

# *A Capital Idea: Regulating for the Future, Building on our Past*

## 2024 Annual Conference

Washington, D.C.



*Ernest P. Legier, Jr.*  
*NCSLA President*



*Conference Host:*  
*DC Alcoholic Beverage*  
*& Cannabis Administration*

### SUNDAY, JUNE 16, 2024

1:00 P.M. – 5:00 P.M.

**NCSLA Registration and Information Desk**

6:00 P.M. – 8:00 P.M.

**WELCOME RECEPTION**

8:00 P.M. – 12:00 A.M.

**HOSPITALITY SUITE**

### 1<sup>st</sup> DAY – MONDAY, JUNE 17, 2024 - General Session:

7:30 A.M. – 8:30 A.M.

**BREAKFAST**

8:30 A.M. – 9:45 A.M.

**WELCOME and OPENING CEREMONY**

**CALL TO ORDER:** Ernest Legier, Jr., NCSLA President

**PRESENTATION OF COLORS & NATIONAL ANTHEM:** Metropolitan Police Department, Washington, DC

**WELCOME – DC Alcoholic Beverage & Cannabis Administration:** Donovan Anderson, ABC Chairperson

**WELCOME – Alcohol and Tobacco Tax and Trade Bureau (TTB):** Elisabeth (Lis) Kann, Deputy Administrator

**ROLL CALL:** Pam Frantz, NCSLA Executive Director

9:45 A.M. – 10:00 A.M.

**MORNING BREAK**

10:00 A.M. – 11:00 A.M.

**PANEL #1: Beer, Wine and Spirits in the White House: A Historic Perspective!**

This moderated panel will provide fresh insight on how beverage alcohol, including spirits from Mount Vernon, wine from Monticello, and beer brewed inside the White House impacted former United States Presidents. Come explore and learn about Washington, Jefferson, and Obama's relationship with value added agriculture. The panel will provide lots of "Did You Knows" with history buffs sure to enjoy this session. DC offers the perfect venue to gain a better understanding of alcohol's role in these presidencies.

**Moderator:** ERNEST LEGIER, Commissioner, Louisiana Alcohol and Tobacco Control

**Panelists:** STEVE BASHORE, Master Distiller, Mount Vernon Distillery  
MARGIE A.S. LEHRMAN, CEO, American Craft Spirits Association and Smithsonian Representative  
MARYBETH WILLIAMS, Attorney, Williams Compliance and Consulting Group, LLC

11:05 A.M. – 12:05 P.M.

**PANEL #2: Public Safety & Enforcement Issues – Combating Underage Drinking**

Underage drinking is a public health concern in the United States that has existed since the dawn of the industry. This panel will discuss the many tools and practices that may be used by regulators and industry members to help combat underage drinking, from preventative and reactive programs to proactive enforcement and education efforts. We'll also discuss the availability and use of federal funds and grants, how third party marketplaces approach the issue, the advancement of technology in detecting and producing fake IDs (and the balance of collecting sensitive personal information), and the general issue of responsible marketing of beverage alcohol products.

**Moderator:** DEREK BROOKS Sr., Chief of Enforcement, District of Columbia Alcoholic Beverage and Cannabis Administration

# ***A Capital Idea: Regulating for the Future, Building on our Past***

## **2024 Annual Conference**

Washington, D.C.



**Ernest P. Legier, Jr.**  
**NCSLA President**



**Conference Host:**  
**DC Alcoholic Beverage**  
**& Cannabis Administration**

**Panelists:** JOE FINELLI, Deputy Commissioner for Enforcement, New York State Liquor Authority  
KEN KAST, Senior Counsel, New Business Verticals & Regulatory, DoorDash  
JAMES SKLODA, Assistant General Counsel, Casey's General Stores

12:05 P.M. – 1:30 P.M.

### **LUNCH**

**Keynote Speaker: HONORABLE MURIEL BOWSER, Mayor of Washington, D.C.**

1:30 P.M. – 2:30 P.M.

### **PANEL #3: Perspectives on the Rapid Growth of Non-Alcoholic and Low Alcohol in Beverages**

Recent trends in consumers seeking a better-for-you option that allow for moderation in drinking has led to innovation in non-alcoholic offerings. This panel explores the various types and products, including 0.0 and alcohol removed products from the perspective of suppliers, wholesalers, consumer protection, and regulators.

