

NCSLA 2014 Annual Conference

Presents

NCSLA - 80 Years: Just Getting Started



Westin Riverwalk
San Antonio, Texas



Presenter Biographies

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NCSLA President

Sherry Cook
Conference Host

LORI AJAX was appointed to the position of Chief Deputy Director of the California Alcoholic Beverage Control in January, 2014 by Governor Edmund G. Brown, Jr. Prior to her appointment, Lori served as Deputy Division Chief managing the Department's Headquarters operations. Ajax began her career with the Department in 1995 and served as an Investigator, Supervising Investigator and Supervising Agent in Charge of several ABC district offices and specialized units throughout the state. Ajax has served in many capacities during her tenure including overseeing the ABC Grant Assistance Program (GAP) and the TRACE Program.



CARLOS ALVAREZ moved from Mexico to San Antonio, Texas with his wife Malu and his two daughters to establish The Gambrinus Company which he founded in 1986. His company is one of the largest independent beer businesses in the United States. Gambrinus owns and operates the Spoetzl Brewery in Shiner, Texas; BridgePort Brewing Company in Portland, Oregon; the Trumer Brauerei in Berkeley in California.

Carlos Alvarez has enjoyed a very successful career in the beer industry. He was born in Mexico and grew up in Acapulco where his father established a Corona beer distributorship in the mid-1940's. Carlos learned the beer trade from the ground-up working at the family business and later joined Grupo Modelo taking over the export responsibilities when Modelo sales outside Mexico were almost non-existent. In 1981, he took Corona Extra to the United States and with no marketing budget and sold the first Corona cases in Austin, Texas where hand-selling got the beer its initial distribution in bars and restaurants. From these grass-roots efforts Corona captured the consumers' imagination and experienced unprecedented growth becoming the number-one imported beer in the U.S. in 1997. In the mid-1980's Carlos Alvarez opened additional export markets expanding into Canada, Japan, Australia and New Zealand. Today, Corona is available in over 150 countries around the world and its success is a great source of pride for Mexico and its people. It's hard to imagine such outstanding success had its origin in those first few bars in Austin where enthusiasm and personal commitment made up for the lack of marketing support.

Mr. Alvarez acquired Shiner's Spoetzl Brewery in 1989. The oldest independent brewery in Texas was experiencing financial difficulties. Capital investments had been delayed and workers' salaries had been frozen for some time. Spoetzl was hanging by a thread, and was at risk of going out of business. Now, having grown ten-fold, Shiner Bock is the leading bock beer in the U.S. and Spoetzl is one of the leading craft brewers in the nation.

Mr. Alvarez is a board member of the United Way of San Antonio, is a past Chairman of the World Affairs Council of San Antonio and also served on the National Board of Directors of the World Affairs Councils of America. He is also a

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member of the Chancellor's Council for the University of Texas and is a member of the Board of Directors of Frost Bank. He is a former Trustee for St. Mary's Hall, Davidson College and School Year Abroad.

Carlos Alvarez holds a degree in Biochemical Engineering from the Monterrey Institute of Technology in Monterrey, Mexico. He is a graduate of the U.S. Brewers Academy in New York and a member of Bierconvent International. Headquartered in Germany, this organization promotes the valuable contribution beer makes to society.

JASON BASSETT is the director of government affairs for Kum & Go, LC, the fifth largest privately held, company-operated convenience store chain in the United States. In this role he manages the company's state and federal government relations functions, as well as grassroots and PAC activities. Prior to joining Kum & Go, Jason was the director of legislative affairs for the American Frozen Food Institute, a national trade association whose members include ConAgra Foods, Nestle, and General Mills. Additionally, Jason worked as a policy staffer for U.S. Senator Olympia J. Snowe and was an appointee of President George W. Bush at the U.S. Department of Agriculture. He received his bachelor's degree in political science from George Mason University. Jason resides in Des Moines, Iowa with his wife and three children.

BERT "TITO" BEVERIDGE, founder and master distiller of Tito's Handmade Vodka, is a true pioneer in the world of microdistilling – in fact, it's a world he helped create.

A native Texan and brilliant entrepreneur, Tito was born in San Antonio and attended The University of Texas in Austin, where he earned degrees in Geology and Geophysics, with a minor in Math. He began his professional life as a Geophysicist, working around the globe at jobs in and out of the field, including dynamite-blasting oil reserves, sub-surface mapping, processing seismic data, analyzing ground water, and even at one time, as a mortgage banker. The varied life and career experiences gave Tito a unique perspective on time, forecasting, planning, finance, and the ability to understand people from all walks of life.



In the early 1990s, Tito enjoyed infusing flavored vodka in his spare time, creating much-loved (and much-requested) batches for friends. Tito watched as microbreweries and boutique wineries began cropping up throughout the country, and astutely predicted that the next step would be to incorporate the same handcrafted principles to the spirits industry.

In 1997, Tito fought to create the permit process in Texas to establish his legal right to open the state's first distillery. Without investors, any formal training, and on a tiny budget, Tito relied on credit cards -- in the end, running up a total of 19. With the unwavering dedication of a small, handpicked staff and with friends who pitched in to help build Tito's first distillery shack, he turned his dream into a reality. "I listened closely to the advice of those who advised me to start small, saying, 'Try to own your hometown, then, if you do that, try to own your home state, then if you do that, try to own your home country,'" recalls Tito.

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It took the company more than eight years to turn a profit. Today, Tito's Handmade Vodka is one of the fastest-selling and fastest-growing microdistilleries on the market and remains one of the purest spirits available.

Tito lives in Austin, Texas with his wife and three children.



DAVID BLAKE is a Deputy Attorney General at the Colorado State Attorney General's Office. Prior to this, he worked as Assistant Solicitor General for the Colorado Department of Law since September 2010. His recent work includes having been appointed to the Amendment 64 (legalization of marijuana at the state level) Implementation Task Force by Governor John Hickenlooper, chairing a subcommittee, and participating in finalizing the Task Force's recommendations for all areas of the implementation of Amendment 64.

Before coming to Colorado, Mr. Blake served in a variety of roles with the U.S. Department of Justice from 1996 and 2010. His assignments there ranged from working for the Office of Legislative Affairs and in the National Security Division; serving as a Special Assistant U.S. Attorney in the District of Columbia; acting as counsel to the Guantanamo Detainee Review Task; and working as a trial attorney in the Civil Division. Blake also served as an adjunct professor at the George Mason University School of Law. Blake is a 2007 graduate of the George Mason University School of Law and a 1996 graduate of the Virginia Polytechnic Institute and State University.

RICHARD M. BLAU is a shareholder with the law firm of GrayRobinson, P.A.. He is chairman of the law firm's Alcohol Beverage & Food Law Department, and heads up the firm's **Alcohol Beverage Team** focusing on the rules and regulations that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages. Before joining GrayRobinson, Richard was a partner at Holland & Knight, LLP, where he created that firm's original Alcohol Beverage Law practice.



Richard is "Band 1" rated for Alcohol Beverage Law by *Chambers USA*. He also is listed in *Best Lawyers in America*, and is "AV" rated by *Martindale-Hubbell*. A substantial portion of Richard's professional efforts are focused on trade regulations, litigation and dispute resolution involving the hospitality industry. He has industry-specific experience in the areas of administrative practice and regulatory compliance, advertising and promotional law, importation matters and supplier/distribution relations. An elected member of The American Law Institute, Richard also is a member of The Florida Bar, The New York Bar, The Bar Association of the District of Columbia, the American Bar Association and the Federal Bar Association. Additionally, Mr. Blau served for over eight years as the Chair of the American Bar Association's *Committee on Beverage Alcohol Practice*.

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Mr. Blau lectures on Twenty First Amendment issues at meetings of the National Conference of State Liquor Administrators (NCSLA), the National Alcohol Beverage Control Association (NABCA) and the National Liquor Law Enforcement Association (NLLEA). He also writes extensively on alcohol-related legal matters, and is the editor of the annual *Judicial Survey of Federal and State Court Decisions Construing the Twenty-first Amendment and the Laws That Govern the Alcohol Industry*. From 1998 through 2006, Mr. Blau authored the chapter on "Beverage Alcohol Practice" for the annual volume of the longstanding treatise *Developments in Administrative Law and Regulatory Practice* published by the American Bar Association.

Mr. Blau received his B.A. from Brandeis University and his J.D. from the Georgetown University Law Center, where he served as the Associate Editor for Topics of the *Georgetown Law Journal*.



