



2022 Northern/Southern Regional Conference

Hilton Richmond Downtown, 501 East Broad Street, Richmond VA 23219

October 23-25, 2022

Are We Feeling 22? Is Alcohol Regulation in 2022 Miserable and Magical at the Same Time?

SUNDAY, OCTOBER 23

- 1:00 p.m. – 5:00 p.m. Early Registration, Front Desk Lobby
- 6:00 p.m. – 9:00 p.m. Welcome Reception, Virginia Museum of Fine Arts – Marble Room
- 9:00 – Midnight Hospitality Suite, Ensemble Room (main floor)

MONDAY, OCTOBER 24

- 7:00 a.m. – 4:30 p.m. Registration and Help Desk, Front Desk Lobby
- 8:00 a.m. – 8:55 a.m. Breakfast – River City Ballroom
- 9:00 a.m. – 10:15 a.m. **Opening Ceremonies and General Session – Miller Rhoads Gerhart Ballroom**
 Presentation of Colors: Virginia State Police Color Guard
 Welcome
 Roll Call of States and Associate Members

10:20 a.m. – 11:20 a.m. **SESSION #1: Digital IDs and Scanning Technology – You Don’t Know About Me, But I’ll Bet You Want To**
 How do we balance privacy and state regulation as technology evolves to support new, innovative ways to purchase alcohol and confirm identity? Mobile driver’s licenses (mDLs) continue to advance at the national and state level. We know that ID scanners are no substitute for an ID check, but merely a tool to support compliance, which must be combined with an in-person inspection. What do regulators need to know about improvements in scanning technology and where scanning technology is headed?

Moderator: Kimberly Frost, Partner, Martin Frost & Hill (TX)

Panelists:

- Mindy Stephens, Manager of Identity Management, AAMVA
- Grace Yang, Shareholder, GrayRobinson, P.A. (FL)
- Jessica Espinoza, Chief, Bureau of Issuance Oversight; Florida Department of Highway Safety and Motor Vehicles
- Lisa Rountree, Head of Marketing & Customer Experience, TruAge



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11:20 a.m. – 11:35 a.m.

Break, Pre-Function

11:35 a.m. – 12:35 p.m.

SESSION #2: Allocated Items - When Collecting Rare Products Becomes Criminal

A discussion on collecting desirable and designer alcohol beverages, and how collection has become an increasingly popular pastime. With greater access to retailers, and legal and illegal distribution, it seems everyone can get in on the game. Panelists will discuss where the lines are drawn between permissible collections and activities that are unlawful. Stakeholders will share their various interests in the regulation, or deregulation, of these activities. Panelists will also discuss the State's interest in enforcement and the challenges posed by these unique products

Moderator: Travis G. Hill, CEO, Virginia ABC Authority

Panelists:

Renee Metz, Assistant General Counsel, North Carolina ABC

David Stock, Assistant Commonwealth's Attorney, Henrico County, VA

Jim Compton, President, J. Emerson Fine Wines

Jo Moak, Exec. Vice President and General Counsel, Wine & Spirits Wholesalers of America

12:35 p.m. – 1:35 p.m.

Lunch – River City Ballroom

1:35 p.m. – 2:45 p.m.

SESSION #3: Cocktails To Go and 3rd-party delivery

The landscape of delivering alcoholic beverage products to consumers has fundamentally changed over the past two years. This session will explore the various laws, regulations and other guidance adopted by jurisdictions to authorize or extend privileges associated with the delivery of alcoholic beverages to a consumer.

Moderator: Chris Curtis, Deputy Secretary to ABC Board, Virginia ABC Authority

Panelists:

Matthew Cherry, Marketing Practices Attorney, Texas Alcoholic Beverage Commission

Kurt Erickson, President and CEO, Washington Regional Alcohol Program (WRAP)

Chad Horrell, Senior Manager – East, DoorDash

Tom Kirby, Chief of Enforcement, Virginia ABC Authority

Tom Lisk, Member, Cozen O'Connor (VA)



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2:45 p.m. – 3:00 p.m. Break, River City Pre-Function

3:00 p.m. – 4:15 p.m. **SESSION #4: The Great Outdoors: How Novel Trends Can Shape Licensing**
A discussion on consumers trending towards outdoor and mobile refreshment, and how current licensing structures address those needs. Focused on the risks, rewards and relationship building required to facilitate a successful outdoor refreshment area. Panelists will discuss the successes and concerns surrounding outdoor licenses (i.e. public safety, compliance, liability), along with the needs that outdoor events meet in their communities. Panelists will also discuss the licensing framework and challenges faced when presented with requests for mobile businesses.

