

**National Conference of State Liquor Administrators
Central-Western Regional Conference Agenda
Downtown Hilton, Portland, Oregon
Atrium**

Spirit of the Wild West!

Sunday, September 8, 2019	
1:00 pm to 5:00 pm	Early Registration
6:00 pm to 8:00 pm	Welcome reception
8:00 pm to Midnight	Hospitality Suite
Monday, September 9, 2019	
7:00 am to 4:00 pm	Registration
8:00 am to 9:00 am	Breakfast
9:00 am to 9:10 am	Opening Ceremonies and Welcome Comments
9:10 am to 9:25 am	Special Guest Speaker – Representative David Gombert
9:25 am to 9:45 am	Roll Call
9:45 am to 10:45 am	<p>Session 1:</p> <p><i>Oregon Craft: Beer, Wine, Distilled Spirits</i></p> <p>Oregon has been a leader in developing an exceptional craft alcoholic beverage industry. Industry members representing wine, beer, and distilled spirits will discuss the unique and diverse array of Oregon products and the challenges they face in crafting these products as well as the impacts of the regulatory environment on their businesses.</p> <p>Moderator: Rob Patridge, Consultant, Deloitte Consulting LLC</p> <p>Panelists: Brad Irwin, President, Oregon Spirit Distillers Marcus Reed, General Counsel & Corp. Secretary, Craft Brew Alliance Justin King, National Sales Manager, King Estates Dharma Tamm, President, Rogue Ale & Spirits</p>
10:45 am to 11:00 am	Break

11:00 am to 12:00 pm	<p>Session 2:</p> <p><i>Festivals, Sporting Events and Fairs</i></p> <p>College and professional sporting events, music festivals, and state, county and city fairs are just a few examples of the large-scale events where alcohol is served. This panel will focus on the different compliance practices of state regulators, including licensing for such events. Discussion will involve the implementation and effectiveness of pre-event and enforcement practices to help eliminate and/or reduce alcohol related problems at events and tied-house issues that arise at such events.</p> <p>Moderator: Bahaneh Hobel, Attorney, Dickenson, Peatman & Fogarty</p> <p>Panelists: Stephanie Strauss, Government Relations Officer, Iowa ABD Justin Nordhorn, Chief of Enforcement, Washington State Liquor & Cannabis Board Mike Rosenberger, Deputy Director, Arizona Dept. of Liquor Licenses & Control</p>
12:00 pm to 1:30 pm	Lunch
1:30 pm to 2:30 pm	<p>Session 3:</p> <p><i>The Rise of the Retail Tier and the Impact of Tennessee Wine & Spirits Retailers Association vs. Thomas</i></p> <p>The U.S. Supreme Court decision in <i>Tennessee Wine & Spirits Retailers Association v. Thomas</i> created a framework in which to evaluate dormant Commerce Clauses challenges. Specifically, state laws can be upheld if the state can demonstrate “concrete evidence” of a legitimate state interest – public health and safety or other legitimate state interest. What does this mean for states? What do they need to do? And what can they do now to defend their laws against retailer interstate shipping cases that are popping up around the country?</p> <p>Also, everyone knew that the <i>TWSRA</i> decision would spawn a new spate of litigation. And over the summer, we saw four new retail interstate shipping cases filed. What other types of cases do we expect to see? And for the active cases now, how is the <i>TWSRA</i> decision going to affect those decisions? Please join our discussion as we explore these answers.</p> <p>Moderator: Jo Moak, Sr. Vice President and General Counsel, Wine & Spirits Wholesalers of America, Inc.</p> <p>Panelists: Andrea McNeely, Partner, Gordon Thomas Honeywell LLP Bruce Turcott, Attorney, Washington State AG Office Josh Hammond, President, Buster’s Liquors & Wines Sean O’Leary, Founder & President, O’Leary Law & Policy Group, LLC</p>

