



2018 Annual Conference

Hilton Waikoloa Village, 69-425 Waikoloa Beach Drive, Waikoloa, Hawai'i 96738

Regulatory Strategies for an Innovative Marketplace

PRESENTER BIOGRAPHIES

DEBBI BEAVERS joined the Kansas ABC in January 2004. In 2010, she was promoted to licensing manager and promoted to operations manager in 2015. She was appointed interim ABC Director in 2016 and was confirmed by the Senate in January 2017. Debbi is the first female director since the inception of ABC in 1949 and serves at the pleasure of the Secretary of Revenue.

Debbi's priorities for the ABC Division are to regulate the industry consistently, provide excellent customer service and increase compliance with liquor laws through education and training.

Prior to joining the Kansas ABC, Debbi lived in Missouri and worked in the private sector as a Medicare compliance analyst and also a social services director. Debbi studied at Missouri Western State College and has an associate's degree in travel.

NICHOLAS BERGMAN is a Partner at Buchman Law Firm, LLP, residing in the Firm's New York City office. He has practiced in the field of beverage alcohol control law for over 20 years. He received his J.D. from Case Western Reserve University School of Law in Cleveland, Ohio in 1997 and his B.A. from Kenyon College, in Gambier, Ohio, in 1992. He is admitted to the California, New Jersey and New York State bars. Nicholas holds a post graduate degree in Wine Marketing, Finance and Accounting from the Office International du Vin (OIV) in Paris, France.

JOHN BODNOVICH is Executive Director of American Beverage Licensees (ABL) and a leading advocate for America's beer, wine and spirits retailers. He works closely with ABL's state affiliates representing on- and off-premise beverage licensee members on matters of concern to beverage alcohol retailers. His work includes managing ABL's federal government affairs portfolio, grassroots advocacy, and strategic communication efforts between ABL and its affiliates, industry trade associations, alcohol suppliers, wholesalers and importers, as well as social responsibility organizations and other industry stakeholders. During his time with ABL, John has led a number of association initiatives including membership and responsibility campaigns, and public awareness efforts addressing alcohol issues. John holds a B.A. in Government & International Relations from the University of Notre Dame, and a Master's degree in Political Management from The George Washington University.

CARRIE BONNINGTON leads Pillsbury's Wine, Beer & Spirits Law practice and is recognized in Chambers USA for her mastery of alcohol beverage laws and regulations. Highly regarded for her extensive alcohol beverage industry knowledge, Ms. Bonnington represents wineries, breweries, distilleries, importers, distributors and retailers (on- and off-sale) in regulatory, transactional, and litigation matters. She advises on advertising, promotional, marketing, and other trade practice and tied house issues. Ms. Bonnington represents licensees in state alcohol beverage regulatory administrative proceedings and trials, and structures multifaceted deals relating to sponsorships, winemaking, distribution, acquisitions, and other similar matters. She also represents non-licensed entities in connection with alcohol beverage laws throughout the United States.

DONOVAN BORVAN is the principal of Borvan Group LLC, a full-service legal and compliance consulting firm representing businesses in regulated industries, including liquor, gaming and cannabis. Donovan was the Executive Director of the Illinois Liquor Control Commission from February 2017 – April 2018. Prior to



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his appointment to that position, he was an Associate General Counsel in the Office of the Illinois Governor. Donovan practiced antitrust and commercial litigation at Sidley Austin before entering state government. Before becoming a lawyer, Donovan was the part-owner and general manager of a small business in Tennessee. Donovan is a graduate of the University of Tennessee and the University of Chicago Law School.

MATTHEW BOTTING was appointed to the position of California ABC General Counsel in August, 2008. Mr. Botting has over 23 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 recently 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.

ANDY BRASSINGTON serves as CFO of Evergreen Herbal, the Washington cannabis products manufacturer. He is a hands-on small business owner/operator/entrepreneur with 30 years of experience in agribusiness, perishable food products, food/beverage packaging and distribution. He started, owned and operated a Pacific Northwest based wine bottle and packaging business for many years. Andy was also COO/EVP of one the country's largest grower/packer/shippers of Washington tree fruit. Andy is a member of the Washington Bar Association and served as General Counsel of Lamb Weston, the largest frozen potato products company in the world (formerly a [ConAgra](#) sub.) for 10 years. A veteran of three trade missions with two (2) Washington Governors, Mr. Brassington has been active in numerous industry organizations in his career.

JANELLE CHRISTIAN is the Industry Outreach Program Manager for the Alcohol and Tobacco Tax and Trade Bureau (TTB). In this role, she is focusing on improving TTB's communication and outreach for regulated industry members. Janelle came to TTB in 2011 as a Presidential Management Fellow in the Market Compliance Office. Prior to her current appointment, she served as a Policy Advisor to Headquarters Operations, where she advised on a broad array of policy issues ranging from emerging products to improving the labeling program. Janelle graduated with a bachelor's degree in economics from Oregon State University, a master's degree in public administration from Columbia University, and a law degree from the University of Oregon.

JOHN COCCA, Director of the Arizona Department of Liquor Licenses and Control (Department of Liquor), was appointed by Governor Ducey in February 2015. The department regulates liquor based on the 3-tier system of alcohol distribution. The three tiers are: production, distribution and retail sale of alcoholic beverages. Compliance with state liquor laws is achieved through training, enforcement and adjudication (A.R.S. Title 4 and A.A.C. Title 19). The Department of Liquor director is responsible for the administration of all the divisions of the department: Investigations, Licensing and Administration. Director Cocca serves at the pleasure of the governor (A.R.S. §4-111).



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Prior to this appointment, the City of Scottsdale was Director Cocca's employer for 30 years, from February 1985 to February 2015. His last assignment was the Investigations/Personnel Development Services Bureau Assistant Chief. His responsibilities included oversight of police investigations, employee training and forensic evidence.

At the age of 21, Director Cocca began his law enforcement career, advancing through the ranks as a patrol officer, field training officer, crime scene officer, undercover narcotics detective, patrol sergeant, media relations sergeant, community affairs sergeant, patrol lieutenant, basic training lieutenant, patrol commander and uniform and investigations assistant chief. As a certified police instructor for AZPOST (Arizona Police Officer Standardized Training), Director Cocca frequently instructed at the Arizona Law Enforcement Training Academy (ALEA) for law enforcement recruits.

Director Cocca is a member of the International Associations of Chiefs of Police, FBI National Academy Associates, the Arizona Association of Chiefs of Police, the East Valley Chiefs of Police and is Past-Chairman of the Arizona Law Enforcement Academy (ALEA) Users Committee. He has served on a number of committees with the Boys and Girls Club and the Scottsdale Unified and Paradise Valley School Districts. He is a board member for MASK (Mother's Awareness for School Aged Kids).

Director Cocca holds a Bachelor of Science Degree from Arizona State University in Justice Studies and a Master's Degree in Educational Leadership from Northern Arizona University. He is a graduate of the FBI National Academy's Executive Management program. A native of Arizona and raised in Scottsdale, he resides in Scottsdale with his wife of 31 years and has two adult children.

