



2022 Central/Western Regional Conference

OMAHA MARRIOTT DOWNTOWN CAPITAL DISTRICT

222 N. 10th Street, Omaha, Nebraska

September 11-13, 2022

THE FUTURE OF A WELL-REGULATED INDUSTRY

1st DAY – SUNDAY, SEPTEMBER 11, 2022

1:00 P.M. – 5:30 P.M.	EARLY REGISTRATION – PREFUNCTION CAPITOL ROOMS 1 & 2
6:00 P.M. – 8:00 P.M.	WELCOME RECEPTION – THE GALLERY ROOM
8:00 P.M. – 12:00 A.M.	Hospitality Suite – The Dodge/Douglas Room

2nd DAY – MONDAY, SEPTEMBER 12, 2022

7:00 A.M. – 4:30 P.M.	Registration and Help Desk – Prefunction Capitol Rooms 1 & 2
7:30 A.M. – 8:30 A.M.	Breakfast – Capitol 1 Room
8:30 A.M. – 9:45 A.M.	Opening Ceremonies – Capitol 2 Room Presentation of Colors: Nebraska State Patrol & Omaha Police Department Keynote Speaker: Senator Mike Hilgers, Speaker of the Nebraska Legislature Roll Call of States and Associate Members: NCSLA Executive Director Pam Frantz
9:45 A.M. – 10:00 A.M.	Break – Capitol 1 Room
10:00 A.M. – 11:00 A.M.	SESSION #1: Supply Chain Challenges Post Covid The on-going supply chain challenges, which began during the COVID-19 pandemic has continued and is affecting the regulated industry in different ways. How has the industry responded? What is the role of the Regulators? Moderator: Paul Pisano, Sr. VP and General Counsel, National Beer Wholesalers Association (NBWA) Panelists: Herb Sutton, Chief of Operations, Iowa Alcoholic Beverages Division Marcus Powers, Co-Founder and CEO, Zipline Brewing Co., NE Chris Swonger, President & CEO, Distilled Spirits Council of the United States (DISCUS) and Responsibility.org



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2nd DAY – MONDAY, SEPTEMBER 12, 2022-CONTINUED

11:05 A.M. – 12:05 P.M. SESSION #2: UNIQUE LICENSES AND HYBRID LICENSES

The ways that people enjoy alcoholic beverages has continued to evolve and change. Often times, the industry has an idea which does not easily fit into a state's current regulatory system. How do states react to business models which are hard to define?

Moderator: Bahaneh Hobel, Partner and Head of Alcohol Beverage Law and Compliance, Dickenson Peatman & Fogarty, CA

Panelists: Dacia English, Outreach & Education Coordinator, Montana ABC Div.
Audra Shughart, Licensing Manager, Kansas ABC Division
Harlan Powell, Managing Partner, Powell Junia P.C., IL

12:05 P.M. – 1:30 P.M. Lunch – Capitol 1 Room

1:30 P.M. – 2:45 P.M. SESSION #3: Digital ID's, Information Harvesting and New ID Challenges

Technology has continued to advance and now states, and the industry are exploring and transmitting the traditional driver's license/identifications into a digital app on your phone. What is the legal status and ramifications for alcohol regulators in this brave new world?

Moderator: Sean O'Leary, President, O'Leary Law and Policy Group, LLC, IL

Panelists: Anna Hirai, Acting Administrator, Honolulu Liquor Commission
Denis Bechac, Director, Public Sector, North America, Yoti USA
Steven Harrison, President & CEO, Zero Link Markets, Inc. (DBA-Vinoshipper)

2:45 P.M – 3:00 P.M. Break – Capitol 1 Room



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3:00 P.M. – 4:30 P.M. **SESSION #4: Whiteclay: 5 Years Post Closure**

The Village of Whiteclay, NE is located on the border of the Pine Ridge Reservation and was home to four off sale beer stores which sold the equivalent of four million cans of beer a year. That practice ended on April 30, 2017, after the Nebraska Liquor Control Commission ended the licenses. Five years later what happened?

