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WE SAT DOWN WITH WOODY HARRELSON TO TALK ABOUT JUDGING THE EMERALD CUP AHEAD OF NEXT MONTH’S AWARD SHOW AND HIS SOON-TO-OPEN DISPENSARY THE WOODS.

BY JIMI DEVINE
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Not too many in Hollywood stood up for cannabis and hemp before it was cool, even fewer caught a charge, and then there is Woody Harrelson.

The tale of Harrelson and cannabis goes back decades. How long? This should put it into perspective. Harrelson was famously arrested for planting hemp seeds in Kentucky in 1996 after he called ahead to the sheriff to inform him about his intentions. Five months later, Proposition 215 passed.

When you talk about anyone with legit activism credentials that predate legal medical cannabis in California, you have to show a certain amount of respect, and when that person was an A-list celebrity, it’s even more noteworthy. So noteworthy, The Emerald Cup has chosen to bestow its honored lifetime achievement award, renamed in honor of Willie Nelson, on Harrelson for its upcoming 2022 or 2023 Awards Show to be based in Los Angeles, CA. The year is not yet confirmed due to logistical issues pending at the time of this article. The Emerald Cup upcoming inaugural L.A. awards show will be held at the historic Montalban Theater in Hollywood on May 14th.

“Woody goes all the way back and it’s been an honor to have him as part of the community,” Emerald Cup founder Tim Blake noted, before making sure to give a nod to Harrelson’s wider sustainability efforts and work on behalf of the environment. “The work he’s done on so many fronts. He’s just

WOODY PREPS THE WOODS

We sat down with Woody Harrelson to talk about judging The Emerald Cup ahead of next month’s award show and his soon-to-open dispensary.

BY JIMI DEVINE • PHOTOGRAPHY BY DANNY LIAO
a true stalwart of the community and who we are, even in the film, music and television industry, everything.”

Blake also was excited to keep the lifetime achievement award recipient as someone with a deep cultural impact. For most of the early years, it was dedicated to the members of the community that had really helped move the chains for cannabis reform. But as the cup expanded, so did the view of the award. Harrelson will follow past recipients Willie Nelson, Tommy Chong and Winona LaDuke.

We asked Blake if Harrelson helped set the bar on celebrity cannabis activism. “He did,” Blake quickly replied. “He jumped right in when it wasn’t a popular thing. He wasn’t getting paid, people thought he was crazy, or eccentric with weird beliefs. He didn’t care. He was passionate because that’s what he believed in.”

Blake argued Harrelson’s talent arguably made his activism more survivable than others who might have risked stepping into the cannabis political debate - “He just wouldn’t be held back.”

Now as Harrelson preps for the achievement, he also readies to open up his new West Hollywood dispensary, The Woods. Our talk would start with his view of watching the cannabis world evolve up into this moment, where he was ready to pull the trigger. “It’s kind of mind-blowing because I got to be honest, I never thought that it would get to this stage,” Harrelson told L.A. Weekly. “I was out in Idaho recently. Like the only state that from the beginning didn’t do any of the protocols, just totally kind of an independent state. And yet, they got this hardcore drug policy and I don’t understand how the citizens allow it?” Harrelson said.

But he said he understands why the government does it. “There’d be way less war if it wasn’t so damn lucrative, especially in that applies to the war against non-corporate drugs.” Harrelson said. As we moved into a wider conversation on the drug war turning 55 years old, we eventually got the criminal justice success of Proposition 64. With the perils of licensing, thousands of extra people a year not ending up in cages is the main success story to come out of election night 2016. Harrelson used the subject of fewer people in cages to note he can sound critical but is happy to see where it’s going. “I gotta say, I mean, I can sometimes get a little negative in the sense of just what the government does with our tax dollars, it infuriates me. But I will say, now, it is way, way better than it was. So let’s hope it just keeps going that direction,” Harrelson said. Things are far enough in that direction that Harrelson soon will be opening his dispensary, The Woods, in West Hollywood. For the first time anywhere, he explained to L.A. Weekly how he set down the path of entering the cannabis industry.

“Well, my partner Samba, he does ERBA and he used to be my neighbor. And I guess you would call him Devon Wheeler, but I call him Samba. And so he was my neighbor and we became really good friends playing water basketball,” Harrelson explained.

Harrelson said Wheeler was a phenomenal athlete and a great guy. “And then he got into this doing ERBA and obviously, did extremely well with that,” Harrelson said. “We talked off and on about doing something, but it was never the right place at the right time. Just none of it quite worked until finally, we came over and we saw this place.”

Now Harrelson is the CEO of a soon-to-open dispensary, and Wheeler serves as a partner and COO. Joining the pair as partners...
are Jay Handal, who previously co-founded ERBA; Thomas Schoos will serve as creative director and a partner; and Bill Maher. Maher has been a partner in The Woods since day one. He and Harrelson are close friends and he’s excited to be involved.

The facility that caught their eye featured a layout that would allow them to do various kinds of businesses in the same place. Harrelson said this will let them have the dispensary, on-site consumption, and somewhere to base-camp the delivery part of the operation.

“It just had everything but also the most important thing is, it is just incredibly beautiful,” Harrelson said. “There’s a whole outdoor area which is The Woods and has a koi pond.”

Aesthetics were paramount to the vibe Harrelson was shooting for, and now that he’s found it and been able to build it out further to the team’s vision, he’s stoked. “I’m really psyched about it, this is the first time I’m talking about it. I can’t really promise anything except that it’ll be the most beautiful dispensary you ever saw.”

But Harrelson doesn’t want people to come to have a look at the fish and never return. That is a business project, as much as a labor of love. To do that he’ll need the heat to compete in West Hollywood’s stacked market. Defining the quality of marijuana would be one of the funnier parts of our chat.

As soon as the conversation transitioned to the actual product, Harrelson was quick to point to the fact the war on drugs has pushed cannabis cultivation inside.

“The bulk of what people want is indoor chem weed,” Harrelson said. “Now, we’re gonna carry that at The Woods because I don’t want to, certainly in the beginning. But my dream is to promote and to help people see the sensibility in sun-drenched herb, because I feel like you want that sun energy.”

Harrelson moved on to his frustrations with the way sungrown cannabis is being branded at the moment. He feels deeply for the farmers that produce the products he prefers for his personal smoke. “I think outdoor is really getting shorted these days because you can buy like a pound for $300. It’s not paying off the same way the indoor is. I’d like to see a change. Outdoor organic is amazing. That’s where all of us should be putting our sights. The outdoor organic herb should be the creme de la creme. I mean, assuming it’s good herb.”

One side element to Harrelson’s point is, the bigger outdoor farms get, the further they get away from the advanced permaculture and sustainability practices he would like to see. The bulk of what people want is indoor chem weed,” Harrelson said. “Now, we’re gonna carry that at The Woods because I don’t want to, certainly in the beginning. But my dream is to promote and to help people see the sensibility in sun-drenched herb, because I feel like you want that sun energy.”

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One side element to Harrelson’s point is, the bigger outdoor farms get, the further they get away from the advanced permaculture and sustainability practices he would like to see. Full-term sungrown sativas are the closest thing to his heart.
"If the element of the sun is missing, which it is with indoor herb, I'm just not interested in that," Harrelson said. "I'm sorry.

Apart from his belief in soil and sun creating the best herb, Harrelson is troubled by the ecological footprint of indoor cannabis grows, but it's still probably the chemicals that freak him out the most, rather than the power grid. "Just the general things that are coming from the petrochemical industry that you don't want to be a part of what you're smoking," he said.

As we continue to move away from prohibition, Harrelson believes there will be a movement to move all cannabis production back outside.

"I'm thinking that we're going to have a revolution on indoor herb because it's really the drug war that made indoor the thing that everybody wanted," Harrelson said. "Well, now we just got to recondition ourselves with the sound logic that if the sun hasn't touched your herb, it may not be as good, even if it blows the top of your head off."

Harrelson said he'd rather have a lower THC with a feasible high.

The high THC debate is its own animal. Since people can only look at the numbers on the side of the jars; in many cases those numbers end up dictating what someone will buy as opposed to effect or experience. For many OGs in cannabis, this trend has been horrifying.

Harrelson weighed in on The Great THC Race.

"Well, I don't know why you need like 30% THC, by the way, like to me 15% is just, it's groovy," Harrelson said. "I mean, if you just want to take one hit off a joint and lose your balance, what's the point of that? Like, don't you wanna smoke a few? Most smokers I know don't want to just have one hit off a joint. Some of this pot is so strong. You wouldn't want to have much more than one or two hits."

Harrelson also is in the midst of helping judge The Emerald Cup this year. Tim Blake dropped 60 jars off to him the day before our talk. He and his buddy Jedi made it through four of them on the first night of testing.

The hardest part so far? Trying to figure it out. But I mean, so far, it's like they all taste pretty damn good," Harrelson said. "When it already gets down from hundreds to whatever, 50 or 60, you know you're already in the 'man, is it tasty.' But, yeah, I got to keep my sensibilities about me."

As the conversation moved back to the opening, Harrelson wasn't sure if he would have ended up doing this without the encouragement of Wheeler. He can't think of a particular "meant to be" moment from over the years where he knew it was time to turn his activism into something more tangible, just Wheeler saying let's do this.

"I went through so many places I went and saw with him, and we talked about it. You know, I'm really slow to move sometimes, I guess," Harrelson said. "Year of The Ox, right?"

He kept at his pace and they eventually came across the location their friend owned. Once he saw it gutted before renovations and construction began, he knew they were off to the races.

"It's been a long journey because it wasn't like a dispensary already and now we're just taking it over; hell, I thought it doesn't look too bad in here when I first saw it. I thought I could probably take that out or change this, but no, they took out everything down to the floor," Harrelson said.

Keep an eye out for an official opening date on The Woods, as it hasn't been announced yet.

As our talk closed, we moved a bit away from cannabis and on to other projects Harrelson has been involved with lately. In particular, he was excited to reunite Bobby Farrelly for Champions.