TERRI COFER BEIRNE is Eastern Counsel for San Francisco-based Wine Institute, representing the California wine industry on legal and policy issues before Governors, ABC Boards and Legislatures in seven mid-Atlantic states. California wineries produce 60% of the wine sold in the U.S. market, and Terri participates in all efforts to change the taxation, distribution and shipment of California wine in these states. She recently succeeded in helping to open wine shipments to Maryland, New Jersey and Pennsylvania consumers. Prior to this position, she practiced law in Virginia, representing wine, utility and health care clients before the Virginia General Assembly, the executive branch, state licensing and regulatory boards and the State Corporation Commission. In 2007 Terri was honored to be named by Virginia Business Magazine as a "Legal Elite" in the field of Legislative/Regulatory/Administrative Law.

While Terri was in private practice representing the Virginia wine industry, the federal courts struck down shipment, delivery and self-distribution rights for Virginia wineries. In response, she lobbied to pass the Virginia direct shipment law in 2003; in 2005 she passed the law enabling wineries and retailers to continue making consumer deliveries; and in 2007, she lobbied to pass the Virginia Winery Distribution Company (VWDC) in response to the federal court eliminating the ability of Virginia wineries to act as their own wholesaler. Then-Attorney General McDonnell named her Special Counsel to the Department of Agriculture to establish and license VWDC. Terri received the Virginia Wine Industry 2009 "Person of the Year" award for her efforts on behalf of the industry.



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Terri was an adjunct professor from 2006 to 2010 at University of Virginia and Piedmont Virginia Community College, teaching Virginia wine law to consumers and industry members. She wrote a section on the impact of Virginia land use law on wineries for UC Berkley Law Professor Richard Mendelson for his 2011 legal text "Wine in America: Law and Public Policy." In 2013 she secured the Wine and Spirits Education Trust Level 2 Certification for trade professionals.

A 1988 undergraduate of George Mason University, Terri earned her law degree at TC Williams School of Law at University of Richmond in 2000. In law school, Terri clerked for the Virginia State Corporation Commission's Office of General Counsel. Prior to law school, she built relationships with local government leaders in work for the Richmond Regional Planning District Commission and with the environmental community working for the non-profit Virginia Conservation Network.

Terri is currently Vice Chair of the George Mason University Foundation Board of Trustees following a term as a gubernatorial appointee to the GMU Board of Visitors. In 2012 she was honored to be named a Distinguished Alumna of the GMU Department of Public and International Affairs. A 2002 gubernatorial appointment allowed her to serve on the Land Conservation Foundation Board of Trustees. She was a Richmond City Council Appointee to the Central Virginia Waste Management Authority from 1997 to 2005, and a founding Board Member and Chair of Virginia Public Access Project, a non-partisan web site tracking money in Virginia politics, from 1998 to 2004. She is a 1997 Fellow of the Sorensen Institute for Political Leadership at University of Virginia, and was a Governor's Intern in 1986 and Legislative Aide in the 1987 and 1988 General Assembly Sessions.

Terri has lived in Chesterfield most of her life and was selected by the Board of Supervisors in 2006 to represent the Midlothian District on an interim basis. She now serves as a Board appointee to the Chesterfield County Economic Development Authority. Terri lives with her husband and daughter in Midlothian. In her spare time, she enjoys yoga, reading and being a mom.

JOHN H. CORDREY is the Alcoholic Beverage Control Commissioner for the State of Delaware, having been appointed as the first Commissioner in Delaware by Governor Minner and confirmed by the Senate in January 2001. In 1977 he graduated cum laude with a Bachelor of Arts degree in Business Administration from Bridgewater College in Bridgewater, Virginia. He obtained his Juris Doctorate in 1980 from Delaware Law School of Widener University, Wilmington, Delaware. Mr. Cordrey served as a judicial law clerk for the Superior Court of the State of Delaware and practiced law from 1981 until his appointment as Commissioner. In addition to practicing law at his firm of Cordrey & Clark, P.A., he was appointed as a member of the Delaware Tax Appeal Board, later named as Chairperson, serving for seventeen years. He served as attorney for the majority caucus of the Delaware State Senate from 1991 until becoming Commissioner. He was elected Chairperson of the Northern Region Conference of NCSLA in June 2002. In November 2002 Delaware hosted the Northern Region Conference's regional conference in Rehoboth Beach, Delaware. Mr. Cordrey served as President of NCSLA for 2007/08. Mr. Cordrey lives in Georgetown, Delaware with his wife, Carol.



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ART DECELLE is counsel in the law firm of McDermott Will & Emery LLP and is based in the Firm's Washington, D.C., office. He focuses his practice on alcohol beverage regulation at all levels of government and on legal and public policy challenges facing heavily regulated industries.

Prior to joining McDermott, Art was the general counsel of the Beer Institute for 16 years. From 1981 to 1994, Art held senior staff positions in the U.S. House of Representatives and worked on several federal political campaigns. Art is admitted to practice in Virginia and the District of Columbia.

GERARD DEHRMANN currently serves as Senior Vice President of Public Affairs State & Local Government Relations and Community Relations. He is responsible for leading a team of over 60 public affairs professionals as they share a responsibility of translating Walmart's mission of saving people money, so they can live better to state and local officials across the country. Gerard is responsible for shaping Walmart's political strategy through all channels of state and local government. His team also works closely with Walmart Real Estate and Operations on Walmart's local growth strategy.

Gerard served in various capacities with Walmart between 2002-2007 including Regional Manager of State Government Relations in the Midwestern US, Senior Manager State Government Relations in the Pacific Northwest/Rocky Mountain Southwest and Director of Public Affairs for the Midwestern US.

Prior to re-joining Wal-Mart in 2008, Gerard served as the Senior Director of Government Relations for Diageo North America. Before joining Walmart in 2002, Gerard served as Vice President of the Ohio Grocers Association (OGA). In this role, he was responsible for crafting and implementing the legislative agenda for OGA's 900 member companies.

Gerard spent over four years working in a variety of roles in the Ohio Senate including Legislative Aide to State Senator Dick Schafrath. In that capacity, Gerard worked closely with Senator Schafrath on policy issues ranging from education reform to electric deregulation.

Currently, Gerard serves on the Board of Directors of The US Business Leadership Network and the National Conference of State Legislatures Foundation.

Gerard is a graduate of The Ohio State University, receiving his B.A. degree in Political Science in 1998. Gerard is a native of Ohio and currently resides in Rogers, Arkansas with his wife, Julie, and his son Owen (12) and daughter Avery (9).

BRANNON P. DENNING is the Associate Dean for Academic Affairs and Professor at the Cumberland School of Law, Samford University, located in Birmingham, Alabama. He graduated with a B.A. in political science from the University of the South; a J.D. from the University of Tennessee, Knoxville; and an LL.M. from Yale University. He is the author of *Guns and the Law: Cases, Problems, and Explanation* (with Andrew J. McClurg) and *Bittker on the Regulation of Interstate and Foreign Commerce*, second edition, among numerous other books and articles.



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SUSAN DWORAK, Chief Executive Officer of Real Identities, LLC is a regulatory analyst and legal compliance expert based in Silicon Valley. As a corporate specialist and legal instructor, Susan has taught legal compliance to officers, directors, managers, attorneys, and staff for over 50 of the nation's largest law firms and their clients for more than 25 years. Susan has coordinated and provided instruction for law firm and company training programs in multiple industries from startups and emerging brands to large public companies. Together with the Real Identities team, Susan is dedicated to saving lives and livelihoods by teaching executives, management, and frontline staff how to avoid legal and financial consequences associated with the use of fake IDs and also how to navigate and comply with the complex legal landscapes that require confirmation of identity. Susan has a Bachelor of Arts in Political Science from UCLA and a Juris Doctor from Santa Clara University School of Law.