**Moderator:** SHAUNA BARNES, Founding Partner, Barnes Beverage Group (MD)

**Panelists:** THOMAS AKRAS, Director, Legal and Legislative Division, Maryland Alcohol, Tobacco, and Cannabis Commission  
BRIAN FINK, Associate, Foster Garvey PC (NY)  
STEPHEN LARSON, Administrator, Iowa Dept. of Revenue-Alcoholic Beverages Division  
EMILY PENCE, Chief People Officer, Best Day Brewing

2:35 P.M. – 3:35 P.M.

### **PANEL #4: Cross-Over Beverages – Marketing and Trade Practices**

As beverage companies continue to look to expand their portfolio offerings by leveraging similar brands and product lines across both alcoholic and non-alcoholic offerings, as well as expanding into infused products such as ice pops, distinct issues arise for state regulators and industry members. Assuring consumers and minors are not confused as to the alcoholic nature of the products and considering unique issues for maintaining separation and distinctiveness between tiers is essential. In this panel, hear from both state and federal regulators, and industry members on how they are addressing and thinking about these products from sales, to retail positioning, slotting fees, and public health concerns.

**Moderator:** ALVA MATHER, Partner, McDermott Will & Emery (DC)

**Panelists:** JANELLE CHRISTIAN, Director, Office of Industry and State Outreach, Alcohol and Tobacco Tax and Trade Bureau (TTB)  
MARC HAALMAN, Special Agent in Charge, Compliance, Virginia Alcoholic Beverage Control Authority  
JEREMY KRUEDINIER, Executive Director and General Counsel, Wine and Spirits Distributors of Illinois  
SGT. BRIAN STEWART, Trade Practice Unit, Indiana Alcohol & Tobacco Commission

3:35 P.M. – 3:50 P.M.

### **AFTERNOON BREAK**

# ***A Capital Idea: Regulating for the Future, Building on our Past***

## **2024 Annual Conference**

Washington, D.C.



**Ernest P. Legier, Jr.**  
**NCSLA President**



**Conference Host:**  
**DC Alcoholic Beverage**  
**& Cannabis Administration**

3:50 P.M. – 4:50 P.M.

**PANEL #5: NCSLA Productions presents “But What Does It Mean?” The new game show where contestants, and the audience, bring clarity to alcohol industry jargon.**

Two teams (four persons on a team) of industry professionals (made up of regulators and industry members) face off as they vie to define industry terms such as “Things of Value,” “Temperance,” “Inducement,” “Obviously Intoxicated,” “Suitability,” “Public Convenience” and so many more.

But wait, there’s more!!! The judges for this game show are...YOU...the audience! Be enlightened, entertained and, like any game show, have a chance to win “fabulous prizes!”

**Game Show Hosts:**

LILY FAN, Chair and Commissioner, New York State Liquor Authority  
LISA GARDNER, Executive Director, Illinois Liquor Control Commission

**Contestants:**

DEBBI BEAVERS, Director, Kansas Alcoholic Beverage Control Division  
LATONYA HUCKS-WATKINS, Senior Legal Counsel, Virginia Alcoholic Beverage Control  
JACQUELINE METTE, Commissioner, Delaware Alcoholic Beverage Control  
CHRISTOPHER THIEMANN, Program Manager, Regulations and Rulings Division, TTB  
JO MOAK, Senior Vice President and General Counsel, Winebow  
TYLER RUDD, Central States Counsel, Wine Institute  
KARA RUECKER, Public Policy-Alcohol, Amazon  
BILL TOMASZEWSKI, General Counsel, Wine.com

5:00 P.M.

**FREE EVENING TO DINE & EXPLORE**

8:00 P.M. – 12:00 A.M.

**HOSPITALITY SUITE**

**2<sup>nd</sup> Day – TUESDAY, JUNE 18, 2024 - General Session:**

7:30 A.M. – 4:30 P.M.

**Registration and Information Desk**

7:30 A.M. – 8:30 A.M.

**BREAKFAST**

8:30 A.M. – 9:30 A.M.

**PANEL #6: Supporting a Culture of Compliance**

What can industry members and regulators do to promote an industry-wide culture of compliance? Having a culture of compliance in our industry is more than just meeting the minimum legal requirements. It is creating values that support, acknowledge, and reward integrity, ethical values, and positive business behaviors. The panel will cover the following topics: Is the alcohol industry a self-regulating system; What are the practices employed by regulators and industry members to promote an industry-wide culture of compliance; What are the regulatory consequences of failing to promote a culture of compliance; What are internal business consequences of failing to promote a culture of compliance.