"It was a Spanish movie, one of the most popular movies ever in Spain, and yet nobody really saw it outside of that," Harrelson said. "So we've made it and even if we get like, you know, seven-tenths of the way as good as theirs, I think people might like that."

Harrelson also said to keep an eye out for White House Plumbers on HBO. The five-part series will dive into the Watergate Scandal.
Few things had the impact of Gelato on the last decade in cannabis genetics, and we caught up with Mario “Mr. Sherbinski” Guzman to see what’s next.  

BY JIMI DEVINE

Over the last few months, we’ve been catching up with popular cannabis breeder Mario “Mr. Sherbinski” Guzman as he works to find his next family jewels.  

Eight years after originally storming the market, and winning strain of the year twice, Gelato still dominates when it comes to the commercially viable terps in the burgeoning legal industry. A big part of our chats would revolve around this double-edged sword where exclusivity has moved on to popularity.

Guzman’s genetic lines are obviously proven, but the opposite of exclusive. Nevertheless, when he does find his next hitter many producers will be well-positioned to jump on the bandwagon since they’ve been running his genetics for years.

Two months ago we joined Sherbinski for a show-and-tell preview party for his most recent pheno hunt in L.A. Since his adventures over the years have crossed over music, art, and cannabis, so would the guestlist.

Most notable in attendance was Addison DeMoura. Back when the original Gelato hunt happened, the Steep Hill Labs co-founder provided the science used in the selection process. While Guzman was obviously on the hunt for new flavors, having DeMoura there to help kick things off was kind of an homage to the moves that helped put Sherbinski on the map in the first place and maybe even a signal of intent.

On the table that day were the best renditions of his most famed Gelato cuts, Acai and Bacco. Bacco is also famous under its original number from the pheno hunt, Gelato #41. But as Sherbinski noted over the years, he never was into calling the strains by number. That idea comes from the same vein as one that you wouldn’t number your kids.

But after a quick trip down memory lane via the table it was on to a walk through the rooms. There Sherbinski would show off the new efforts hoping one of these seeds being run for the first time would be the one he’s looking for, or a few of them if things went really well.

During our farm tour, we weren’t able to chat too much as Sherbinski talked terps with the crowd, having DeMoura there to help kick things off was kind of an homage to the moves that helped put Sherbinski on the map in the first place and maybe even a signal of intent.

But the conversation would start with the pandemic like so many do. Guzman noted his wasn’t easy but he’s coming out now at the end stronger as he recommended I try the Sherbert x Bacco pairing first. He called it one of his favorites from the pack.

But he’s already hunted a legend. What were the main boxes he was trying to check this time in hopes of living up to the hype and bar he’s previously set for himself?

Guzman told L.A. Weekly it was more about bringing other flavors he preferred into the mix than any hypothetical accolades. “I chose strains that I liked, you know Strurricane, King Louie, Candyland and some others,” Guzman said.

King Louis was probably one of the premier OG Kush phenos that has other pine and lemon notes complementing the fuel. Guzman chose it as his OG pick to work into the Gelato like in an excellent pairing with Baccio he has named 41 Kings.

We asked Guzman why he went in the King Louis direction as opposed to other local favorite OG cuts like the TK? Sherbinski was quick to offer the rebuttal that he did pair the Baccio with the TK but he wasn’t able to find any keepers on the first pass after cracking the seeds. He said the 41 Kings he ended up going with had more fuel notes than any of the TK phenos.

“The TK structure-wise and the flavor were good,” Guzman said, “It just didn’t have the power the Louie phenos that we took. It’s going to give people that are King Louie fans what they like about it. And I just think that side by side with the TK, the TK just wasn’t holding up. We didn’t even pick one pheno of the TK.” One issue was those TK crosses ended up tasing a bit more hazy or like Jack Herer, While King Louis is certainly a familiar flavor too, it just paired better with the Gelato.

But even with the success so far on the new projects. It’s going to be very difficult to break into Guzman’s small stable of strains. While some bigger entities are running 30 flavors at a time, Guzman has always only worked a handful of flavors at any time.

“We only pop 20 seats 30 seats each,” Guzman said, “if we didn’t really see anything standing out then… it was just we have so much new stuff coming and then even like to bring in two or three strains into the fold and then start producing that. We don’t really want to do more than three or four at a time.”

Even then he’s backed up on genetics to run at production levels and seeds to pop at some point in his now constant search for heat in L.A.

“You really got to get down to what we feel is exceptional in terms of the structure, the flavor, the breakdown, everything, every aspect of it and we shared it with a ton of people and gave it out,” Guzman said.

The room Guzman hunted in has space for 160 plants per pheno hunt. That time he was able to get 120 in of his seeds while his partners on the hunt used the rest of the space for another project. Across the six strains in this run, Guzman said the 20 versions of each were...
enough to see what really had it going on.

One funny thing Guzman noticed was how different the phenotypes his partners picked were from his selections. He argued a lot of what they picked was based on yields and different things that he wasn’t picking for.

“But I picked a few extras just in case like that were close,” he said,

He’ll have to run them again indoors in whole rows and see which ones are yielding better. The first run you’re running one, two, three plants and when you really take the pheno hunt to the next stage you can start the tweaking to get a plant to reach its full potential. Guzman argued that’s when you find out how much they get a plant to reach its full potential. Guzman argues there’s going to be business as opposed to the era of having his genetics stolen before everyone had them anyway, he’s continued to find his by working with best-in-class cultivators on a search for the heat.

When I go to LA, I’m driving my Mercedes Benz, when I’m on the farm it’s my Ford F150,” Guzman laughed. “No one wants to see me in the fucking LA Sherbinski mode in NorCal. it’s almost like NorCal is like going to the beach. You’re allowed to wear flip flops and shorts and no one cares. L.A., it’s a little different but I don’t know I’ve always been like a shorts, flip flops, hoodie type dude.”

As opposed to the era of having his genetics stolen before everyone had them anyway, he can now essentially walk in the door and vet whatever is next. Now he’s nearing the end of that development.

“I don’t believe in just making new stuff all the time and just watering everything down because there’s not that much variation in the strain. You know if I gave you a bunch of stuff, you smoke it all you would already know just from your palette, like oh, this is kind of like that. And then maybe one out of 10 you’re like ooh, that’s different.”

One of the main distinctions of Guzman’s work is that he doesn’t necessarily believe he’s hunting for the masses. He’s hunting for the tastemakers. The sophisticated pallets can appreciate what he was trying to do. In the end, the wider masses follow those tastemakers to the promised land much of the time.

If it ends up tasting like Zkittlez, Zoap, or some other line that people have put a lot of work into Guzman immediately crosses it off the list. But one thing different from those strains is the availability of his previous work. Does that make it easier for him to trust people with his gear?

Exactly,” Guzman quickly quipped back, “Let’s say for example our live resin pins, right. I can go to a top-notch extractor and I don’t have to give them my genetics. They have a Baccio. Before I would have to go through a year-long process and most of the time people were assholes.”

Continued that back in the day he felt like it was about seizing the opportunity to grow good flowers. But things kept changing as his efforts continued to cut an evergrowing chunk of the market for Gelato Terps. He figured once you get things good it would take years to build development.

“Now people have things and I can just come in and go oh, yeah, this is off. Th is is legit, this is fi c,” Guzman said, “I can buy it at a great price. There’s mad respect that the people give me because a lot of these genetics helped build their businesses and their livelihood. So the people really show love and I give that back to them. In terms of just being humble and not ever making them feel or anybody feel like I’m better than anybody, I just did the work I did and I’m proud of that.”

But with all the new, Guzman still has to worry about the production demands for the amount of shelf space his flower brand has been able to secure up and down California in recent years. The trickiest part for him is finding the right balance where he isn’t overproducing but still meeting his needs.

Guzman certainly looked straight off the farm at our second meeting. We asked him what it was like to switch between Hillbinski and Fashion Week.

“When I go to L.A., I’m driving my Mercedes Benz, when I’m on the farm it’s my Ford F150,” Guzman laughed. “No one wants to see me in the fucking LA Sherbinski mode in NorCal. it’s almost like NorCal is like going to the beach. You’re allowed to wear flip flops and shorts and no one cares. L.A., it’s a little different but I don’t know I’ve always been like a shorts, flip flops, hoodie type dude.”

There was a period there when Guzman went through the L.A. kind of what pants thing. Then what shoes? Then what hat? He said he got old fast. But it was part of the evolution of everythgin. Getting comfortable in his own skin to the level he was before he started splitting time between L.A. and his Mendo farm was a critical part of developing the headspace he wanted going into the seed hunt.

But Hillbinski is certainly synonymous with the grind, and being a CEO with dirt under his nails. “And it’s really what I enjoy doing anyway, I miss being in the little gardens and just getting down like I used to,” he said.

As Guzman looks around, there aren’t a lot of survivors from back in the day. Sure, the people he’s collaborated with over the years have done better than most per capita, but it’s still ugly out there. We asked Sherbinski how thankful he was to still be in it.

“Very thankful,” Guzman replied, “Look I’m not anywhere near any of the biggest brands in California. I don’t even think I’m on the list of who, like who does the biggest numbers… Which ever way the business goes, I know that I’m going to be there and I’m going to be evolving and rolling in that direction. I think a lot of people choose to get mad and they want to punch air but the reality is in any business you need to evolve with it.”

Guzman argues there’s going to be business people that come in, there’s going to be people with deeper pockets and you have to find your niche. He’s continuing to find his by working with best-in-class cultivators on a search for the heat.
THE 4/20 BIG LIST

Top Products, New Shop picks and Events for April.

BY JIMI DEVINE

THE FLOWERS

Seed Junky Cake Batter
In the hunt for more strains testing over 30% THC, some have sacrificed flavor. But the team at Seed Junky refuses to be about that life. every commercially viable hitter that comes out of their gardens must check every box on flavor and vigor, not just potency. In bringing together Kush Mints and Gelato, Cake Batter does just that. Expect to see a lot of it statewide, as Seed Junky continues to expand in 2022.