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

KIMBERLY A. FROST of Martin Frost & Hill represents alcoholic beverage retailers, marketers, importers, and manufacturers in all state and federal matters related to their regulated operations in Texas and throughout the U.S. She helps clients obtain and maintain all appropriate federal, state, and local permits and authorizations; advises on regulatory compliance, including trade practices and tied house matters; and represents buyers and sellers of permitted operations.

Kimberly graduated from the University of Texas School of Law in 1998 and has been practicing law in Austin ever since. One of these days, she hopes to get it right.

RICK GARZA is the Agency Director of the Washington State Liquor and Cannabis Board (WSLCB). Rick has been with the WSLCB since 1997. During Rick's career with WSLCB he has also held the positions of Legislative and Tribal Liaison, Policy Director and Deputy Director.

Prior to joining the WSLCB, Rick served 13 years as a staff member for the Washington State Legislature, including five years with the Washington State Senate and eight years with the state House. His legislative assignments included Policy Analyst in the state Senate, House of Representatives Staff Director, and adviser to House and Senate leadership.

Rick is a past President of the National Conference of State Liquor Administrators (NCSLA) and presided during 2012-13. In 2016, he was inducted into the NCSLA Hall of Fame.



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TRACY GENESEN is the Vice President and General Counsel of the Wine Institute, the public policy advocacy association representing over a thousand California wineries and affiliated businesses responsible for 85 percent of the nation's wine production and more than 90 percent of U.S. wine exports.

Tracy is a seasoned Beverage Alcohol attorney who specializes licensing, federal and state regulations, franchise laws and distribution agreements. In addition, she has advised beverage alcohol companies on sales, marketing and digital advertising platforms, including contests, promotions and sweepstakes.

Tracy has represented clients before Federal Agencies such as the Tax and Trade Bureau and the Federal Trade Commission and testified before the House Judiciary Committee on behalf of the wine industry.

Prior to her appointment at Wine Institute, Tracy currently serves as General Counsel to Edrington Americas, the North American arm of a Scotland based distilled spirits manufacturer. In this role, she manages the entire spectrum of legal issues facing the Company. Formerly a partner in two major law firms with a specialized wine, beer and spirits practice, Genesen has directed a variety of complex multi-district federal court litigations that focused on constitutional law matters and challenges to state alcohol regulatory statutes. She helped create and implement the American wine industry's litigation strategy for the landmark U.S. Supreme Court Case of *Granholm v. Heald* regarding direct-to-consumer shipping. Genesen has advised wine, spirits and industry association clients on a broad range of issues and has expertise in licensing, federal and state regulations, franchise laws and distribution agreements. She has represented clients before the U.S. Tax and Trade Bureau and the Federal Trade Commission and testified before the House Judiciary Committee on behalf of the wine industry.

Tracy's family owns a vineyard in Fiddletown, CA where they grow Zinfandel and Barbera.

BOB GUNTER joined Kōloa Rum Company in 2008 as Chief Operations Officer. He was promoted to President in May 2010 and appointed CEO in February 2013. In 2016, Bob was recognized with the SBA's 2016 Small Business Person of the Year Award for Kauai County.

Prior to joining Kōloa Rum, Bob served as Operations Manager with Sandwich Islands Distilling Corporation and Vice President of Operations with Hawaiian Islands Spirits, Inc. in Maui. His previous employment in Hawaii includes serving as Employee Relations Supervisor, AMFAC Sugar (Lihue Plantation) and Director of Human Resources, Citizens Utilities Company (Kauai Electric Division).

Bob attended the University of South Carolina, Palmer College of Business, and Kennedy-Western University. He has a BS in Business Administration and holds professional certification as Professional in Human Resources from the National Society of Human Resource Management. Bob is also a licensed Real Estate Salesperson (Realtor®) in the state of Hawaii.

VALERIE L. HABER is a Miami-based alcohol beverage law senior associate with Gray Robinson P.A.'s Alcohol Beverage and Food Law Practice Group. She concentrates her practice on advising all three tiers of the alcohol beverage industry including wineries, breweries and distilled spirits suppliers, distributors and retailers.



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Valerie's practice includes counsel relating to federal, state and local laws governing the sale, distribution, importation, manufacturing and marketing of alcoholic beverages, including beer, wine and spirits. Valerie works closely with national retailers, including restaurants, supermarkets, movie theater chains and other on and off-premise businesses, through all phases of development and licensing, including land use and zoning diligence and approvals. She also has experience drafting management and promotional contracts for alcohol industry members, including hotels and golf courses, and regularly advises clients on the legal risks associated with promotional activities. Valerie also assists clients with local licensing.

PAULA HEGELE is the President of Maui Wine, Ltd., formerly known as Tedeschi Vineyards. Established in 1974, Maui Wine is located on scenic Ulupalakua Ranch on the slopes of Haleakala. The winery produces regionally inspired still and sparkling wines made in its own vineyard, as well as locally grown Maui Gold pineapples. With 28 employees, Paula manages a fully integrated company as a diversified farmer, liquor manufacturer, wholesaler, and destination retailer. With a background originally in the travel industry, Paula has helped in shaping the winery into a magnificent visitor center welcoming over 150,000 guests each year. The tasting room, which was originally built as a guest cottage for Hawaii's Merrie Monarch, King Kalakaua, provides daily wine tastings and tours of the historic grounds and facilities. Paula currently serves on the boards of the Maui Food Manufacturers Association and the UH Maui Food Innovation Center, in addition to being a member of the Maui Department of Liquor Control's liquor advisory council. Previously, she served on the Agriculture Development Board for the State of Hawaii, Made in Maui Trade Council, Maui Agriculture Foundation, and Maui Farm Bureau.

JAKE HEGEMAN is Vice President of Legal and Regulatory Affairs for the Wine & Spirits Wholesalers of America (WSWA). In this role, Jake works with state and federal regulatory officials on behalf of WSWA and its members. Jake joined WSWA in 2013 from Stateside Associates, a Virginia based state government affairs firm where he served as Vice President. In this role, Jake managed the company's regulatory division and worked on advocacy efforts with a wide variety of state regulatory agencies. Prior to rejoining Stateside Associates, Jake served as National State Liaison at the United States Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS). As a liaison, Jake worked alongside agency leadership and state agriculture officials to improve regulatory processes and enhance communication and coordination across a range of animal and plant health issues.

Jake previously worked at Stateside Associates from 2004-2008 as Senior Regulatory Counsel where he managed the Regulatory Services Division and managed numerous research and compliance projects in the energy, environment and retail arenas.

Originally from upstate New York, Jake earned his Bachelor of Science degree from Cornell University and his Juris Doctor from Tulane Law School, both with honors. Jake is a member of the New York State Bar and resides in Alexandria, Virginia.

