

NCSLA Reconnect: Rethink and Redesign the Future

Peppermill Resort, Reno, Nevada



Presents

Anna C. Hirai
Immediate Past President
Conference Organizer

Conference Host:
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2021 ANNUAL CONFERENCE

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TRACY ARIAIL is Senior Vice President of eCommerce and Digital for Republic National Distribution Company (RNDC) and a member of the Executive Leadership Team. Tracy is responsible for strategy and execution of eCommerce as well as continuing to lead the transformation of digital capabilities of RNDC. In her 20+ years of experience Tracy has successfully risen through the ranks at companies such as Hewlett Packard and EarthLink where she held executive leadership positions focused on business transformation. Her responsibilities have spanned information technology leadership, sales/business optimization and digital transformation. Tracy received her master's in information systems management from Georgia State University. Tracy is a board member for Women in Technology.

STEVEN BARKER is the Deputy Director and General Counsel of the Oklahoma ABLE Commission, and has served the Commission since 2015. Following two years in private practice, Mr. Barker began his public service career as an Assistant General Counsel for the Oklahoma Tax Commission supervising a team of attorneys focused on the collection of sales, mixed beverage, and withholding taxes. Immediately prior to joining the ABLE Commission, Barker served as an Assistant Attorney General under E. Scott Pruitt providing legal counsel to a variety of state agencies. Steven and his wife Shauna reside in Edmond, Oklahoma with their three children.

CHRIS BECKER, founder/advisor of Better Rhodes, is a recovering management consultant and technology exec who has worked in startups and digital transformation way too long. This includes working inside lots of large companies in banking, finance, insurance and media. He's excited and is involved in several ventures in the web content, original programming and creative production industries that are revolutionizing content and entertainment in the digital age.

Better Rhodes is the culmination of many personal and professional elements for Chris and he's extremely excited about the possibilities for AF and adult premium beverages.

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 **Nationwide Alcohol Industry Team** focusing on the rules and regulations that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages.

Richard has been rated "Band 1" for Alcohol Beverage Law by *Chambers USA* since 2007. 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*.

Mr. Blau has lectured 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). From 1998 through 2006, Mr. Blau authored the chapter on "Beverage Alcohol

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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 L. BONNINGTON is a Partner with Pillsbury, Winthrop, Shaw, Pittman. Ms. Bonnington is the leader of the firm’s Wine, Beer & Spirits law team, co-leader of the firm’s Restaurant, Food & Beverage group, the Managing Partner of the firm’s Sacramento office, and a member of the firm’s Travel, Leisure & Hospitality, Litigation and Government Contracts groups. Ms. Bonnington focuses on alcohol 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, in general civil litigation and in transactional matters. She also regularly advises such clients in connection with state and federal alcohol beverage laws, especially with respect to the advertising, promotion and marketing of alcohol 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. She teaches Wine Law at UC Berkeley and frequently presents at local and national alcohol beverage conferences, seminars and classes. Ms. Bonnington is well-versed in administrative law and procedure, having participated in a number of administrative trials before state agencies, including the California Department of Alcoholic Beverage Control. Ms. Bonnington also has considerable experience with California writ proceedings.

Ms. Bonnington also advises clients in connection with laws and regulations relating to medicinal and adult recreational use of legal cannabis.

MATTHEW BOTTING was appointed to the position of ABC General Counsel in August, 2008. Mr. Botting has 25 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. Mr. 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, Mr. Botting was a Deputy Attorney General with the California Department of Justice. Mr. Botting also represents the California ABC at the National Conference of State Liquor Administrators (“NCSLA”) and served as President of that organization during 2016-17. 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 BRACKIN, Partner of BrackinSchwartz PLLC, is in his 25th year of legal practice and has extensive experience working with the Texas Alcoholic Beverage Commission (TABC). He focuses on administrative law, specifically the enforcement, licensing, compliance, and governmental affairs issues surrounding the sale and service of alcoholic beverages in the State of Texas.

At the start of his legal career, while serving as a staff attorney at TABC, Dewey not only prosecuted contested cases, but also helped develop many of the regulations and procedures currently in place. As a former Texas Assistant Attorney General, Dewey also represented TABC in state district and appellate courts. After a combined ten years representing TABC, Dewey spent 14 years in legal practice at the Am Law 200 firms Gardere, Wynne & Sewell LLP and Foley & Lardner

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LLP. Dewey understands the need to work on a collaborative basis with regulators while advocating for clients' business needs and timelines.

Dewey represents clients in all segments of the food and beverage industry. His clients include restaurants, bars, hotels, sports stadiums and amusement parks, private equity firms, beer/wine/spirits manufacturers, wholesalers, and retailers of all alcoholic beverages, nascent and established, large and small.

MICHAEL BREWER began his career in hospitality during his teenage years when he worked in both restaurants and retail grocery. Today, Michael Brewer is the owner of the Sire Bar and Grill the oldest bar in Riverside, California, open since 1955. He also owns the Barn Door and Stable Bar on UC Riverside's campus. In addition, Mr. Brewer owns Runway Spirits, Co. a craft spirits bar and bottle shop located in the old WWII former Naval Air Station Alameda. Furthermore, Mr. Brewer is developing a new online retail platform and another on-premise restaurant in San Diego. Besides his hospitality group, Michael Brewer is the principal of Alcoholic Beverage Consulting Service, License Locators, and California Business Escrow. Mr. Brewer has a Master of Science in Accountancy and a Bachelor of Science in Business Administration Finance from San Diego State University. Mike has three adult children and lives in Temecula, CA with his yellow lab, Gus.

ROBERT BUDOFF is Senior Vice President, State Government Affairs and has served Distilled Spirits Council members for more than 30 years. Starting as Associate General Counsel for the first three years, Bob became DISCUS' Assistant General Counsel – a position he held for 26 years. In 2019, Bob earned the role of Senior Vice President of State Government Affairs, where he uses his decades of expertise to guide DISCUS members through industry's labyrinth of rules and regulations at the state level.