**Moderator:**

LT. RISA WILLIAMS, Investigations Division, Arizona Department of Liquor Licenses and Control

**Panelists:**

ROD DIAZ, Executive Director, Pennsylvania Liquor Control Board  
EBONY CONNOR, Deputy General Counsel, Tennessee Alcoholic Beverage Commission

# *A Capital Idea: Regulating for the Future, Building on our Past*

## 2024 Annual Conference

Washington, D.C.



*Ernest P. Legier, Jr.*  
*NCSLA President*



*Conference Host:*  
*DC Alcoholic Beverage*  
*& Cannabis Administration*

LUIS GONZALEZ, Vice President of Regulatory Affairs and Commercial Counsel, RNDC  
BEN HALPERT, Head of Regulated Products & Corporate Compliance, GoPuff  
MAGGIE LU, Vice President and Associate General Counsel, Diageo

9:35 A.M. – 10:35 A.M.

### **PANEL #7: Balance of Regulation and Business**

A liquor regulator is responsible for communicating and enforcing rules and regulations. They are also public servants serving businesses and taxpayers. How do states modernize liquor laws and regulations to evolve with industry practices without negatively impacting the three-tier system? What is the influence of legislators and their constituents on amending laws? How do states navigate the loudest voice in the room? Panelists will discuss how states can deliver excellent customer service to licensees as regulators, whether regulation and business support are mutually exclusive, and how to balance business interests of licensees with the public safety mission of ABCs.

**Moderator:** ANNA C. HIRAI, Assistant Administrator, Honolulu Liquor Commission

**Panelists:** MATTHEW BOTTING, General Counsel, California Department of Alcoholic Beverage Control  
SEAN GORDY, Chief Licensing Officer, District of Columbia Alcoholic Beverage and Cannabis Administration  
WENDY KNIGHT, Commissioner, Vermont Department of Liquor and Lottery  
MARC SORINI, General Counsel, Brewers Association

10:35 A.M. – 10:50 A.M.

### **MORNING BREAK**

10:50 A.M. – 11:50 A.M.

### **PANEL #8: Legal Update**

The Annual Legal Update is regarded as a “must see” by most conference attendees. Nationally recognized alcohol lawyer Richard Blau returns to the podium to review 2023-2024 federal and state court cases, as well as new statutes and executive orders relevant to the industry.

**Presenter:** RICHARD BLAU, Chair, Alcohol Beverage and Food Department, GrayRobinson, P.A. (FL)

11:50 P.M. – 1:00 P.M.

### **LUNCH**

### **NCSLA REGIONAL STATE MEETINGS:**

1:00 P.M. – 2:00 P.M.

### **PANEL #9: Licensing in the Age of Complex Ownership Structures**

Difficulty or confusion in licensing and qualifying complex ownership structures has a major impact on the growth of, and investment in, the industry. Numerous state regulators are looking for more information on complex ownership structures when entities seeking licensure may be owned by trusts, private equity funds, Real Estate Investment (REIT) funds, Limited Partnerships, and employees. And the industry is looking for more guidance on how these complex ownership structures will be handled, especially as their use proliferates. This panel will shed light on how these ownership structures work and how regulators can be assured they have appropriate information on how these entities are managed, controlled and funded. The issues discussed during this panel will hopefully result in productive dialogue

# A Capital Idea: Regulating for the Future, Building on our Past

## 2024 Annual Conference

Washington, D.C.



**Ernest P. Legier, Jr.**  
NCSLA President



**Conference Host:**  
DC Alcoholic Beverage  
& Cannabis Administration

that will lead to a more consistent nationwide approach to the licensing and regulation of licensees with complex ownership structures.

**Moderator:** BAHANEH HOBEL, Partner and Head of Alcohol Beverage Law and Compliance, Dickenson Peatman & Fogarty P.C. (CA)

**Panelists:** PHILLIP SANCHEZ, Director, New Mexico Regulation & Licensing Department - Alcoholic Beverage Control Division  
REBECCA SMITH, Director-Licensing and Regulation, Washington State Liquor and Cannabis Board  
TONY BARNES, Chief Corporate Counsel, Mahou USA  
ERIN KELLEHER, Partner, Hinman & Carmichael (CA)  
CLARK SMITH, Partner, Vela Wood (TX)

2:05 P.M. – 3:05 P.M.