CHRISTOPHER HERRINGTON is the Director of Legislative & Governmental Affairs for the Pennsylvania Liquor Control Board, and is the Board's liaison to the General Assembly, the Governor's Office of



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Legislative Affairs, and other government officials in matters related to the state's liquor laws and potential legislation affecting the beverage alcohol industry. Previously, he worked in the Office of Chief Counsel, ultimately serving as Deputy Chief Counsel for Legislative, Regulatory & General Matters. He also served the Governor's Office of General Counsel for two years, advising the Governor and the Governor's Office on liquor issues and handling legal issues for the Pennsylvania State Police. In 2013, he received the Governor's Office of General Counsel's Certificate of Excellence for his dedication and service to the Commonwealth. Prior to his state service, he worked as a litigation associate at Weber Gallagher in Philadelphia and CGA Law Firm in York, PA, and served as a prosecutor with the York County District Attorney's Office. He is a graduate of The Johns Hopkins University and the Temple University School of Law.

KYLE V. HILL is a partner with Martin Frost & Hill in Austin, Texas. Kyle's practice encompasses both licensing and compliance matters for clients in the alcoholic beverage industry at both the state and federal levels. He has handled the licensure of hundreds of retail stores, hotels, restaurants, convenience stores, private clubs, breweries, brewpubs, and other businesses both in and beyond Texas. Martin Frost & Hill's attorneys and staff have years of experience assisting clients involved in the manufacture, distribution, marketing and sale of alcoholic beverages and in complying with the laws and regulations governing these activities.

ANNA HIRAI is the Assistant Administrator at the Honolulu Liquor Commission. She has been with the Commission since 1997, first as Adjudications Deputy Corporation Counsel, then in various capacities to include Special Assistant to the Administrator, Assistant Administrator, and Acting Administrator. Previously, she was in private practice in Honolulu, Hawaii (corporate, healthcare & real estate) and Little Rock, Arkansas (securities regulation & corporate finance). She has been a member of the Hawaii Bar since 1981 and the Arkansas Bar since 1984.

Anna graduated from Punahou School ("a few years" before Punahou's most famous alumnus); Georgetown University (1977; A.B. American Studies); and Boston College Law School (1981). She is an empty-nester living in Honolulu, with two daughters each successfully pursuing divergent career paths. She has served on the executive committee of the National Conference of State Liquor Administrators representing the Western Region states since 2013, and currently holds the position of 3rd Vice President.

Ken HIRATA Hawaiian SHOCHU Company. It was POI that brought Ken HIRATA to Hawaii and SHOCHU making.

Ken was born and grew up in Osaka, Japan. After he graduated from high school in Osaka, he had a chance to study in the U.S. It took him 6 + years to obtain B.B.A from Lewis and Clark College in Portland, Oregon. He could not have done it without all the friendship and help from the Hawaii kids attending the school with him. After college, he went back to Asia and started working in finance. One summer he was visiting Hawaii as a tourist enjoying POKE and POI and thought, "If there is POI in Hawaii, maybe we can make SHOCHU because POI is fermented, too." Obviously, his college life had taught him some knowledge about drinking. It was just a joke and everyone including himself was laughing about it because he didn't know anything about making alcohol.



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Several years later when he was working in the field of Japanese traditional craft art, the idea suddenly came up in his mind, and he thought, "It would be fun if we can really make SHOCHU in Hawaii." A few months later, he was accepted as an apprentice by Master MANZEN in Kagoshima, Japan. In 2013, he started a small SHOCHU distillery in Haleiwa.

STEVE HUMPHRESS is the general counsel for the Kentucky Department of Alcoholic Beverage Control (ABC). Humphress began working as an attorney at the ABC in 2001 and now has 17 years experience as a state government attorney. Humphress has been appointed by both Republican and Democrat Kentucky Governors to serve as the ABC's General Counsel, and he has been GC/Acting GC for a total of 12 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. His unique knowledge and understanding of the state's alcohol laws cause legislators, state and local government officials and industry members to actively seek his advice. In recent years, Humphress was instrumental in proposing and drafting needed legislation with bipartisan support which modernized and drastically improved Kentucky's alcoholic beverage laws. He is able to explain his state's complex alcohol laws in an easily understandable manner. For that reason, he is a national and state speaker on alcoholic beverage law issues and has authored several published articles and reference materials as well.

J. NEAL INSLEY is Senior Vice President and General Counsel for the National Alcohol Beverage Control Association (NABCA). He has worked in the area of beverage alcohol law, legislation and/or policy at the state, national and international level. In the private practice of law, he focused on hospitality and beverage alcohol law and policy, government affairs, administrative law and regulatory/policy issues. He also served as the chairman of the Virginia Alcoholic Beverage Control Board (Va. ABC) and as chairman of NABCA. Neal began his career in law enforcement and held the position of special agent with the Va. ABC while attending law school part-time at nights and weekends. Within the beverage alcohol industry, he has served as a regulator, attorney, administrative law judge, and business leader.

JEFFREY A. KELLY is the Director of the Field Enforcement Division for the Comptroller of Maryland. The Field Enforcement Division is Maryland's regulator and enforcement agency for the State's alcohol, tobacco, and motor fuel industries. Prior to being appointed Director in 2008 by Comptroller Peter Franchot, Jeff worked as the Deputy Director and as a field supervisor. Jeff's career in public safety spans nearly 36 years. Before joining the Office of the Comptroller, he was a police officer for the Anne Arundel County Police Department where he retired as the Executive Officer of the Western District. Jeff has a Bachelor of Science Degree from the University of Maryland in Management Studies with major course work in accounting, management, and financial planning. He has a Certificate in Emergency Medical Technician – Paramedic and a Certificate in Financial Planning. Jeff lives with his wife in Anne Arundel County and has three sons and four grandchildren.

BEAU KILMER is a senior policy researcher at the RAND Corporation, a professor at the Pardee RAND Graduate School, and co-director of the RAND Drug Policy Research Center. His research lies at the intersection of public health and public safety, with special emphasis on crime control, substance use, illicit markets, and public policy. Some of his current projects include assessing the consequences of alternative marijuana policies;



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measuring the effect of 24/7 Sobriety programs on drunk driving, domestic violence, and mortality; and evaluating other innovative programs intended to reduce crime. Kilmer's articles have appeared in leading journals such as *American Journal of Public Health*, *Lancet Psychiatry*, *New England Journal of Medicine*, *Proceedings of the National Academy of Sciences*, and his commentaries have been published by CNN, *Los Angeles Times*, *New York Times*, *Newsweek*, *San Francisco Chronicle*, *USA Today*, *Wall Street Journal*, and other outlets. His co-authored book on marijuana legalization was published by Oxford University Press and the second edition was released in 2016. He serves as an assistant editor for *Addiction* and is a trustee of the International Society for the Study of Drug Policy. Kilmer received a NHSTA Public Service Award for his "leadership and innovation in the areas of alcohol and drug-impaired driving program and policy research" and his co-authored work on 24/7 Sobriety received honorable mention for the Behavioral Exchange Award for Outstanding Research. Before earning his doctorate, Kilmer received a Judicial Administration Fellowship that supported his work with the San Francisco Drug Court.