Prior to joining DISCUS, Bob was in private law practice after several years at the U.S. International Trade Commission.

A graduate of Georgetown University Law Center, J.D. (cum laude) and Hamilton College, B.A., Bob likes his bourbon neat, has been a dedicated runner for over 40 years, is an avid racquetball player and has held leadership positions in various community nonprofits for decades.

ASHLEY CAHILL is a Director of Corporate Social Responsibility at Anheuser-Busch, where she leads the company's initiatives and partnerships across the U.S. focused on responsible drinking and road safety. Ashley works closely with Anheuser-Busch's extensive portfolio of brands on programs and campaigns to create a culture that promotes the responsible use of alcohol.

Prior to joining Anheuser-Busch, Ashley worked in marketing and communications roles in Shanghai, China, for organizations including the American Chamber of Commerce and Weber Shandwick. She holds a Bachelor of Science in Business degree from the University of Connecticut and a Master of Business Administration degree from the Tuck School of Business at Dartmouth College.

JEFF CARROLL is General Manager, Beverage Alcohol at Avalara. He's responsible for leading the overall strategy and growth for the business unit, ensuring continued client compliance and satisfaction, as well as guiding a large, cross-functional team. Jeff's experience includes more than 14 years of senior leadership in beverage alcohol and sales tax

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compliance SaaS solutions. He's designed and brought to market well-known products and tools for both industry members and state agencies. Jeff joined Compli in the fall of 2017 and was subsequently promoted to Chief Product Officer, responsible for product development, sales and marketing, business development, and content prior to the Avalara acquisition in 2019. He also regularly shares his expertise by speaking at industry events and publishing content on regulatory compliance and tax issues.

DIMITRIOS G. CHRISTOPOULOS is the principal of the Christopoulos Law Group, LLC. Established in 2005, CLG is a Chicago based law firm which exclusively serves the Beverage Alcohol and Hospitality Industry. Dimitri and CLG primarily represent beer, wine and spirits distributors, as well as national and local restaurants, hotels, grocery stores and event venues. CLG is also counsel to the Associated Beer Distributors of Illinois.

Dimitri is experienced in representing the Industry in investigatory and enforcement matters before the Alcohol and Tobacco Tax and Trade Bureau, the Illinois Liquor Control Commission as well as local commissions. He has extensive Industry litigation experience, including in federal and state courts as well as the appellate courts.

Dimitri is a member of the Associated Beer Distributors of Illinois, the National Conference of State Liquor Administrators, the National Alcohol Beverage Control Association, the National Association of Licensing Compliance Professionals, the Academy of Hospitality Industry Attorneys, the Illinois Restaurant Association, the Hellenic Bar Association and the Hellenic American Leadership Council.

An attorney since 1992, Dimitri earned his Bachelor's degree from Loyola University of Chicago and his law degree, *cum laude*, from the John Marshall Law School.

SARA COOLEY BROSCART has over ten years of experience as a substance abuse prevention leader at local, regional and state levels. She is currently the Public Health Liaison for the Washington State Liquor and Cannabis Board, where she uses her public health expertise to advise alcohol and marijuana regulators on policy and best practices as well as develops innovative methods to engage community voices in rule making activities.

Prior to that, Sara was the founding program manager of California Alcohol Policy Alliance, which acts as a prevention and public health voice on state alcohol policy issues and led a Drug Free Communities coalition in Pomona, CA. Contribution to community has shaped her career, from establishing a health network in rural Nicaragua to building a statewide alcohol policy alliance from the ground up. Sara has a master's in Public Health (Epidemiology) from the University of Arizona and spent five years in a doctoral program (Cultural Anthropology) at the University of Michigan.

ALICIA CRONBACH, a Sonoma County native, began her wine industry career in the hospitality side of the business conducting tours, tastings and blending seminars at Ravenswood winery in Sonoma. After becoming an attorney in 2007, Alicia moved to the Legal Department at Treasury Wine Estates Americas, promoting to Regional General Counsel to the Americas in seven years. In 2017, Alicia joined Duckhorn Wine Company as their first in house lawyer, eventually working as Deputy General Counsel before departing in April 2019 to start her own firm. While in house at Treasury and Duckhorn, Alicia led the regulatory integration of Treasury's acquisition of the Diageo wine portfolio and Duckhorn's integration of Calera and Kosta Browne. Alicia founded Cronbach Law Group PC in May 2019 to focus on project based alcohol regulatory work, including steering wineries, law firms and brokers through the

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complex maze of winery transactions and integration. Alicia is also adjunct faculty at Sonoma State University's School of Business and Economics and Napa Valley College, teaching wine law, regulation and public policy for Sonoma State University's Professional and Executive MBA programs and winery recordkeeping and compliance at NVC.

DORA CZECZOTKA is Associate Digital Content Manager for Infinium Spirits. She is an experienced digital marketer with diversity across a broad variety of product categories and channels in all phases of traditional and non-traditional techniques. She has a reputation for developing strong partnerships across business functions and agency partners while applying strategic and creative problem-solving skills to each project in a resourceful, time sensitive manner to all levels of the organization.

Her specialties include: Digital marketing, e-commerce, online advertising, strategy, creativity, media, direct marketing, brand management, budget management, project management, consulting, beverage/alcohol, electronics, fashion, B2C, B2B, and direct-to-consumer ecommerce.

Outside of work, Dora is passionate about hiking, running, and yoga. She has a daughter and a lab/border collie mix dog who loves beach days, being out and about. They moved to San Diego in October 2020 and enjoy living in California.

