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Jan 6th 2010 By [Christian Cipollini](#)

## NJ Weedman Boosts the Economy Via Marijuana Parties

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During recessions, people tend to [indulge more in their vices](#), so it might seem contrary that there's economic woe in the weed industry.

Luckily, the proprietor of the [Liberty Bell Temple](#) medical marijuana supply store in Hollywood has come up with a novel idea for a stimulus plan: throwing highly-publicized pot parties like the [420 Obama One Year in Office Celebration](#) party advertised at left.

"Times got hard in the dispensary business," says marijuana aficionado Ed Forchion, who calls himself New Jersey Weedman. In 2004 he attempted (unsuccessfully) to change his name legally to [NJWeedman.com](#). He has since relocated to California.

In a recent email with Asylum, the trucker-turned-activist gave us the straight dope on throwing bashes catering to the cannabis-consuming community.

His recent "[bongs and thongs](#)" and [New Year's Eve](#) celebrations continued a formula he twisted up six months ago. The marketing budget is miniscule yet

effective; he promotes the parties via Web sites, word of mouth and fliers, and offers discounts for female attendees and card-carrying patients.

He admits the number of attendees has been modest at first, but with a few successful events, he expects his guest list and the cash flow to increase from the 500 people present at a recent shindig. His next party is [the 420 Obama One Year in Office Celebration](#), scheduled for Jan. 23.

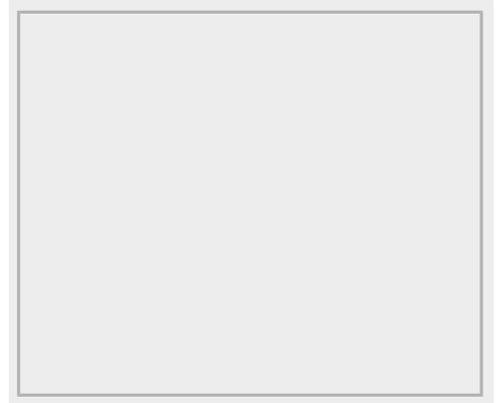
Forget about any "don't ask, don't tell" policy for non-patient participants. "I pass out joints to those who have medical cards but I'm not the police," says Forchion. "I'm not checking. At my parties there is no need to sneak off and smoke [if not a patient]. I encourage people to get out of the cannabis closet and smoke openly, to smoke with me."

But keeping the man from dousing the fire has to be a challenge, right? Not necessarily, says Forchion: "Marijuana is a low-priority police concern [in California]. So many people have medical marijuana cards that they'd be wasting time and resources busting us."

Still, the Weedman offers some final dos and don'ts for aspiring activists and party hosts. "Although I hope other promoters do actually promote to the out-of-the-cannabis-closet consuming community, I don't encourage anyone to go through the trials and tribulations that I have in the past." In other words, do not [light a joint in front of historic monuments and on the floor of the State Assembly](#).

And remember, residing in a state that holds a relaxed view of marijuana is obviously recommended.

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