Moderator: Hobert Rupe, Executive Director, Nebraska Liquor Control Commission

Panelists: Tom Brewer, Nebraska State Senator – District 43
Milissa Johnson-Wiles, Assistant Attorney General, Nebraska Department of Justice
Dennis Carlson, Retired Attorney and Community Activist

6:00 P.M. – 8:00 P.M. NCSLA Reception – Henry Doorly Zoo

8:00 P.M. – 12:00 A.M. Hospitality Suite – The Dodge/Douglas Room

3rd Day – TUESDAY, SEPTEMBER 13, 2022

7:00 A.M. – 3:00 P.M. Registration and Help Desk- Prefunction Capitol Room 1 & 2

7:30 A.M. – 9:00 A.M. Breakfast – Capitol 1 Room

9:00 A.M. – 10:15 A.M. **SESSION #5: e-commerce and the Marketing, Sale, and Delivery of Alcohol**

The marketing, sale, and delivery of alcoholic beverages by licensees utilizing unlicensed third parties continues to be a hot topic of discussion and debate by regulators, in state legislatures, and amongst the industry. This panel will explore some of the current issues, trends, and concerns surrounding e-commerce and third parties. The panelists will look at the relationships between retailers, manufacturers, and unlicensed marketing/ordering platforms. This discussion will consider some of the more complex and nuanced policy considerations of exercising license privileges and tied house issues.

Moderator: Matthew Botting, General Counsel, California ABC

Panelists: Rick Haymaker, Counsel, Illinois Liquor Control Commission
Jacqueline Flug, General Counsel and Senior Vice President, Drizly
Bourcard Nesin, Beverage Analyst, Rabobank Food and Agribusiness



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10:15 A.M. – 10:30 A.M. Break – Capitol 1 Room

10:30 A.M. – 11:45 A.M. **SESSION #6: Allocated Products and the “Grey Market”**

Many highly sought-after beverages including wine and bourbons are manufactured in amounts which do not meet the demand from collectors of these products. That of course makes the demand greater! How does the regulated industry deal with these unique issues? What are the Regulator’s role in maintaining a fair distribution system while also dealing with the trading and selling of these products among collectors?

Moderator: Donovan Borvan, Partner, Webster Law Partners, IL

Panelists: Bart Branyon, Chief Enforcement Officer, Kansas Alcoholic Beverage Control Division
Mark Davis, Jr., Fiscal Compliance Analyst, Nebraska Liquor Control Commission
Steve Marks, Executive Director, Oregon Liquor and Cannabis Commission

11:45 A.M. – 1:00 P.M. Lunch – Capitol 1 Room

1:00 P.M. – 2:00 P.M. **SESSION #7: Labeling and Cross Categorization**

The continued explosion of new products has created challenges for regulators on the proper classification and labeling for these products. Please join experts for discussion on the interplay between products, TTB label approval and state impact.

Moderator: Adena Santiago, Counsel, McDermott Will & Emery LLP, DC

Panelists: RJ O’Hara, Partner, Flaherty & O’Hara, PA
James Webster, Partner, Webster Law Partners, IL

2:00 P.M. – 3:15 P.M. **SESSION #8: Human Trafficking and the Alcohol Industry**

The coordinator and lead investigator of the Nebraska Human Trafficking Task Force will define what human trafficking is and show where in Nebraska it is happening. They will explain what it looks like, perhaps especially in venues with a liquor license. They will then outline what to do if you see it and show how the state is organized to address it.

Presenter: Glen Parks, Assistant Attorney General, Nebraska Attorney General’s Office



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3:15 P.M. – 3:30 P.M. Break – Capitol 1 Room

3:30 P.M. – 4:30 P.M. **SESSION #9: Retail to Retail Sales and Expansion of Craft Beer**

Supply chain difficulties has a unique spin in rural states. Many rural licensees have had issues sourcing products and some states made changes to address some of these issues. Both Iowa and Nebraska have made changes to the traditional three tier system in limited ways.

Moderator: Stephanie Strauss, Government Relations Officer, Iowa Alcoholic Beverages Division

Panelists: John Lowe, Nebraska State Senator – District 37
 Patrick Roy, Legislative Aide for State Senator John Lowe
 David Adelman, Executive Director, Iowa Wholesale Beer Distributors
 Jessica Dunker, President and CEO, Iowa Restaurant Association

4:30 P.M. **FREE NIGHT – EXPLORE THE CAPITOL DISTRICT! (Dinner on your Own)**

6:00 P.M. – 12:00 A.M. Hospitality Suite – The Dodge/Douglas Room

See you next year in Branson, Missouri!
Save the date: October 15-17, 2023.