RODRIGO DIAZ joined the PLCB in 1992. Since then he has served as assistant counsel, legislative counsel, deputy chief counsel, executive deputy chief counsel and, since 2016, as chief counsel. As such, he supervises a team of attorneys and staff that advises the PLCB in the review and resolution of legal matters impacting the agency. In addition, the office renders opinions upon the legality and propriety of statutes, rules and regulations relating to the possession, manufacture, sale, consumption and transportation of alcohol within the Commonwealth of Pennsylvania.

Rod has represented the PLCB in numerous forums including the Pennsylvania Supreme Court, the Pennsylvania Commonwealth Court, numerous administrative tribunals and before the Pennsylvania House and Senate oversight committees. He has also served on the faculty of the Pennsylvania Bar Institute, where he taught liquor licensing matters, and he has planned and moderated panels for both NABCA and the National Conference of State Liquor Administrators (NCSLA).

Rod is a cum laude graduate from the University of Pittsburgh School of Law and received a Bachelor of Arts degree in political science at Yale.

KRISTINA DICKENS is a partner at the Christopoulos Law Group who concentrates her practice within the Beverage Alcohol and Hospitality Industry.

She provides comprehensive legal counsel and legal risk analysis to all three tiers of the Industry on licensing, regulatory compliance and trade practice business matters across federal, state, county and municipal laws. Kristina is the firm's point person with regard to licensing suppliers, importers, distributors and retailers before Federal, State and Local regulatory commissions. She also advises local and national companies, including numerous publicly traded companies, on acquiring and maintaining licensure through ownership modifications and corporate restructuring.

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Kristina is a member of the National Conference of State Liquor Administrators, the National Alcohol Beverage Control Association, the National Association of Licensing & Compliance Professionals, and is Vice-Chair of The American Bar Association Cannabis & Alcoholic Beverages Litigation Subcommittee.

Kristina earned her Bachelor of Arts Degree in Journalism and Mass Communications from Boise State University and her law degree from the John Marshall Law School. She is a native of Chicago with roots around the globe.

MAUREEN DOWNEY, dubbed 'The Sherlock Holmes of Wines', is an independent expert on fine and rare wine and wine collection management, and is the foremost global authority on wine fraud, counterfeit wine and fine wine authentication. She advises the world's top collectors in purchasing, selling, and managing their collections with her firm, Chai Consulting, founded in 2005.

In 2015, she launched WineFraud.com to help assist both the wine trade and collectors become educated about the realities of wine fraud and counterfeiting in global markets, as well as how to authenticate fine wines. It now has over 40,000 images of both authentic and counterfeit bottles, labels, ink, corks and capsules to aid members in authentication.

Chai Vault Inc, is Downey's new venture – a blockchain based solution to proving authenticity and provenance of a bottle for its entire lifespan. Once certified, either at production, in a direct provenance situation, or in the secondary market by one of our certified, licensed TCM Authenticators - bottles offered for sale can have their online Ledger of Authenticity & Provenance displayed for view by potential buyers. For the first time, buyers of wines and spirits will be empowered to see the proof of authenticity and provenance history of a bottle prior to making a purchase.

Today, Ms. Downey is considered one of the top women in wine and can currently be seen combatting counterfeits in the Netflix film, *Sour Grapes*.

PAMELA S. ERICKSON is a passionate leader on alcohol policy issues. Currently, she owns Public Action Management which operates an education campaign for a "Healthy Alcohol Marketplace." From 1996 to 2003, she directed the Oregon Liquor Control Commission which included licensing, regulatory enforcement and operating Oregon's distilled spirits business as a "control state". From 2003 to 2007, she worked at Oregon Partnership to direct statewide leadership and media campaigns to reduce underage drinking. Her current education campaign is designed to explain the purpose and objectives of alcohol regulation in simple terms. She has developed several reports on deregulation in the United Kingdom and the US and biennially produces a report for policy makers called, "Issue Briefs." These reports explain how deregulation can lead to increased social problems such as high rates of underage drinking, public order offenses and alcohol related disease. Pam has also served as an expert witness in key alcohol regulation cases in Kentucky, California, Indiana and Michigan. Her educational materials and legal expert reports/affidavits are available free of charge at www.healthyalcoholmarket.com.

SUSAN EVANS is a career federal employee who has worked for the Alcohol and Tobacco Tax and Trade Bureau (TTB) and its predecessor, the Bureau of Alcohol, Tobacco and Firearms (ATF), since 1988. In her role as Director of the Office of Industry and State Outreach she draws from her previous positions, including time spent in the field as an inspector and in bureau headquarters as the head of the alcohol labeling and formulation division and as Assistant

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Administrator for Headquarters Operations. Susan's main focus is on enhancing TTB communication, education, and customer service.

JIM FARRELL began his career in the Adult Beverage Industry, and his tenure with BMI Brand Services as a consultant in 2010. He later was named Vice President and COO, and became President and CEO in April of 2015.

Jim brings a unique perspective to the industry. The first 15 years of his career was spent promoting products through a three step (tier) distribution system in the building material industry. This was a market driven system, which has given Jim an organic understanding and respect for the value of the industry's regulated system.

Prior to joining BMI, Jim served as an Executive Director at the Illinois Chamber of Commerce. There he coordinated efforts and advocacy for infrastructure funding for Illinois and the region. He worked closely with the Illinois Congressional Delegation, the State Legislature, and state agencies IDOT, CDOT, and the Tollway Authority. Additionally he worked with regional authorities like the Regional Transportation Authority (mass transit) and planning organizations like CMAP, the Chicago Metropolitan Agency for Planning.

Jim's understanding of distribution, and his experience with lawmakers and regulators contributes greatly to Beverage Merchandising Inc. being able to be a valued partner with industry in their promotional activities. *PLEASE NOTE: Effective January 1, 2021 Beverage Merchandising, Inc is now BMI Brand Services of Mesa, Arizona. Ownership, management and our commitment to service remain, only the name and address have changed.*

KIMBERLY FROST, partner at Martin Frost & Hill in Austin, represents wineries, distilleries, breweries, importers, retailers, and those that serve the beverage alcohol industry in Texas and all over the country on federal and state permitting, compliance, labeling, and legislative matters.