CAM Mystery Machine
Mystery Machine is some of our favorite kind of pot here at L.A. Weekly, mystery bag seed! The team at CAM found the seed not knowing exactly what its parents are, but it’s heat, heat, heat. Anna from CAM told us she appreciated its doughy smell with hints of gasoline and candy. We do, too, not to mention it looks like a championship ring with all those diamonds.

Compound Genetics Pink Certz
While Red Bullz still is our hot pick for Compound Genetics, the now award-winning Pink Certz is quickly making a name for itself as Compound’s newest heater. The it the last couple of years hoping to produce his next generation of trendsetters. One of the phenotypes he is most excited about is a pairing of Gelato 41 and King Louis. The strain smells like one of those old-school OGs that didn’t have a lot of fuel notes, with a side of Gelato. We’re all about it. Th t being said, even with the cool nose, it’s defin tely a hitter.

Wizard Trees & Fiya Farmer Zangria
This pairing of Thin Mint Cookies and Zkittlez is sure to be one of the most talked-about strains of summer. The nose is all waves all over. It recently took top honors at The Transbay Challenge 3 that I hosted in San Francisco, beating out some of the state’s biggest names. Expect the pairing of Grape Gas and The Menthol to smell like candy but tickle your nose as a fuel strain would. If you see it on shelves, pull the trigger - no strain’s stock has jumped faster in the last month and a half. I’m biased in saying it, but it’s true.

Hash

Original Z Hash
Z terps continue to set the bar for those in search of the greatest hash flavors. The Original Z’s latest offering, Zlushi, fits the bill perfectly. Expect a trip down memory lane to what put the famous terpene profile on top in the first place. It’s easy to understand why nearly a decade later, the Z maintainst as the bat setter for hash exceptionalism.

Kalaya - Zangria
We mentioned the flower version of Zangria is rockstar terps, so why not try the hash version of it made by the world champs. When we first set our eyes on this rosin, it screamed elite. The look amazed, the smell captivated and the sweet flavor was riveting. Keep an eye out for this one, if you want to experience some of the best-tasting hash in California right now.

Hash and Flowers
N ohash company has risen to wider prominence since 4/20/21 than Hash and Flower. Backboned by the candy terps of Honey Bananas putting a hurricane in its sails, the company has continued to get more shelf space up and down California. It’s currently in the midst of its assault on the hash market’s status quo, but still can be tricky to secure. Keep an eye on Catalyst’s menu and act quickly if you see it.

Fidel’s - Hash Hole
We’ve been Hash Hole believers for some time. The Barcelona-born trend now has blown up in California, too. And, while prerolls can get a bad rep due to boof lords stuffing them with mids from the Central Valley, the flower and hash that go into Fidel’s is all heat. In its short time in the maker, Hash Hole has already carved out its spot in the hearts of elite consumers. Keep an eye out this summer when we tell the complete Hash Hole story for 7/10.

Suprize Suprize Hashies
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PRE-ROLLS  MOONROCKS  APPAREL
Organics, whose famed pucks were some of the fastest flying jars in L.A. since legalization. The Grape Royal and M-Con 8 changed our lives.

**BEST NEW SHOPS**

**GorillaRX**
When Kika Keith isn’t being a thought leader on providing the communities that were hit the hardest by the war on drugs with access to the cannabis industry, she’s making sure the shelves of GorillaRX are stocked with the heat. It’s easy to see her efforts aren’t wasted when you look at the menu, and a recent Super Bowl collaboration with G-Eazy and The Flowershop team showed GorillaRX is up for fun new cannabis retail experiences.

**Josephine and Billies**
A lot of folks will point to the Jay-Z investment when Josephine and Billies come up, but the only reason they got the money in the first place was because they’re doing it properly. They’ve done a great job filling the shelves with solid cannabis and they have a direct line to L.A.’s oldest equity farm in Ball Family Farms.

**3C DTLA**
3C Farms has been a perennial stop for L.A. OG kush lovers for many years, and its new downtown location makes it more convenient than ever to get your hands on it. It’s also one of the more aesthetically pleasing shops in town. The wood paneling looks like the bar from Cheers, not somewhere you’d go to get your hands on the heat, which it is.

**The Ten Co Store**
Few recent dispensary openings have been laced in as much clout as The Ten Co Shop. Why was there so much enthusiasm? The shop’s opening came on the heels of The Ten Co’s flower line Zushi winning the original Zallypix, hosted by the killers over at Greenwolf. Winning a contest hosted by a shop with one of the best menus in the world goes a long way, but that is not to take away from the excitement The Ten Co was generating before the contest win or shop.

**Wonderbrett**
Wonderbrett has been pumping out quality, affordable cannabis to the masses for years, and you can now buy direct at its colorful new dispensary. Not only will it have access to the freshest Wonderbrett product in town because weed moves faster through vertically integrated companies most of the time, but it also will be home to big launches for all its exclusive drops and collaborations.

**EVENTS AND DROPS**

**Capulator**
One of L.A.’s favorite breeders is going nuts for the holiday over at Peace of Green on Central and East Pico. Cap will be putting out a full spread of his best heaters. Cap’s $20 top-shelf eighths were one of the best-kept secrets in town, until I typed this. Strains for the holiday will include MAC 1, Dinosaur Food, Star Pebbles, Runtz, FreezeBurn x Kushmints, Breakfast of Champions, and Jealousy x Cap Junky. Keep an eye out for collab carts with Vesuvio Gardens, too.

**Claybourne Co. Flights**
The limited-edition 5-gram Flight lets its customers try out five different strains of Claybourne flower for the price of an eighth. They’ll be sold statewide in California at various dispensaries up and down the coast, as well as through Claybourne’s own delivery service, Claybourne Connect.

**Kiva x Yeastie Boys**
One of the biggest names in weed chocolate is collaborating with LA bagel food truck pioneers, The Yeastie Boys, for a holiday treat like no other. Kiva’s Everything Bagel Seasoning Munchies Bar features the Yeastie’s classic salty seasoning sprinkled on sweet, hash-infused dark chocolate. Kiva notes you can expect it to be sugary, savory, chocolatey and hashy. Kiva is one of the standard-bearers for quality in the market over the years, so it’s always fun to see a new twist on the proven lineup.

**Mesobis**
Mesobis is a new LA-based cannabis and lifestyle brand inspired by Latin American culture. It launches today with its debut line of Latin-flavored cannabis gummies. The flavors for the launch are Acai, Mango con Chile, and Tamarindo con Chamoy y Chilito.
Cannabis has come a long way. If you grew up in the time of cannabis prohibition, you may be like us and feel a bit overwhelmed with all the available options you can now choose from. Back in the day we’d hear about great strains via friends, older brothers, and of course, OG media advocates. Today, finding good weed feels a lot more complicated to those not always in the know, especially during major cannabis holidays like 420.

But cannabis doesn’t have to be complicated, in fact, you should be able to enjoy the best strains without having to know all about genetics and brand reputation. While both of these aspects are an important part of finding the best weed deals this 420, you don’t have to be the one doing all the work.

There are cannabis communities out there that make life easy, without any intention other than to help as much or as little as you want. A great place to discover cannabis this 420 – and every other day of the year – is Leafly, a direct line to the world’s largest strain library, with over a million strain reviews, award-winning articles, and of course, all the details you need for shopping 420 deals near you. The Leafly interface is clean, easy to use and most importantly, brings cannabis back to its roots with a natural vibe and results-based search system that both nourishes your needs and connects you to your local community.

Why do we love Leafly? It’s not just because of their 420 deals. It’s because of their honesty and reliability. The legalization of cannabis for recreational use has been an incredible win for the advancement of cannabis accessibility, but in terms of practical accessibility for all people, there’s still work to be done. Leafly has brought the need for cannabis accessibility for everyone, everywhere, to the forefront of the industry. Not only do they help you find what you need, but they help educate you as much or as little as you want in order to help you filter through the ads. Powered by the people, for the people, we trust them and their recommendations.

Once upon a time we’d just walk into a dispensary and ask the sales associate, now affectionately deemed ‘budtenders,’ for strain and product recommendations based on the results we wanted. Easy. However, as time has gone on, we’ve all gotten busier, less mobile and not as inclined to spend the little free time we have staring at product walls. We know what we want, and we want it with as little fuss as possible. That’s why we love Leafly, for making cannabis accessible to us on our own terms.

Leafly isn’t just about being more efficient,
A GREEN GUIDE TO LA

THE BEST WAY TO CELEBRATE 4/20 IS THE WAY YOU WANT TO.

Head to Leafly.com or download the Leafly app today for a legendary strain library with over one million reviews. Find the buzz that’s right for you this 4/20.

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GET OUT THERE
AND HAVE THE 4/20 YOU WANT TO HAVE!

ZUMA BEACH HORCHATA
Quench your thirst for maximum beach relaxation with Horchata.
GRIFFITH PARK PINK RUNTZ
Marvel at the cosmos with Pink Runtz.

HOLLYWOOD

THE GETTY KUSH MINTS
Better appreciate high art with Kush Mints.

ECHO PARK KHALIFA KUSH
Head out on a hike with an energizing buzz courtesy of Khalifa Kush.

ANGELS FLIGHT MIMOSA
Embrace your inner artist on an Angels Flight photoshoot with Mimosa.

JUST REMEMBER: DON’T EVER DRIVE HIGH, FRIENDS.
it's about actually finding what's right for you. We're tired of wasting time and money talking to budtenders only to find that what they recommended is what they personally prefer for their own unique needs, not ours. For example, we prefer strains that chill us out while also bringing our energy up. Knowing exactly what we want, as well as what we don't want, we can quickly search Leafly and filter out what we don't like, making it easy to find the products that are specifically tailored to our own needs. In the past, we'd have to use the frustrating method of trial and error, purchasing products based on personal recommendations that end up doing the opposite of what we want.

Wondering what claims are real and if a product is the best option for your desired result can feel a bit overwhelming. It can be intimidating to walk into a dispensary and see walls of product, some with names and strains that you don't recognize. You don't have to do hours of research anymore. Leafly has done the homework and has the deets to help you discover new strains and products tailored to your needs from the comfort of your phone or computer.

