



2025 Central/Western Regional Conference October 5-7, 2025

Doubletree by Hilton Rapid City Downtown Convention Center
505 N 5th Street, Rapid City, South Dakota



MONUMENTAL PERSPECTIVES: ELEVATING ALCOHOL REGULATION FROM THE BLACK HILLS

WELCOME RECEPTION

1st DAY – SUNDAY, OCTOBER 5, 2025

4:00 P.M. – 6:00 P.M.	EARLY REGISTRATION – DAKOTA PRECONVENE / ATRIUM
6:00 P.M. – 8:00 P.M.	WELCOME RECEPTION – BLACK HILLS BALLROOM
8:00 P.M. – 12:00 A.M.	HOSPITALITY SUITE - 2ND FLOOR PLAZA SUITE

BUSINESS AGENDA

2nd DAY – MONDAY, OCTOBER 6, 2025

7:30 A.M. – 4:15 P.M.	REGISTRATION & INFORMATION DESK – PRECONVENE
8:00 A.M. – 8:55 A.M.	BREAKFAST – BLACK HILLS BALLROOM
9:00 A.M. – 9:15 A.M.	OPENING CEREMONIES / PRESENTATION OF COLORS / WELCOME
9:15 A.M. – 10:15 A.M.	ROLL CALL: MARISHA GONZALEZ, NCSLA Program Associate
10:15 A.M. – 10:30 A.M.	MORNING BREAK - PRECONVENE
10:30 A.M. – 11:30 A.M.	PANEL #1: Boomer vs. Zoomer: Bridging Generational Gaps in the Alcohol Industry

Moderator: Kristen Techel, Attorney, Drink Law

Panelists: Bridget Halbur, Deputy General Counsel, Beatbox Beverages
Lester Jones, Vice President Analytics and Chief Economist, National Beer Wholesalers Association
Casey Scamporino, Senior Director, Legal & Regulatory Affairs, Distilled Spirits Council of the United States
Lynn Walding, Executive Director Control States, Diageo North America

As the alcohol industry evolves, so too do the generational perspectives that shape its future. From Baby Boomers who have built long-standing brands and regulatory frameworks to Generation Z who are driving new trends in consumption, marketing, and social responsibility, the industry faces a dynamic interplay of ideas and approaches. This panel will explore how different generations view issues such as regulatory policies, responsible drinking initiatives, marketing strategies, and consumer engagement. With a focus on how these generational divides influence policy-making, market trends, and legal practices, attendees will gain insights on how to navigate and harmonize these perspectives for the future of the alcohol industry. Join us for a lively discussion as seasoned professionals ("Boomers") and fresh, innovative voices ("Zoomers") debate the key challenges and opportunities ahead for regulators, businesses, and advocates alike.

11:40 A.M. – 12:40 P.M.	PANEL #2: Beyond the Bouncer: Modern Tools for Preventing Underage Sales
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Moderator: Roger Clayton, Partner, Strike Kerr & Johns

Panelists: Robert Lewis, Founding Attorney, Spirit Law Partners



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Ben Halpert, Head of Regulated Products, Corporate Compliance, GoBrands
Patrick Maroney, President, Maroney Consulting Services

Alcoholic Beverages are restricted to users over 21 years of age. Licensees want to keep their products out of the hands of minors, however fraudulent licenses are getting more and more sophisticated and are passing the best scanners. In addition, more technologically advanced and presumably more secure forms of ID are emerging such as mobile drivers licenses or biometric identifications. States are authorizing large venues and open consumption areas which are challenging venues when minors are present. Delivery has proliferated and identifications are being scanned from cars by drivers. Join us in a discussion with regulators and industry members discussing tips to prevent youth access to alcohol, the newest forms of identification and how regulators and licensees are dealing with new sophisticated fraudulent identification.