CARRIE BONNINGTON is a partner in Pillsbury Winthrop Shaw Pittman LLP's Wine, Beer & Spirits and Litigation practices and is located in the Sacramento office. Ms. Bonnington focuses on licensed beverage law and regulation. She represents wineries, distilleries, importers, breweries and retailers (such as hotels, restaurants, bars and off-sale retailers) in regulatory practice before state alcoholic beverage control boards and in general civil litigation and transactional matters. She also regularly advises such clients in connection with state and federal alcoholic beverage laws, especially with respect to the advertising, promotion and marketing of alcoholic beverages and other trade practice and tied house issues. Ms. Bonnington has written and lectured in the areas of wine, beer and spirits litigation and regulation.

MATTHEW D. BOTTING was appointed to the position of ABC General Counsel in August, 2008. Botting has over 19 years of state government legal experience. He was ABC's Chief Legal Counsel from 2000-2004 before he left for a short time to work in private practice. Botting returned to ABC in 2005 where he served as a Staff Counsel III until his appointment to General Counsel. Prior to joining ABC in 2000, Botting was a Deputy Attorney General with the California Department of Justice. He obtained his Bachelor of Laws and Bachelor of Commerce (Economics) degrees from Otago University in New Zealand before relocating to the United States.



DEWEY A. BRACKIN is a partner at the Austin office of Gardere Wynne Sewell LLP. Mr. Brackin's practice is concentrated in the food and beverage industry and government affairs. He has extensive experience working with numerous state agencies focused on enforcement, licensing and compliance relating to the alcoholic beverage industry. While serving as a staff attorney at the Texas Alcoholic Beverage Commission, he prosecuted contested cases and helped develop regulations and procedures. Mr. Brackin also represented TABC in state district and appellate courts and is a former assistant attorney general for the state of Texas.

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THOMAS E. BULLEIT, JR. fulfilled a lifelong dream of reviving an old family bourbon recipe by starting the Bulleit Distilling Company in 1987. He has since forged a name for himself within the whiskey industry, including election to the Kentucky Bourbon Hall of Fame in 2009. Made from the finest ingredients and one of the more distinctive bourbons because of its high rye content and frontier-inspired bottle, Bulleit Bourbon continues to receive accolades within the spirits industry, specifically gold and double gold medals at the San Francisco Spirits World Spirits Competition.



After earning his B.A. from the University of Kentucky in 1966, Tom served his country during the Vietnam War as a member of the U.S. Marine Corp from 1967-69. Upon returning home, Tom earned his law degree from the University of Louisville School of Law and an advanced law degree (LL.M.) from the University of Georgetown, all while working in Kentucky distilleries between school terms.

Continuing the legacy and success of Bulleit Bourbon, Tom launched Bulleit Rye American Whiskey in 2011 and Bulleit Bourbon 10 Years Old in 2013. His hard work and forward thinking portrays a true pioneer and the primary reason why after two decades, Bulleit Bourbon and Rye are some of the fastest growing small batch whiskies in America and proudly owned by Diageo.

Tom is married to Elizabeth Calloway Brooks, who was named after her grandmother, Elizabeth Calloway - Daniel Boone's niece. 2006 was a milestone year for Tom when Kentucky Governor Ernie Fletcher appointed him as a member of the Honorable Order of Kentucky Colonels, the highest accolade a Kentucky citizen can receive.



A. KEITH BURT has been involved in Oklahoma state government for over 35 years. He has been an Auditor for the Oklahoma Department of Human Services, the Oil and Gas Division of the Oklahoma Tax Commission, and the Department of Mental Health and Substance Abuse Services, where he was the lead Financial Auditor, auditing Mental Health Centers. He joined the Oklahoma Alcoholic Beverage Control (ABC) Board in 1980. In 1985, Oklahoma approved a constitutional change to allow liquor-by-the-drink on a county option basis and renamed ABC the Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission. During the 1990's, the Commission added Prevention of Youth Access to Tobacco and Charity Games Enforcement. After serving as Director for both divisions, Keith became Executive Director in 2002 and remains in that position today. Now serving under his seventh Governor, Keith has been appointed to the Governor's Task Force on Underage Drinking, the Tobacco Use Cessation Advisory Committee and the Governor's Impaired Driving Prevention Advisory Council.

Keith has a Bachelor's Degree from the University of Central Oklahoma with an emphasis in accounting.

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ADAM CHAFETZ was involved in the development and initial implementation of the **TIPS (Training for Intervention ProcedureS)** program over 30 years ago. He spent over fifteen years traveling the United States training members of the hospitality industry and since then, has worked to continually adapt the TIPS curriculum to the changing needs of its audiences.

Based on his initial work developing the core **TIPS for On Premise** program, Mr. Chafetz has overseen the development of nine additional programs, each targeted to specific venues where alcohol is sold or consumed. In addition, Mr. Chafetz led the development of eTIPS, a popular online alcohol server and seller certification program, and Certification Manager, a web-based tool that allows various entities to track, monitor, and manage their certification training efforts. As HCI's premier programs, the TIPS and eTIPS programs have certified over 3.2 million people worldwide and under his leadership has become widely recognized in the industry as the foremost responsible alcohol training program. Under Mr. Chafetz' leadership, HCI has also expanded its repertoire of programs by creating the ASSET and CAST programs, as well as client-specific programs.



Mr. Chafetz is actively involved in the day-to-day management of HCI and is frequently consulted about server training issues by state liquor boards considering mandatory legislation, alcohol manufacturers such as Anheuser-Busch, MillerCoors Brewing Company, and numerous large organizations, including Marriott, Sigma Phi Epsilon Fraternity, Loyal Order of Moose, Disney and 7-Eleven. He frequently speaks at conferences, hearings, workshops and other public venues. Recently, he has focused on working with the enforcement and prevention community on how to improve their reach with retailers. He has also been providing his expertise on responsible alcohol management to several international committees as well as foreign governments.

Professionally, he is a member of the National Restaurant Association and the American Society for Training and Development. HCI is also an associate member of the National Conference of State Liquor Administrators, the National Liquor Law Enforcement Association and the National Association of Alcohol Beverage Control Administrators.

Mr. Chafetz attended the University of Wisconsin and the College of Charleston where he studied forestry and biology, respectively. He and his wife have two sons and live in Potomac, Maryland, a suburb of Washington, DC. His hobbies include skiing, hiking, tennis and wine collecting.



WILL CHEEK, as the only Tennessee attorney named Best Lawyers in America for Food and Beverage Law, leads the Alcoholic Beverage Team at Nashville law firm Bone McAllester Norton PLLC. Cheek provides licensing and regulatory compliance advice to restaurants, hotels, bars, clubs, craft distilleries and breweries. Will's clients range from small chef-owned restaurants to large publicly traded corporations. He is nationally known as the go-to source for Tennessee liquor law and authors the blog [Last Call](#), covering Tennessee alcohol, restaurant and hospitality news.

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W. CURTIS COLEBURN, III has served as Secretary of the Virginia Alcoholic Beverage Control Board since 1994, and was appointed Chief Operating Officer of the Virginia ABC in 1999. A frequent speaker at national and regional conferences and continuing legal education seminars, he also serves as second vice president of the National Conference of State Liquor Administrators.

A member of the Virginia bar, Coleburn came to VABC from the law enforcement community. He was twice elected Commonwealth's Attorney for Nottoway County, Virginia, before serving eight years as a member of the Virginia State Police. At the State Police, he headed the legal services office of the department's Bureau of Criminal Investigation.



As Chief Operating Officer, he is responsible for the day-to-day operations of all the agency's divisions except Internal Audit. In addition to his work at ABC, he currently serves as a trustee of the Virginia Foundation for Healthy Youth, and is a member of the Substance Abuse Services Council.

Curtis Coleburn received a Bachelor of Arts in Government and Foreign Affairs from Hampden-Sydney College, and his law degree from the University of Richmond. A native of Blackstone, Virginia, he has resided in Midlothian since 1986.



MAURICE C. COOK, SR., is the retired Chief of the Texas Rangers, retiring in August, 1996, and currently commissioned as a Special Texas Ranger. Growing up in La Porte, Texas, and as a young man, he entered the United States Air Force for four years and served a year in Viet Nam. Upon completing his military tour of duty he served as a city policeman in 3 Texas cities; Clute, Angleton, and Texas City. In 1967, a career move was made to the Texas Department of Public Safety with assignment as a Highway Patrolman. Later he was promoted and moved to Houston as an Intelligence Agent, Motor Vehicle Theft Investigator, and in 1973, as a Texas Ranger. He was on the assault team during the historic 11 day 1974, Carrasco Prison Siege at Huntsville and was the Commander of the Texas Rangers during the 1993-Branch Davidian Investigation.