What, or who, is Leafly? Leafly is your best cannabis experience, delivered. Still need convincing? Check out Leafly.com and see for yourself!

Cultivated by longtime cannabis industry advocates, Leafly's mission is simple: the best cannabis should be accessible to everyone, everywhere.

Cannabis culture is built on acceptance and accessibility. Leafly embodies these pillars of community by being a trusted and reliable source for comprehensive cannabis knowledge, as well as a quick and efficient way to discover the best local strains and the most healing products.

We firmly believe that there's no reason cannabis should be confusing or intimidating in order to be compliant. Which is why Leafly is our go-to resource for all things cannabis. They are bringing back the playful and fun nature of our favorite plant, and being helpful and simple while doing it. We never needed anything more.

When asked why accessibility is a cornerstone of the brand, Leafly simply told us "green should always mean go." And they're right. There should be no stopping you from getting the cannabis you need. Everyone should be able to access and experience the joy of legal cannabis, and Leafly has paved the way for all of us to do so. When visiting leafly.com you'll see that buying weed is easier these days if you find helpers like them that care about your needs more than your money. Speaking of money, you'll find several options for local weed deals by simply scrolling down Leafly's front page. As we write this article we see that there are 134 deals and promotions near us in LA that are good for flower, vapes, edibles, tinctures and more. Do you want to go to the highest rated shop in town? No problem, Leafly can get you a list with as little or as much information as you need. Are you looking for your favorite live resin, but want to make sure you get the best deal? Leafly will give you your buying options far faster than you can navigate a search engine.

As an incredible resource for questions and overall education, Leafly's priority is making life easy for you. Which is why they've created an app — in addition to their website — that helps you find neighborhood dispensaries wherever you are and place a free online order and pay your driver when it arrives — no hidden fees for using Leafly's awesome free service.

Your time is valuable, so instead of wading through questionable advertisements and drowning in the deluge of information that a search engine provides, let Leafly do the work for you. All you have to do is hop on your Leafly app to quickly shop by strain, price, deals, dispensary, location, brand, star-rating, or just vibes. This is how we find the best legal weed without getting overwhelmed by the loudness of modern advertising.

Strains, flowers, sprays... the cannabis universe is expansive, but it doesn't need to be overwhelming. Leafly is there to support your endeavors, whether they be cannabis education or cannabis access.

This 420, Leafly is realizing their goal of making cannabis accessible to all people. They are using weed's biggest holiday to show that green "should" mean go for everyone, everywhere, equally — and that for Leafly, it does.

420 is the stoner's holiday, built on the back of old school stoners who never gave up advocating for the cannabis community. If you're an OG, or you know an OG, make sure to light one up this 420 in appreciation of those who made today's weed enjoyment possible. Whether you're spending your 420 to stock up on your favorite wellness products for cheap, to hit all the local deals you can, to score some freebies, or just want to take the day to learn about cannabis legalization and advocacy, visit Leafly.com.
THE HERBAL CHEF CHRIS SAYEGH IS GETTING NOSTALGIC

The Cannabis Chef Opens His First Restaurant

BY MICHÈLE STUEVEN

Best known for some of the best cannabis pairing dinners on a plate, Herbal Chef founder Chris Sayegh has teamed up with Jared Ventura to open his first brick-and-mortar restaurant and bar, Nostalgia, in Santa Monica - giving a whole new meaning to Otter Pops, Push Ups and Yoo Hoos.

There won’t be any of his signature use of cannabis-infused food on the menu due to current legislation, but expect inventive CBD- and terpene-infused cocktails, as well as gourmet bar bites and live music.

Nostalgia’s mocktails (nonalcoholic) also can be infused with CBD upon request. Suggested cocktail: the End of the Otter Pop made with vodka, Clement Creole Shrubb, blueberry, raspberry, honey, Absinthe raspberry lemonade terpene, with a berry fruit popsicle as garnish. The Woo
Hoo is a frothy twist on the current espresso martini craze, with vodka, Tia Maria, Crème de Cacao and espresso.

Menu highlights include Kobe toast made with freshly baked sourdough toast, whole-grain mustard aioli topped with A5 Kobe beef lightly torched with marinated radish, turnip and microgreens, as well as Fire and Ice oysters two ways, made with smoked furikake sabayon for “fi e” and pineapple habanero granita on “ice.” The lobster roll comes with fresh poached lobster, herb aioli, lobster shell caramel, served on a toasted brioche roll (add Kaluga caviar for +$10).

For dessert, the PB & J comes as chocolate cake with chocolate ganache, peanut mousse, raspberry sorbet and candied peanuts. The Nostalgic Push Up stays true to form in a trio of flavors of cherry/beet, orange and strawberry.

Located in the former Speakeasy dive bar on Pico Boulevard, which has seen its share of flying pool cues in past years, the space has been beautifully redesigned with a fun and whimsical vibe, and old-school board games like Operation and Battleship dotting the tables. A huge mural by Takun Williams filled with cartoon favorites like Ren & Stimpy, Johnny Bravo, SpongeBob and the Power Puff Girls punctuates the lounge.

“I wasn’t really sure it had the bones we needed when I first looked at it,” Sayegh, who has worked at Mélisse under Chef Josiah Citrin and Providence under Michael Cimarusti, told L.A. Weekly at the opening party last week. “But low and behold, with all the renovations we did, we made something really fun out of it with a nostalgic touch for anybody born from the ’70s to the 2000s. People are dying to be connected right now, and this is a place where we can sit back, celebrate old memories and reminisce.”

Members of The Herbal Chef’s Secret Supper Club at the Nostalgia Bar and Lounge can attend private, closed-door fine-dining cannabis dinners at Nostalgia monthly.
JOIN US AT THE GREEN GODDESS
4/20 PARTY
9am to 10pm in Venice Beach

A TON OF DEALS
Free breakfast with coffee (Holey Grail Donuts) or lunch (CaféVietnam)*, DJ Maggie Moon and our own Chadwick from Moontribe spinning down tempo throughout the day. VIP Swag bags for the first 100. Experience our new Brand Room with Ember Valley, Kikoko, Stone Road, Lowell, THC Designs, Cali Heights, Apex+Airo, A Golden State, Wellfounded, Atlas Edibles, Moxie, Wunder. This is a party not to be missed.

*with purchase

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Voted Best Cannabis Shop in Venice Beach and TOP 10 in the State
HOW THIS WOMAN-OWNED CANNABIS BRAND IS TAKING ON THE INDUSTRY - AND WINNING

BY DOUG KLEIN

EARLY DAYS OF ORGANIC

Megan Souza’s story is a lot like many of those who have journeyed into the cannabis industry: she discovered the power of cannabis in a desperate search for natural relief from chronic health conditions and anxiety. Thankful and vocal about the incredible relief she experienced, the local cannabis community of California’s Central Coast welcomed her into the fold with open arms. The reputation of the community’s accessibility, advocacy and altruism rang true as Megan found herself supported in her journey of wellness and plant education, relishing in the friendships she made and the wealth of knowledge area experts were happy to share. As a professional academic who is naturally curious, a grateful Megan decided to learn as much as she could about different cannabis products and their effects on the body. What she quickly found along the way was – what was then – a big gap in the industry when it came to transparency into the growth and cultivation practices of the plants.

In 2010, together with her partner Eric Powers, Megan decided, for their own safety and that of their friends, to do something about it. With Eric’s passion for agriculture, they quickly learned and adopted practices from neighboring organic food farms for use in their own burgeoning cannabis grow. Soon, news spread about Megan and Eric’s humble hemp farm, and the couple received overwhelming support from friends and acquaintances wanting to be customers.

NEIGHBORHOOD INSPIRATION

In 2013, Megan and Eric founded a delivery service for their special brand of clean cannabis products. Having grown up among other women entrepreneurs, she knew that to be seen, she’d have to be better. Inspired by the joy and history of neighborhood markets, she created a band of delivery professionals clad in old-fashioned aprons, carrying products in baskets for her customers to peruse before buying. Within five years, Megan took her love for clean cannabis products and community to San Luis Obispo, opening a 100% woman-owned dispensary that included not only her own products, but a carefully curated selection of other high-quality brands. Thanks to the helpful reputation she earned from her various volunteer efforts in deserving neighborhoods, this new business was viewed as trustworthy and healing from its inception.

NEW FACE FOR AN OLD PLACE

One such neighborhood was in Hollywood. Mary Jane’s Collective, at 4901 Melvrose Avenue, was an OG dispensary for its medical users. And as permits became available for recreational use, Mary Jane’s was one of the first to capitalize on the opportunity, due to its outstanding reputation and deep love from its community of customers.

In 2021, Megan Souza met Megan Hanley – who was managing the group of loyal and caring budtenders at Mary Jane’s – and the two immediately bonded over their shared interests. Megan Hanley had never been “into” cannabis until she had the opportunity to work as a caregiver for patients with ALS. She saw first-hand how high-quality products made massive improvements in patients’ lives, and was immediately converted. But it was more than the industry that inspired her - it was the people.

HELPING HOLLYWOOD

Local customers became more like family to Megan Hanley. They had grown with Mary Jane’s – from its seed-to-shelf medical dispensary days to the tumultuous experience of being permitted for recreational use. They saw her navigate the business from one of many, to one with a vision to grow not only in its breadth of offerings, but as a partner in impact on the local community. Hanley shared her passion for budtenders participating in more community service, and to become activists in the reformation of jail time for the wrongly convicted.

In the same year they met, Megan Souza invited Mary Jane’s into the MOM brand family and promoted Megan Hanley to General Manager. Together, the dispensaries continue to reshape the cannabis shopping experience through five core commitments to its customers.

GAME CHANGING BUSINESS PRACTICES

100% WOMEN OWNED

The Megan’s Organic Market parent corporation is owned by women. As an original source of differentiation for Megan Souza, the empathy, sensibility, design eye and deep connections to neighborhood shoppers touches every element of the business from store site to staffing to product selection.