### **PANEL #10: AI Revolution: What Are the Regulatory Implications of Creating a “Smart” Alcohol Beverage Industry?**

AI is everywhere – from self-driving cars to computer games to food and beverage manufacturing -- artificial intelligence is positioned to help our industry get “smart.” Throughout the industry, AI is being integrated into day-to-day operations to reduce labor costs and reduce human error. From improvements in quality control and logistics operations to more accurate predictive forecasting and fully automated retail stores, AI is taking the lead in global industry innovation. But how far can we go with AI? Are there limitations on how AI can be used or how AI generated information can be shared? Are automated retail service models legal? What are current state laws and regulatory/licensing requirements for this type of automated service? What are the risks and liabilities associated with reliance on AI or automated alcohol services?

**Moderator:** MARBET LEWIS, Partner, Shutts & Bowen LLP (FL)

**Panelists:** ERLINDA DOHERTY, Sommelier, Wine/Spirits Educator and Writer, Vinícola Wine/Spirits and Emerging Tech Consulting  
ALEX KORAL, Regulatory General Counsel, Sovos ShipCompliant  
CLAIRE MITCHELL, Partner, Stoel Rives LLP (WA)

3:05 P.M. – 3:20 P.M.

### **AFTERNOON BREAK**

3:20 P.M. – 4:20 P.M.

### **PANEL #11: Gen Z Effects- Societal Trends and Their Impact on Alcohol Marketing**

Changing national demographics (i.e. Gen Z), social media’s ascendancy, new health and taste preferences, political divisiveness and a surge in focus on ESG issues have markedly changed how alcohol is marketed. This panel will discuss those changes and how these developments interplay with the applicable rules and regulations governing alcohol.

**Moderator:** NICHOLE SCHUSTACK, Partner, Nutter McClennen & Fish LLP (MA)

**Panelists:** SANDY ANAOKAR, Chief Marketing Officer, Mahou USA  
COURTNEY ARMOUR, Chief Legal Officer, DISCUS  
MATTHEW CHERRY, Senior Counsel, Texas Alcoholic Beverage Commission

# ***A Capital Idea: Regulating for the Future, Building on our Past***

## **2024 Annual Conference**

Washington, D.C.



**Ernest P. Legier, Jr.**  
**NCSLA President**



**Conference Host:**  
**DC Alcoholic Beverage**  
**& Cannabis Administration**

6:00 P.M. – 9:30 P.M. **PRESIDENT'S BANQUET**

9:30 P.M. – 12:00 A.M. **HOSPITALITY SUITE**

### **3<sup>rd</sup> Day – WEDNESDAY, JUNE 19, 2024 - General Session:**

8:00 A.M. – 11:00 A.M. **Registration and Information Desk**

8:00 A.M. – 9:00 A.M. **BREAKFAST**

9:00 A.M. – 10:00 A.M. **PANEL #12: Ethical Responsibility of Regulators in Management of the Three Tier System, the Concept of Wellness Drinking, and the Impact of Federal/State Policies on Substance Use Services**

Recent legislative proposals in the alcohol industry to ease certain restrictions have been interrupted by addiction experts as anti-temperance. This ethics presentation will focus on how regulatory changes have impacted state-funded substance use services—and serve as a guide on what to do when a legal professional becomes aware of a colleague struggling with mental health or addiction issues. The session will also include a first-hand look into how New York State, through its Office of Addiction Services and Supports (OASAS), is leveraging federal and state-level data and policies to guide its prevention, treatment, harm reduction and recovery efforts.

Applicable ABA Rules of Professional Conduct will be covered; qualifies as MCLE accredited panel.

**Moderator:** LILY M. FAN, Chair & Commissioner, New York State Liquor Authority

**Presenter:** DR. CHINAZO CUNNINGHAM, Commissioner, New York Office of Addiction Services and Supports (OASAS)

10:00 A.M. – 11:30 A.M. **NCSLA ANNUAL BUSINESS MEETING (ALL State and Associate members welcome!)**

11:30 A.M. – 12:00 P.M. **BOXED LUNCH TO GO (Optional)**