In August, 2013, Chief Cook retired after thirteen years as the Director of Criminal Justice Training for Alvin Community College and entered his third career as an attorney and law enforcement expert witness. In his law enforcement career he graduated from the FBI National Academy; the Police Staff and Command School at Northwestern University; Sam Houston State University with a BS degree where he is recognized as one of the Distinguished Alumni; graduated from Stephen F. Austin University with a MA degree; and graduated from Thurgood Marshall School of Law with a JD degree and is currently a licensed Attorney. He assisted with the formation of the Texas Ranger Law Enforcement Association and continues to support the mission of the Texas Rangers and the Texas Department of Public Safety. He is married to Sherry Koenning Cook of Bastrop a 35+ year veteran of State Government who is the Executive Director of the Texas Alcoholic Beverage Commission.

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EDWARD COOPER joined Total Wine in 2011, bringing with him over twenty-five years of experience in corporate public affairs. As Vice President of Public Affairs & Community Relations, he is responsible for the company's local, state and federal legislative, regulatory and political affairs, corporate communications and public relations, community relations, corporate philanthropy, industry relations and corporate social responsibility efforts. Previously, Ed served as president of Highland Stone Associates providing integrated public affairs consulting services to Fortune 500 companies. Earlier, he served as vice president of The Hawthorn Group, directed the public outreach efforts of the National Association of Home Builders and the National Rural Electric Cooperative Association and served as a top professional staff member in the U.S. Senate. Ed holds a B.A. from Hobart College and an M.A. from Case Western Reserve University. He is a member of the Board of Trustees of Hobart and William Smith Colleges and serves on the boards of several local and national non-profits.

K. RENEE COWICK joined the North Carolina ABC Commission in 2003 and proceeded through three title changes in 2013, finally arriving at Chief Counsel in December. Prior to the ABC Commission, Renee spent nine years practicing mostly criminal and juvenile law with private law firms and the Wake County District Attorney's Office. At the ABC Commission, Renee has enjoyed streamlining the Legal Division's violation reporting method and assisting the IT Division in the development of a custom database application program. Renee welcomes the opportunities and challenges brought by interacting with a variety of people with diverse perspectives (i.e., retail permit-holders, law enforcement officers, coworkers, industry members, interest groups, legislators and other government agencies). Renee attended Graceland College (now University) in Iowa and NC Central University School of Law. Although born and raised in Michigan, Renee has lived in the Raleigh area of North Carolina since 1989.

DAN DAVIS worked his way through law school as a bartender - unplanned training for a practical, "real world" approach to beer, wine and spirits law. He began his legal career as inside counsel to a national supplier of premium wine and spirits, advising on licensing, promotions and distribution. There, Dan worked with marketers, salesmen and senior executives and earned a reputation as a "can do" lawyer. This demands short and clear legal solutions to immediate business needs, not long, detailed memos filled with legal analysis.



Dan brought this practical business approach to his work at two of the largest national law firms with beer, wine and spirits law practices. The significant resources and clients of national firms gave Dan the opportunity to conduct his own research of the law with a depth and breadth that the daily fire drill of an inside counsel does not permit. In his small firm, Dan brings years of first-hand knowledge and experience to clients, large and small, more efficiently and economically than ever before. He brings a practical inside business perspective to his legal advice.

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Dan began working with new ways to promote, sell and ship wine at the dawn of internet shopping, including licensing and developing procedures to work in the unique legal world of beer, wine and spirits law. Innovation does not always need new laws, but can often be addressed with a fresh look at the laws we already have.

Dan has argued before the California Department of Alcoholic Beverage Control, California Alcoholic Beverage Control Appeals Board and California Court of Appeal. He has shepherded dozens of alcoholic beverage promotions through state alcoholic beverages agencies across the United States. He has lectured on beer, wine and spirits law as it applies to licensing, consumer promotions, retailer promotions, internet sales and social media - though not all at once.



MARIBEL L. DELGADO is Sr. Director of Government Affairs and Associate General Counsel at E. & J. Gallo Winery, where her focus has been in alcohol beverage law, distributor affairs, global advertising and promotions law and contracts. Currently, she is primarily responsible for Gallo's state legislative matters in California and the rest of the U.S. In this role, she engages in a variety of legislative and regulatory matters of interest to the alcohol beverage industry. In 2010, she was an instrumental member of the retail and alcohol beverage coalition that worked on legislation to permit consumer alcohol beverage tastings in off-premise stores in California.

Prior to joining Gallo in 2003, Maribel was in private practice for eight years in large law firms in San Francisco. Immediately prior to joining Gallo, she was an associate at McCutchen, Doyle, Brown & Enerson (now Bingham). At McCutchen, she represented and advised a variety of private and public companies on general corporate transactions and securities law matters. Before McCutchen, Maribel was a litigation associate at Hancock, Rothert & Bunshoft. While at Hancock she worked on all aspects of state and federal complex commercial litigation cases, including environmental coverage actions, breach of contract, products liability, and defense of ski resorts in California and Nevada.

Maribel received her B.A. in psychology and political science from Stanford University in 1992, and her J.D. degree from U.C. Berkeley's Boalt Hall School of Law in 1995. Maribel and her husband, Wells, live in Modesto with their three children.

ELAYNE DUFF is much in demand to speak at bar shows everywhere around the world, having filled rooms as far afield as Copenhagen (Copenhagen Spirits & Cocktails), Berlin (Bar Convent Berlin) and Canada (Art of the Cocktail, Victoria, BC), as well as at massive national events in the US like Tales of the Cocktail (New Orleans) and the Nightclub & Bar Show (Las Vegas). On top of that, Elayne's infectious passion for cocktails and polished presentation skills make her Diageo's go-to person for media, being one of the most-requested mixology experts on Spike TV's hit "Bar Rescue" show as well as being Andy Cohen's favorite bartender on-set for "Watch What Happens Live!"



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Despite a jet-set lifestyle that can have her styling cocktails in Hawaii one day, and filming for national TV the next, Diageo USA's luxury brand mixologist Elayne Duff's first love is talking craft cocktails with bartenders, bar managers and owners.

After graduating from St. John's University in her native Staten Island, Elayne worked as an event organizer and account supervisor, launching Cîroc vodka all around the USA together with Sean "P Diddy" Combs, before reinventing herself as Diageo's first-ever luxury mixologist. Never one to do things by halves, Elayne threw herself into learning everything she could about spirits and cocktails, graduating in the first-ever class of the grueling B. A. R. program in New York, attending one of the first "Cocktails in the Country" courses with industry legend Gaz Regan, and interning at globally recognized, award-winning New York bars like The Dead Rabbit and the three-Michelin-star restaurant Le Bernardin. Along the way, she has accumulated quite a few accolades herself: as well as being nominated for a James Beard award, Elayne was also the first-ever Diageo ambassador to make the final four nominations for Best American Brand Ambassador at Tales of the Cocktail 2012.



R.E. "TUCK" DUNCAN is currently General Counsel, Kansas Wine & Spirits Wholesalers Association. Mr. Duncan is the principal in R.E. "Tuck" Duncan, Attorney at Law LLC. Mr. Duncan is also a principal in the government affairs company Capitol Connection Kansas LLC. Mr. Duncan has made numerous presentations regarding beverage alcohol laws at the National Conference of State Liquor Administrators and the National Alcohol Beverage Control Association and other associations, including the National Conference of State Legislatures. He writes a monthly column on liquor issues for the *Kansas Beverage News*. Mr. Duncan has spoken at various continuing legal education seminars, including his ethics presentation on "View from the Pro Tem Bench."

Married 40 years to Kathleen Allen Duncan, father and proud grandfather.

SUSAN EVANS began her Federal career with the Bureau of Alcohol, Tobacco & Firearms (ATF) in 1988 as a field inspector. She came to Bureau Headquarters in Washington, DC in 1999 as head of the alcohol labeling division. As division chief, Susan was instrumental in the development of COLAs Online, the Bureau's first e-filing system. In January 2003, when the Alcohol and Tobacco Tax and Trade Bureau (TTB) and ATF were divided, Susan became the first Assistant Administrator for Headquarters Operations. In July 2005 Susan was appointed to the newly-created position of TTB Executive Liaison for Industry and State Matters. In that position Susan concentrates on enhancing communication, education and customer service.



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OTTO F. FEIL, a native of Atlanta, obtained a Bachelor of Arts degree in history from Yale University in 1973. He attended law school at the University of Georgia where he obtained his law degree, magna cum laude, in 1976. While at the University of Georgia, Otto served as Editor-in-Chief of the *Georgia Law Review*, and he was named a member of the Order of the Coif.