VALUES-DRIVEN

Though it’s gained new importance today, MOM has always been a values-driven organization that focuses on the health and welfare of its customers, communities, employees and the world. You will find staff at all levels volunteering at the most important causes in their communities, supported by time allowances and MOM’s culture of philanthropy.

INCLUSION AND DIVERSITY

MOM staff and products represent the look and culture of the communities we serve. They actively support women in leadership, diversity in hiring, BIPOC-owned brands, and strive to make a joyful, loyal customer out of everyone they meet, inclusive of all age, race, gender and economic status.

OPEN SHOPPING EXPERIENCE

MOM dispensaries are unlike any others you’ve ever been to, with open displays (just like a neighborhood market) for shoppers to explore products before purchase. Plus, employees bend over backwards to make each customer feel like the only person in the room, sharing their wealth of knowledge on every product and helping clients to make the best selection for their unique needs.

HIGHEST QUALITY PRODUCTS

Having pioneered the use of organic farming practices, MOM maintains its focus on the most transparently produced, highest quality products available. They actively seek out new and innovative products, and those from the best quality producers who may be underrepresented in the marketplace. In fact, MOM continues today to make its own exclusive, in-house brands where it sees a need for better, cleaner cannabis experiences. Check out Megan’s brand, SoHi and VOID, available at Megan’s Organic Market and Mary Jane’s Collective, as well as other select dispensaries!

Stay Connected
Come say “High” on Instagram - @sayhighmom

License No. CD0-0000728-LIC
TOP 10 CANNABIS PRODUCTS TO PACK ALONG ON YOUR SUMMER 2022 ADVENTURES

Aft er two long socially distanced summers, we’re officially making the call: We are all in for summer 2022! As you’re making plans and gearing up - whether it’s for an afternoon at the beach, a weekend at a music festival, or just kicking it in the backyard - we’ve rounded up the perfect products to pack along for your adventure.

1. VOID INFUSED PREROLL
This women-owned brand caters to the true cannabis connoisseur, setting a high bar for the rest of the products on this list. The indoor flower used in these prerolls is kief-infused and packs a potent punch - perfect for those warm summer evenings spent relaxing with friends.
www.voidoutpost.com
@voidoutpost

2. ALIVE AND WELL VAPE
These single-source, single-ingredient, 100% live-resin vape carts are heavy hitting and bring the flavor. Think freshly squeezed orange juice paired with fresh frozen cannabis flower combined inside a vape cartridge - a perfectly refreshing summer treat!
www.wearealiveandwell.com
@aliveandwell.life

3. SOHI SMOKESHOW FLOWER 1/8TH
Sohi’s delightful, high level greenhouse-grown flower screams “day-at-the-beach.” The sunny, packable, resealable mylar bags make it easy to take along, pack a bowl, roll a joint, and share with friends. Hellooo, summer!
www.sohidistrict.com
@sohidistrict

4. MEGAN’S PREROLL 2-PACK
The best things really do come in twos - like the preroll twin pack from Megan’s! Tried and true, it’s clear why this consistently high quality cannabis brand is a fan fav - perfect for those road trips with your best friend! One for me, one for you... kick back and enjoy the ride!
www.meganscannabis.com
@meganscannabis

5. LEVEL PROTABS
These compact pill packs (pills are scored to be split in half - perfect for sharing or saving for later!) are great for those times when you need to be discreet. We’re not saying you could sneak them into a concert... but we’re not saying you couldn’t!
www.levelexperience.com/products/
@level.experience

6. PETRA MINTS
Turn any time into a good time with Kiva’s tin of mints. With a big lineup of flavor and cannabinoid combinations to choose from, this longtime customer fav is still a summertime must-have. This might just be the perfect choice for that family reunion you’re having to make an appearance at.
www.kivaconfections.com/brand/petra/
@madebykiva

7. PACIFIC STONE PREROLL PACK
Coming from one of California’s most popular brands, it’s no wonder these babies are a beloved staple. These specialty hand-rolled joints are perfect for hikes, beach days, and BBQs. With more than enough to share, don’t forget to grab a pack before your next outing!
shop.pacificstonebrand.com
@pacificstone_brand

8. PURE BEAUTY BABIES
Even though these .35 gram babies are commonly referred to as dog walkers (because each preroll is just the right size for a stroll around the block) this 10-pack will take you wherever you need to go this summer.
www.purebeautypurebeauty.com/products/
@purebeautypurebeauty

9. MANZANITA KWIK SHOTS
With 100mg in each small bottle, this quick-acting and easy to dose beverage comes in a variety of strains and flavors. Find your summertime vibe by shooting it straight, sipping throughout the day, or sharing with your crew.
www.manzanitanaturals.com/kwik-ease-overview
@manzanitanaturals

10. CLIQ VAPES BY SELECT
Sleek and pocket-sized, get ready to upgrade your vaping experience. With its high-end, comfortable feel and easy-to-use, durable casing, this is more than just a stylish piece of hardware. Cliq is poised to become your new go-to summer companion!
www.selectcannabis.com/
@select.better
As cannabis use becomes a more accepted and normalized part of culture, and more businesses and brands seek to provide products for varied tastes, it’s the consumer who benefits. There are so many choices now! The high holiday of 4/20 is a great time to celebrate and try something new. Here are eight (4x2!) brands to check out for 2022.

**Raw Garden’s Infused Joints**
Raw Garden is best known for its cannabis extracts, which use single source organic processes to make their popular terpenes and oils with flavors like Lime Mojito and Blueberry Punch. With over 800 strains, their seed library and breeding program continues to expand, and that growth has inspired the company (based out of Santa Barbara) to expand its product output as well. R.G.’s new Infused Cannabis Joints, with micronized refined live resin crushed diamonds, combines high-quality flower and concentrate for a smooth smoking experience. Grown and handmade in-house, the brand boasts 100% pure cannabis pre-rolls with no trim or additives and a “trade-secret post harvest and drying process” made in small lots. The company, which was founded in 2015, also launched a series of gatherings called the Raw Garden Social Club, to educate smokers and dabbers alike about the nuances of its products, much like sommeliers compare and contrast fine wines.

**Perfect’s Sexpot**
If good sex is about letting yourself go, then Perfect’s new Sexpot joints aim to capture that liberated and lusty good feeling. Co-founder Michael Backes (known for the book “Cannabis Pharmacy: The Practical Guide to Medical Marijuana”) brings his knowledge of the tempering effects of THC to create the brand’s latest product, co-mining potent cannabinoids and rich terpenes to offset unpleasant effects like paranoia or self-consciousness – the last thing you want to feel when you’re getting frisky. As Backes states in PR for the new smokables (available in a mini pre-roll three-pack and 3g jar of loose blended flower with a small-dose micropipe): they’re formulated for sensuality, not sloppiness. Their rare blend of flower tames the THC effect – so your high maintains clarity and control, but still allows for blissful escape.

**Select X Bites**
Casual cannabis users might not understand the science behind how THC works – especially when it comes to edibles and how they are digested – so it’s often more about taste and how much it takes to achieve a desired mental effect. Select’s new X Bites tout absorption and delivery of THC molecules via a “proprietary encapsulation technology,” but all we know from nibbling a few that they are mighty tasty and that just one 10mg gummy makes for a very good mood, the kind that makes you want to blast the stereo and do something productive, like clean the house or make some art. The candy flavored chewables (which come in three flavors: Strawberry Spacewalk, Orange Matter and Rainbow Upload) are touted as mimicking the body’s “natural lipid barrier,” which optimizes absorption in a sort of time-released way that lasts but never overpowers. More intergalactic-themed flavors are on the way, too. selectcannabis.com/xbites
PURE BEAUTY
**Miss Grass**

Touting itself as “weed for the times,” the female-led cannabis company known as Miss Grass clearly recognizes the cultural expression that cannabis products can harness in marketing, especially to women. The brand underwent a full-scale rebrand recently with updated packaging, logos and color-coded jars, as well as “doob tubes,” boxes and sachets to signify each strain’s targeted effect. From “Fast Times” (an orange Sativa dominant strain designed for play) to “Quiet Times” (a blue indica dominant strain for an anchoring feel) the brand aims for a user-friendly experience that both heavy users and lighter ones can get into, allowing customers to tailor their purchases to their mood, whether that be wild party vibin’, chilled-out relaxation or creative inspiration. Adding to their now-classic comedies centered around marijuana-driven misadventure. The pair’s chemistry remains a big part of their success, too, so continuing to highlight their legacy with new business endeavors is a no-brainer.

Their latest, Cheech & Chong’s Takeout, sees the pair getting into the boomin’ home delivery business, selling both actor’s brands (Tommy Chong’s Cannabish and Cheech’s Stash) and a whole community in a relatively intimate way -- it seats 200 people. Expect screenings of stoner films (and classic films that are fun to watch while high). For 4-20, it’s Cheech & Chong: Up In Smoke. See full schedule at cannabissandmovies.com

**Cheech & Chong’s Takeout**

Speaking of Cheech & Chong, it’s been over four decades since the dynamic, doobie-lovin’ duo got together and they are still smokin’ hotter than ever. Cheech Marin and Tommy Chong remain the kings of cannabis culture, thanks to their pop culture of all kinds, and can nabis is part of it. His ‘NY Loves Weed’ and ‘LA Loves Weed’ short sleeve sweatshirts embroidered with pot leaf designs on lightweight French terry are the perfect 4/20 gift for the pot lover in your life – or for yourself.

*On This Day*  

Jeeter isn’t just the top pre-rolled cannabis brand in California, it also represents lifestyle in a lot of ways. So an apparel line was bound to happen sooner or later. The new capsule collections offer a clever array of fashionable designs on T-shirts and jackets. “The Varsity Capsule,” designed to celebrate the brand’s collab with former NFL player/activist Ricky Williams, offers university-inspired looks seeped in ‘90s nostalgia. “The Classic Collection” has clean black and white aesthetics. Jeeter, by the way, also is known for harnessing attention in the lifestyle market with activations and amusements like Life in Color EDM festival and day glow parties with big name DJs and immersive vibes.

