2015 Central/Western Regional Conference

Renaissance Seattle Hotel
515 Madison Street
Seattle, Washington

September 27-29, 2015

Navigating The Future: Charting Our Course

Business Agenda
All sessions are in Salon A/B/C
(Session Topics and Speakers are Subject to Change)

Sunday, September 27
1:00 p.m. – 5:00 p.m.  Early Registration - Madison Foyer

Monday, September 28
7:00 a.m. – 4:00 p.m.  Registration Desk Open

7:00 a.m. – 8:30 a.m.  Breakfast – North/West Room

8:30 a.m. – 9:00 a.m.  Opening Ceremony and Roll Call

   Welcome – Guest speaker to be announced

   Presentation of Flags / Pledge of Allegiance / Roll Call

9:00 a.m. – 9:30 a.m.  Keynote Speaker: John Kelly, Senior VP, Global Responsibility & Public Policy, Starbucks Coffee Company

9:30 a.m. – 10:30 a.m.  Session #1: History: Why do we treat alcohol different?

   It’s important to occasionally pause and reflect on the history of alcohol beverage regulation, both in the nation and among the states, to understand the unique aspects and turn of events involving this commodity. Historian and author, Norman Clark, wrote, “The Dry Years”, a history of Washington State’s experience with alcohol law and regulation. What led to the Temperance Society, Anti-Saloon Movement, Prohibition and the establishment of the 21st Amendment? What is behind the Three-Tier and Tied House laws and rules? We’ll also examine the last 80 years of change since the end of Prohibition and what’s in store for the future. It’s said that if you lack an understanding of your history that you’re doomed to repeat it. Join us for an insightful examination of how we got to where we are today.

   Panelists: Rick Garza, Director, Washington LCB
              Richard Blau, Chair Alcohol Beverage & Food Department, GrayRobinson

10:30 a.m. – 11:00 a.m.  Break
Monday, September 28 (cont.)

11:00 a.m. – 12:00 p.m. **Session #2: Technology Trends and the Implications for Alcohol**

Innovation continues to outpace regulation. What do liquor regulators need to know about what is already here, and what may be coming next? This panel will discuss current technology innovations, including how the technologies work, why they are gaining popularity, and the implications and potential risks for the alcohol industry.

*Moderator:* Kristen Techel, Partner Strike & Techel  
*Panelists:* Jeff Carroll, VP, Compliance & Strategy, ShipCompliant  
              Kelly Martin, Director of Regulatory Compliance, Direct Wines Inc.  
              Viviann Stapp, VP, Legal Counsel, Jackson Family Enterprises

12:00 p.m. – 1:00 p.m. **Lunch - North/West Room**

1:00 p.m. – 2:00 p.m. **Session #3: Craft Breweries, Wineries, and Distilleries: “Chips or Cracks”**

The drive behind many proposed changes to existing alcohol control acts is coming from local (and often well-connected) entities such as brew pubs and micro distilleries. Does this pressure result in even more exceptions or carve-outs? Are these entities weakening some important underlying principles of alcohol control and resulting in far more substantial changes? These questions and more will be debated during this session.

*Moderator:* Hobert Rupe, Executive Director Nebraska LCC  
*Panelists:* Heather McClung, President of the WA Brewers Guild  
             Paul Pisano, SR VP Industry Affairs & General Counsel, NBWA  
             Mary Jane Saunders, VP & General Counsel, Beer Institute
Monday, September 28 (cont.)

2:00 p.m. – 3:00 p.m.  **Session #4: Millennials: Their Time Has Come**

Millennials, those born between 1981 and 2000, will be one of the largest generations in history. As millennial adults (21-34 years of age) move into their peak earning and spending years, this economic juggernaut will change alcohol industry standards and alcohol regulation for decades to come. Expanding on topics introduced at the 2014 annual conference in San Antonio, the panel will provide insights on the unique characteristics, perspectives and expectations of this generation of digital natives and the challenges they create for all commercial sectors and liquor regulators.

*Moderator:* Anna Hirai, Assistant Administrator, Honolulu Liquor Commission

*Panelists:* Bahaneh Hobel, Senior Counsel, Dickenson Peatman & Fogarty
Holly Phillips, Special Investigator, Minnesota DPS Alcohol and Gambling Enforcement
Rebecca Stamey-White, Partner, Hinman & Carmichael LLP
Anita (Anu) Apte-Elford, Proprietor, Rob Roy Seattle

3:00 p.m. – 3:30 p.m.  **Break**

3:30 p.m. – 4:30 p.m.  **Session #5a: Regulator Re-cap**

This session provides an opportunity for regulators to review together the first day’s sessions. With many new regulators in attendance, this will be a candid conversation on the issues discussed and how they are playing out in your state. Typically, the issues we manage are also occurring in other states. Gain insight from experienced regulators who have addressed the same issues over the years. This session promises to be a discussion that provides important value to all regulators. We’ll also use this time to brainstorm possible new topics and/or panels for the 2016 annual meeting in Chicago.

*Discussion Leads:* Jerry Waters, Director, PN LCB
Pam Frantz, Executive Director, NCSLA
Rick Garza, Director, Washington LCB
Monday, September 28 (cont.)