Along with John Taylor and Max Hess, Otto has also played a leading role in the firm's alcohol beverage practice. For many years, he has represented clients in this industry with respect to regulatory matters, contract negotiation, and litigation, including matters involving franchise disputes, trade practices, licensing/permitting, distribution, advertising, import-export, and taxation. He has represented clients before federal and state courts, and state alcohol beverage regulatory agencies, and he advises clients on compliance with alcohol beverage regulations and policies.

Otto is a trial lawyer with more than thirty years' experience. He has appeared on behalf of plaintiffs and defendants in a broad variety of litigation disputes. Although his litigation practice is not limited to any narrow area, he has particularly strong experience with respect to complex business disputes, including disputes involving contracts, business torts, fraud, intellectual property, securities, franchising, finance, and commercial real estate.

Otto also advises manufacturers and other businesses concerning issues pertaining to distribution, marketing, and government regulation. Such matters include representation with respect to dealer agreements, product warranties, franchising, and dealer terminations.

Since 1992, Otto has taught trial advocacy skills to other trial lawyers in his capacity as a faculty member at the National Trial Advocacy College held annually at The University of Virginia School of Law. In 2010, he received the Brennan Award for his work in teaching trial advocacy. Otto was named by *Law & Politics* and *Atlanta Magazine* to the *Georgia Super Lawyers* list from 2007 to the present. Otto has been rated "AV" by the *Martindale-Hubbell Law Directory*, its highest rating, for many years.

RONALD C. FONDILLER is the Senior Vice President and General Counsel of the Wine and Spirits Division for Constellation Brands. In this position, he is responsible for protecting the company's assets, personnel and business by providing legal counsel and oversight for overall operations and business functions.

Fondiller joined the company in 1994 and served as the Associate General Counsel and Assistant Secretary before assuming his current position in 1997. Previously, he was the General Counsel for Prisma Group, a joint venture between Codorniu, S.A. of Spain and Campari, S.A. of Italy. He also served as the general counsel of Remy-Cointreau's U.S. and Asian operations.



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Fondiller has a LL.M. in Corporate Law from New York University; a LL.M. in International Law (summa cum laude); a M.A. in Law (magna cum laude) from Cambridge University; and an A.B. in History from Princeton University.



KIMBERLY A. FROST is a Shareholder of Martin, Frost & Hill, P.C. in Austin, Texas. As a former legislative aide to a state representative and “big firm” lawyer, Kimberly is a seasoned administrative law attorney who represented clients before many state agencies prior to focusing her practice on alcoholic beverage regulatory matters.

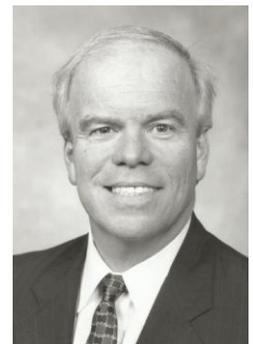
She represents importers and Texas wineries, distilleries, and breweries on federal and state permitting, compliance and labeling matters. She also represents a variety of retailers on licensing, marketing practices and legislative matters affecting its alcoholic beverage operations, and advises clients on how to structure corporate ownership and management of alcoholic beverage operations and other government-regulated operations to comply with state and federal disclosure requirements.

Kimberly successfully challenged a Texas requirement that alcoholic beverage permits and licenses be held only by Texas residents as a violation of the interstate commerce clause of the U.S. Constitution, and successfully defended a national provider of in-home wine sampling events against a cease and desist order from the TABC on commercial free speech grounds.

Before joining Jack Martin & Associates, Kimberly was an associate in the Administrative and Environmental Law section of Vinson & Elkins LLP in Austin.

Ms. Frost received a B.A. in Government from the University of Texas and her J.D. degree from the University of Texas School of Law.

PAT GAGLIARDI served for 16 years in the Michigan House of Representatives, where he served on the Appropriations Committee before being elected floor leader by his colleagues. He held this position for 10 years until his retirement in 1998.



Pat was appointed in 2003 to the Michigan Liquor Control Commission. He served as an administrative commissioner until 2011 and was responsible for the review and consideration of liquor license issues and presided over contested cases brought on appeal before the Commission.

Gagliardi Associates was established in 2002 to facilitate productive interactions between government and the private sector. Pat’s current clients include associations, banks, public advocacy groups, universities and business development organizations. A much sought after speaker, Pat often presents a birds-eye-view of government and politics to groups around the country.

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Pat has been recognized repeatedly for his leadership abilities and his negotiation skills. Most recently, Pat was recognized for leading the charge that resulted in Michigan being the first state to ban caffeinated alcohol energy drinks.

Pat is married to his wife Debra, a senior assistant attorney general for the state of Michigan. They have four daughters and two grandchildren. He is a 1974 graduate of Lake Superior State University.



RICK GARZA is the Agency Director of the Washington State Liquor Control Board. Rick has been with the Liquor Control Board since 1997. During Rick's career with LCB he has also held the positions of Legislative and Tribal Liaison, Policy Director, and Deputy Director. Prior to joining the Liquor Control Board, Rick served 13 years as a staff member for the Washington State Legislature, including five years with the Washington State Senate and eight years with the state House. His legislative assignments included Policy Analyst in the state Senate, House of Representatives Staff Director, and adviser to House and Senate leadership.

Rick is the immediate past President of the National Conference of State Liquor Administrators (NCSLA).

PAUL GATZA is the director of the Brewers Association (BA), a not-for-profit trade association whose purpose is to promote and protect American craft brewers and American craft beer and the community of brewing enthusiasts. Paul is a member of the association's Brewpubs, Technical, Communications, Market Development, PR & Marketing and Government Affairs Committees.



Paul's origin in the beer community started when he took up homebrewing in 1990. He worked on the bottling line at Boulder Beer and would sneak over to the brewhouse when opportunity allowed. He owned a pair of homebrew supply shops in Boulder and Longmont, Colorado from 1994 to 1998. He served as director of the American Homebrewers Association for 7 years and is in his 14th year as BA director. Paul is ranked as a National Beer Judge by the Beer Judge Certification Program. Paul is also a former judge director of both the Great American Beer Festival and World Beer Cup, before moving to the judge panels for these elite competitions.



ALAN GREENSPAN joined the Glazer's, Inc. in 2010 as its first general counsel. He is in charge of all legal matters, government affairs, and corporate compliance. He is also an Executive Vice President of the company. Prior to joining Glazer's, Mr. Greenspan was a partner in Jackson Walker LLP, Dallas, Texas, where he worked for over 20 years and advised Glazer's as its primary outside counsel. Mr. Greenspan earned his Bachelor of Arts at Amherst College, and his Juris Doctor degree from Vanderbilt Law School, where he graduated second in his class, was Order of the Coif, and an Associate Editor of the Vanderbilt Law Review.

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STEVE GROSS is Vice President, State Relations at Wine Institute, where he has been employed since 1986. Steve's duties entail overseeing the activities of Wine Institute's six State Relations Regional Counsels and Regional Managers as they address state legislation affecting the wine industry, as well as coordinating Wine Institute's legislative and regulatory activities with staff, contract lobbyists and member wineries.

Steve regularly participates in many national programs dealing with issues facing the wine industry, both on the legislative and regulatory levels. Steve serves on the Board of Directors of both Sustainable Conservation and the California Council for Environmental and Economic Balance (CCEEB). He also serves on the Sonoma State University Wine Business Institute's Executive Board. A native of Nebraska, Steve brought to Wine Institute knowledge garnered during his ten years of employment in the on-sale food and beverage industry, as well as extensive experience in political campaigns and legislative activism.



MICHAEL I. HALFACRE is an Assistant Attorney General and the Director of the New Jersey Division of Alcoholic Beverage Control. Prior to being nominated by Governor Chris Christie for the position of Director, Mike was an attorney in private practice in Little Silver, New Jersey. His practice was composed of transactional work and the representation of Municipalities. Mike also served as a Municipal Prosecutor in multiple towns. A life-long New Jersey resident, Mike was twice elected Mayor of his hometown of Fair Haven, New Jersey, which during his tenure was the only municipality in the state to lower property taxes six years in a row. Mike is a graduate of The Florida State University and the University of Dayton School of Law. He resides in Fair Haven with his wife and three children.

RICK HAYMAKER has served as Chief Legal Counsel (CLC) for the Illinois Liquor Control Commission (ILCC) since 2008. The CLC oversees the Commission's Legal Division which is responsible for advising the Commission and Commission staff on the interpretation of the Illinois Liquor Control Act and other general legal matters. The CLC also plans and reviews special compliance investigations for prosecution, advises on legislative proposals affecting the Commission, drafts trade practice policy statements related to the alcohol beverage industry, and sets enforcement priorities for the Commission. Prior to 2008, he served as Deputy Director for the Chicago Local Liquor Control Commission for ten years specializing in the regulation of retail liquor and entertainment licenses. For two years, Rick has served on the Board of the National Conference of State Liquor Administrators as Regional Chair representing the Central Region. He holds a Bachelor of Arts and Juris Doctor from Marquette University and has been admitted to practice law in Illinois and Wisconsin (inactive). Rick currently resides with his wife and two daughters in Chicago, Illinois.