*OTD (On This Day)*

The new clothing and lifestyle brand from iconic fashion designer John Varvatos has just opened a new store in New York, and he is about to open a huge new flagship store on the Sunset Strip as well. The stores will mark a whole new direction for his aesthetic, featuring luxurious unisex and women’s clothing. (Look for a full interview and feature with the designer on LAWeekly.com soon). While his previous brand was inspired by classic rock ‘n’ roll, his new brand is about pop culture of all kinds, and can nabis is part of it. His ‘NY Loves Weed’ and ‘LA Loves Weed’ short sleeve sweatshirts embroidered with pot leaf designs on lightweight French terry are the perfect 4/20 gift for the pot lover in your life – or for yourself.
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After earning the Heisman Trophy in 1998 and becoming a top draft pick, Ricky Williams went on to play 11 impressive seasons in the NFL as a top running back, first with the New Orleans Saints, then the Miami Dolphins and later with the Baltimore Ravens. He famously retired from football in 2004 after failing a series of cannabis tests, and deciding that the league’s overzealous approach and demonization of cannabis was at odds with his own beliefs. Marijuana wasn’t legal yet, but he hoped it would be because he knew its benefits could help people in the sports I had and beyond.

Today, the NFL has taken a decidedly lighter approach and, of course, weed is legal in most states. The stigma is fading and more football players are speaking out about their use, thanks to the walls Williams broke down. On a recent Zoom chat about his perfectly named cannabis brand called Highsman, the Los Angeles-based activist and entrepreneur seems to have no regrets about how things turned out, and he’s full of ideas for new cannabis-driven products and events. Just this past Super Bowl, he collaborated with popular pre-roll brand Jeeter on a limited-edition strain, complete with stylized locker room-styled storage box (proceeds from the box went to Athletes for CARE, a nonprofit aiding athletes’ physical and mental health). As he tells LA Weekly, there’s much more to come from his new professional visionary playbook.

LA WEEKLY: So most people are familiar with what went down with you and the NFL not being cool with cannabis, right?

RICKY WILLIAMS: Well, you know, it’s funny, like that’s kind of the way the story’s been told. But more of it is me not being cool with the NFL. People assume that being rich and famous, or being an NFL football player, is the greatest thing that I can achieve in my life. But my experience actually was that I achieved greatness in that area, but I felt like there was so much more for me to be doing than by wasting my time trying to score more touchdowns. For me, I’d already accomplished what I was there to accomplish, so that was a waste of my time. Consuming cannabis helped me wake up to that reality.

And I think that’s really what this brand is about. It’s about telling the untold story: that from the outside, it looks like a great football player walks away to smoke weed. But it was really a great football player who saw that there were greater things I was capable of doing. And if I would have listened to the NFL and not consumed cannabis, I would have been like everyone else trying to chase this dream way too long until I destroyed my body. I realized I had a higher purpose, and I put all my time and all my energy into pursuing that higher purpose. So when I retired from the NFL, the stories in the newspaper were again, ‘NFL football player quits to smoke pot.’ There were stories saying I was like the world’s biggest underachiever and all these assumptions. I started reading those stories and I realized it’s up to me to decide how the story progresses forward. So I gave myself permission to pursue my passions. I traveled around the world, and I started to get a better sense of who I was outside of being just a football player. What I realized is, the thing I love the most in the whole world is making other people feel better, and inspiring other people. So when I had that realization, I decided, ‘OK, I’ve been a football player my whole life.’ I don’t really know how to do anything else. So I decided to start going back to school and I started learning about alternative healing.

What I found moving toward alternative healing, and moving to Northern California and starting to study this, is it led me into yoga and spirituality, and I started studying that. What I found in those different circles is the people I was surrounded by — unlike when I was a football player — they thought pretty much the same way that I did. And so the end result was, it helped me find my people.

And so these are the kinds of stories that I’m trying to tell. Yes, it’s great that cannabis is becoming more and more accessible to us. But as it does, how are we utilizing it? What I found as a Heisman Trophy winner, a professional football player, and someone who was always seeking greatness, I found ways to utilize cannabis to help me grow and become a better person. And that’s the story. And this is why I launched the brand. It’s not only to address the narrative, it’s to change the narrative.

How will you do that?

I think there’s so many things that people in their brains think that this is a bad thing. But if we can open their minds, and they can start to do things that feel good to them, and realize, ‘Wow, this can actually enhance certain things that I do...’ We need to push this conversation. I tried to tell the guys on the team, we’re not selling weed. We’re selling an idea. We’re selling a vision that people can contribute to and feel a part of. Because that’s sustainable. If people are utilizing cannabis to improve themselves, hopefully they want to improve themselves their whole life. So it’s something that can be a part of their process and their growth for their entire lives.

I think that figuring out what works and what hinders us is really an interesting and important thing to consider when it comes to cannabis.

Yeah. A big part of our business model is launching a platform for people who are utilizing cannabis in this way to tell their stories — very successful people coming out of the closet and being honest about not ‘Oh, I use it,’ but I use this because it helps me do this. These are inspirational and aspirational stories. Because in my study of yoga and alternative medicine, I came across this interesting book, and it made so much sense to me, it says that in most indigenous cultures, most alternative healing methods acknowledge that most healing occurs in an altered state. Einstein said something similar — ‘we don’t solve a problem from the same level of thinking that created the problem.’

That makes sense. So it’s about changing your perspective. I was reading in your days as a football player, and sports in general, you realized that cannabis can help with things specific to athletes? Can you talk a little bit about that?

Yes. There’s tons of research starting to be done on pain, because that’s a main issue for athletes. But, truly, the biggest issue for an athlete is performance. In life, how can I produce better? From my own experience as a football player, the constant thought is, we have an opponent coming up. And in my position, I was like the star of the team. So we have an opponent coming up, and the whole focus for them to win is to stop me. Right? That’s stressful. There’s money and so many people are rooting for you, it’s a lot of pressure. If you get overcome and bogged down by that, it’s too much. So anyone in a highly stressful job, the ability to take your mind...
Where does the NFL stand on cannabis as of now?

So when the NFL’s drug program started in the late 1980s/early 1990s, the nature of the program since then is – it’s the guys are tested once a year. Then if you pass that test, you’re clean, you’re good for the whole year, they don’t care. If you fail that test, they put you on a substance abuse program, where now you’re tested nine times a month for two years. If you fail a second time, then you get fired a quarter of your yearly salary. And then if you fail another test, you’re suspended for a year. That was the old program. If you just had a little bit in your system, you were popped, but it was only once a year. Since then, they’ve raised the testing limits. And just this past year, they’ve said we’re not going to suspend any players, but we will fine the players, and they’ve shortened the window of testing. So on the inside, they’re making it easier for players, but publicly, they’re fining it out. Earlier this year, they donated $1 million dollars to cannabis research. So they’re slowly moving in that direction because the players have taken a stance. They’ve said we’re not negotiating this as a substance abuse issue anymore, we’re negotiating as a wellness issue.

In your press materials, I saw a mention of social anxiety and how pot can help, but I think it also can increase it, if you don’t find the right products or strains.

Part of it is understanding that it’s an internal process. So part of the paranoia is our imagination. Those times when we say our imagination gets the best of us, yes, it’s because we’re not utilizing the imagination. Because we’re taught it’s a negative thing. Most people don’t know how, or it feels weird to be intentional about their cannabis use. So it’s not rigid, it’s just thinking. Okay, like, the simple question is, why do I love this so much? Because that was the path that I went down, asking if something is bad, and I’m risking my whole life for it. Instead of ‘I’m bad,’ there must be something really special about this thing, if I’m willing to risk so much for it. I became curious, ‘what is it?’ and I started studying, and this is how I came to these conclusions. It led me straight to spirituality. When you look in the old books, it says, you know, for years, for thousands of years, cannabis has been used as a holy religious sacrament. When I read that, I was like, what does that mean? Now I have a greater sense. Those times of prayer or whatever, where we feel exalted, it’s because that’s our imagination tapping into something greater. It lifts us up, and it inspires us to go and do better. At least that’s what it did for me. When I was playing and I’d smoke, every morning I’d wake up, like, excited about going to work because I cleared all the old stuff from the previous day, and I’m ready to go again.

I love that and think you’re right. You hear about music and you hear about art, but you don’t hear about how it can really enhance and help in the sports world.

Let’s talk about your cannabis brand specifically. Where does it come from? Do you have distributors or a specific farm connection? How do you curate product? Can you tell us a little bit about that process?

The business side of this is we found a grower, a farm up in Sacramento called Natura. We looked up and down the state, and there are two considerations: we needed to have a good business deal. But also it’s a cannabis lifestyle brand and we need to make sure that the people growing our cannabis are up to our standards. So it was a long process. My wife is the chief legal officer, so she was handling the deal side of it, and I was receiving the flower and testing the flower and handling that side of it. We found that by far, at least for our model right now, Natura works best for us. So we have a ‘pregame,’ a ‘halftime’ and a ‘postgame’ naming convention for what people have been calling indica, hybrid and sativa. Natura is really responsible for providing the flower for our everyday product – it’s low-priced, high-quality flower. We got a good deal, so it’s high-quality flower at a good price. But also, because we want to really hit that top shelf, in the deal we go out and we find people that are growing really amazing cannabis and they might be smaller brands who don’t have their name out. Procuring cannabis from there, that’s what we’re going to call Ricky’s Reserve. We’re working on our first batch right now.

So what is your plan for the future? What are some things you’d like to do with the platform and with the product?