2:30 pm to 3:30 pm	<p>Session 4:</p> <p><i>Alcohol Delivery: From Click to Consumer</i></p> <p>It's 2019. We're fully immersed in the age of convenience. Consumers expect to have the flexibility to order commodities of all sorts to show up at their doorsteps at the click of a button. Alcohol is no exception in the minds of these consumers. But, as regulators, industry members, and attorneys operating under a complex system of rules and laws that differ from state to state and are updated on a piecemeal basis, making the dream of receiving your favorite brand of whiskey at your door while donning a bath robe a reality, is quite complicated. The intent of this panel is to discuss some of the key issues that must be considered by all parties involved in the transaction, transfer, and delivery of alcohol to consumers in various central and western U.S. states.</p> <p>Moderator: Danelle Romain, Executive Director of the Oregon Beer & Wine Distributors Association (OBWDA), Partner, The Romain Group, LLC</p> <p>Panelists: Dustin Pickens, Sr. Counsel Regulatory Affairs, Federal Express Corp. Devon Morales, Statewide Liquor Licensing Technician, Oregon Liquor Control Commission Margaret Doherty, Representative, Oregon Legislature Patrick Maroney, President, Maroney Consulting Services Kara Wilson, Litigation and Product Counsel, Instacart</p>
3:30 pm to 3:45 pm	Break
3:45 pm to 4:45 pm	<p>Session 5:</p> <p><i>"Alcohol Sales Meets the Jetsons—the Next 50 Years."</i></p> <p>New ways of doing business are pushing regulators to determine what is allowable under current law. The law often fails to squarely address new innovations, leaving both regulators and innovators in tough positions. This panel will explore a number of innovations that might be closer to reality than you think. Bring your ideas about what is coming next and the panel will share its perspectives on those ideas.</p> <p>Moderator: Duke Tufty, Partner, Northwest Alcohol Law</p> <p>Panelists: Robert J. O'Hara, Partner, Flaherty and O'Hara, P.C. Courtney Jensen, Executive Director CA. & the SW, TechNet Susan Dworak, Chief Executive Officer, Real Identities, LLC Kelly Routt, Director of Administrative Policy & Process, OLCC</p>
	Evening on own
7:00 pm to Midnight	Hospitality Suite

Tuesday, September 10, 2019

7:30 am to 8:30 am

Breakfast

8:30 am to 9:30 am

Session 6:

Cannabis: Higher Education

Not another cannabis panel... Fear not! This time, we'll have a policy wonk discussion about some of the issues cannabis is tackling that may inform alcohol policy and regulation. Many of the campaigns have urged "Regulate Cannabis Like Alcohol," but has that happened in practice? Is it even possible in this day and age where regulatory priorities are focused not just on eliminating the illicit market, but also on criminal justice reform and promoting social equity? Why haven't the three-tier system or state control systems been adopted as widely in cannabis as in alcohol when we have advanced testing labs to protect public safety, severe restrictions on advertising and labeling, and the technology to track products from seed to sale?

We will hear from regulators and practitioners who regulate and advise both industries, to share what's different, what's more challenging and how regulating two industries can make better regulators who deal with a multitude of challenges daily. How do cannabis regulators regulate so many different product categories (many strains of flower, concentrates for vaping, sub-linguals, topicals, patches, beverages, edibles, even suppositories and lubricants)? How do hemp and CBD products fit into the regulatory scheme? What are some of the creative regulatory solutions taking shape in cannabis?

Moderator: Rebecca Stamey-White, Partner, Hinman & Carmichael LLP

Panelists: Rick Garza, Director, Washington State Liquor & Cannabis Board
Steve Marks, Executive Director, Oregon Liquor Control Commission
Lori Ajax, Chief, California Bureau of Cannabis Control

9:30 am to 10:30 am

Session 7:

Coming to America? How Concerned should Americans be about Tainted Alcohol?

Recent headlines of Americans dying abroad from tainted alcohol have heighten concerns of a potential health risk at home. Does tainted alcohol pose a serious threat stateside and, if so, what can be done to protect the public and assure a safe and regulated industry?