12:45 P.M. – 1:45 P.M. **LUNCH – BLACK HILLS BALLROOM**

2:00 P.M. – 3:00 P.M. **PANEL #3: Show me the License: Multistate Permitting for Manufacturers Post-M&A**

Moderator: Erin Kelleher, Partner, Hinman & Carmichael
Panelists: Theresa Barton Cray, Associate, Dickenson Peatman & Fogarty
Kristin Carlton, Director of Compliance, Penrose Hill / Firstleaf

We have discussed the difficulties of managing complex ownership structures when obtaining licensure. This panel will move to the next part of complex licensing issues – permitting licensees who operate in multiple states using different license types. What is a licensee and its counsel to do when there is a change in ownership that impacts licenses in multiple states? A licensee may be a manufacturer or wholesaler in one state but deemed as a supplier in another state. These licensees hold federal permits to operate and each state in which they operate has differing licensure requirements. Some states require prior authorization and some require notice after closing. Join our panel of experts who will discuss the challenges licensees face when going through a major change and some of the tools used to manage these complex licensing projects such as representations and warranties and closing condition clauses in M&A agreements, management agreements or license agreements. Practitioners can learn about how to manage these transitions and regulators can gain better understanding into contractual provisions governing transitions.

3:00 P.M. – 3:15 P.M. **AFTERNOON BREAK - PRECONVENE**

3:15 P.M. – 4:15 P.M. **PANEL #4: What Regulators Wish Industry Members Knew**

Moderator: Shauna Barnes, Founding Partner, Barnes Beverage Group
Panelists: Bruce Bailey, Commissioner, Nebraska Liquor Control Commission
Nicole Sanders, Industry Education Manager, Illinois Liquor Control Commission
Thomas Philpot, Shareholder, GrayRobinson, former Director of the Florida Division of Alcoholic Beverages and Tobacco

As state and federal regulatory agencies are called upon to do more with less, resources at the agencies responsible for regulating intoxicating beverages becomes more and more precious. This panel explores both common regulatory/application pain points, as well as best practices and ways agencies are working to do more with less along with how agencies can use data driven insights to assist with the decision making process.



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- 4:15 P.M. **FREE NIGHT TO EXPLORE RAPID CITY OR DEADWOOD**
- 5:30 P.M. – 8:30 P.M. **FREE NIGHT TO EXPLORE DEADWOOD (DINNER ON OWN)**
- **Shuttle sponsored by SD Beer Distributors**
- 8:00 P.M. – 12:00 A.M. **HOSPITALITY SUITE - 2ND FLOOR PLAZA SUITE**

3rd Day – TUESDAY, OCTOBER 7, 2025

- 8:00 A.M. – 4:00 P.M. **REGISTRATION & INFORMATION DESK – PRECONVENE**
- 8:00 A.M. – 8:55 A.M. **BREAKFAST – BLACK HILLS BALLROOM**
- 9:00 A.M. – 10:00 A.M. **PANEL #5: And Now for the Rest of the Story: Hot Topic Regulatory Updates**

Moderator:

Adam Stapen, Partner, Dill Dill Carr Stonbraker & Hutchings, P.C.

Panelists:

Geralyn Lasher, Director, Great Lake States, Wine Institute

Mary Clarke, Vice President, Assistant General Counsel, Wine & Spirits Wholesalers of America

M. Parker Conover, Associate, Godfrey Kahn

Christopher Curtin, Director of Regulatory Affairs, Republic National Distributing Company

In Maui, panelists discussed rapidly moving and changing industry trends such as tariffs, legal challenges to alcoholic beverage regulations, labeling, food guidelines, neo-prohibition and the WHO, the ever changing landscape for intoxicating hemp which is being given into alcoholic beverage agencies to regulate. It has been four months since Maui. Join our panelists as they discuss updates to these hot topics so that attendees can stay current of all of these fast moving industry changes.

- 10:10 A.M. – 11:10 A.M. **PANEL #6: Laboratories of Libation: Craft Policy Experiments in the States**

Moderator: Jeff Giametta, Counsel, Davis Wright Tremaine LLP

Panelists: Margie Lehrman, Chief Executive Officer, American Craft Spirits Association

Matthew Botting, Principal Attorney, Law Office of Matthew D. Botting

Jesse Scheitler, Co-Founder/CEO of Lost Cabin Beer Company in Rapid City and Head of South Dakota Craft Brewers Guild

This panel brings together perspectives from former regulators and craft industry leaders to evaluate recent laws and policies aimed at supporting the craft beverage sector. Drawing on case studies, panelists will explore how well these reforms have performed over time, where they've fallen short, and what lessons can be learned a few years down the line. Framed around the idea of states as "laboratories of democracy," this discussion will highlight real-world impacts of craft-focused reforms offering insights for regulators and industry alike.