DR. JASON KILMER works at the University of Washington in both a student affairs and a research capacity. Jason is an Associate Professor in Psychiatry and Behavioral Sciences, and serves as an investigator on several studies evaluating prevention and intervention efforts for alcohol, marijuana, and other drug use by college students. He is also the Assistant Director of Health and Wellness for Alcohol and Other Drug Education in the Division of Student Life, working with different areas across campus to increase student access to evidence-based approaches. Jason also serves as the chairperson of Washington's College Coalition for Substance Abuse Prevention.

Jason has been project faculty for several national learning collaboratives, including NYU's National College Depression Partnership, Dartmouth's National College Health Improvement Program, and the NCAA's 360 Proof project. He was one of the six members of the development team for the National Institute on Alcohol Abuse and Alcoholism's College Alcohol Intervention Matrix (CollegeAIM).

Jason was the 2014 recipient of the National Prevention Network's Award of Excellence for outstanding contributions to the field of prevention. Jason was a 2017 recipient of the Golden Apple award for teaching by the MEDEX Northwest Physician Assistant Training Program, and a 2017 recipient of the Sue Kraft Fussell Distinguished Service Award from the Association of Fraternity/Sorority Advisors. He was also the 2017 recipient of the Washington State Prevention Professional Award of Excellence.

RONALD KOHLER has over 23 years of experience managing complex projects and programs in the human capital, process improvement, technology deployment, training, and Organizational Change Management (OCM) fields with a proven record of delivery and success. Ron is currently the Program Manager for The Greentree Group on a large-scale transformation of the Ohio Liquor Enterprise. He is responsible for managing program components including OCM, retail technology, training, web development, and a tier I and II Service Center. Before becoming a Management Consultant, Ron taught Anthropology at Wayne State University in Detroit, Michigan. Mr. Kohler holds a BA in Anthropology from Michigan State University and is a PhD ABD from Wayne State University. Ron lives in Livonia, Michigan.



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NIDHI KUMAR is General Counsel and SVP of Industry Affairs at Drizly. She manages all of Drizly's legal, regulatory and compliance matters in addition to directing its public policy and advocacy efforts. She is involved with the National Conference of State Liquor Administrators and the National Alcohol Beverage Control Association, often engaging in dialogue about how innovative companies can responsibly do business within the industry. Last fall she participated in a working group for the Massachusetts Alcohol Task Force which was charged with re-evaluating the state's alcohol laws in light of a quickly changing landscape. Outside of the industry, Nidhi serves on the steering committee for the Boston chapter of TechGC, a network of general counsels of leading venture capital firms and venture-backed companies. Prior to joining Drizly, Nidhi was in-house counsel at Massachusetts General Hospital and The Brigham and Women's Hospital, where she primarily managed these leading academic medical centers' international legal affairs, advised on their global healthcare initiatives and negotiated collaborations with foreign ministries of health, hospitals and medical schools. Nidhi holds a B.S. in Foreign Service from Georgetown University and earned her J.D. from Rutgers University.

DEREK KURISU is the executive vice president of KTA Super Stores, and instrumental in the creation of the Mountain Apple Brand, a private label that partners with producers to feature items grown or made in Hawai'i. The College of Tropical Agriculture and Human Resources (CTAHR) alumnus draws on his plantation roots, his employer's commitment to the community and his own ability to come up with creative solutions and forge partnerships to diversify and promote local agriculture, expand availability of locally produced food, encourage small vendors and preach customer service. He created two cable television shows (Seniors Living in Paradise and Living in Paradise) to promote the aloha spirit and intergenerational sharing, and he averages 50 speaking engagements a year, from sharing business and marketing skills with students, to dispensing advice to business professionals, to inspiring senior citizens. He has chaired the Hawai'i Food Industry Association and is a particular friend to CTAHR, where he is active on the dean's advisory council, helped bring student-created Pava (papaya-guava nectar) to market, and has long served as the gregarious emcee for the college's annual awards banquet.

LINDA MAJOR currently serves as Assistant Vice Chancellor for Student Affairs and Director for the Center for Civic Engagement at the University of Nebraska-Lincoln where she is responsible for coordinating a comprehensive approach to address high-risk behaviors and advancing civic related programs on the campus and in the community. Linda has over 35 years professional and volunteer experience in the substance abuse field including 20 years at UNL. She has provided technical assistance on inclusive coalition building and responsible hospitality to campus communities across the country. Both the American Public Health Association and the US Department of Education's Network Addressing Collegiate Alcohol and other Drug Issues have recognized Linda for her work in college-based alcohol prevention programming.

SARAH MARIANI currently is the Behavioral Health Administrator overseeing substance abuse prevention and mental health promotion services for the Washington State Division of Behavioral Health and Recovery. In this role she serves as the National Prevention Network representative for Washington State. Before joining state government, she was the Executive Director for a program to prevent youth violence and substance abuse. Sarah worked in prevention for over eighteen years including coalition-building, strategic planning, and training.



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Sarah began working for the state of Washington in 2006 and has contributed to the development of multiple substance abuse prevention and mental health promotion initiatives for the state. Including as part of her work to support workforce development, Sarah created the first of its kind, Washington State online professional development platform which includes interactive content as well as online courses for the prevention professionals in the state.

Currently, she focuses on strategic planning, data and program evaluation, and policy development. Sarah is the co-chair for the State Prevention Enhancement Policy Consortium that oversees the five-year strategic plan for substance use disorders prevention and mental health promotion. For the last four years, Sarah has been one of the leaders in the state of Washington focused on prevention of marijuana misuse and abuse.

STEVEN MARKS is a veteran of public service, with 33 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 2013, 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.

PATRICK MARONEY currently serves as the Director of Liquor Enforcement Division for the Colorado Department of Revenue. He is a 33+ year veteran of law enforcement and has served with various law enforcement and regulatory agencies including the Larimer County Sheriff's Office, Colorado Bureau of Investigation, Colorado Lottery and Colorado Liquor Enforcement Division.

Patrick Maroney started with the Liquor Enforcement Division as the Chief of Investigations in January 2011. In November 2013 he served as the Acting Director and was appointed permanent Director in June 2014. He oversees the liquor and tobacco enforcement programs as well as the licensing unit for the Division.

Patrick's objectives for the Liquor Enforcement Division are to provide consistent and fair liquor regulation, efficient licensing, and public safety enforcement. One of Patrick's main goals is to establish and maintain collaborative relationships with industry members and provide an avenue of communication and training for all stakeholders.

Patrick has a B.S. from Colorado State University, where he studied Physical Science.



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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.

MICHAEL B. NEWMAN is a partner in Holland & Knight's San Francisco office and serves as head of the firm's Alcohol Beverage Team, Mr. Newman focuses on counseling industry clients on national and international regulatory, contract, legislative and licensing matters, advertising and promotional law, intellectual property rights, importation matters, trade practices, and inter-tier relations. He represents clients on matters before the federal Alcohol & Tobacco Tax & Trade Bureau, the California Department of Alcoholic Beverage Control and State Board of Equalization, and other state alcohol beverage agencies throughout the United States.

Mr. Newman has experience representing all three tiers of the alcohol beverage industry. He works with international importers, suppliers, exporters, domestic manufacturers, regional and local distributors, and retailers (including multi-state restaurant and hotel and convenience store and other off-premise chains) across the United States. He also has worked with national and statewide industry trade groups and associations including Wine Institute, the American Brandy Association, the Vodka Producers Association, the California Wine and Spirits Wholesalers Association, and the U.S. OIV Working Committee. He has served on Wine Institute's Public Policy Committee for 20 years. He lectures frequently on compliance and other alcohol beverage regulatory matters to clients and other alcohol beverage industry members.