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TARA L. HEATH is the Senior Corporate Counsel, Director of Regulatory Affairs for The Boston Beer Company in Boston, MA where she has worked for over 15 years. Her responsibilities include managing the regulatory compliance team that focuses on compliance with rules and regulations associated with the brewing, packaging, marketing, and distribution of beer, malt beverages and hard cider. She is a member of the Boston Beer's cross-functional product development teams. Among her other responsibilities, Tara provides guidance with regard to environmental health & safety, product liability, government affairs and acquisitions. She received her B.S. degree in Biomedical Engineering, her M.B.A. degree from Boston University, and her J.D. degree from Suffolk University Law School. She is also a Certified Cicerone.

ALEX HECKATHORN has been a principal in Compliance Service of America (CSA) for 15 years. CSA provides regulatory compliance assistance to all tiers of the alcoholic beverage industry across the nation. He works with restaurant and grocery chains, wineries and brewpubs, importers, wholesalers, distillers and brand builders across the US. In the retail field, he specializes in facilities with multiple licenses or unusual operations.



Prior to joining CSA, he represented vineyard and winery owners in Northern California, where he frequently collaborated with Sara Schorske, CSA's founding partner. Sara and Alex have been frequent contributors to winery publications such as *Vineyard and Winery Management* and *Wine Business Monthly* on compliance issues. He has made presentations to industry groups such as the Craft Brewers Conference, the Washington Wine Institute, and the National Association of Licensing & Compliance Professionals.

A native of California, he obtained his J.D. from the University of California, Hastings College of the Law in 1978. He now lives on a ranch in Southern Oregon, a stone's throw from the beach.



MAX HESS is a shareholder in the Atlanta law firm of Taylor, Feil, Harper, Lumsden & Hess and has been practicing law since 1982. A native of California, he has studied overseas first as an exchange student in Bonn, Germany with the American Field Service and later as an ulpanist on Kibbutz Kfar Hanassi in the Upper Galilee of Israel. Max was graduated summa cum laude from the University of Washington and cum laude from the Cornell Law School where he served as managing editor of the Cornell International Law Journal. Upon graduation from law school, Max began practicing in New York with Chadbourne & Parke. He took a leave of absence when selected by the German Academic Exchange Service (Deutscher Akademischer Austauschdienst (DAAD)) to participate in a fellowship program in Germany for foreign attorneys sponsored by the Ministry of Justice of North Rhine-Westphalia. At program's end, he practiced with Bruckhaus Kreifels Winkhaus & Lieberknecht (now Freshfields Bruckhaus Deringer) in Düsseldorf before resuming practice with Chadbourne. Later, he left private practice to serve as law clerk, in Texas, for two years to the Hon. Sam D. Johnson of the U.S. Court of Appeals for the Fifth Circuit. With the clerkship concluded, he resumed private practice, with Brobeck, Phleger & Harrison in California.

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Max joined Chorey, Taylor & Feil, P.C. in 1991. In October 2010, he and colleagues founded the new firm Taylor, Feil, Harper, Lumsden & Hess, P.C. In his practice, Max focuses on business litigation, including regulatory and litigation issues concerning beverage alcohol—licensing, labeling, advertising, trade practices, distribution, franchise disputes, import-export, and taxation.

Max is admitted to the bar in Georgia, California, and New York.

Work aside, Max enjoys singing with the Choir of St. Timothy's Episcopal Church.

JEFFREY A. KELLY is the Director of the Field Enforcement Division for the Comptroller of Maryland. The Field Enforcement Division is Maryland's regulator and enforcement agency for the State's alcohol, tobacco, and motor fuel industries. Prior to being appointed Director in 2008 by Comptroller Peter Franchot, Jeff worked as the Deputy Director and as a field supervisor. Jeff's career in public safety spans nearly 35 years. Before joining the Office of the Comptroller, he was a police officer for the Anne Arundel County Police Department where he retired as the Executive Officer of the Western District. Jeff has a Bachelor of Science Degree from the University of Maryland in Management Studies with major course work in accounting, management, and financial planning. He has a Certificate in Emergency Medical Technician – Paramedic and a Certificate in Financial Planning. Jeff lives with his wife in Anne Arundel County and has three sons and two grandchildren.

MICHAEL WILLIAMS LANGLEY, an Arkansas native, makes his home in Little Rock and has two daughters: Tapp, 14 and Wesley, 9.

Michael graduated from the University of Arkansas School of law in 1993. He served as Executive Vice President/General Counsel – First National Bank, Paragould, from 2005-2006 and was a partner in the law firm of Goodwin, Moore, Broadaway, Gray and Langley of Paragould from 1998-2005. He served as General Counsel for the Mike Beebe for Governor campaign from 2005-2006 and was counsel for the Democratic Party of Arkansas in 2005. In January of 2007, Michael was appointed by Governor Beebe as Director of the Alcoholic Beverage Control Division.

Michael was elected to the Board of Directors with Our House Shelter of Little Rock in May of 2007, and continues to serve that Board. He is also a member of the National Conference of State Liquor Administrators.

DAMON LARRY has been employed by the Florida Division of Alcoholic Beverages and Tobacco for 23 years. Currently he serves as Assistant Chief of the Bureau of Licensing. Mr. Larry served as North Region Supervisor of Licensing from 2000 to 2003. From 2005 to 2012 he served as the Supervisor of the Brand Registration Section. Damon was instrumental in the design and implementation of the Department of Business & Professional Regulation Online Brand Registration system. He was one of the recipients of a 2012 State of Florida Davis Productivity Award for the implementation of the online brand registration system, which reduced the amount of time it takes to register brands from 8 to 12 weeks to a matter of minutes.

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SARAH LONGWELL is the Managing Director of the American Beverage Institute (ABI), a Washington D.C. restaurant trade association that protects the on-premise dining experience and defends the right to drink moderately and responsibly prior to driving. ABI opposes sobriety checkpoints, efforts to make alcohol-sensors standard equipment in cars, and alcohol tax increases. Sarah is one of the country's leading experts on traffic safety issues, particularly related to drunk driving law and negligent driving. At ABI, she exposes and vigorously counters the campaigns of modern-day prohibitionists who seek to target responsible adults in an effort to criminalize moderate social drinking.



Sarah has delivered expert testimony before numerous state legislatures, appears frequently in the national media, and is quoted in hundreds of news stories each year. Her opinion pieces have been published in top tier newspapers including in the New York Times, USA Today, the Washington Post, and the Los Angeles Times.

In 2010, she was named a "Rising Star" by Campaigns & Elections' Politics Magazine. Sarah is a Senior Vice President with Berman and Company, a research and communications firm in Washington, D.C. She is a graduate of Kenyon College in Ohio.



KAREN K. MANDERS, Associate General Counsel, Anheuser-Busch Companies, St. Louis, MO. Karen has worked in the alcohol beverage industry for A-B for 22 years, handling alcohol beverage, distribution, and general advertising, sponsorship and promotional matters for the company. Currently, she covers California, Arizona, Nevada, New Jersey, Pennsylvania and Maryland from an alcohol beverage regulatory standpoint, and also reviews all national advertising and promotions for the Bud Light and Budweiser brands. Karen is a graduate of the University of Michigan, with B.A. and J.D. degrees.

DAVID MANDERSCHIED is a Vice President and Assistant General Counsel in the Law Department of Marriott International, Inc. in Bethesda, Maryland. Marriott is a leading lodging company with more than 4,000 lodging properties in 79 countries. David leads the team that provides legal support in connection with the 700+ hotels operated by Marriott and the 2,600+ hotels franchised by Marriott in the United States and Canada. David has the attorney oversight role for Marriott's liquor license compliance function. David graduated from Harvard Law School and practiced commercial real estate law in Washington, D.C. before joining the Marriott Law Department.



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SARA MANN is an experienced wine industry corporate and business attorney with Hinman & Carmichael in San Francisco, California. She spent over ten years as in-house counsel for WineShopper.com, a company that pioneered direct shipping and third party marketing agent practices, and New Vine Logistics, a major wine shipping, logistics, and compliance provider in the industry. Her current practice includes trade practice counseling, licensing, marketing, and regulatory compliance, including compliance with interstate shipping laws and internet sales.

