lightly until chickpeas are coated evenly with spices.
- 2) Spread chickpeas across a baking sheet. Roast for 30-35 minutes, opening the oven to shake the pan at least twice. Allow to cool completely.



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RUBY SUGAR IS an exciting new product in the recreational cannabis market, crafted by DeepCell Industries, a Seattle-based company. Their signature product, Ruby Cannabis Sugar, is made from organic sugar and their exclusive Crystal Fusion technology, which fuses cannabinoids to sugar crystals. Resembling the colorful packets that grace dinner tables across America, each 4.2 g package (1 teaspoon) of Ruby Sugar contains 10 mg of THC. On their website, the company writes, “Ruby Sugar is easy to use, flavor neutral, and doesn’t require any refrigeration, equipment, or pens.” After getting their start in Washington’s medical cannabis market, the company began distribution in California in 2017. Additional products include two grades of CBD-infused sugars in 1:1 and 10:1 ratios of CBD to THC. With Ruby Sugar, which the company dubs the world’s first flexible, edible cannabis product, the possibilities of a flavor-neutral and shelf-stable cannabis-infused sweetener are endless.

These strawberry hand pies are begging for summer days and strawberry-stained lips. Leaning on a sturdy pâté brisée recipe for the crust, these mini pies are less intimidating to create than tackling the full-size version. Follow the dough instructions carefully to avoid a sticky and hard-to-roll-out mess. By using a slotted spoon to transfer the solid berries to each circle of dough, I was able to avoid any major fruit leakage while the pies baked. But if this happens to you, don’t fret—there will still be plenty!

To serve with cannabis-infused coconut milk whipped cream, ask for Ruby Sugar at your local dispensary, and enjoy the mini sugar high!

MAKES 4-6 PIES

EQUIPMENT NEEDED:

- Food processor
- Stand mixer
- Rolling pin

INGREDIENTS:

DOUGH

- 1¼ cups all-purpose flour
- 1 pinch salt
- 2 teaspoons sugar
- ½ cup (1 stick) unsalted butter, chilled
- ¼ cup ice water

COCONUT MILK WHIPPED CREAM FILLING

- 1½ cups strawberries, hulled and roughly chopped
- ¼ cup sugar
- 1 tablespoon cornstarch
- 1 egg, beaten
- Powdered sugar (optional)
- Coconut milk whipped cream
- 1 14 oz can coconut milk (not low-fat), refrigerated for at least 2 hours
- 2 teaspoons Ruby Cannabis Sugar (20 mg THC)
- ½ teaspoon pure vanilla extract

INSTRUCTIONS:

- 1) In the bowl of your food processor, combine flour, sugar and salt; pulse to combine. Remove butter from refrigerator and cut into small pieces. Scatter butter across top of flour mixture and pulse until dough has a crumbly texture. At this stage, larger chunks of dough should be clumping together. With food processor on, slowly add ice water, a teaspoon at a time; incorporating the minimum amount of water necessary to hold the dough together, without being wet or sticky, is the goal. Add more ice water if necessary, but stop the machine as soon as you see dough coming together.
- 2) Scrape the dough onto a piece of plastic wrap and, using your hands, pat into a flat disc and tightly wrap. Refrigerate at least one hour—just enough time to prepare your fruit filling and make whipped cream!
- 3) In a medium bowl, combine prepared strawberries, sugar and cornstarch. Stir to combine and set aside.
- 4) Remove can of coconut milk from the fridge. By chilling the coconut milk, the solids will have risen to the top, creating a rich coconut cream. Open the can, and spoon out the top half of hard white cream; it will be clearly separated from the milky, translucent liquid below, which you can save for another purpose, such as replacing milk in a bread recipe. Place coconut solids in the bowl of stand mixer (alternatively, use a large mixing bowl and electric beaters) along with two packets of Ruby Sugar and vanilla. Beat on high for 30 seconds. The cream doesn’t need to be beaten for as long as the traditional version, nor will it get as “whippy.”
- 5) Preheat the oven to 425°F. Turn out dough onto a lightly floured work surface. Roll into a large rectangle no thinner than ⅛ inch thick. Using a 4-6 inch cookie cutter or circular shape (the lid of a small pot worked for me), cut out as many shapes as possible from rectangle. Gather remains, re-roll and repeat. Depending on the size of your circles, you should make 4-6 pies.
- 6) Transfer circles to an ungreased baking sheet. Lightly brush the perimeter of each circle with beaten egg. Using a slotted spoon, scoop about two tablespoons of strawberry mixture onto bottom half of each circle, leaving excess juices behind. Fold dough over the berries to enclose, creating a half moon. Using your fingers, firmly press edges together to seal. Brush top side with beaten egg and make a small slash across the top of each pie for ventilation.
- 7) Bake until golden brown, 20-25 minutes. Allow to cool completely before serving with a generous dollop of coconut milk whipped cream.



