2015 Northern/Southern Regional Conference
Royal Sonesta Harbor Court Baltimore
550 Light Street – Baltimore, Maryland
October 25 – 28, 2015

O’ Say Can You See – Perspectives in Alcohol

BUSINESS AGENDA
(Session topics and speakers are subject to change.)

Sunday, October 25

2:00 p.m. – 5:00 p.m.  Early Registration - Whitehall Ballroom Foyer

Monday, October 26

7:30 a.m. – 12:00 p.m.  Registration and Help Desk - Whitehall Ballroom Foyer

7:30 a.m. – 8:30 a.m.  Breakfast - Hamptons Ballroom

8:30 a.m. – 9:30 a.m.  Opening Ceremonies - Whitehall Ballroom

Presentation of Colors
Welcome
Roll Call of States and Associate Members

9:30 a.m. – 9:45 a.m.  Break - Prefunction Room

9:45 a.m. – 10:55 a.m.  SESSION #1: The State of the Drink

This panel will open the conference with a “snapshot” of the industry as a whole. Representatives of the supplier, wholesaler, and retailer tiers will comment on economic health and condition of the business and the effects of regulation, good or bad.

Moderator – Maureen Shanta, Captain, Oklahoma ABLE Commission
Panelists:
Terri Beirne, Eastern Counsel, Wine Institute
Chuck Ferrar, Owner, Bay Ridge Wine and Spirits
Lester Jones, Chief Economist, National Beer Wholesalers Association
David Ozgo, Sr. Vice President and Chief Economist, Distilled Spirits Council of the United States

10:55 a.m. – 11:00 a.m.  Transition Break
11:00 a.m. – 12:00 p.m.  **SESSION #2: Stop the Juking and Jiving**

A dynamic presentation of new measures being employed to minimize or eliminate sales to would-be, under aged consumers. Discussion, and some audience interaction, will include methods for spotting fake IDs, tips for detecting imposters, avoiding over-reliance on technology, low-tech age verification techniques, policy development, and more.

Presenter – Martin Johnson, Adjunct Instructor, Louisiana State University

12:00 p.m. – 1:30 p.m.  Lunch - Hamptons Ballroom

1:30 p.m. – 2:45 p.m.  **SESSION #3: All Alcohol is Local, Right?**

The love affair between alcohol consumers and craft alcohol producers continues to grow with no end seemingly in sight. Why is this? Is it really that profitable? Are there enough consumers to go around? Are the existing laws and regulations helpful? Or, are they harmful? Local brewers, distillers, and wine makers will share their perspective and thoughts on successes and concerns.

Moderator – Kevin Atticks, Executive Director, Maryland Wineries Association
Panelists:
Phin DeFord, Vice President, Boordy Vineyards
Ben Savage, Chief Marketing Officer, Flying Dog Brewery

2:45 p.m. – ? p.m.  **SESSION #4: Catch Up With Someone(s) at the Inner Harbor**

Networking is important and the Royal Sonesta Harbor Court Baltimore is built for it. Located directly across from Maryland’s famous Inner Harbor, you can catch up with old friends, make new acquaintances, or discuss business while enjoying a variety of restaurants that satisfy every palate, spectacular nightlife, cultural experiences, and museums.
Tuesday, October 27

7:30 a.m. – 9:00 a.m.  Breakfast - Hamptons Ballroom

9:00 a.m. – 10:15 a.m.  SESSION #5: I Think You Gotta Pay For That

Though facing difficult economic times and budget reductions galore, the job must still get done. But how? Hear the way one Maryland jurisdiction manages to not only survive tough times but even thrives and shares that success with retailers and other regulators around the State... and how you, too, may benefit.

Moderator – Kathie Durbin, Division Chief Licensure, Regulation and Education, Montgomery County Department of Liquor Control

Panelists:
Jayme Derbyshire, Officer, Alcohol Initiative Unit, Montgomery County Police
Emily DeTitta, Community Outreach Manager, Montgomery Co. Department of Liquor Control
Dustin Hall, New Product SWAT Manager, Brown Forman Beverages
Alexa Milkovich, Vice President of Marketing, BeMyDD