CATHERINE CORTEZ MASTO began serving as Nevada's Attorney General in January, 2007. Known for her integrity and leadership, she has committed her time in office to protecting and advocating on behalf of the people and communities in Nevada.

General Masto has worked on many issues, which include mortgage fraud, cyber bullying, sex trafficking, senior citizen protection, substance abuse, domestic violence against women, and consumer protection.

She served as the 2012-2013 chair of the Conference of Western Attorneys General and a 2012-2013 executive committee member of the National Association of Attorneys General.

Prior to her service at the Attorney General's Office, she worked as an Assistant County Manager for Clark County, Nevada. She also served as a federal criminal prosecutor for the United States Attorney's Office in Washington, D.C. and was Chief of Staff to Governor Bob Miller.

She is a native Nevadan and graduate of the University of Nevada Reno and Gonzaga University Law School.



Officer **JEFFREY "CRAIG" MILLER** has been employed by the Department of Liquor for 16 years. Officer Miller became pivotal in communications between Arizona liquor industry leaders and the Department of Liquor during a 2012 industry trade practice investigation. So valuable were Officer Miller's contributions that the Department formed the Industry Trade Practice Investigation Unit, assigned Officer Miller the lead, and took him off of the street.

To better understand the impact of Officer Miller's reassignment, he is one of 15 sworn officers responsible for the compliance of more than 11,500 active liquor licenses in the state. To bridge the enforcement gap, Department of Liquor officer's collaborate with other law enforcement agencies on local, county, and state levels. These collaborating agencies receive POST training credits in liquor law by attending courses created and facilitated by Officer Miller. Course topics include fraudulent ID detection, Arizona liquor law, new liquor product education and, perhaps in the near future, industry trade practice investigation.

With all previous duties on hold, the 2012 industry trade practice investigation continued with Officer Miller at the helm. With newly earned trust, producers and wholesalers began to reveal to Miller the current trade practices that, by

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design, circumvented state and federal laws regarding bribery, coercion and inducement. Within 12-months, Officer Miller worked with the Department's legal counsel and Compliance Unit to reach an agreement with the industry. Ultimately, four wholesalers would enter into a single Consent Agreement with the Department and each pay a substantial fine. Through the compliance process, trust and respect were never lost. These wholesalers -- and many other industry leaders -- continue to work with Officer Miller to improve industry compliance focusing, this time, on industry trade practices of retailers.

Fair and respectful communication became essential for industry to participate in improved compliance. Officer Miller's skill and dedication is a model for effective communication and plays a key role for compliance of Arizona's liquor industry.

ROBERT "R.J." O'HARA received his J.D., cum laude, from the University of Dayton in 1989 and his B.A. in English in 1985 from the same school. He served as Articles Editor of the University of Dayton Law Review and is a member of the National Honors Society in History.



He was admitted to the Pennsylvania Bar and the U.S. District Court of the Western District of Pennsylvania in 1989. He was a co-founder of the Alliance of Alcohol Industry Attorneys and Consultants and remains a Board member. He is an associate member of both the National Conference of State Liquor Administrators and the National Association of Alcohol Beverage Administrators, as well as the Academy of Hospitality Industry Attorneys and Hospitality Lawyers.Com and has been an invited speaker at numerous national and regional conferences on alcohol-related topics. He is also a member of the Pennsylvania and American Bar Associations.

R.J. provides general liquor licensing counsel, handles litigation, citations and administrative hearings, and advises clients on complex national licensing issues arising from mergers, acquisitions and corporate restructuring. He represents investment and financial companies and firms which enter the hospitality, restaurant and alcohol manufacturing business and is adept at addressing their unique concerns. He also advises clients on the legality of national alcohol promotions and marketing and compliance with state and federal liquor laws. R.J. also conducts seminars for clients regarding liquor liability and related restaurant and alcohol management issues, oversees employee integrity testing and employee compliance with employer alcohol policies through the implementation of targeted secret shopper programs and drafts liquor-oriented legislation.

GEORGE PATTERSON is senior vice president, food and beverage of AMC Entertainment Inc. (AMC) and oversees all of AMC's food and beverage functions, including concept innovation and menu development.

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He began his career at AMC in 2010 and has 35 years of operations and leadership experience in the food service industry with a variety of large restaurant environments. Most recently, he served as Sr. Director of Asset Strategy and Multi-brand execution at YUM! Brands, Inc. Prior to that, he was a Division Vice President for Wendy's International, Sr. Director of Franchise Services at KFC and held numerous operations and leadership positions at Burger King Corporation. He also co-founded Cool Mountain Creamery & Café, LLC.

Patterson graduated from the University of Florida with a Bachelor of Arts degree in history and enjoys golf, sailing, jogging and all things "warm weather." He and his wife Ann, have three grown children, Melissa, Kris and Karley.



PAUL E. PISANO is Senior Vice President of Industry Affairs and General Counsel at the National Beer Wholesalers Association. He leads the association's efforts in industry, legal and state governmental affairs and serves as a liaison to state distributor associations and outside groups. Prior to joining NBWA, he served at the Department of Commerce most recently as Director of Congressional Affairs at the U.S. Census Bureau. He also spent six years working on Capitol Hill. Mr. Pisano holds a B.A. degree from Hampden-Sydney College and earned his J.D. from Catholic University's Columbus School of Law.

DEBORAH C. RINGO is a Senior Regulatory Manager based in Diageo's Washington, DC office. With more than two decades of progressive regulatory experience in the highly regulated beverage alcohol industry, Deborah has in-depth industry knowledge and expertise. She has focused on matters relating to new product development, responsible advertising code compliance, labeling, formulation, flavor approvals, 5010 tax credits, packaging, allergen and nutritional labeling, carbohydrate claims, brand registration, FDA bioterrorism registration, and state and federal trade practice rules. Deborah has experience in distillery, winery and brewery operations, importing, licensing and reporting requirements.



HOBERT "HOBIE" B. RUPE is the Executive Director of the Nebraska Liquor Control Commission. He was appointed to the position in December 2003 and began his duties on January 15, 2004.

Prior to serving as Executive Director, Mr. Rupe served as an Assistant Attorney General for the State from May 1994 until January 2004. As an Assistant Attorney General, he served as legal counsel/administrative prosecutor from September 2001 until January 2004.

Mr. Rupe is admitted to practice before the Nebraska Supreme Court, The Federal District Court for Nebraska, The Eighth Circuit Court of Appeals and The United States Supreme Court.

He is a 1992 graduate of the University of Nebraska College of Law and a 1989 graduate of Northwest Missouri State University with a Bachelor of Science in History and Government.

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MARY JANE SAUNDERS serves as general counsel for The Beer Institute, Inc. (BI), the national trade association for the brewing industry representing both large and small brewers, as well as importers and industry suppliers. Saunders joined BI after serving as general counsel for Subway Franchisee Advertising Trust Fund (SFAFT), the marketing and advertising arm of Subway restaurants. Before SFAFT, Saunders was a partner with Venable LLP, and prior to joining Venable, a partner with Arter & Hadden, another national law firm.

Saunders earned a B.A. in History from Virginia Tech and a J.D. from the Walter F. George School of Law at Mercer University. She is admitted to practice in the District of Columbia, Connecticut and Virginia. Saunders and her husband, Jim, also a lawyer, live in McLean, Virginia and have three children.

HARRY SCHUHMACHER is the editor and publisher of *Beer Business Daily* (www.beernet.com), a leading trade publication serving the U.S. beer industry. He is also the publisher of *Craft Business Daily* and *Wine & Spirits Daily*, and the producer of the annual Beer Industry Summit, an executive conference for beer industry professionals. He is often quoted in national publications such as the *Wall Street Journal*, *Fortune*, and *USA Today*. Harry has worked in the beer industry for over 20 years in a variety of roles, and started *Beer Business Daily* in 1998. He is a graduate of the University of Texas at Austin, and lives with his wife and three sons in San Antonio. He enjoys writing, reading, and beer in clean glasses. He tweets at @BeerBizDaily.



JOSHUA SEGAL is a civil litigator, trial attorney, and appellate advocate with a specialty representing clients in the alcoholic beverage industry and other heavily regulated fields. Josh has represented retailers, wholesalers, and suppliers before state agencies and in state and federal court and assists with regulatory compliance as well as general business disputes. Josh is licensed to practice in Massachusetts and New York and has been admitted to appear in courts around the country representing clients with national interests. Josh has been repeatedly recognized as a Super Lawyers Rising Star by Boston Magazine. While attending Boston University School of Law, Josh served as managing editor of the *Boston University Law Review*.