EMILY HARRIS GANT chairs the Commercial, IP & Tech Transactions practice at Foster Garvey PC in Seattle. She counsels wineries, breweries, distilleries, restaurants, hotels and other retailers on liquor licensing, trade practice compliance, distribution issues, contracts, dispute resolution and other liquor-related matters.

She is also the Chair of the Cannabis practice, where she advises licensed producers, processors and retailers, along with those hoping to join the industry. Like alcohol, cannabis is a highly-regulated industry. Emily helps clients structure their business entities, contracts and strategic partnerships to ensure compliance with Washington's complex regulatory scheme.

An Oregon native, Emily graduated with honors in History from Whitman College and received her J.D. from the University of Washington School of Law.

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 Directors 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.

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Steve regularly participates in national programs dealing with issues facing the wine industry, both on the legislative and regulatory levels. Steve serves on the Sonoma State University Wine Business Institute's Executive Board. He also serves on the Board of the California Council for Environmental and Economic Balance (CCEEB). 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.

JOSH HARRISON is the Prosecutor for the Indiana Alcohol and Tobacco Commission. Appointed by Governor Holcomb in March of 2018, Josh oversees the administrative enforcement efforts for all Indiana alcohol and tobacco permittees. With sixteen years of public service legal experience, he works with the Indiana State Excise Police on both administrative and criminal investigations. In addition to overhauling and updating the administrative violations proceedings, Josh played a key role in developing and implementing the agency's approach to dealing with "problem bar" locations. Josh has also worked closely with the Superintendent of the Indiana State Excise Police to create a Trade Practice Unit to conduct long-term investigations to address complex industry issues. Prior to joining the Indiana Alcohol and Tobacco Commission, he served as a Deputy Prosecuting Attorney in Indianapolis, IN for nine years. The majority of his case load involved major felony drug trafficking. He has also served as the Legal Counsel for the Indiana Department of Insurance, Director of Investigations for the Indiana Department of Revenue, and Director of the Indiana State Board of Nursing. Josh received his Bachelor of Science in Communications and Political Science from Ball State University and graduated cum laude from the Indiana University School of Law.

RICK HAYMAKER is legal counsel for the Illinois Liquor Control Commission and has specialized in alcohol beverage law for over twenty years. Rick has served in alcohol beverage regulatory and legal positions for the City of Chicago and State of Illinois including as Chief Counsel for the Illinois Liquor Control Commission. In addition, Rick served as Administrative Law Judge for various state agencies including the Illinois Liquor Control Commission and Illinois Gaming Board. Rick has also represented beverage alcohol clients in private practice. For five years, Rick served on the Board of the National Conference of State Liquor Administrators as Regional Chair and Vice President representing the Central Region. Rick 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 teenage daughters in Chicago, Illinois.

TRAVIS HILL, CEO of the Virginia Alcoholic Beverage Control Authority, serves as the head of the agency and works with the five-member board of directors to set the course and strategic objectives for the authority. He has also led ABC through its transition from an agency to an authority structure. Prior to his appointment as CEO, Hill served as Virginia ABC's chief operating officer after being appointed to that position by Gov. McAuliffe in October 2014. During his time as COO, Hill focused on increased revenue, a modernization of business practices and agency infrastructure and enhancing regulatory service provided by the Bureau of Law Enforcement. Before arriving at ABC, Hill previously served as deputy secretary of agriculture and forestry, having been appointed by Gov. McAuliffe in January 2014 after serving in the same capacity under Gov. McDonnell since July 2011. Prior to that, Hill worked as an attorney in the Richmond office of Williams Mullen representing a wide variety of clients before the Virginia General Assembly, the State Corporation Commission and other regulatory bodies, including Virginia ABC. Hill received both his Bachelor of Arts and Juris Doctor degrees from the University of North Carolina at Chapel Hill.

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JOHN HINMAN is a founding partner (1991) of Hinman & Carmichael, LLP. John, who started in the industry in 1978 as the General Counsel of a multi-division company that owned wineries and vineyards, has been advising and representing alcoholic beverage industry clients (producer, importer, wholesaler, and retail) since 1984 in all phases of industry regulation, including trade practice, distribution and importation, product fulfillment, retail licensing and production. John is a regular speaker and panelist at alcoholic beverage industry conferences throughout the US, has provided testimony in legislative and administrative proceedings in California, New York, New Jersey, and Tennessee and has been engaged as an industry expert witness in federal and state court matters throughout the United States. John serves on the board of, and is counsel to, many industry trade associations and is a seasoned administrative hearing practitioner who has defended over 200 administrative accusations (both TTB and ABC) during the last 35 plus years and has taken industry cases as far as the California Supreme Court. His litigated matters have involved sales to minors (including aggravated and second and third strike cases), disorderly houses and law enforcement problem premises, entertainment, event and First Amendment cases, tied house and regulatory violations, protests of new on-sale and off-sale licenses, violation of conditions and qualification rehabilitation cases. John graduated from the University of California at Santa Barbara in 1971, and from Columbia University School of Law in 1974. He's been featured in many publications, has authored numerous industry related articles (including the "Booze Rules" blog), and is recognized as a leader in his field. John is a 3rd generation San Francisco native, a Vietnam Veteran, and an avid Giants fan (the "Czar's Blog" can be found at www.beveragelaw.com).

ERIC HIRATA has expertise in state licensing and regulatory matters that spans more than 27 years. He began his career as an Investigator with the Department of Consumer Affairs, and has been with the Department of Alcoholic Beverage Control since 1996.

