



NCSLA 2017 NORTHERN/SOUTHERN REGIONAL CONFERENCE

The Brown Hotel, Louisville, Kentucky



Raise a Glass to the Shattered Ceiling

Speaker Biographies (In order of appearance)

Sunday, Nov. 5

J. McCauley “Mac” Brown

J. McCauley “Mac” Brown currently serves as chairperson of the Republican Party of Kentucky (RPK). He accepted the role after having served as chairperson of the transition team for Gov. Matt Bevin following his election in 2015. Mac retired in December 2015 as a vice president of Brown-Forman Corp., which was founded in 1870 by his great grandfather, George Garvin Brown.

His career started at Brown-Forman, working summers during college and starting full time in 1977, and he spent four years in field sales before moving into marketing in 1981. Before serving as vice president in 2002, he served as brand director for a number of the company’s brands and as a regional director over 24 states.

Mac’s tenure as chairperson of the RPK is described in one word: Historic. Under his guidance, the RPK set new state party fundraising records. This financial success allowed the party to make an unprecedented investment into the “New Majority” campaign, the party’s effort to elect a Republican House majority for the first time in 92 years.

On election night, he was hopeful to win a two- or three-seat majority. Instead, the efforts of Mac and his team were rewarded with 18 new Republican seats and a Republican House supermajority of 64 members.

Mac lives in Louisville with his wife, Eileen. He has four children and is the proud grandfather of six.

Britt Kulsveen

If Britt were a Bourbon, she would be Pure Kentucky, the Gemini of Bourbons. Like this aptly named whiskey, Britt is vibrant, bold and spicy.

Britt is a native of Bardstown, Kentucky and a graduate of Louisiana State University where she studied political science and responsible consumption. In the wake of hurricane Katrina, Britt returned home to join the family distilling business. Britt and her brother, Drew, represent the family’s fifth generation to work at the Willett Distillery since its construction in 1936. As Willett vice president, Britt is responsible for everything from compliance to strategy and development. Around the distillery, folks call her the mad hatter, but you can call her Britt.

Britt and her cheerful daughter Scout enjoy moonlight from the patio of their historic home located in the most beautiful small town in America. Britt believes positive thinking is the secret to informing your own destiny.



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Monday, Nov. 6

Thomas E. Bulleit, Jr.

In 1987, Thomas E. Bulleit, Jr. fulfilled a lifelong dream of reviving an old family bourbon recipe by starting the Bulleit Distilling Co. He has since forged a name for himself within the whiskey industry, including election to the Kentucky Bourbon Hall of Fame in 2009.

After earning his B.A. from the University of Kentucky in 1966, Tom served his country during the Vietnam War as a member of the U.S. Marine Corp. Upon returning home, he earned a law degree from the University of Louisville School of Law and an advanced law degree from the University of Georgetown, all while working in Kentucky distilleries between school terms.

Continuing the legacy and success of Bulleit Bourbon, Tom launched Bulleit Rye American Whiskey in 2011 and Bulleit 10-Year in 2013. Bulleit Barrel Strength was added to the family of award-winning whiskeys in 2016.

In September 2014, the Bulleit Frontier Whiskey Experience at Stitzel-Weller opened and announced as the newest stop on the Kentucky Bourbon Trail® tour.

Construction began on the Bulleit Distilling Co. in Shelbyville, Kentucky, in 2014. The distillery opened with an official ribbon-cutting event on March 14, 2017, while celebrating Bulleit's 30th anniversary.

Tom is married to Elizabeth Calloway Brooks, who was named after her grandmother, Elizabeth Calloway – Daniel Boone's niece. As a Louisville native, Tom was named a Hometown Hero in 2014 as the program's 22nd inductee.

A. Keith Burt

Keith Burt has been involved in Oklahoma state government for over 40 years. He has served as auditor for the Department of Human Services, the Oil and Gas Division of the Oklahoma Tax Commission, and the Department of Mental Health and Substance Abuse Services, where he was the lead financial auditor, auditing Mental Health Centers.