MARC E. SORINI is a partner in the law firm of McDermott Will & Emery LLP, based in the firm's Washington, D.C. office. He is the leader of the Firm's Alcohol Regulatory & Distribution Group. Recognized as one of the leading lawyers in his field by *Best Lawyers* and the *Chambers USA* directory, he advises breweries, distilleries, wineries and importers on regulatory, litigation, licensing, distribution, advertising product formulation, and taxation issues.



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JESSICA STARNs serves as Chief Legal Counsel with the Louisiana Office of Alcohol and Tobacco Control (ATC). Her responsibilities at ATC include overseeing all legal and governmental affairs by advising the commissioner on policy, regulatory and legislative matters concerning the alcoholic beverage and tobacco industries, drafting legislation and testifying on behalf of the Agency in legislative committees, promulgating regulations, and representing the Agency in administrative and judicial proceedings. Mrs. Starns was admitted to the Louisiana Bar in 2009 after obtaining her Juris Doctorate from Chapman University, Dale E. Fowler School of Law in Orange, California where she was appointed to the Honor Council, was a member of the Tax Law Society, the Public Interest Law Foundation and Phi Alpha Delta, and worked as a legal research assistant in the area of Administrative Law. Mrs. Starns holds a Bachelor's Degree in mass communication and sociology from Tulane University in New Orleans, Louisiana. She has worked as an attorney for ATC since 2009.



ROBERT W. STOCKER II is a member of Dickinson Wright PLLC, which has offices in several states, the District of Columbia, and Toronto, Canada, as well as cooperation agreements with law firms in Bulgaria, Macau, Malta, and Peru. He has an international practice in the areas of gaming (commercial, internet, charitable, Indian, and sweepstakes), regulatory, corporate, and alternative insurance programs (captives and insurance pools) law. Mr. Stocker chairs the firm's Gaming Practice Group. He is also an adjunct professor at Thomas M. Cooley Law School, where he teaches courses in gaming law, business planning, business organizations, and alternative insurance programs, and is a recipient of the Frederick J. Griffith III Adjunct Faculty Award for excellence in teaching. Mr. Stocker has been recognized by his peers for inclusion in *Chambers Global*, *Chambers USA*, *Best Lawyers in America*, and *Michigan Super Lawyers* for his expertise in gaming law, and he has been elected a Fellow of the American Bar Foundation. He is the editor and co-author of *The Michigan Gaming Law Legal Resource Book*. Mr. Stocker is also the co-author of Chapter 25 of *Collier's Guide to Chapter 11 Practice*, entitled "Chapter 11 Bankruptcy Cases Involving Casino Businesses." Recent law review articles co-authored by Mr. Stocker include "Gambling with Bankruptcy: Navigating a Casino Through Chapter 11 Proceedings" and "Remedying the Lose-Lose Game of Compulsive Gambling: Voluntary Exclusions, Mandatory Exclusions, or an Alternative Method?" He is a founding member and past president of the International Masters of Gaming Law; Chair of the American Bar Association annual program on gaming enforcement, the Gaming Law Minefield Conference; immediate past Chair of the Gaming Law Committee of the American Bar Association; a member of the Editorial Board of *Gaming Law Review and Economics*; and a member of the International Association of Gaming Advisors. Mr. Stocker has spoken on numerous gaming, business, and alternative insurance issues at a variety of national and international conferences and educational programs. His e-mail address is rstocker@dickinsonwright.com.

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ED SWEDBERG joined the Texas Alcoholic Beverage Commission as the agency's Assistant Administrator on September 17, 2012. He is responsible for overseeing the agency's day-to-day operations in the areas of Licensing, Enforcement, Audit and Investigations, Ports of Entry, Education and Prevention, Excise Tax and Marketing Practices, Business Services, Human Resources, and Information Technology.



In his first career, he served nearly 24 years on active duty in the U.S. Air Force, including several command assignments, and was awarded numerous military decorations, including the Legion of Merit. During his military career, he was promoted early or "Below the Zone" on three occasions, to the ranks of Major, Lieutenant Colonel, and Colonel. He retired as a full Colonel in 2006, after serving in his final assignment as the Commander of the 45th Mission Support Group at Patrick AFB and Cape Canaveral AFS in Florida.

Mr. Swedberg began working for the State of Texas in 2007 as the Assistant Director of Innovation and Technology for the Texas Comptroller of Public Accounts. Most recently he worked as a Deputy Executive Director at the Texas Department of Information Resources.

Mr. Swedberg holds a Bachelor of Science degree in Electrical Engineering from the University of Texas at Austin and a Master of Science degree in Electronic Engineering from Northrop University. He also earned in-residence Master's degrees from U.S. Army Command and General Staff College in Military Art and Science and from Air War College in Strategic Studies.



BILL TOMASZEWSKI has been the General Counsel for Wine.com, Inc. since 2004. His main focus is working with state agencies on alcohol regulatory matters. Prior to his employment with Wine.com he served for 20 years with the Jersey City Police Department in various roles. He is a graduate of Rutgers-Newark School of Law. Bill serves on the Board of Directors for the Planet Bee Foundation and is President of the Pacific Rowing Club, a San Francisco high school rowing club.

LUTFY FLORES VICO was born in Mexico City in 1972 and came to San Antonio, Texas in 1979. In 2007 he opened SoHo Wine and Martini Bar, a full service bar with a concentration of wines and specialty martinis. Steeped deep with San Antonio history, SoHo is located in the historic San Antonio Loan and Trust Building; the original vault that was used up to 1892 still faithfully serves as the wine cellar. Last year Mr. Vico opened CU29 Bar in Austin, Texas.

Mr. Vico served as Treasurer for Spirits Enthusiast of Texas from 2009-2010. He attended the University of Texas at San Antonio.

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LYNN M. WALDING serves as DIAGEO's Executive Director for Control States. The position supports DIAGEO's commercial and government relations teams. He also serves as liaison to the NCSLA and to the NABCA.

Mr. Walding is the former Administrator of the Iowa Alcoholic Beverages Division, a past NCSLA President, a former NABCA Chairman and a founding member of the Responsible Retail Forum (RRF) Board of Directors.



Mr. Walding received his Bachelor's Degree in Political Science, a Masters in Public Administration and his Juris Doctorate from the University of Iowa. He is also the recipient of several civic awards, including the Champion Award from the Iowa Substance Abuse Program Director's Association (2005), the Dwight Ink Public Service Award (2000), the Junior Chamber's Outstanding Young Iowans Award (1995) and was selected for a Rotary Group Study Exchange to India (1990).

At past NCSLA Annual Conferences, Mr. Walding has moderated panel presentations, including: *Shine!* (Honolulu 2013); *Who Cares about the CARE Act?* (New Orleans 2010); *The M&A Game – Mergers and Acquisitions* (Chicago 2008); *Booze, Blue Hair & Bingo: Seniors Gone Wild?* (Seattle 2007); *The Federalization of Alcohol* (Boston 2006); *Crossroads, Crossfire or Crosshairs: Getting Cross with State ABCs?* (Denver 2005); *The Bare Facts about Regulating Strip Joints* (New Orleans 2004); *GATS, Global Markets & the WTO: Is there room in the 21st Century for the 21st Amendment?* (Baltimore 2003); *Regulating the 'Wretched Refuse:' Immigration Patterns and Practices Affecting the Beverage Alcohol Industry* (Albuquerque 2002); *The ABC's of Regulating Tobacco: Joe Camel Meets Joe Six-Pack* (Kapalua 2001); *Pimps, Prostitutes & Pushers: Local Efforts to Clean-Up Nuisance Bars* (Atlantic City 1999) and *'Kill All the Lawyers:' Managing Change in the New Millennium* (New Orleans 1998).

Mr. Walding lives with his wife, Alison, and two children, Brooke and Kurt, in Des Moines, Iowa.



JERRY W. WATERS, SR. is the executive director, Office of Regulatory Affairs and was appointed by the Pennsylvania Liquor Control Board in May 2008. As the director he has oversight and responsibility for the daily operations of three bureaus including Alcohol Education, Licensing and Consumer Relations.

Waters has a vast enforcement and regulatory background. He began his career with the Liquor Control Board in Philadelphia, after graduating from the Enforcement Officer Academy. Throughout the course of his career, Waters has served the board as an investigation regional manager, chief of the Investigation Division, assistant director, and director of the Bureau of Licensing. In addition, he serves as a member of the Pennsylvania Liquor Control Board's executive team.

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He has participated in many national, state and local regulatory panels and roundtable discussions. In addition, he is a member of the Regulatory Committee for the National Alcohol Beverage Control Association (NABCA), National Conference of State Liquor Administrators (NCSLA), serving on the Executive board and the Northern regional Chairman and, a past board member of the Responsibility Hospitality Institute.