He began his 25-year career with ABC as an Agent in Los Angeles County, then supervised and managed the department's San Francisco District Office. He later served as the department's Legislative Director where he collaborated with stakeholders on policy and legislative matters, and served as the department liaison to the California State Legislature. In 2009, he was promoted to Deputy Division Chief where he assumed responsibility for the department's district offices throughout Northern California.

Hirata was appointed Chief Deputy Director by Governor Jerry Brown on August 23, 2017, and was appointed Director by Governor Gavin Newsom on July 15, 2020.

Hirata holds a Bachelor of Science degree in Criminal Justice and a Master's in Public Administration.

ELKE HOFMANN is the founder and Managing Member with Elke A. Hofmann Law, PLLC, based in New York City, a boutique law firm that provides a range of legal services to restaurants, bars, retail stores, third party providers as well as to distributors and producers of alcoholic beverages. She advises many of her clients on a range of legal issues ranging from general start-up issues such as entity formation, commercial leasing transactions and alcoholic beverage law. Her firm regularly represents licensees in all tiers of the alcoholic beverage industry in connection with applications and enforcement actions with the New York State Liquor Authority; she also regularly advises clients on topics such as tied-house, direct shipping, e-commerce and franchise laws.

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Elke was raised in northern California and started her legal career in Philadelphia as an associate in the Business and Finance section of the law firm of Morgan, Lewis & Bockius LLP, and moved to New York City in 2000 to work in-house at an “internet incubator.” After the dot-com bust, she assisted a friend with a license application to open a wine store in Brooklyn, and became fascinated by the industry. She has focused her practice on providing legal advice to businesses in the food and beverage industry ever since. She is particularly interested in the intersection of technology and e-commerce and the alcoholic beverage industry.

STEPHEN B. HUMPHRESS is currently an Assistant Attorney General at the Kentucky Office of Attorney General. He began working as an attorney at the Kentucky Department of Alcoholic Beverage Control (ABC) in 2001 and now has twenty (20) years’ experience as a state government attorney. Humphress was appointed by both Republican and Democrat Kentucky Governors to serve as the ABC’s General Counsel for twelve (12) non-consecutive years. He received his law degree from the University of Louisville, School of Law and was employed in private practice until joining the ABC.

Humphress is Kentucky’s leading authority on his state’s complex alcoholic beverage laws. He has drafted several comprehensive bills modernizing Kentucky’s alcoholic beverage laws that the legislature enacted into law with bipartisan support. Humphress was the primary author of the comprehensive 2012 Governor’s Task Force Report on Kentucky Alcohol Laws and he has written several published articles and reference materials as well. In 2017, he received the Governor’s first Red Tape Reduction Award for eliminating over fifty percent (50%) of outdated and unneeded ABC regulations.

Humphress is a nationally sought speaker on alcoholic beverage law issues and has been a speaker at National Alcohol Beverage Control Association’s (“NABCA”) national legal symposiums; National Conference of State Liquor Association’s (“NCSLA”) national and regional conferences; Continuing Legal Education (CLE) International’s Wine, Beer & Spirits Law annual conferences, Practising Law Institute’s (PLI) Alcohol Law programs, and the Kentucky Bar Association’s (“KBA”) annual conferences.

Humphress is admitted to practice in the United States Supreme Court, United States Sixth Circuit; United States District Courts in Kentucky, and the Commonwealth of Kentucky. Humphress has sixteen (16) published Federal and state court opinions as counsel of record.

LESTER JONES, Chief Economist of the National Beer Wholesalers of America (NBWA), tracks the economic factors that impact the beer distribution industry and alcohol policy decisions at the federal, state and local levels. He evaluates and develops primary industry data, including economic impact, tax impacts, sales and volume data.

Jones has more than 20 years of experience in research, survey methodology and applied economics. He previously served as chief economist at the Beer Institute, where he developed and executed significant research initiatives that helped shape America’s beer industry. In addition to his decade of work at the Beer Institute, Jones previously worked for Arbitron Company (Nielsen) in Columbia, Maryland, and the Regional Economic Studies Institute in Towson, Maryland.

Jones also has become a respected public speaker, offering in-depth technical, analytical and quantitative expertise.

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Jones holds a Master of Science in Economics from the University of Delaware as well as a Bachelor of Arts in Economics from the University of Maryland Baltimore County.

ERIN KELLEHER, a partner with Hinman & Carmichael LLP in San Francisco, began her tenure with the firm in 2014. She is a seasoned corporate lawyer with a specialty in advising buyers and sellers on transactions involving alcohol beverage and cannabis licensees. Erin works extensively with her client's outside counsel, providing regulatory advice to inform business practices, relationships and potential transactions. Additionally, Erin has extensive knowledge of the laws related to the sale, distribution and marketing of alcoholic beverages, the federal and state tied-house laws, and deep expertise with regulatory qualification requirements applicable to investors in alcohol beverage licensees. Erin has leveraged her transactional and licensing experience for the cannabis industry, providing investors and operators with practical structuring advice and risk analysis in a rapidly changing regulatory environment. Erin has participated as a guest lecturer at Sonoma State University on wine regulatory topics and is an active member of numerous trade associations. She provides pro bono legal services to the industry, representing Stern Grove and the Zinfandel Advocates and Producers, among others.

Erin was previously an associate in the corporate group of Latham & Watkins LLP and Morrison & Foerster LLP. She is licensed to practice in California and New York and is a graduate of Northwestern University School of law.

JILL KIEFER joined the TEAM Coalition in the spring of 2002. As Executive Director, she oversees all operations of this national non-profit organization which has 22 members and 7 strategic partners and an annual budget of 1.2 million dollars.

She is a Master Trainer for the TEAM training program in effective alcohol management, conducting training workshops for sports and entertainment facilities managers nationwide. Mrs. Kiefer manages the TEAM training program, including a network of over 1,000 active trainers representing more than 250 professional and collegiate sports and entertainment facilities. More than 250,000 professional sports stadium employees have become TEAM-certified in the past five years.