Mr. Newman and the firm's Alcohol Beverage Practice Team also service the hospitality industry in a variety of ways, including: alcohol beverage, tobacco and lottery licensing; health and food service inspection compliance; responsible vendor and employee training; representation in administrative proceedings; and litigation/dispute resolution.

Mr. Newman is an Industry Member of the National Conference of State Liquor Administrators (NCSLA) and lectures often on Alcohol Beverage Law issues before regulators at its annual and regional meetings.



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CAROLINE O'CONNELL is a partner at Lawson & Weitzen, LLP whose practice focuses on advising clients in all tiers of the beverage alcoholic industry. Caroline assists clients with licensing and regulatory compliance, including trade practice and franchise law, at the state and federal levels. In addition, Caroline assists clients with transactional matters such as import and distribution agreements and mergers and acquisitions.

ROBERT "R.J." O'HARA is president of Flaherty & O'Hara, p.c., a Pennsylvania-based boutique law firm with ten attorneys and 20 support staff practicing exclusively in the alcohol beverage space. R.J. received his J.D., cum laude, from the University of Dayton in 1989 and his B.A. in English in 1985 from the same school. He served as Articles Editor of the University of Dayton Law Review and is a member of the National Honors Society in History. He 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.

R.J. represents members of all three tiers of the alcohol industry, providing liquor licensing advice, handling complex ownership changes, litigation and administrative hearings, and advising clients on national licensing issues arising from mergers, acquisitions and corporate restructuring, as well as administrative citations. He represents numerous private equity funds and institutional investors in the hospitality, restaurant and alcohol manufacturing spaces, and he is adept at addressing their unique concerns. He often counsels on tied house and trade practice matters, advises clients on the legality of national alcohol promotions and marketing programs, and frequently drafts 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.

LYNNE J. OMLIE is Senior Vice President, General Counsel and Secretary for the Distilled Spirits Council. The Council is a national trade association representing producers and marketers of distilled spirits and importers of wine sold in the United States. The Council is involved in matters that span virtually every legislative, regulatory and legal issue connected with beverage alcohol on a federal, state and international level.

Prior to joining the Council, Ms. Omlie was in private practice at Howrey & Simon. Before her tenure at Howrey & Simon, she worked at the Federal Trade Commission for FTC Commissioner David A. Clanton.

MURPHY J. PAINTER served as the longest appointed Louisiana Commissioner of Alcohol & Tobacco Control in the state's history, serving 15 consecutive years and three different Governors. During this tenure the agency went from a thirty-person office to an eighty-person office and increasing the agency's licensing and enforcement budget from two million to eight million dollars. Murphy modernized the operation of the agency to include salary increases necessary to hire educated, competent, professional personnel and technological choices to decrease the amount of time to issue permits and serve the public.

Valid public policy was always his goal and Louisiana ATC always had the data to back up the job performances and needs of the state as far as alcohol & tobacco commodities were concerned. ATC partnered with the Public Administration School at LSU who used baseline studies to determine compliance evaluations'. Non-compliance



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of alcohol to underage was 58% when Louisiana began enforcing for the first time the 21-year-old drinking age in 1996 and tobacco non-compliance was 75%. In less than two years those rates were both under 10%. The under 10% was maintained the entire 15 years. Louisiana in 1997 passed the first ever mandatory responsible vendor program which has been modeled in many other states and received a Best Practices Award from NCSLA in 2006.

Murphy was a very loyal NCSLA member beginning in 1996. During his 15 years he was appointed on the NCSLA Board and served in every position on the board including President in 2002 and immediate Past President in 2003. In 2005, when the paid Executive Director position became vacant, Murphy did those duties for a year without pay. Louisiana ATC hosted three (3) NCSLA National Conferences, 1998, 2004, and 2010, along with three (3) Regional NCSLA Conferences & one (1) National NLLEA Conference. He served as the Chairman of the Joint Committee of the States where he provided sworn testimony before the Federal Trade Commission (2001) and the National Academy of Sciences (2002) representing the Alcohol Administrators of all 50 states. In 2003 he received a Distinguished Service Award from the American Society of Public Administrators Ethics in Practice Committee. In 1998 and again in 2005 the Louisiana ATC received the National Liquor Enforcement Association Agency of the year Award. Murphy published in 2002, "The Last Word: The Lesser of Two Evils," Ethics Today, American Society for Public Administrators Newsletter. He has edited, written a chapter and published the book Social & Economic Control of Alcohol along with Dr. Carol Jurkiewicz and also published a "State Program that Works", Journal of Public Affairs & Issues, 2004. As an expert witness on Alcohol Public Policy, he was responsible for the affidavit used in the landmark Louisiana alcohol control laws case Wendell Manuel versus State of Louisiana ATC, 2008.

Murphy's education includes a Master of Public Administration and Bachelor Degree in Criminal Justice from LSU, an Associate Degree in Law Enforcement from Southeastern University along with being a graduate of the FBI National Academy and the FBI Law Enforcement Executive Management Institute. Presently he is retired from public service and is the owner and manager of a Private Investigation Agency in Louisiana.

DUSTIN PICKENS is a senior attorney with FedEx Express in Memphis, TN, where his practice covers a variety of international and domestic regulatory areas, including the transportation of restricted commodities (e.g., alcohol, tobacco, firearms, controlled substances, etc.), anti-corruption compliance, safety/OSHA issues, and other transportation regulations. Prior to joining FedEx Express in 2016, Dustin began his legal career as a law clerk for federal judges in Laredo, Texas and in Tulsa, Oklahoma before spending 11 years in the commercial litigation practice at Reed Smith LLP in Pittsburgh, PA. Dustin is an alumni of American University (1999) and the University of Michigan Law School (2002). He has been an associate member of NCSLA since 2016.

TERI L. QUIMBY, Commissioner, Michigan Liquor Control Commission, is responsible for licensing, enforcement, spirits purchasing and distribution, hearings and appeals. She is licensed to practice law in Michigan and Illinois, is certified as a mediator, and serves as 2nd Vice-President for the National Conference of State Liquor Administrators. In 2017 she received the Best Practices Award for Extraordinary Innovation, Dedication and Leadership from the National Association of Licensing Compliance Professionals and also was named by Crain's Business Detroit as one of Michigan's Most Notable Woman Lawyers. Commissioner Quimby has an extensive background in state and local government.



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NICOLE REID is the Managing Partner at the Manifest, Royal Arcade Bar & White Rabbit. She has been in operation of the three bars, with her husband, for the last 9 years in Honolulu's historic entertainment district, Chinatown, on Hotel street. She has served as the Secretary-Treasurer for the Arts & Culture Merchant Group, a 501(c)4 not-for-profit organization, since 2016. The organization focuses on improving the economic climate for local small businesses in the Chinatown area. She previously taught at Youth Challenge Academy in Barber's Point for 4 years specializing in math and english. She helped over 700 at-risk teen students attain their GED & find job placement.