Moderator: Sarah Ross, Associate Legal Counsel, Virginia ABC Authority

Panelists:

Alex Flanigan, Main Street Program Manager, City of Winchester, VA
Adam Melita, Deputy City Attorney, City of Norfolk, VA
Missy Welch, Director of Programming, North Carolina ABC
Kevin Davis, Special Agent in Charge, Virginia ABC Authority

6:00 p.m. – 9:00 p.m. Reception and Banquet – Dominion Energy Center, Carpenter Stage

9:00 p.m. – Midnight Hospitality Suite, Ensemble Room (main floor)

TUESDAY, OCTOBER 25

7:30 a.m. – 4:15 p.m. Registration and Help Desk, Front Desk Lobby

8:00 a.m. – 8:55 a.m. Breakfast – River City Ballroom

9:00 a.m. **General Session – Miller Rhoads Gerhart Ballroom**

9:00 a.m. – 10:10 a.m. **SESSION #5: Much Ado about Labels**
A review and discussion of labeling and advertising standards and regulations from the perspective of regulators, industry-members, and attorneys. The discussion will center on the common label regulations and each members’ challenges in navigating those requirements.

Moderator: Tonya Hucks-Watkins, Senior Legal Counsel, Virginia ABC Authority



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Panelists:

Kevin Holden, Assistant General Counsel, Alabama ABC Board
Nichole Shustack, Counsel, McDermott, Will & Emery (DC)
Trent Taylor, Partner, McGuireWoods (VA)
Katherine Armstrong, Deputy Director, National Advertising Division, BBB

10:15 a.m. – 11:15 a.m.

SESSION #6: Tasting Rooms, Where and How?

Tasting Rooms are continuing to be a major part of the business of many wineries, breweries, and distilleries. While these can bring new customers for the producers, various State and Federal law issues can impact how these can be set up and operated.

Moderator: Chris Thiemann, Distilled Spirits Program Manager, TTB

Panelists:

Jonathan Berman, Assistant Attorney General, Alcohol Beverage Regulation Administration, District of Columbia
Rob Pinson, Partner, Adams and Reese LLP (TN)
Rick Wasmund, Founder and Managing Member, Copper Fox Distillery (VA)

11:15 a.m. – 11:30 a.m.

Break, Pre-Function

11:30 a.m. – 12:30 p.m.

SESSION #7: Crossing Over: Collaborations between Popular Consumer Brands and Alcohol Products

A discussion on the cross-over appeal of blending alcohol with popular nonalcoholic brands in the market. The discussion will focus on the appeal of these products, possible market confusion, consumer protection, and public safety.

Moderator: Shauna Barnes, Founding Partner, Barnes Beverage Group (MD)

Panelists:

Eric Anderson, Partner, InfoLaw Group (IL)
Marc Haalman, Special Agent in Charge, Virginia ABC Authority
Mike Halfacre, Executive Director, Beer Wholesalers Association of New Jersey
Paul Pisano, Senior Vice President and General Counsel, National Beer Wholesalers Association

12:30 p.m. – 1:30 p.m.

Lunch – River City Ballroom



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1:30 p.m. – 2:30 p.m.

SESSION #8: Public Health Initiatives – How Does Public Health Maintain Effectiveness in the Shifting Landscape of Beverage Alcohol

This session will discuss approaches to engaging communities around the responsible use of legal substances. This panel will discuss recent efforts to empower institutions and organizations to engage with their members to understand existing substance use and engage in constructive efforts to maintain safety.

Moderator: Katie Crumble, Director of Education and Prevention, Virginia ABC Authority

Panelists:

Sara Cooley Broschart, Director of Center for Advancing Alcohol Science to Practice

Dr. Raimee Eck, Principal, Sonrisa Solutions

2:30 p.m. – 2:45 p.m.

Break, Pre-Function

2:45 p.m. – 4:00 p.m.

SESSION #9: Intersection of Public Safety, Beverage Alcohol and Public Policy

Panelists from regulatory, legislative and private industry backgrounds will examine the important role that each group they represent plays in avoidance of pitfalls and controversy and maintaining focus on the important issues that grow the economy. Whether that is through regular communication with representatives of industry groups, supply chain, the executive and legislative branches, each has a role in keeping pace with evolving and creative marketing or new growth opportunities such as e-commerce or eliminating antiquated regulatory provisions that stifle growth.

Moderator: John Daniel, Government Affairs Officer and Chief Counsel, Virginia ABC Authority

Panelists:

Aaron Rummage, Director of Legislation, Policy and Communication, Tennessee ABC

The Honorable Mark Rubin, Board Member, Virginia ABC Authority

The Honorable David Albo, Partner, Williams Mullen (VA)

Terri Beirne, Eastern Counsel, Wine Institute

Kevin McNally, Partner and Co-Founder, Marston & McNally, P.C. (VA)

The Honorable Paul Krizek, Virginia House of Delegates, 44th District



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4:00 p.m. – 6:00 p.m.	Tours of Virginia State Capitol
6:00 p.m. – 9:00 p.m.	Explore Richmond Dining Opportunities
9:00 p.m. – Midnight	Hospitality Suite, Ensemble Room (main floor)