



NCSLA 2016 SOUTHERN/NORTHERN REGIONAL CONFERENCE Austin, Texas

Business Agenda

(All Agenda Items in the Radisson Riverside Ballroom)

Monday, September 26, 2016

- 8:00 am – 9:00 am Opening Ceremonies
 Presentation of Colors
 Welcome
 Roll Call of States and Associate Members
- 9:00 am – 9:45 am *Keynote Speaker: Bert Butler "Tito" Beveridge II*

BERT “TITO” BEVERIDGE, founder and master distiller of Tito’s Handmade Vodka, is a true pioneer in the world of microdistilling – in fact, it’s a world he helped create. In the early 1990s, Tito enjoyed infusing flavored vodka in his spare time, creating much-loved (and much-requested) batches for friends. Tito watched as microbreweries and boutique wineries began cropping up throughout the country, and astutely predicted that the next step would be to incorporate the same handcrafted principles to the spirits industry.

In 1997, Tito fought to create the permit process in Texas to establish his legal right to open the state’s first distillery. It took the company more than eight years to turn a profit. Today, Tito’s Handmade Vodka is one of the fastest-selling and fastest-growing microdistilleries on the market and remains one of the purest spirits available.

Tito lives in Austin, Texas with his wife and three children.

- 9:45 am - 10:15 am *Morning Break*



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- 10:15 am – 11:15 am **Panel 1: Influencing Legislation to Improve Regulatory Practices**
Includes Facilitated Workgroups
 - Moderator: KC Branch
 - Panelists: TBD

Legislators are doing patchwork change- often because of special interest wanting to tweak laws to benefit themselves. The regulators (agencies) know where the issues are within the industry and the struggles of regulating and operating a successful agency. However, agencies are prohibited from lobbying the legislature. Is there a way (or better way) to educate and inform Legislators so they can make impacting change? What is the line between informing and lobbying? Agencies are requested to meet with Legislators, but cannot lobby. What is the difference?

- 11:15 am - 12:00 pm **Tour Group Excursion**
- 12:00 pm – 1:30 pm *Networking Lunch*
- 1:30 pm – 2:30 pm **Panel 2: The Globalization of the Alcoholic Beverage Industry - Imports/Exports/International: Different Regulations in Different States**
 - Moderator: Cherri Huddleston
 - Panelists: TBD

This panel will examine the challenges in which alcohol manufacturers face when getting their product to markets across the United States and around the world. We will try and determine if there are any common obstacles among the states and if anything can be done to resolve those issues. Additionally has innovation helped or hindered the process of importation and exportation. What are the obstacles when the tiers in another country collide with the tiers in the United States?



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- 2:30 pm - 3:00 pm **Tour Group Excursion**
- 3:00 pm – 3:30 pm *Transition Break*
- 3:30 pm – 4:30 pm **Panel 3: Improving the Regulatory Process: A Case Study in Marijuana and Alcohol**
 - Moderator: R.J. O’Hara
 - Panelists: TBD

Can marijuana be regulated like alcohol? How has marijuana regulation provided a different look at how to better regulate alcohol?

Tuesday, September 27, 2016

- 8:00 am - 8:15 am *Morning Welcome Back*
- 8:15 am – 9:15 am **Panel 4: Keeping Texas Communities Safe through Enforcement and Investigations**
 - Moderator: Ed Swedberg
 - Panelists: TBD

The panel will outline all aspects of TABCO’s enforcement and investigations activities, including: mission, organization, goals and measures, training, operations, case settlements, and partnerships. The panel will also discuss issues such as administrative versus criminal cases, risk-based enforcement, the police officer role as a regulator, and the overall impact of TABCO’s enforcement and investigative efforts on Texas communities.

- 9:15 am – 9:45 am **Tour Group Excursion**
- 9:45 am - 10:15 am *Morning Break*



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- 10:15 am - 11:15 am **Panel 5: Self-Distribution vs. Wholesalers**
 - Moderator: Dewey Brackin
 - Panelists: TBD

The panel will discuss the pros and cons of self- distribution verses wholesale distribution. Do the privileges of the microbreweries, wineries, and brewpubs out weigh the traditional path of distribution? What does the future hold?

- 11:15 am - 11:30 am *Transition Break*
- 11:30 am - 12:30 pm **Panel 6: Alcohol Tourism is Big Business**
 - Moderator: Adam Chafetz
 - Panelists: TBD

People are choosing travel destinations based on the experience of alcohol: Bourbon Street, Dirty 6th, Duval Street, etc. Brewery Tours, Distillery Tours, and Winery Tours are BIG BUSINESS!

- 12:30 pm - 2:00 pm *Networking Lunch*
- 2:00 pm - 3:00 pm **Panel 7: Not All Data are Equal**
 - Speaker: Lester Jones

The alcohol beverage industry is awash in a sea of data that influence regulators and policy makers on a daily basis. Evolving market dynamics, new businesses and constant innovations can leave decision makers overwhelmed at times. At the same time big data is the trendy new catch-phrase but smart data is what the industry needs. This talk will review the spectrum of available industry data and put them in context of economic and demographic trends impacting the alcohol beverage industry.



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- 3:00 pm - 3:15 pm *Transitional Break*
- 3:15 pm - 4:30 pm **RISE Talks (Regulation Innovation Short Education)**

Wednesday, September 28, 2016

- 9:00 am - 9:15 am *Morning Welcome Back*
- 9:15 am - 10:15 am **Panel 8: TABC:Mobile - Constituent Engagement and Open Data**
 - Moderator: Jesse Valdez
 - Panelists: TBD

Demonstrate the TABC app and show the videos. The new avenues of communication with citizens and the alcohol beverage industry. Streamline the intake process of complaints, breaches and related dispatch. Launching pad for new, improved intake prices along with TABC's vision for Case Management. Analytics for the complaints (intake, revenue stream, etc.)

- 10:15 am - 10:45 am **Panel 9: The New Era of Fake IDs- How Underage Drinkers are Using Technology and Social Media to Obtain Alcohol**
 - Speaker: Susan Dworak

As the security controls on traditional IDs has improved, the methods to circumvent ID checks are also advancing. Underage drinkers continue to forge IDs and replicate security features. In today's market, however, underage drinkers are using social media to access alcohol (online and otherwise), including tricks for at-home delivery and curbside pick-up. Electronic payment methods may be difficult to trace, whether through legitimate credit cards or stolen identities. Learn what the Good Guys can do to prevent the use of Fake IDs and underage access to alcohol.



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- 10:45 am - 11:15 am **Brainstorm/Feedback Facilitated Exercise**
 - Facilitator: David Brandon
- 11:15 am - 11:30 am *Adjournment*