Nicole initially graduated from the University of Hawaii at Manoa in 2008, with a B.A. in English & Gender Studies & again in 2015, with a Master's in Public Administration, Policy Studies. She is a mother to one daughter, (who is currently swimming in one of the beautiful hotel pools) & one furry son living with her husband in Chinatown. She has served as Director for the Arts District Merchants Association & on the A'ala Dog Park Association. She is a certified grant writer & enjoys yoga, bourbon & dogs.

MATTHEW D. SALTZMAN over the course of his twenty-plus years as an attorney at Kolesar & Leatham in Las Vegas, Nevada, has developed a corporate and administrative law practice focused on highly regulated businesses.

Mr. Saltzman has developed and managed the firm's liquor law practice into Nevada's largest alcohol beverage specialty law practice group. He and his team of attorneys and paralegals assist a wide range of liquor retailers, wholesalers and suppliers in licensing and compliance matters in all Nevada jurisdictions. More information on Mr. Saltzman's liquor law practice can be found at his blog: www.nvliquorlaw.com.

He assists highly regulated financial institutions in corporate and regulatory compliance matters and he has testified before the Nevada legislature as an expert on trust company legislation and drafted portions of Nevada law relating to the chartering and operation of Nevada trust companies.

Mr. Saltzman earned his Juris Doctor degree from the University of Pittsburgh School of Law in 1993. While in law school, he served as executive editor of the University of Pittsburgh Law Review and was a teaching assistant for the law school's Legal Research and Writing course. He received his bachelor's degree from the University of Wisconsin-Madison in 1987.

Mr. Saltzman is involved in several public policy and political organizations. Mr. Saltzman has been appointed by the United States Commission on Civil Rights to the Nevada State Advisory Committee. He is an active member of the Federalist Society for Law and Public Studies and is president of the Las Vegas Lawyers Chapter. He also serves on the board of directors of the Keystone Corporation, a Nevada political action committee. While in practice in Pennsylvania, Mr. Saltzman was a member of the Scott Township Planning Commission.

He is a member of the National Conference of State Liquor Administrators (NCSLA), National Association of Licensing Compliance Professionals (NALCP), and a founding member of the Alliance of Alcohol Industry Attorneys and Consultants (AAIAC).



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JAMES M. SEFF advises U.S. and international supplier, importer, retailer, and investor clients on all aspects of beverage law, including licensing, trade practices and tied house, M&A, trademarks, and litigation. Mr. Seff is co-leader of Pillsbury's Restaurant, Food & Beverage Industry group and former leader of its Wine, Beer & Spirits group.

MARY SEGAWA has served as the Public Health Education Liaison at the Washington State Liquor and Cannabis Board for the past eight years. Her background in nonprofit leadership and substance abuse prevention informs her work in this policy-making and the regulatory framework. Mary's efforts in stakeholder education provide the public with a health-related context for policy decisions and help to involve them in rulemaking. Mary is active in relationship-building and engagement of state partners in order to maintain continuity and align work to achieve common goals. She has a bachelor's degree from Kansas State University and a master's from Missouri State University.

CAPTAIN ERIK SMOOT joined the Oklahoma Alcoholic Beverage Laws Enforcement Commission in January of 2009. Prior to joining the Oklahoma ABLE Commission he was a Sergeant with the Bixby Police Department. Captain Smoot currently leads the 2 Much 2 Lose Program, which oversees the efforts that relate to reducing underage drinking and the over service of alcoholic beverages as well as the training and implementation of the TRACE Investigation program. Captain Smoot served as the Director's proxy on the Governor's Impaired Driving Prevention Advisory Council in Oklahoma, co-chairs the Tulsa Area Safe Communities Group, and chairs the Tulsa County Stop DUI Task Force.

REBECCA STAMEY-WHITE is a legal advocate, advisor and strategist focusing her practice on the laws related to the sale, distribution and marketing of alcoholic beverages and cannabis. She is a partner with Hinman & Carmichael LLP, a nationally-recognized boutique law firm representing the alcoholic beverage, hospitality and cannabis industries and their service providers.

Rebecca helps her clients secure and maintain the alcohol and cannabis licenses that permit them to operate in a regulated market, by providing licensing, production, distribution, sales and marketing counsel and defending clients before regulatory bodies when their licenses are at risk. She is the practice leader for the firm's marketing & events, third party provider & technology and cannabis practices. She has a particular interest and experience structuring compliant sponsorships and events, social media marketing campaigns and promotions, technology services & delivery platforms and complex route-to-market licensing strategies.

Prior to Hinman & Carmichael, Rebecca was an associate in the San Francisco litigation group of Kirkland & Ellis LLP, where she worked on litigation involving constitutional challenges to state alcohol direct shipping restrictions and provided regulatory advice to California wine industry businesses. Rebecca received her Bachelor of Arts degree in History & International Studies from Northwestern University and her juris doctor from Northwestern University School of Law.

Rebecca is a frequent speaker at industry conferences, law schools and continuing legal education programs on the latest legal issues in the alcoholic beverage and cannabis industries. She is an active member of many of the alcohol



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beverage industry organizations, including the Wine Institute, the Rhone Rangers, the Zinfandel Advocates & Producers, the California Music & Culture Association, the National Conference of State Liquor Administrators and the National Alcohol Beverage Control Association (NABCA). In the cannabis space, Rebecca is an active member the National Cannabis Bar Association, the California Cannabis Industry Association and the Sonoma County Growers Alliance. During ski season, she volunteers as a national ski patroller at Northstar California Ski Resort in Lake Tahoe.

MAX J. SWORD is president of government and community affairs consulting firm Max J. Sword & Associates, LLC. Sword retired in fall 2017 as Vice President of Industry Affairs for Outrigger Enterprises Group after 30 years with the hotel and resort company. He has continued to handle government affairs for Outrigger, as well as other clients, as a consultant. Over the past three decades he has built a strong network through his interaction with government officials, community leaders, business operators, and others, to serve and strengthen the visitor industry, as well as the community in general. Sword has been directly involved in passing many legislative measures that have shaped tourism today, such as the “Gross Up” tax provisions by which taxes on employee salaries and benefits are applied to hotel management contracts and the formation of the Hawai'i Tourism Authority, to name a couple of examples.

Born and raised in American Samoa, Sword moved to Honolulu to attend high school at Punahou School, and then received a scholarship to Peru State College in Nebraska. Sword holds the Ali'i Chief title of “Saveatama” in Samoa, and is very proud of his Samoan heritage. Due to his strong ties throughout the Pacific, he has also worked with a number of Pacific Island governments, businesses and organizations throughout his career.

Sword has also sat on numerous boards and commissions, such as the Judiciary Selection Commission and Honolulu City Council Reapportionment Commission, and currently sits on the Honolulu Police Commission, where he served as Chair until earlier this year. He has also been involved in countless community projects through his role at various non- profit organizations like the March of Dimes, Samoan Service Providers Association Entrepreneurial Program, Waikiki Health Center, and the American Youth Soccer Organization (AYSO). For the latter, he chaired the most successful AYSO National Games in the history of the organization.

On the personal front, Sword is married and has two children and three grandchildren. He is still very active in soccer – playing in senior and co-ed leagues, refereeing youth and adult games, and coaching. He and his wife enjoy traveling the world and plan to move to Japan in 2020 – just in time for the Olympics!