We really launched at the end of last year. So the first push was really to get the hype up. Now that we’ve gotten hype and attention, now it’s time to really focus in on what we’re doing – our messaging and building a community. So as an example, we’re working on a golf challenge. Because a big part of the cannabis lifestyle brand for me is giving people who enjoy cannabis something to do that feels good to them. Community building. We started a Highsmen softball team. We had our first game Monday at Chev Rot Hills (in L.A.). We’re thinking we can sponsor more softball teams and so it’s expanding that way. We’re inviting people to compete in a golf challenge where there’s cannabis consumption. So creating community, creating events and really growing the brand, because to me, we’re not selling weed, we’re selling a lifestyle – a lifestyle that is utilizing cannabis to raise our vibration and spark greatness. I feel if we can do a good job communicating this message, it’s gonna make the world a better place.
Bikini Kill is Back Because We Need Them

BY BRETT CALLWOOD

It took Kathleen Hanna 20 years, between 1997 and 2017, before she decided that she wanted to play the music of Bikini Kill again. Between 1990 and '97, the band created music that was vital for the few people who heard it, but at the time, it didn’t reach enough ears. However, in pioneering the riot grrl sound and scene (drummer Tobi Vail is responsible for the “grrl” spelling), Bikini Kill has a legacy that only blossomed in the years following their split.

It's not like Hanna went away though. The end of the '90s through mid 2000s saw her return with the phenomenal Le Tigre — the electro-rock group that released three magnificent albums. (Incidentally, Le Tigre are reuniting for the Th's Aint No Picnic fest at the Rose Bowl in Pasadena.) Since 2010, she's been playing with Bikini Kill's Kathi Wilcox in punk band the Julie Ruin, but that group is on hiatus while she focuses on the former two.

So that brings us back to the now. Hanna tells us that she finally feels like playing Bikini Kill’s songs again, although she wishes that she didn’t because the inspiration comes from the shitty state of the world.

“When Bikini Kill played in the '90s, there was a lot of violence and aggression towards us, and there were also a lot of people who loved us and were very supportive,” Hanna says. “It’s really amazing for me to come back as a singer so many years later and get so much love and positivity. I think people don’t realize that we weren’t a popular band — Bikini Kill was a very niche thing. People either really loved us or wanted to literally kill us. There were a lot of ‘you guys don’t even deserve to exist,’ kind of sentiment. So to come back and be like, we do deserve to exist and actually, these songs — sadly, sadly, sadly, sadly — are feeling more relevant now than they did then. It’s great that I feel like singing the songs again when I didn’t feel like singing them for 20 years, but jeez, I would rather that the world was a better place. I wish I could sing about flowers.”

Yeah, it’s not the time for flowers just yet. Hanna says that she was performing with the Julie Ruin on the night that Trump was elected and then, during the Brett Kavanaugh hearings for the Supreme Court seat, she justifiably feared for women’s reproductive rights. Clearly, the world still needed Bikini Kill.

“So much stuff and so many cops killing black people for no reason,” Hanna says. “So I need to get this out. I’m so fucking pissed. I tend to either turn it on myself, or turn it into song. For me it’s all about the live outlet. I like enjoying, critiquing, whatever, the music that I’m making, and we were all in great shape, and we were sounding really great, and it was like, ‘OK, you’re going back home.’ How do you make big plans that you have to make far in advance that involve a lot of people? I think that’s what a lot of bands are dealing with. I was able to play music with some friends. I don’t really jam, but I kind of learned to jam in COVID. But I was still a mess like everyone else. I wrote some songs every so often, just because I had to, but it was really hard to just focus.”

Finally, they’re able to get going again and all of that work hasn’t been in vain. Hanna, Vail and Wilcox are joined by new guitarist Erica Dawn Lyle so Bikini Kill is all-female now (Billy Karren played guitar in the '90s). That, Hanna says, naturally changes the sound a little.

“She’s amazing,” Hanna says of Lyle. “I can’t tell you how it feels to stand on stage and play songs that are so familiar and yet so far away. We’re older now, we have a new guitar player, so there’s a certain different excitement in the songs. When you’re on stage standing in the whirlwind of the songs, it’s a joyous feeling because it also feels like a triumphant return, like Rocky running up the steps. Maybe we don’t suck. Maybe we got better. There’s something about being older that makes me appreciate these experiences, especially travel, so much more than I did back in my 20s.”

It’s clearly different now. Bikini Kill is performing at venues, like the Greek Theatre, around the country, rather than basements. The crowds are loving, rather than angry meathead men calling them “manhaters.”

“We’ve grown an audience that’s very intergenerational,” Hanna says. “We have 15 year olds, and 65 year olds, and everything in between. I think that’s one of the most satisfying parts of the tour for me. Right now, everybody is so fucking focused on you’re a boomer, you’re Gen X, you’re a millennial — here’s the jokes about millennials. Here are the jokes about Gen Z. It’s all marketing. It’s, let’s divide and conquer. We’re all on social media, just feeding into it. So to have an audience that’s intergenerational where they’re all in the same room, enjoying, critiquing, whatever, the music that is happening, feels really positive to me. I just want to be part of positive stuff, because there’s so much evil around. I want to bring joy and righteous anger. Anger’s not a bad thing. We should all be angry.”

Th nk god, then, that Bikini Kill is back.

Bikini Kill performs at 8 p.m., on Friday, April 29 at the Greek Theatre. The Olympia, Washington shows will be a benefit for the Interfaith Works Nightly Shelter — shelters for unhoused people who are trans or cisgender women. Hanna also has a company called tees4togo, which sells T-shirts for the $40 that it costs to provide a woman in Togo, West Africa with an education.
Revolutionizing Cannabis Delivery

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As COVID-19 positive cases begin to creep upward, L.A. Public Health asks residents to take precautions during Easter and Ramadan celebrations

BY ISAI ROCHA

L.A. Public Health is advising residents to take COVID-19 safety precautions while celebrating spring holidays such as Easter, Ramadan and Passover.

While the rate of outbreaks in the county have been low, L.A. Public Health said the holiday season, combined with spring break, "could eventually lead to more cases and outbreaks."

L.A. County saw an increase in positive COVID-19 cases for four straight days, reporting 1,263 positive cases on Friday, April 8, after seeing daily numbers fall as low as 530 on Monday, April 4.

L.A. Public Health attributes the increase in cases to the BA.2 coronavirus subvariant, which appeared in 47% of sequenced COVID-19 cases for the week ending on March 19, after seeing merely 5% of sequenced specimens a month prior in February.

Director of Public Health Dr. Barbara Ferrer said the BA.2 subvariant has the ability to spread 50% faster than the original Omicron variant, and although there is a two-week lag in sequencing reporting, she believes BA.2 is already the dominant strain in L.A. County.

"I think it's probably already dominant, similar to what the CDC found across the entire country," Ferrer said in an April 7 Public Health briefing. "They're estimating that it's somewhere between 70% and 80% of what we're seeing now, in terms of infections, are the result of people becoming infected with BA.2."

Ferrer said that people who had been previously infected with Omicron are seeing high immunity to BA.2, differing from this past winter surge where people with prior infections were still testing positive for Omicron.

Because of the prior infections, combined with a 75% vaccination rate in L.A. County and access to therapeutics to treat those who do become infected, Ferrer believes the county could avoid the type of COVID-19 surges that occurred in the past.

"I'm hopeful that we won't see a surge that we experienced over the winter," Ferrer said. "I'm also a realist. In that hopefulness, I'm also relying on the fact that L.A. County residents, for the most part, have really been doing their part to protect each other and we're still going to need to do that."

WILL SMITH BANNED 10 YEARS FROM OSCARS AFTER CHRIS ROCK SLAP

Will Smith will serve a 10-year ban from the Oscars for his on-stage slap of comedian Chris Rock at the 94th Oscars.

The Academy’s Board of Governors voted on the matter on Friday, April 8, saying it was a step “toward a larger goal of protecting the safety of our performers and guests.”

"Today, the Board of Governors convened a meeting to discuss how best to respond to Will Smith’s actions at the Oscars, in addition to accepting his resignation,” the Academy wrote in an open letter. “The Board has decided, for a period of 10 years from April 8, 2022, Mr. Smith shall not be permitted to attend any Academy events or programs, in person or virtually, including but not limited to the Academy Awards.”

On April 1, Smith resigned from the Academy, which opened the door for the board to vote on his future before the previously reported April 18 date.

The incident happened as Rock was presenting the 2022 Oscar nominees for best documentary feature and did a round of jokes aimed at members in the crowd. Rock then aimed a joke at Jada Pinkett Smith, likening her shaved head to the 1997 movie G.I. Jane, which featured actress Demi Moore in a shaved head.

In what originally looked like part of the show to many, Smith walked up on stage toward Rock, slapped him in the face and returned to his seat. The audio cut off in the U.S., but shared clips from the unedited Japanese telecast showed Smith repeatedly yelling, "Keep my wife's name out your fucking mouth."

"We want to express our deep gratitude to Mr. Rock for maintaining his composure under extraordinary circumstances,” the Academy said in the letter. “We also want to thank our hosts, nominees, presenters and winners for their poise and grace during our telecast." The letter expressed an apology for “not adequately” handling the incident.

"During our telecast, we did not adequately address the situation in the room. For this, we are sorry,” the letter said. “This was an opportunity for us to set an example for our guests, viewers and our Academy family around the world, and we fell short — unprepared for the unprecedented.”

U.S. SENATE CONFIRMS KETANJI BROWN JACKSON AS SUPREME COURT JUSTICE

Ketanji Brown Jackson was confirmed to the U.S. Supreme Court on Thursday, April 7, making her the first Black woman to hold the position.

President Joe Biden nominated Jackson on Feb. 25 after Justice Stephen Breyer announced he would retire.

"Judge Jackson’s confirmation was a historic moment for our nation,” Biden said. "We’ve taken another step toward making our highest court reflect the diversity of America. She will be an incredible Justice, and I was honored to share this moment with her.”

With 27 years on the Supreme Court, Breyer indicated he would depart sometime in the summer, after which Brown will officially take over as the 116th Associate Justice of the Supreme Court.

Jackson, 51, also will be the second-youngest court member, behind only Amy Coney Barrett, 50, who was selected to the Supreme Court in 2020 by former President Donald Trump.

The U.S. Senate took the vote Thursday, with 53 “yes” votes and 47 “no” votes. All of the no votes came from Republican senators.

“My ‘no’ vote was based upon Judge Jackson’s record of judicial activism, flawed sentencing methodology regarding child pornography cases,” Senator Lindsey Graham said. “And a belief that she will not be deterred by the plain meaning of the law when it comes to liberal causes.”