TEAM's campaign called *Responsibility Has Its Rewards*, has encouraged more than 1,000,000 fans to designate sober drivers with the "*Fans Don't Let Fans Drive Drunk*" message at MLB, MLS, NBA, NFL and NHL games, NASCAR races, Live Nation concerts and NCAA championships each year.

Jill taught the Social Responsibility & Globalization in Sports course in the Georgetown Continuing Studies Sports Industry Management Masters' Degree program from 2011 through 2013. Jill received her Bachelor of Arts degrees in Economics and Public Policy from Stanford University and her MBA from MIT. Jill, her husband Todd, and their son Nathan live in Alexandria, VA.

ERNEST P. LEGIER, JR. is an experienced attorney and manager with many years of experience leading projects and organizations. He is currently serving as Commissioner of Louisiana Alcohol and Tobacco Control. An honorably discharged veteran of the Louisiana National Guard, he earned a B.A. in Political Science from the University of New Orleans (1992) and a J.D. from Loyola University New Orleans (1995). In December 2020 he earned an MBA from the University of New Orleans. In addition to his work as a regulator, he is a recognized leader in alternative dispute resolution, executive management, federal funding application, grants management and compliance, construction

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management and asset management. He has more than 20 years of experience practicing law, working to improve organizational performance, managing complex projects and operations, and developing and managing client relationships. Mr. Legier has served as Executive Director of the Orleans Parish Hospital Service District "A" where he recruited and hired all staff, developed a physical headquarters, instituted all required policies and procedures, represented the board in all financial matters including the HUD application process, supervised all contracted professional services and oversaw the construction of a \$100,000,000.00 hospital project. Mr. Legier has worked as Vice President of Business Development for the American Arbitration Association where he was responsible for business development efforts in 6 states. He also served as Deputy Director of the Road Home Program which was the program designed to aid homeowners following Hurricanes Rita and Katrina. Mr. Legier is active in his community and has served on the board for several organizations. He is also a member of the "Knights of Columbus" at his local church. He has been married for 30 years to The Honorable Kelly M. Legier and has 3 adult sons, Trey, Jonathan and Nicholas.

MICHAEL D. MADIGAN is Managing Shareholder of Madigan, Dahl & Harlan, P.A. Over thirty (30) years of experience practicing in the areas of administrative, alcohol beverage, antitrust, business, commercial, distributor, dealer, franchise, construction, employment, and environmental law. AV-rated by Martindale Hubbell for twenty-eight (28) years and recognized as a "Super Lawyer" for seventeen (17) years. Selected for inclusion in the Best Lawyers in America in the practice area of Franchise Law. For the last twenty-two (22) years, served as an Arbitrator and Mediator on the Complex Commercial Panel of the American Arbitration Association and served as a Neutral on the Minnesota ADR Neutrals Roster. Inducted as a Senior Fellow, Litigation Counsel of America (a trial lawyer honorary society composed of less than one-half of one percent of American lawyers). Appointed by Governor Dayton to the Metropolitan Airports Commission from 2011-2019. Instrument rated Private Pilot. Appointed by Washington County Commissioners to serve on the Board of Managers, South Washington Watershed District (2011 - present). Treasurer of Minnesota Trout Unlimited (2018 - present). Previously served eight (8) years on the Woodbury City Council and three (3) years as Chair of the Woodbury Planning Commission. Previously served eleven (11) years on the Board of Minnesota Center for Environmental Advocacy. Formerly, Adjunct Professor at William Mitchell College of Law. Recipient of the Alumni Student Award of Merit and Editor of William Mitchell Law Review.

STEVEN MARKS is a veteran of public service, with 36 years of service to the State of Oregon. Director Marks joined the Oregon Liquor Control Commission in October 2013 and has been working on implementation of recreational marijuana since the passage of Ballot Measure 91 in November 2014. Marks has also led the agency in the largest retail expansion since prohibition, improving customer convenience by increasing the number of retail locations that sell distilled spirits.

Prior to joining the Oregon Liquor Control Commission as Executive Director, he served as a policy advisor in the Office of the Senate President, a Senior Policy Advisor to the Governor, and as Chief of Staff to the Governor during his service to the state. From 2004 to 2010 Marks was president of his own public policy and public affairs consulting business, *The Marks Network*. In 2011, he returned to state government service as a policy advisor within the Chief Operations Officer's Office, Oregon Department of Administrative Services.

Marks earned his undergraduate degree and Master's Degree in Public Policy, Planning and Management from the University of Oregon.

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Steve currently serves as a board member and leader of the Federal Affairs Committee with the Cannabis Regulators Association (CANNRA) and is the Chair of the National Conference of State Liquor Administrators (NCSLA) Western Region.

MICHAEL MARTINEZ is senior counsel to the Hospitality, Alcohol and Leisure Industries Group. Since joining the Tallahassee, Florida firm of Greenspoon Marder LLP, Mr. Martinez has provided legal services to all tiers of the alcohol beverage industry, including retailers, suppliers and wholesalers. More broadly, in the course of representing clients before the Florida Department of Business and Professional Regulation (DBPR), the Food and Drug Administration, the Florida Departments of Health, Agriculture and Consumer Services, as well as the Department of Financial Services, he has handled licensing matters, the defense of administrative complaints, rule challenge hearings, Petitions for Declaratory Statements, Circuit Court appeals and compliance consulting.

Prior to joining the firm in 2015 Mr. Martinez worked in Florida state government for fifteen years at the Florida Department of Business and Professional Regulation. He held the positions of front line Alcohol Beverage and Tobacco (ABT) prosecutor, Chief Attorney for ABT and for his last several years served as Deputy General Counsel over all the business divisions housed at DBPR. He provided daily legal guidance to the business divisions and consistently worked with the private bar and industry to develop unique and creative solutions to licensure issues, as well as the resolution of administrative actions and other regulatory matters. He routinely interacted with other Florida agencies such as the Department of Health and the Department of Agriculture in areas of overlapping regulation such as alcoholic beverage and hotel licensure, zoning issues and implementation of The Florida Clean Indoor Air Act.