Moderator: Adam Chafetz, President & CEO, Health Communications, Inc. (TIPS)

Panelists: Chris Swonger, President & CEO, Distilled Spirits Council & TBA
Hobie Rupe, Executive Director, Nebraska Liquor Control Commission
Molly Troupe, Master Distiller, Freeland Spirits

10:30 am to 10:45 am	Break
10:45 am to 11:45 am	<p>Session 8:</p> <p><i>CBD and Alcohol</i></p> <p>With the growing popularity of CBD products, alcohol manufacturers and retailers are interested in adding CBD to alcoholic beverages. Some CBD-infused alcoholic products have recently began to appear in the marketplace causing some to question the legality and safety of combining alcohol with CBD. This panel will discuss the legal and practical complexities surrounding hemp and CBD and the challenges of regulating new and innovative products.</p> <p>Moderator: Jeff Giametta, Associate, Davis Wright Tremaine LLP</p> <p>Panelists: Janelle Christian, Industry Outreach Program Manager, Alcohol and Tobacco Tax and Trade Bureau Dottie Taylor, State Supervisor, Missouri Division of Alcohol & Tobacco Control Ferdinand Ruplin, Associate, Tonkon Torp’s Business Department</p>
11:45 am to 1:15 pm	Lunch
1:15 pm to 2:15 pm	<p>Session 9:</p> <p><i>Unique Licensed Premises</i></p> <p>From laundromats to gun clubs, state regulators are facing the challenges of licensing unique, and perhaps controversial, premises across the nation. This panel will discuss the types of unique requests they have received and the challenges they have faced in making these licensing decisions.</p> <p>Moderator: Emily Gant, Attorney, Garvey Schubert Barer</p> <p>Panelists: Debbie Beavers, Director, Kansas Alcoholic Beverage Control Div. Brian McMenamin, Owner, McMenamins Jessica Allen, Executive Secretary, Indiana Laura Murray, Sr. Paralegal Commercial & Regulatory, Alaska Airlines</p>

2:15 pm to 3:15 pm	<p>Session 10:</p> <p><i>Sponsorship Agreements</i></p> <p>Sponsorships have existed for over a thousand years, and alcohol supplier sponsorships have been prevalent in the alcohol beverage industry since before Prohibition. We see evidence of supplier sponsorships every day – at stadiums, ballparks, arenas, racetracks, and entertainment venues. In theory they are designed to promote the supplier’s brand. But are they permissible? Should they be permissible? Are they being used properly? Do they give rise to other regulatory concerns? This panel will explore the legality of sponsorships and discuss issues such as: brand promotion, exclusivity, control, the relationship between the parties, tied house concerns, best practices and more. You don’t want to miss this engaging and informative conversation!</p> <p>Moderator: Carrie Bonnington, Partner, Pillsbury Winthrop Shaw Pittman, LLP</p> <p>Panelists: Matthew Botting, General Counsel, California ABC Susan Johnson, Partner, Stoel Rives LLP Michael Feldman, General Counsel, Levy Restaurants</p>
3:15 pm to 3:30 pm	Break
3:30 pm to 4:30 pm	<p>Session 11:</p> <p><i>Alcoholism and "The Bar:" Ethical Considerations for Lawyers</i></p> <p>Alcoholism rates among practicing attorneys run twice the national average. Such problems can lead to disciplinary action, including license suspension and revocation. This session will examine the nature of the problem, address the applicable sections of the Code of Professional Responsibility, identify the consequences of an ethical breach, as well as available resources through Lawyer Assistance Programs.</p> <p>Moderator: Lynn Walding, Executive Director Control States, DIAGEO PLC.</p> <p>Panelists: Douglas Querin, Attorney Counselor, OR. Attorney Assistance Prog. Theodore Reuter, Assistant Disciplinary Counsel, Oregon State Bar</p>
4:30 pm to 4:45 pm	Wrap up
6:30 pm to 9:00 pm	Reception and Dinner
9:00 pm to Midnight	Hospitality Suite