3:30 p.m. - 4:30 p.m.  **Session #5b: Industry Re-cap**
This session will give Industry members an opportunity to review the first day's panels and topics discussed. This "industry" is often viewed as one harmonious entity. In reality, beer, wine and spirits producers see the world quite differently, as do suppliers, wholesalers and retailers. Industry members will also examine natural business pressures and explore opportunities for agreement and collaboration.

*Discussion Leads:*  Lynn Walding, Executive Director Control States Diageo North America  
Dale Szyndrowski, VP Central Region Distilled Spirits Council of the United States  
Jake Hegeman, VP Legal and Regulatory Affairs WSWA  
Steve Gross, VP State Relations Wine Institute
Tuesday, September 29

7:00 a.m. – 8:30 a.m.  
**Breakfast - North/West Room**

8:30 a.m. – 9:30 a.m.  
**Session #6: Social Responsibility to Boldly Go: Charting Our Course with Research-Based Policy and Practice**

The prime directive of all state alcohol beverage agencies is public safety. Navigating the future entails staying abreast of alcohol research in order to make good policy decisions. Dr. Jason Kilmer, a nationally recognized speaker on the prevention of high-risk drinking, will delve into alcohol research that has implications for both regulators and the industry, especially in the areas of underage and young adult use. This will be followed with a discussion on strategies for consideration, including education and enforcement.

*Moderator:* Mary Segawa, Public Health Education Liaison WSLCB

*Panelists:* Jason Kilmer, PhD. Associate Professor, Psychiatry and Behavioral Sciences, University of Washington
           Justin Nordhorn, Chief, Enforcement Division WSLCB

9:30 a.m. – 10:30 a.m.  
**Session #7: Economic Development to Regulate Strictly or Promote Economic Development?**

The hospitality industry is an important job-creating and revenue-generating sector of the economy in all states. What then is the primary role of alcohol beverage regulatory agencies? Is it to simply enforce the black letter laws no matter the impact or is it important for the regulatory agencies to view transactions and business ideas through a broader vision of economic development? Does the three-tier system create reasonable borders for 21st century entrepreneurs or does it inherently interfere with their ability to develop and expand job-creating business ideas and opportunities? Or is it time to consider changes to the system? All of these issues will be debated in this panel; the answers, comments, and observations of the panelists may surprise you.

*Moderator:* Bill O’Donaghue, Partner, Daley and Georges, Ltd.
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Tuesday, September 29 (cont.)

Panelists: Jim Seff, Partner Pillsbury Winthrop Shaw Pittman LLP.
Bob Myers, President of the Associated Beer Distributors of Illinois (ABDI)
Stephanie Strauss, Executive Officer, Iowa ABD
Teri Quimby, Commissioner, Michigan LCB

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 12:00 pm. Session #8: Innovation Trends: Adapting to Changing Views, Policy and Technology

The world is a constantly evolving environment – being static is akin to being condemned to extinction. The beverage alcohol industry has shown an ability to be adaptive to public perception, policy changes, and the evolution of technology and consumer behavior. This panel will focus on industry trends in the face of these changes, from the tried and true to the cutting edge. Trade practices to be discussed will range from the use of social media, sponsorships, marketing and product innovation.

Moderator: James Webster, Senior Partner, Webster Powell, P.C.

Panelists: Ryan Baird, Senior Manager-Public Affairs & Government Relations Wal-Mart Stores Inc.
David Rothenberg, General Counsel/Executive Secretary, IN ATC
Ivan Fernandez, Acting Director, Illinois LCC
Jim Farrell, President, Beverage Merchandising Inc.

12:00 p.m. – 1:00 p.m. Lunch - North/West Room
Tuesday, September 29 (cont.)

1:00 p.m. – 2:15 p.m.  Session #9: Regulator Panel

As regulators, what do we take away from the conference? How do we use the information gained to further the goals and mission of our respective regulatory authorities? Hear what topics and issues grabbed the attention of these experienced regulators. What topics need further discussion and why? What is the common ground that all regulators need to consider when determining proper and reasonable laws, rules and policy of the alcohol beverage industry?

Moderator: Pearlette Ramos, Assistant Director, Administration, AZ LLC

Panelists: Matthew Botting, General Counsel, California ABC
Jerry Waters, Director, Office of Regulatory Affairs, PA LCB
Rick Haymaker, Chief Legal Counsel, Illinois LCC
Hobert Rupe, Executive Director, Nebraska LCC

2:15 p.m. – 3:15 p.m.  Session #10: Industry Panel

This session we will hear from seasoned industry members. Representing different sectors of the industry, they will share their unique perspective and insight on the panel topics discussed at the conference. How can we as regulators and industry work more collaboratively to address the pressing issues of the day?

Moderator: Jennifer Gallery, Principal, Seigel & Moses, P.C.

Panelists: Jake Hegeman, VP Legal and Regulatory Affairs, WSWA
Steve Gross, VP State Relations, Wine Institute
Ed Cooper, VP Public Affairs & Community Relations, Total Wine & More
Dale Szyndrowski, VP Central Region Distilled Spirits Council of the United States
Mary Jane Saunders, VP & General Counsel, Beer Institute

3:15 p.m. – 3:30 p.m.  Wrap-Up - everyone

3:30 p.m.  Dismissal