10:15 a.m. – 10:30 a.m.  Break - Prefunction Room

10:30 a.m. – 11:45 a.m.  SESSION #6: Break Out Continuation from San Diego

COLA Freak Out

Jeffrey Carroll, Vice President, Compliance & Strategy, ShipCompliant

Getting Your Tied House in Order; Model Legislation

Moderator – Nicholas Bergman, Esq., Partner, Buchman Law Firm, LLP
Panelists:
Jeffrey A. Kelly, Director, Field Enforcement Division, State of Maryland
Caroline O’Connell, Partner, Lawson & Weitzen, LLP
Mitchell Rubin, Executive Director, Florida Beer Wholesalers Association

11:45 a.m. – 1:00 p.m.  Lunch - Hamptons Ballroom
1:00 p.m. – 2:15 p.m.  SESSION #7: Calling It in the Air

There are two sides to every coin, right? Could it be that as it relates to alcohol and public health, there are three sides to the coin – industry members, health professionals, and special interest groups. Who is right? Who is wrong? And who holds any of them accountable? Listen in as this panel attempts to help you identify the protagonist, the antagonist, and the scientist.

Moderator – Adam Chafetz, CEO, Health Communications, Inc.
Panelists:
Jim Fell, Senior Research Scientist, Pacific Institute for Research and Evaluation (PIRE)
Mark Gorman, Senior Vice President for Government Relations, DISCUS
Sarah Longwell, Managing Director, American Beverage Institute
Shawn Walker, Chief Enforcement Director, Virginia ABC

2:15 p.m. – 2:30 p.m.  Break - Prefunction Room

2:30 p.m. – 3:30 p.m.  SESSION #8: Mobile Alcohol Delivery Apps - An Overview

Gain a better understanding of what they are, how they do what they promise, and the issues they may present for regulators. The panel will discuss various mobile delivery apps and their differing business models, and the issues that they may present for regulators as the apps are made available on a wider basis.

Moderator – Robert J. O’Hara, Attorney, Flaherty and O’Hara, P.C.
Panelists:
Robert W. McAteer, Deputy Chief Counsel, Licensing and Litigation, PA Liquor Control Board
Robert F. Lewis, Esq., Chair, Alcohol Beverage Group, Greenspoon Marder Law
Leanne M. Schrecengost, Partner, Royston, Mueller, McLean & Read, LLP

3:30 p.m. – 4:30 p.m.  SESSION #9: Alcohol Beverage Lawyers: Let’s Talk About Each Other?

This panel of both private attorneys and regulators will focus on what each group does well, and what each group could improve upon in dealing with each other. If you are serious about being an effective practitioner, on either the private side or the regulator side, you shouldn’t miss out on this presentation.

Moderator – Michael I. Halfacre, Counsel, Genova Burns, LLC
Panelists:
Private Attorneys
Laura Collier, Attorney, Beverage Law Group LLP
Kimberly Frost, Shareholder, Martin Frost & Hill, P.C.
Paul Strauchler, Partner, Post, Polak, Goodsell, MacNeill & Strauchler, P.A.

Regulators
Jack Cordrey, Alcoholic Beverage Control Commissioner, State of Delaware
Anthony Glover, Deputy Director, Florida Division of Alcoholic Beverages & Tobacco
Sukanya Mukherjee, Attorney, Maryland Field Enforcement Division

6:00 p.m. – 10:00 p.m.  Reception and Maryland Eastern Shore-Style Crab Feast
Baltimore Museum of Industry (Casual Dress)
Shuttle service begins at 5:45 p.m. from the hotel courtyard.

Wednesday, October 28

7:30 a.m. – 9:00 a.m.  Breakfast - Brightons
9:00 a.m. – 10:00 a.m.  SESSION #10: Social Media Funding: Nightmare or Dream Come True?

It seems as though there is an App for just about everything. Today, one person may donate money to a total stranger for otherwise routine needs just because the donator can and the requester asked. But, what happens if the requester wants funding to establish an alcohol business and the donator(s) is/are current licensees? Is this okay? This session takes a look behind the curtain of social media funding to determine how these programs work and what information about the requester and donors is publicly available. The end goal is to provide the regulator with a basis of knowledge and an understanding of how to research this phenomenon if, and when, it comes to their town.

Moderator – Caroline O’Connell, Partner, Lawson & Weitzen, LLP
Panelists:
Damon Callis, Owner, Urban Winery, Silver Spring, Maryland
Kathie Durbin, Division Chief Licensure, Regulation and Education, Montgomery County Department of Liquor Control

10:00 a.m. – 11:00 a.m.  Regional Meetings and Conference Discussion
11:00 a.m.  Adjourn