In his community he serves as a board member on the Central Dauphin School District PANRAM Foundation and, as a trustee advisory role for Pennsylvania's Mr. Football Association. Additionally, he is a past president of the Milton Hershey School Alumni Association, Hershey, Pennsylvania.

Waters also served as head wrestling coach for Central Dauphin East High School, Harrisburg, Pennsylvania for ten years and the head Greco Roman coach for Team Pennsylvania for seven years. He successfully produced champions in the sport at the high school and junior national levels and helped to transition the majority of his athletes to the college level.

JAMES L. WEBSTER is the founding partner of Chicago based Webster Powell, P.C., a Beverage Alcohol boutique law firm. Mr. Webster concentrates his practice in the Beverage Alcohol and Hospitality Industry. He represents members of the Industry throughout the United States in trade practice, licensure, labeling, importing and Industry tax issues, mergers and acquisitions, franchise litigation, administrative hearings and appellate advocacy.

Jim is the former co-chairman of the American Bar Association Committee on Alcoholic Beverages and former member (2006/2008) of the Executive Committee for the National Conference of State Liquor Administrators. He is a frequent speaker at Industry Seminars, including those sponsored by the National Conference of State Liquor Administrators, National Conference of State Legislators; National Alcohol Beverage Control Association; the National Restaurant Association; various State Restaurant Associations (Illinois, Florida and Minnesota); the National Licensed Beverage Association; the Wine and Spirits Wholesaler's Association of America; the Illinois Licensed Beverage Association; the Hospitality Resource Institute; and Continuing Legal Education International Seminars on Industry Practices. He also conducts company and tier specific trade practice seminars for Industry Members; and has assisted in training law enforcement agencies regarding alcohol related incidents through the National Center for Alcohol Law Enforcement. Mr. Webster has also been active in the founding and governance of the Chicago Hospitality Resource Partnership, a non-profit resource partnership, assisting communities in planning, managing and policing hospitality and entertainment districts in Chicago.

Mr. Webster earned his B.A. from the University of Wisconsin and his J.D. from DePaul University.

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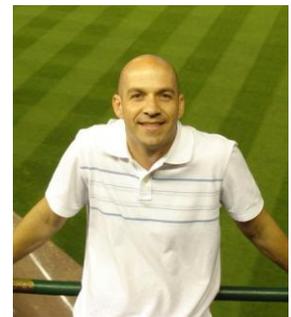
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GEOFFREY M. WESTAPHER, C.M.C., C.P.C.M. A career with over 40 years of industry experience in all segments of the beer business including, but not limited to: imports, crafts, contract, domestic, and wholesale. Former President/COO of 6 beer companies and owner of the 7th largest Schlitz wholesaler in the US and recognized by most major brewers as “the beer industry expert.” He has represented both brewers and wholesalers in the US Bankruptcy Courts, US Federal District Courts, and the state courts of Texas, Oklahoma, Kansas, Oregon, Washington, Wisconsin, and Florida. As a wholesaler, was nominated for and/or won awards including the Inner Circle, Proud Lion, and Founders awards. Over the years served on multiple advisory boards including Coors, Corona (Barton), and Pabst, along with numerous industry associations.

His experience in the malt beverage (beer) industry on the supplier side covers a range of responsibilities/positions predominantly in business development/management. Area of expertise is in the management of the supplier and wholesaler distribution tiers with specific focus on developing strategies designed to maximize sales/sales execution of the products represented. This includes increasingly expanding experience (over my career) in supplier/wholesaler budget development/management; personnel development/management; strategic pricing development/management; management of wholesale distributor alignment and transitions; development and execution of sales and marketing strategies along with national accounts execution; development and implementation of short and long term sales and marketing strategies with multiple international supplier partners (including new product planning/development); development and execution of marketing strategies through assigned agencies; and the development and execution of near and long term strategic business and financial plans.

Mr. Westapher’s specialties are taking non-performing beer companies and turning them into profitable businesses; revising stagnate or dying brands into viable and growing products; Implementing organizational changes to achieve a winning culture.

L. CHRISTOPHER (CHRIS) WITTMAN is an Associate General Counsel at MillerCoors in its Milwaukee, Wisconsin office. In his role, Chris leads the Sales & Regulatory practice at MillerCoors, which includes managing legal issues arising out of distributor and retailer relations, advising on legislative and regulatory matters, and overseeing compliance with licensing, labeling and other regulatory approvals. Chris began his career at Miller Brewing Company in 2001 after practicing as a products liability litigation associate in the law firm of Shook, Hardy & Bacon in Kansas City, Missouri. Chris earned his Law Degree in 1997 from the Washburn University School of Law and a Business Administration Degree from the University of Kansas in 1994. Rock Chalk Jayhawk.



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CRAIG WOLF has been the President and CEO of the Wine & Spirits Wholesalers of America (WSWA) since 2006. Founded in 1943, WSWA is a national trade association consisting of 350 wine and spirits wholesalers and brokers whose members operate in all 50 states and the District of Columbia.

As President of WSWA, Craig serves as the voice of the wholesale wine and spirits industry, advocating for wholesalers' interests with state and federal elected officials, the media, regulators and the law enforcement community. WSWA supports legislation, regulation and public policy at both the state and federal levels that promotes a consumer-focused, accountable and responsible system for the distribution of beverage alcohol, and which serves to prevent

underage access.

As Chief Executive Officer of WSWA, Craig manages the day to day operations of one of Washington's most influential trade associations with an annual budget of nine and one half million dollars, a staff of eighteen and a two million dollar per cycle Political Action Committee (WSWA-PAC).

Prior to taking over the top spot at the association in 2006, Craig held the position of WSWA's General Counsel for just under seven years. Before joining WSWA, Craig served as Counsel to the United States Senate Judiciary Committee, as a Trial Attorney in the Criminal Division of the Department of Justice and for five years worked as an Assistant State's Attorney for Allegany County, Maryland.

Craig received his law degree in 1987 from the University of Baltimore School of Law in Baltimore, Maryland, and his bachelor's degree from Dickinson College in Carlisle, Pennsylvania in 1984. He is also a Certified Association Executive (CAE) and graduate of the Institute for Organization Management.

Craig is a Major in the United States Army Reserve and is currently assigned to the U.S. Army Special Forces Command (Airborne). He is a veteran of Operation Enduring Freedom (Afghanistan). He lives in Howard County, Maryland with his wife Sally and their children Hannah and Zachary.

RANDALL A. "RANDY" YARBROUGH worked with the Texas Alcoholic Beverage Commission (TABC) from February 1976 until his retirement September 30, 2002. He served as the Assistant Administrator of the agency 1987 until his retirement. In his position of Assistant Administrator, he was responsible for the review of all administrative cases handled by the agency and signing final orders, including violations of sale to intoxicated and under aged persons.

Since 2002, Mr. Yarbrough has been self-employed as a consultant and has worked for various clients primarily in the alcoholic beverage industry and has served as an expert witness both for trial and defense attorneys in civil "dram-shop" cases, administrative law cases before the State Office of Administrative Hearings, and in mediation cases involving the Texas Alcoholic Beverage Code.

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Mr. Yarbrough has served as an expert in over 60 administrative law and civil cases dealing with dram shop violations of the alcoholic beverage code, on behalf of both defense and plaintiff firms.

For 20 years, Mr. Yarbrough acted as legislative liaison for the TABC and testified before the various legislative committees regarding the impact of proposed legislation on the enforcement of alcoholic beverage laws and was active in the area of policy making and rule writing both with the commission and in the national arena.

Mr. Yarbrough served as President of the National Conference of State Liquor Administrators from 1998-1999 was active in the association making presentations on alcohol regulatory issues around the country. This association is comprised of the alcohol regulatory agencies in each license state throughout the country. He also served as chairman of the southern Region of the NCSLA, and as Executive Secretary-Treasurer of the NCSLA from 1987-1989. He served as Chairman of the Joint Committee of the States made up of regulators from license and control states which discusses and recommends policy considerations for national alcohol regulatory agencies such as Tobacco and Tax Bureau (formerly the alcohol regulatory arm of the ATF) and the Federal Trade Commission.

He also served as an ex-officio member to the Wine Task Force Committee of the National Conference of State Legislatures studying legislation relating to wine sales in the United States and the Wine Task Force of the State Comptroller's Office. He has made numerous presentations on alcoholic beverage issues relating to regulation of alcoholic beverages.

A native of Waco, Texas and an Eagle Scout, Mr. Yarbrough attended the University of Texas at Austin where he graduated in 1973 with a Bachelor of Business Administration degree with a concentration in management and economics, and is a graduate of the State of Texas Governor's Executive Development Program.

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