GERALD TAKASE is a proud graduate of Hilo High School, Willamette University and the University of Hawai'i School of Law. He has previously served as a Deputy Prosecuting Attorney, Deputy and Assistant Corporation Counsel, Deputy Director of Public Works, and since 2011 is the Director of Liquor Control, County of Hawai'i. Gerald is also a retired Army Colonel where he served as the Staff Judge Advocate for the Hawai'i Army National Guard.

KRISTEN TECHEL is a founding partner of Strike & Techel, a law firm in California and North Carolina dedicated to the practice of alcoholic beverage law. Kristen represents industry members on all types of alcoholic beverage law issues, but is especially interested in the legal issues surrounding internet sales models, direct



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shipment of alcohol, and emerging business models. Other areas of expertise include advertising, promotions, marketing, social media, licensing, regulatory compliance, tied-house issues, alternating proprietorships, and more.

CHRISTOPHER THIEMANN is the Distilled Spirits Program Manager in the Regulations and Rulings Division at the Alcohol and Tobacco Tax and Trade Bureau (TTB) and has a collateral duty assignment as TTB's LGBT Employment Program Manager. Chris is also responsible for TTB's labeling and advertising regulations modernization project and is leading an initiative to modernize formula requirements. He started his career at TTB in 2008 as a Presidential Management Fellow and spent time during his fellowship in the Office of the Secretary of Health and Human Services working on global health issues. Chris holds a bachelor degree in Women's and Gender Studies from Columbia University and J.D. and M.B.A. degrees from Ohio State University.

BILL TOMASZEWSKI has been the General Counsel for Wine.com, Inc. since 2004. His main focus is working with state agencies on alcohol regulatory matters. Prior to his employment with Wine.com he served for 20 years with the Jersey City Police Department in various roles. He is a graduate of Rutgers-Newark School of Law. Bill serves on the Board of Directors for the Planet Bee Foundation and is President of the Pacific Rowing Club, a San Francisco high school rowing club.

CHRISTINE TROUT VAN TATENHOVE serves as the Commissioner of the Kentucky Department of Alcoholic Beverage Control in the Public Protection Cabinet, where she oversees the regulation of the alcohol industry throughout the Commonwealth. As Commissioner, Christy is responsible for promoting policies that encourage social responsibility and economic development among one of the state's signature industries. She currently serves as vice chair of the Southern Region for the National Conference of State Liquor Administrators.

Christy is no stranger to public service. She previously served as legal counsel for the Kentucky Department of Financial Institutions, including as a Special Assistant United States Attorney prosecuting securities fraud. Prior to that, she served for three years as a federal law clerk.

She is also an accomplished legal practitioner and maintained a private law practice that concentrated in the areas of white-collar criminal defense as well as complex business and commercial litigation matters. She is a former member of the Wyatt Tarrant & Combs, Dinsmore & Shohl, and Reed Wicker law firms.

A native of Whitesburg, Kentucky, she attended the University of Louisville where she received a Bachelor's degree in Political Science and was a McConnell Scholar. In 2002, she received a Juris Doctor from the University of Kentucky College of Law.

In her spare time, Christy enjoys spending time with her family, college football and basketball, and running. She loves ethnic food and sipping Kentucky bourbon.

LYNN WALDING serves as Diageo's Executive Director for Control States. The position supports Diageo's commercial and government relations teams. He also represents Diageo on the Industry Steering Committee.



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Mr. Walding is the former Administrator of the Iowa Alcoholic Beverages Division, past Chairman of the National Alcoholic Beverage Control Association (NABCA) and past president of the National Conference of State Liquor Administrators. Mr. Walding was also a founding member of the Responsible Retail Forum Board of Directors.

Mr. Walding received his Bachelor's Degree in Political Science, a Master's Degree in Public Administration and his Juris Doctorate from the University of Iowa. He is also the recipient of several civic awards, including the Champion Award from the Iowa Substance Abuse Program Director's Association (2005), the Dwight Ink Public Service Award (2000), the Junior Chamber's Outstanding Iowans Award (1995) and was selected for a Rotary Group Study Exchange to India (1990).

Mr. Walding lives with his wife, Alison, and two children, Brooke and Kurt, in Des Moines, Iowa.

JAMES L. WEBSTER is the founding partner of Chicago based Webster Powell, P.C., a law firm specializing in the alcohol and hospitality industry. With over 35 years of experience in the industry, Jim represents clients in all three tiers throughout the United States. Jim served as the co-chairman of the American Bar Association Committee on Alcoholic Beverages. He has assisted the National Center for Alcohol Law Enforcement in training Wisconsin law enforcement agencies regarding alcohol related incidents and arrests. He was active in the founding and governance of the Chicago Hospitality Resource Partnership, a non-profit resource group that assisted Chicago community neighborhoods in planning, managing and policing hospitality and entertainment districts. Jim served two non-consecutive terms as the Industry Representative to the Executive Committee for the National Conference of State Liquor Administrators (NCSLA) and has been a frequent speaker at Industry conferences. Jim was presented with the 2016 Outstanding Achievement Award for Wine and Spirits by the Beverage Retailers Alliance of Illinois. He holds a B.A. degree from the University of Wisconsin and a J.D. degree from DePaul University.

ROBERT WIEST earned his Bachelor of Science Criminal Justice/Political Science from the University of Delaware. His graduate studies are in Public Administration, Human Resources and he attended the Delaware State Police Academy. Mr. Wiest has 28 years of experience in regulatory and administrative liquor control, including 11 years of experience as a sworn Agent for the Delaware Alcoholic Beverage Control and Tobacco Enforcement specializing in complex investigations including: hidden ownership, tied house, illegal transportation, DUI fatalities, and over-service of patrons. Mr. Wiest was a state representative to the University of Delaware/Robert Wood Johnson Policy and Enforcement Task Group established to address binge drinking, as well as being a certified TIPS instructor and certified TABS instructor. In 2001, Wiest was appointed to his current position as Deputy Commissioner of the Office of the Alcoholic Beverage Control Commissioner's Office for the State of Delaware.

GINNA WINFREE's practice is focused on all aspects of alcoholic beverage licensing and regulation. Prior to joining GSRM, Ginna served as Assistant Director and, most recently, as Interim Director of the Tennessee Alcoholic Beverage Commission (TABC). Ginna's hands-on experience working at the TABC truly gives her a competitive edge and tangible insight into what is needed to overcome any challenges regarding her client's licensing and/or other alcoholic beverage initiatives. Ginna is professionally connected to many of the decision



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makers in the alcoholic beverage industry. She understands, from having done the job herself, the often specific information administrators require to realize her client's desired outcome. Ginna's practical skills allow her to streamline the licensing process, saving her clients both time and resources.

Ginna's clients include manufacturers, restaurants, hotels, importers, and media companies that specialize in alcohol advertising in both Tennessee and beyond state lines. She also serves as General Counsel for the Tennessee Distillers Guild. She counsels clients on the full spectrum of alcoholic beverage law disciplines, ranging from state and federal liquor license requirements; to regulatory, entitlement and enforcement matters; to temporary and emergency suspension hearings. Ginna is also involved in probation and consent order violations, disciplinary orders and appeals. In addition, Ginna works productively with the TABC regarding citations, enforcement matters, administrative hearings and other court actions pertaining to alcoholic beverage-related ordinances, statutes and regulations.