While at DBPR, Mr. Martinez also had supervisory oversight for the legal guidance provided to the divisions of Drugs Devices and Cosmetics, Hotels and Restaurants, Florida Condominiums, Timeshares and Mobile homes, and Pari-mutuel Wagering. He was registered as a legislative lobbyist for DBPR for several years and worked closely with legislative committee staff on drafting legislation, constituent issues and interim projects. Mr. Martinez drafted administrative rules, chaired rule hearings, worked on implementation, testified at rule challenge hearings at the Division of Administrative Hearings and defended rule challenges on behalf of the State. Throughout his tenure at DBPR, he routinely interacted with the Governor's Office regarding litigation and policy matters.

JEFF MCKENZIE has been involved in the successful negotiation of billions of dollars in economic incentives, numerous mergers, acquisitions and other corporate and commercial matters; the acquisition, rezoning, financing, development, leasing and sale of industrial, commercial, recreational and residential properties and air rights; the negotiation and preparation of construction contracts; and numerous appearances before various commissions, government agencies and authorities.

Jeff serves as corporate, transactional and business counsel to numerous industrial, commercial and service businesses, including in connection with local, state and federal regulatory matters; merger, divestiture, acquisition, partnership and joint venture transactions; antitrust issues; company formations and liquidations; company leadership and governance; project design and development; intellectual property development and licensing transactions; recourse and non-recourse financing; product development, sales and distribution programs; and executive employment and compensation plans.

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Jeff has provided extensive services and is a principal legal advisor to national and regional clients in the following industries: distilled spirits; hospitals and health care; financial services; automotive production; logistics and distribution; steel production and fabrication; construction; engineering; architecture; consumer products; real estate development and brokerage; pharmaceuticals; professional services; restaurants; and medical products and devices.

Jeff has been selected by *Chambers USA* as one of "America's Leading Lawyers for Business;" he is AV® Peer Review Rated™ by Martindale-Hubbell®; he has been selected for inclusion on the *Kentucky Super Lawyers*® list since 2007; and he has been selected for inclusion in *The Best Lawyers in America*® publication since 2007. Jeff is extensively involved in various community organizations serving as chairman, committee chairman, executive committee member and board member.

JO MOAK is Senior Vice President and General Counsel for Wine & Spirits Wholesalers of America (WSWA). She manages internal corporate legal matters, advises on legal and regulatory issues facing wholesalers at both the state and federal levels, is the point person for special projects, and manages the WSWA Educational Foundation.

Prior to joining WSWA, Jo was an associate with Hogan Lovells LLC and Darby & Darby P.C., where she had experience litigating various intellectual property disputes in federal court, including cases regarding trademark, patent, and copyright infringement; unfair competition; and defamation. Additionally, she had experience in various transactional matters, including drafting and negotiating contracts for the commercialization of intellectual property and technology. She also counseled clients on brand protection and clearance issues. Prior to her law career, Jo worked abroad in Europe and Asia.

Jo received her law degree in from the Washington College of Law at American University in Washington, D.C. and her undergraduate degree in English from the University of Virginia in Charlottesville, Virginia. She lives in Northern Virginia with her husband, three children, and Golden Retriever.

CAROLINE O'CONNELL is a sole practitioner with over 20 years of experience practicing in Massachusetts as Caroline O'Connell Law, LLC. Her practice focuses on representing clients in the alcoholic beverage industry. Caroline assists clients with all aspects of alcoholic beverage permitting, compliance and transactional matters, including trade practice and tied house compliance, promotional and marketing plans, suppliers and wholesaler relations, franchise law compliance and wholesaler terminations, import and distribution agreements, mergers and acquisitions and corporate structuring for licensees in regulated industries. Caroline received her undergraduate degree from the University of Pennsylvania and law degree from Boston University Law School.

ROBERT "R.J." O'HARA is president of Flaherty & O'Hara, p.c., a Pennsylvania-based boutique law firm with twelve attorneys and numerous support staff practicing exclusively in the alcohol beverage space. R.J. received his J.D., cum laude, from the University of Dayton in 1989 where he served as the Articles Editor of the Law Review, and his B.A. in English in 1985 from the same school, where he served as Chief Justice of the Student Judiciary. R.J. co-founded the Alliance of Alcohol Industry Attorneys and Consultants and is chair of its Board. He is an associate member of several national professional and alcohol regulatory organizations and is honored to be frequently invited to speak at national and regional conferences on alcohol-related topics, as well as on the legalization of marijuana for medical and recreational uses.

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R.J. represents members of all three tiers of the alcohol industry, representing clients on general liquor licensing matters, complex ownership changes, in litigation and hearings, on multistate license acquisitions, on administrative citations and on tied house and trade practice matters. R.J.'s clients include numerous private equity funds and institutional investors in the hospitality, restaurant and alcohol manufacturing spaces, addressing their unique concerns. Flaherty & O'Hara is national liquor counsel to numerous national and regional chain hotels, restaurants and grocers. The Firm's attorneys advise clients on the legality of national alcohol promotions and marketing programs, and frequently draft legislation. R.J. is also a shareholder in a PA craft brewery, Erie Brewing Company in Erie, PA, maker of Railbender Ale, an award-winning Scotch ale, among others.