- 11:15 A.M. – 11:30 A.M. **MORNING BREAK - PRECONVENE**

- 11:30 A.M. – 12:30 P.M. **PANEL #7: Can ChatGPT be your new associate? The Ethics of AI**



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Moderator: Alva Mather, Partner, McDermott Will & Schulte
Panelists: Kristina Dickens, Partner, Christopoulos Dickens
Cate Howe, Partner, McDermott Will & Schulte
Phil Sanchez, Director, New Mexico Regulation and Licensing Department, Alcoholic Beverage Control Division

ChatGPT is here to stay. We use it to make grocery lists, images, emails, documents and other ways to improve our lives and make them more efficient. However, there have been some instances where attorneys have used AI to assist with brief writing which resulted in fictional cases and incorrect law being included in the cases. State bar associations are starting to provide practice guidelines and ethical warnings as to the limitations of the use of AI. What are the ethical implications of using AI? Join this panel as we discuss AI's impact on client confidentiality, attorney competence and supervision and how work generated by a computer should be ethically invoiced.

12:30 P.M. – 1:30 P.M. **LUNCH – BLACK HILLS BALLROOM**

1:45 P.M. – 2:45 P.M. **PANEL #8: Kickoff to FIFA World Cup 2026: Licensing & Regulation at Large Public Events**

Moderator: Claire Mitchell, Principal, Foster Garvey
Panelists: Rebecca Smith, Director Licensing and Regulation, Washington Liquor and Cannabis Board
Russ Elliott, Deputy Director, Colorado Liquor Enforcement Division
Dacia English, Outreach & Education Coordinator, Montana Alcoholic Beverage Control Division
Elizabeth Kruis, Senior Vice President Legal – Food & Beverage, Live Nation

Collegiate and professional sporting events, conventions and expos, music festivals, arts and cultural celebrations, and state and local fairs are just a few examples of the many large-scale public events that take place across our regions throughout the year. These events are logistically and operationally complex, particularly when alcohol sales and consumption are involved. How will eventgoers be monitored for overconsumption? Should there be limits on the types of alcohol served? What is the appropriate license type for the event? Who can receive sponsorship dollars? This panel will offer perspectives from both state regulators and industry representatives on the laws, policies, and best practices that govern alcohol service at major public events and the ways that government and business can collaborate to create safe, compliant, and enjoyable event experiences for all. With many US cities gearing up for FIFA World Cup 2026 events, you won't want to miss this session!

2:45 P.M. – 3:00 P.M. **AFTERNOON BREAK - PRECONVENE**

3:00 P.M. – 4:00 P.M. **PANEL #9: Sturgis After Hours: Understanding the Impact Beyond the Ride**

Moderator: Doug Schinkel, Director of Business Tax, South Dakota Department of Revenue
Panelists: Aaron Jordan, City Administrator
Katie Sieverding, Executive Vice President, South Dakota Beer Distributors Association
Geody VanDewater, Chief of Police
Abbey Gillick, General Manager, Quality Brands of the Black Hills

This year marks the 85th anniversary of the Sturgis Motorcycle Rally, known as the largest motorcycle rally in the world. Attracting hundreds of thousands of attendees each year, this event is known for its scenic rides through the Black Hills, live music, party atmosphere, and other motorcycle related activities. We wrap up the business agenda



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as this panel discusses the history of the Rally, the economic impact to the small community of Sturgis and the surrounding areas, and some of the adverse effects of the large crowds during this massive 10-day event.

4:45 P.M. – 5:30 P.M.	SHUTTLE TRANSPORTATION TO MOUNT RUSHMORE NATIONAL MEMORIAL
5:30 P.M. – 6:30 P.M.	RECEPTION – MOUNT RUSHMORE NATIONAL MEMORIAL – CARVERS CAFE
6:30 P.M. – 8:00 P.M.	PRESIDENT'S BANQUET – MOUNT RUSHMORE NATIONAL MEMORIAL – CARVERS CAFE
8:00 P.M. – 8:45 P.M.	SHUTTLE TRANSPORTATION BACK TO HOTEL
9:00 P.M. – 12:00 A.M.	HOSPITALITY SUITE – 2ND FLOOR PLAZA SUITE

SAFE TRAVELS HOME AND WE WILL SEE YOU NEXT YEAR!

SAVE THE DATE: June 14-17, 2026

2026 ANNUAL CONFERENCE

HOTEL MONTELEONE, NEW ORLEANS, LA