STRAWBERRY HAND PIES WITH COCONUT MILK WHIPPED CREAM

Défoncé Chocolatier

AMY WITT

HOLY SMOKES, THIS is good, I tell myself as I reach to indulge in more. Quickly stopping, I realize I'm not eating regular chocolate today, I'm eating Défoncé Chocolatier! The rich milk chocolate is so delicious I forgot I was about to consume something foreign ... an edible. The taste is creamy, smooth and a bit intoxicating. Disappointing my taste buds by not enjoying more, at 5:38 p.m., I decided to settle for 5 mg of chocolate in the hope of a relaxing evening.

Forty-five minutes later, the pain I was experiencing in my back and hips is now gone. I find myself yawning and begin to slump in my seat. I don't feel high or stimulated, just comfortable, relaxed and stress-free. An hour and a half goes by, and I feel the need to smoke. I take a bong hit and decide that I'll treat myself to some more milk chocolate. I break off a beautiful chocolate triangle at 8 P.M. and make some coffee. Enjoying my coffee while writing in my notebook, 30 minutes later I feel high. Pain and stress free, I start feeling creative and easily write three poems. My phone buzzes in an attempt to distract me with negativity, but I feel way too good to trouble myself with any disturbances.

I was instantly attracted to the design and elegance of the high-end packaging and was even happier when I discovered that the pretty chocolate bar was sourced from organic milk and organic sun-grown cannabis from the Sierra Nevadas, lab tested by CW Analytical Laboratories. Additionally, the savory milk chocolate is gluten-free and made of 53 percent cacao and 90 mg of THC.

In French, Défoncé translates to high. And that's how I felt: light, free and gliding across the ground. I was aware of myself and feeling confident. But what I couldn't ignore was how good my body felt, like I was floating amongst the clouds!

As a heavy flower smoker, edibles are not something I turn to often—if ever. I had major doubts about even trying this chocolate as my body is extremely sensitive, and I feel as though I can't trust edibles. But, from the taste to the high, Défoncé Chocolatier took me to new heights and provided me with my first ever pleasurable edible experience.

At 10:43 pm, I savor 10 more milligrams of the milk chocolate bar. Soon, I close my eyes and begin to lay on glittery pink clouds with my head heavy on my pillow, and I dance happily in my dreams.

TO LEARN MORE, OR TO TRY DÉFONCÉ CHOCOLATIER, VISIT DEFONCE.COM

DÉFONCÉ
CHOCOLATIER

MILK

satisfying milk chocolate
notes of malt and

CANNABIS-INFUSED

78.5

mg



We have some simple
philosophies at
Humboldt County Indoor.

- 🌿 Waste no water.
- 🌿 Use no pesticides.
- 🌿 Powered 100% by solar and renewable energy sources.

We strive to create the cleanest cannabis possible and would never put anything on the shelf we wouldn't give our brothers or sisters.

Welcome to the HCI family.

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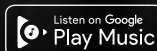
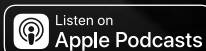
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