RANDY ORNSTEIN, as Senior Director of Beverages, leads strategy and merchandising for Gopuff's alcohol and non-alcohol assortments. Prior to joining Gopuff, the go-to solution for immediate everyday needs, Randy spent his career at Anheuser-Busch where he served as Vice President of Beyond Beer, Vice President of Non-Alcohol, and Vice President of Sales for Walmart and Sam's Club. During his nearly 15 years at Anheuser-Busch, Randy managed sales and cross functional support teams for the Beyond Beer organization, spearheaded a national partnership with Starbucks for Teavana, managed the joint business plan process with Walmart and Sam's Club, and led category and space management teams for national chains including Kroger, Delhaize, Safeway, Albertsons, HEB, HyVee, Target and Meijer. Randy and his family currently reside in the Philadelphia suburbs.

DAVID M. OZGO has been a Senior Vice President and Chief Economist at the Distilled Spirits Council for the past 18 years. He analyzes market trends and presents a widely anticipated industry review each year to analysts and writers that cover the industry. David is responsible for tax and regulatory impact analysis at the Council and has analyzed over 200 state level tax and regulatory proposals. He was also responsible for the economic and social impact analysis for the Council's successful Sunday sales campaign. David also oversees the industry's Brand Data program. He frequently testifies before legislative bodies on tax, regulatory and market access issues and is often called upon to opine on industry positions in the media.

Prior to joining DISCUS, he was with the management consulting firm PHB Hagler-Bailly, where he worked in the transportation and energy fields. Earlier in his career he worked for the Association of American Railroads. David received his bachelor's and master's degrees in economics from George Mason University.

LINDA PHAM-KOKINOS serves as the supervising attorney with the Louisiana Office of Alcohol and Tobacco Control. She is currently responsible for overseeing the Legal Department which is responsible for representing the Agency in administrative and judicial proceedings, administrative prosecution, complex licensing questions related to alcohol, tobacco and consumable hemp, drafting legislation and promulgating regulations. She works with a team that assist in advising the commissioner on policy, regulatory, and legislative matters concerning the alcohol, tobacco and consumable hemp industry. Mrs. Pham-Kokinos received her Bachelor degree from Louisiana State University and her Juris Doctorate from Southern University Law Center. She has worked as an attorney with ATC since 2014.

PAUL PISANO, Sr. VP Industry Affairs and General Counsel of the National Beer Wholesalers of America (NBWA), 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 in senior positions on Capitol

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Hill. Pisano holds a B.A. degree from Hampden-Sydney College and earned his J.D. from Catholic University's Columbus School of Law.

MARC SORINI currently serves as General Counsel for the Brewers Association, the national trade association for America's small, independent brewers. Prior to joining the Brewers Association, Marc spent twenty-five years in private practice, twenty as a partner in the Washington, DC office of McDermott Will & Emery. He is a beer lover and homebrewer who has served as a counsel for alcohol beverage suppliers for more than two decades. Marc holds a Juris Doctor degree from Georgetown University Law Center and is a frequent writer and speaker on alcohol beverage law and policy.

STEPHANIE STRAUSS has served as an Executive Officer at the Iowa Alcoholic Beverages Division since 2010, leading the Division's governmental affairs program. In this role, she works in collaboration with the Administrator and the senior leadership team to develop the policies, initiatives, goals, and objectives of the Division. Her duties include developing and securing enactment of the Division's legislative package, coordinating rule making activities, and communicating to members of the executive and legislative branches and other stakeholders on controversial, sensitive, and complex issues related to alcohol policy. She holds a Bachelor of Science degree from Southern Illinois University in Business Administration.

DOROTHY (DOTTIE) TAYLOR has served in many capacities throughout her career. She first started in banking but soon realized her interests lie elsewhere and she transitioned into the criminal justice field - first to the Rolla, Missouri Municipal Court as the court clerk; then to the Missouri State Highway Patrol in a communications position (dispatcher); and shortly after that to a sworn position as a trooper. She rose through the ranks of the Patrol, serving in a variety of positions. She obtained the rank of corporal while working the road and then sergeant as a criminal investigator, where she became supervisor of her unit. She served the State of Missouri as a criminal investigator for several years before being promoted to lieutenant and accepting a position with the Patrol's Professional Standards (internal affairs) Division. Her last assignment before she retired was as Assistant Director of the Patrol's Training Division.

On November 1, 2017, the day after her retirement from the Highway Patrol, Dottie took over the helm at Missouri Alcohol and Tobacco Control as the State Supervisor. Dottie strives to bring a style of leadership to ATC that encourages positive innovation and empowerment. After staffing at ATC was drastically cut in the late 2000's, ATC went through ten long, lean years, but has finally begun to rebuild, with district offices in Kansas City, St. Louis and Springfield, in addition to the main location in Jefferson City. Dottie's position requires a gubernatorial appointment and she serves at the behest of the governor, now Governor Parson, with confirmation by the Missouri Senate. She plans to stay at ATC as long as the Governor will have her or until November 2022, whichever comes first. Dottie will then retire to her lake house in Alabama.

RUSSELL THOMAS is the Executive Director of the Tennessee Alcoholic Beverage Commission. He is an attorney who holds an AV Preeminent rating from Martindale-Hubbell, which represents the highest ranking given to a lawyer by his peers for both professional excellence and ethical conduct. He is a member of the Tennessee, Nashville and American Bar Associations. He formerly chaired the Criminal Law and Criminal Justice Committee of the Nashville Bar Association and had over 13 years of criminal trial experience before joining the ABC.

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RACHELE D. WINNINGHAM is a Partner in the Buchman Law Firm's San Francisco office. She is a San Francisco Bay Area native. In 1998, Rachele received her Bachelor of Arts degree in History from the University of California, Santa Cruz. In 2001, she received her Juris Doctor degree from Golden Gate University, School of Law and was admitted to the California bar and the U.S. District Court, Northern District of California in 2002.

Rachele has practiced exclusively in the alcoholic beverage industry since her admission to the California bar. Rachele's expertise extends to the licensing and trade practice areas of the firm's practice, working with clients representing all three tiers of the industry.

Rachele is a member of the State Bar of California and the San Francisco Bar Association.