There were three Republican senators who did vote to confirm Jackson, with Susan Collins, Mitt Romney and Lisa Murkowski all placing “yes” votes.

During her confirmation hearings, Republican senators questioned Jackson’s sentencing history, bringing forward past sentencings related to child pornography, where they felt Jackson was too lenient.

"Ketanji Brown Jackson’s judicial record is extremely concerning,” Senator Ted Cruz said after the March 23 confirmation hearing. “The Supreme Court is the last bastion protecting our fundamental rights of free speech, religious liberty, and the Second Amendment.”

Jackson then responded by saying those particular sentences were, “to do justice in cases where you have defendants who are convicted of the same conduct, but have different, differing levels of culpability.”

After days of questioning, Senator Cory Booker gave a resounding approval toward Jackson.

"Don’t worry, my sister,” Booker said. "Don’t worry. God has got you. And how do I know that? Because you’re here, and I know what it’s taken for you to sit in that seat.”
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Imagine a cross between WeWork and LA Mart, with a hint of SoHo House — except it's all about weed. WeedWork? Sorry. This is the basis of creative agency Green Street's ambitious new headquarters in downtown's Historic Core, remodeling a 100-year-old, eight-story, 70,000-square-foot former furniture factory on Hill Street into a multi-function business hub for weed companies, with robust internal and more public-facing cultural programs, an upscale restaurant and jazzy event spaces. Green Street is not a dispensary (although an independent delivery service works out of the building and operates Amazon-style pick-up lockers, as well as selling weed-related supplies and merch). Rather, it's a gorgeous and super-pro layout of small, bright, membership model co-working and executive offices with event spaces in between and art everywhere.

The first floor is home to Gusto Green — a plant-forward, hemp-friendly and rather elegant restaurant. The second floor is where you'll find the aforementioned Hyperwolf delivery service. The third and fourth floors have the glass-walled, tech-enhanced business suites and extensive, rotating installations of small works and prints curated by Thí kspace — an eclectic, indie and street art emporium that takes the job of creating a high-energy, thoughtful, diverse and accessible art collection for Green Street members seriously. The gallery also will be curating larger-scale solo and thematic exhibitions in the very chic penthouse, as well as programming art activations for next month's gigantic Green Street Festival.

The fourth floor is the Buyers Lounge — a well-appointed party showroom where...
monthly arts, music, culture and tasting events are hosted, and which is currently home to highlights from Green Street president Rama Mayo’s extensive personal art collection. The sixth floor is a total mystery. Maybe it’s like a Being John Malkovich type situation, who knows. Then it’s up to the ALTA Penthouse and rooftop lounge — alta means “high,” and it’s the quintessential downtown hang; it’s expected to open in time for summer. There’s to be a stage, full bar, kitchen, comfy seating, a firepit and perfect views. ALTA also has a vast white box gallery and indoor event space that can easily handle museum scale artwork, and where Green Street and Thi k-space will present larger exhibitions, beginning with Lili Hayes’ zany solo project at the end of May, and a solo show by Los Angeles in July.

If this seems like a lot of art for what’s mainly a cannabis business, that’s exactly how Green Street president Rama Mayo and his partners like it. In addition to his personal collection, the company itself has invested in art and artists it believes in for years. Mayo’s background includes his legendary tenure at San Francisco’s Medi-

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cine Agency & Gallery, which similarly was known for infusing contemporary art and artists into every possible aspect of the gig. He makes art, too. And he makes furniture — which is a brilliant coincidence actually, because the site of the new HQ was constructed over a century ago for The Los Angeles Furniture Factory. (But you might remember it from Terminator.)

Mayo founded Green Street Agency in 2013 together with partner Josh Shelton; investor guru Gary Vaynerchuck joined them in 2017. They've since gone on to represent some of the most iconic brands and names in the industry, advising on everything from creative branding to legal compliance. Many of those brands are among the 50 or so companies using the premises — as well as joining the cohort for the upcoming Green Street Festival, May 13 and May 14.

Inspired by SXSW, Green Street has set out to create the largest gathering of global cannabis society in history, and is launching this as an annual tradition surrounding its shiny new HQ in the heart of downtown. With blocks closed to make space for outdoor vendor villages, curated art exhibitions and live activations, educational speakers, carnival games, food, music, and mellow shenanigans for a gathering of thousands, it will be supremely impressive when they manage to pull it off. But no matter what, Green Street is here to stay, revitalizing the architecture and economy of the Historic Core with a holistic vision for an infused community.

Visit 718southhil.com for more information and to RSVP for upcoming Green Street events.
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Sr. Test Engineer (El Segundo, CA) - Resumes: HR@stamps.com, Inc., 1990 E Grand Ave, El Segundo, CA 90245.

Business Development Specialist - Formulate business strategies & plans based upon the research findings. App must have Bachelor's deg. in Business Admin., Economics, Accounting, or related; in add., app must have 4 years' exper. in Business Admin., Economics, Accounting, or related; plus a min. of 5 yrs' exp as Business Development Specialist, Market Research Analyst, or related. Mail resume to Lollipops Apparel, Inc., 315 S. Broadway, LA, CA 90007 Attn: Mr. K pm.

Marketing Manager (Manhattan Beach, CA) - Plan & manage marketing activities for Black Desert Xbox One, online games and mobile games. Work in the cross-functional team environment. Execute and manage the overall online and offline marketing campaigns as well as affiliate marketing activities. Must work closely with the internal teams & external partners. 40+hr/wk, Bachelor's degree in Marketing / Communication or related & 4 yrs of experience as Marketing Manager or related experience. Must have experience with Pearl Abyss America Inc. Applicants must have Bac. & 6 yrs of experience. Mail resume to Robert Spelman, Schoinet, Inc., 12150 Culver Boulevard, Suite 103A, Los Angeles, CA 90026, or email to robert.spelman@shoenet.com.

Director of Financial Planning & Analysis (Los Angeles, CA) - RESPONSIBILITIES: Perform business valuations for financial reporting, tax reporting, transactions, strategic planning & other purposes. REQUIREMENTS: Bachelor's degree (or foreign equivalente) in Business Administration, Finance, Accounting, or related, plus 5 yrs as a Manager or related position. Email resumes to: Arthur. Volkening@ref-2477, dahlke@volkeningrums.com.

FC Business Valuation Manager - (Los Angeles, CA) - RESPONSIBILITIES: Perform business valuations for financial reporting, tax reporting, transactions, strategic planning & other purposes. REQUIREMENTS: Bachelor's degree (or foreign equivalente) in Business Administration, Finance, Accounting, or related, plus 5 yrs as a Manager or related position. Email resumes to: Arthur. Volkening@ref-2477, dahlke@volkeningrums.com.

Mattel Sales Corp. has openings for Digital Designer (various levels/types/multiple positions) in El Segundo, CA. All positions require travel to various unanticipated sites throughout the U.S. and internationally. To Apply: Send resume w/ Ref#: B2020203D to talentacquisition@mattel.com. Design or create new design graphics to meet specific commercial or promotional needs for multiple toys and manufacturing companies.

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ORDER TO SHOW CAUSE FOR CHANGE OF NAME Case No. 21LBCP00219 Superior Court of California County of Los Angeles located at Long Beach Courthouse 275 Magnolia Ave., 1st Floor Long Beach, CA 90802. Filed on 12/07/2021 - in the matter of Petitioner MARIELA TRUJILLO. It is hereby ordered that all persons interested in the above-entitled matter of change of name appear before the above-entitled court as follows to show cause why the petition for change of name should not be granted. Court Date: 01/28/2022, time: 8:30 a.m., Dept 27, Located at Long Beach Courthouse 275 Magnolia Ave., 1st Floor Long Beach, CA 90802. And a petition for change of name having been duly filed with the clerk of this Court, and it appears from said petition that said petitioner desires to have his name changed from: CAMILA ROSE

Sales Representative: BA in Bus. Admin., HRT or Marketing, Computer Science, Accounting, or related. Mail Resume: MAX IQL INC., 1250 S. Artesia Blvd., Compton, CA 90220

LEGAL NOTICES

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Looking for legal, honest, vaccinated, energetic, skilled, proactive couple in WLA area (2 acres, 3 adults, animals, informal lifestyle). Job requirements: housekeeping, handy persons skills, cooking, chauffeuring, and car maintenance. English speaking, non-smoking, and experienced with solid references.

Work 5 days a week. Tue-Sat, competitive salary + benefit. The couple would live for free in a recently redone 800-sq-foot one bedroom cabin, with full bath and kitchen. Serious inquiries only please. Please send resume or work history and qualifications to April. Principals only. No recruiters, please don’t contact this job poster. Do NOT contact us with unsolicited services or offers: amarkresumes@gmail.com.

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CARDENAS TRUJILLO to CAMILA ROSE CARDENAS TRUJILLO. Now therefore, it is hereby ordered that all persons interested in the said matter of change of name appear as indicated herein above then and there to show cause why the petition for change of name should not be granted. It is further ordered that a copy of this order be published in the LA Weekly, a newspaper of general circulation for the County of Los Angeles, once a week for four (4) successive weeks prior to the date set for hearing of said petition. Set to publish 12/28/21, 1/4/22, 1/11/22, 1/18/22. Dated: 12/28/21.

WITH SUBDIVISION (A) OF SECTION 17930. WHERE IT EXPRESSES 40 DAYS AFTER ANY CHANGE IN THE FACTS SET FORTH IN THE STATEMENT PURSUANT TO SECTION 17915 OTHER THAN A CHANGE IN RESIDENCE ADDRESS OF A REGISTERED OWNER. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THE EXPIRATION. EFFECTIVE JANUARY 1, 2014. THE FICTITIOUS BUSINESS NAME STATEMENT MUST BE ACCOMPANYED BY THE AFFIDAVIT OF IDENTIFICATION FORM. THE FILING OF THIS STATEMENT does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law (see Section 14411 et seq., Business and Professions Code). Publish 11/26, 12/03, 12/10, 12/17/21. LA Weekly

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