

Dispensary manager

Coleman Smith is manager for SoL, a new cannabis growhouse and dispensary, 275 US-395 Alt, Washoe Valley. We sat down to talk about SoL's new business model for Northern Nevada dispensaries and how the cannabis industry has been affected by Canada's recent legalization.

What is SoL, and how is it different from other shops in the area?

From the growing and cultivation side of things to the retail side of things, we're the only vertically integrated operation in Northern Nevada, meaning we have our cultivation facility and dispensary on site. And, quite literally, full transparency is something we believe in, in that we're the only facility that has a viewing window into our greenhouse in the entire state. ... It's more of the new age retail experience, you know. The Apple stores, the tech stores of the world or even big retail outlets, like, say, in San Francisco, in the Bay Area, where you walk in, and it's up to your discretion how quickly you want the experience to go, or if you want to stay a while, you have that option. And so also in the viewing room, we have a bunch of furniture. We have TV screens displaying educational material, free coffee, free tea, WiFi for our customers. And then from there, we have a breezeway with menus and displays of the product. So you can



PHOTO: MATT BIEKER

take your time engaging in the experience for 45 minutes before you ever even get to your budtenders and start your transaction. And then, also, we have a patio with furniture and a great view of Mount Rose. We've also already had live music out there. So, yeah, we wanted SoL to be, you know, like I said, a fully transparent experience, but also a destination.

SoL is equipped to grow cannabis with natural sunlight instead of grow lamps for the most part. Why is that important?

Typical grow operations—it doesn't matter what state you're talking about, but in Nevada also—are indoor warehouses with LED lighting, you know, hydroponic nutrients system and synthetic nutrients and additives. And, quite honestly, Ed Alexander, our head grower and one of the owners, he's a firm believer that

Mother Nature knows best, and I think that that's becoming something that, not even just in the cannabis industry but in food and health and everything else these days, that so many people are gravitating towards, or back towards. He believes that the plant is also best in terms of the experience, whether it be the medicinal effects or the taste or the smell, when you use organic nutrients and natural sunlight.

About SoL being a "destination," what else do you mean by that?

Sure. So we have big plans as it pertains to on-site consumption. We're lobbying in the 2019 sessions to have that amended. In addition to that, we have a long-term goal of building an amphitheater. Our owners are locals. They're fans of music, of, you know, communal gatherings of all kinds, like Burning Man for instance. ... We would love to have an amphitheater for the simple fact that we'd love to give back to the community and be something that, you know, Northern Nevada can be proud of. ... we're one of only three operations in Northern Nevada now that are even American owned anymore. It's something that a lot of people outside of the industry don't really realize is that Canadian corporations, now that it is federally legal there, have been coming in and buying out Nevada-owned dispensaries over the course of the last year, as well as across the entire country. So we want to make it something that remains Nevada-owned and expand our entertainment and everything else to make it something that brings the community together. □

NOTES FROM THE NEON BABYLON

BY BRUCE VAN DYKE

We bought ourselves a gift

As former solicitor general (during the Clinton era) Walter Dellinger told MSNBC's Chris Matthews: "We have to ask ourselves, why is it that Mike Flynn was willing to take the risk of lying? What is behind this Russian involvement? It's always possible that there's less here than we think, and it's also possible *this is the greatest crime in the history of the United States* if Americans were working with Russians to determine the outcome of a presidential election." (The italics are mine.) He's right, and that's what it's all about, a reminder as to why many of us remain endlessly fascinated, horrified, shocked and *pissed off beyond belief* at this most outrageous reality show of all time as it plays out in front of our eyes. You know this. I'm certainly not giving you any new news.

But I do want to give you an Xmas message of great positiv-

ity and cheer, for this is indeed an incredibly awesome holiday season this year in our country. For 2018 is the year that we gave ourselves a truly wondrous gift, the year that we sane Americans gave ourselves—America!

Oh, yes, indeed, we gave ourselves, on the night of Nov. 6, a slightly beat up but still totally nifty gift, which is our country. Yay for us! For it was on that night of Nov. 6 (and the days and weeks that followed for all those races that took a while to get certified and finalized) that a clear majority of us who still give two poops about the red, white and blue did our proper patriotic thing and told phony president Manbaby and his trashy lameass family of incompetent bungling endlessly lying crooks to take the proverbial long walk off a short pier.

So this holiday season, make sure you raise your glass to US—

us in the U.S. Because we did it, goddammit. We did what had to be done, and if we wouldn't have done what we did, just think how absolutely horrible and filled with despair you would feel right now. Just think how hopeless and grim 2019 would appear.

And now, realize that we are just days away from a Congressional Cavalry arriving on the scene, armed not with guns ablazin', but with a bottomless bucket of sassy, serious *subpoenas*. May the Dems start tossin' those suckers around like Amazon gift cards!

As for 2020, there are many possibilities on the table at this time, as numerous Dems start officially exploring presidential possibilities in the months ahead. Right now, I'm kinda thinkin' that a Kamala/Booker ticket might fly—and I'm not sure who would be the Prez. □



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CIGARETTES VALUE BRANDS

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Sonoma	\$4.13 pack	\$40.28 carton
King Mountain	\$4.48 pack	\$43.83 carton

Smokeless Tobacco

Copenhagen	\$5.15 can	\$24.17 roll
Skool	\$4.85 can	\$22.67 roll
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General Snus	\$5.12 can	\$23.77 roll

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