He joined the Oklahoma Alcoholic Beverage Control (ABC) Board in 1980. In 1985, the citizens of Oklahoma approved a constitutional change to allow liquor-by-the-drink on a county option basis and renamed the ABC Board to the Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission. During the 1990s, the commission added prevention of youth access to tobacco and enforcement of charitable gaming. After serving as director for both divisions, Keith became executive director in 2002 and remains in that position today. Now serving under his seventh governor, Keith has been appointed to the Governor's Task force on Underage



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Drinking, the Tobacco Use Cessation Advisory Committee, and the Governor's Impaired Driving Prevention Advisory Council. He received the Center for Alcohol Policy's prestigious Regulator of the Year award in 2014.

Attending his first NCSLA national convention in 1982, Keith has served as regional chairman of the Southern Region and has been a part of the Oklahoma team hosting NCSLA regionals in 1986, 2001, 2012, and the NCSLA National Convention in Tulsa, Oklahoma in 1989. Keith is a graduate of the University of Central Oklahoma. He and his wife, Laurie, make their home in Midwest City, Oklahoma.

Christine Trout

Christy currently 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. As commissioner, Christy is responsible for promoting policies that encourage social responsibility and economic development among one of the state's signature industries. Recently, she was elected to serve 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.

Adam F. Chafetz

Adam Chafetz is the president and CEO of Health Communications Inc. He was involved in the development and initial implementation of the TIPS (Training for Intervention Procedures) program more than 30 years ago. He spent more than 15 years traveling the United States training members of the hospitality industry and since then, has worked to continually adapt the TIPS curriculum to the changing needs of its audiences.



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Based on his initial work developing the core TIPS for On Premise program, Chafetz has overseen the development of nine additional programs, each targeted to specific venues where alcohol is sold or consumed. In addition, Chafetz led the development of eTIPS, a popular online alcohol server and seller certification program, and Certification Manager, a web-based tool that allows various entities to track, monitor, and manage their certification training efforts. Under his leadership, HCI has expanded its programs by creating the ASSET and CAST programs, as well as client-specific programs.

Chafetz is actively involved in the day-to-day management of HCI and provides consultation services on server training issues. Recently, he focused on working with the enforcement and prevention community on how to improve their reach with retailers. He has also been sharing his expertise on responsible alcohol management with several international committees as well as foreign governments.

Professionally, he is a member of the National Restaurant Association and the American Society for Training and Development. HCI is an associate member of the National Conference of State Liquor Administrators, the National Liquor Law Enforcement Association and the National Association of Alcohol Beverage Control Administrators.

Tate Sherman

Tate is currently the vice president of Kentucky Eagle, Inc. where she works in the day-to-day business of the wholesaler and is the primary liaison between Kentucky Eagle and Anheuser-Busch, InBev. In addition to her daily obligations at Kentucky Eagle, Tate works hard to promote social responsibility of alcohol products and is active in the community.

Tate's grandfather, O.A. Bakhaus, founded Kentucky Eagle, Inc. Her mother, Ann Bakhaus, is the current president. Being the third generation of her family business, Tate has seen how the business has grown and changed and is determined to continue the growth and hard work of the family and the business.

Tate grew up in Lexington, Kentucky. Knowing that she always wanted to come home to the family business, she went to the University of Mississippi (Hotty Toddy!) to experience college life outside of Kentucky. There she earned a Bachelor of Business Administration degree in 2003. After college, Tate worked for the Anheuser-Busch Special Events Traveling Team, where she travelled all over the US and learned about the beer business, different state laws, and different wholesaler business practices. In 2005, Tate decided to come home and learn her family business from the ground up.



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In her spare time, Tate enjoys spending time with her husband Josh Sherman, spending time with her dogs Rudy & Sofie, working out, playing tennis, and going to the lake. Of course, while sipping a cold beer!

Jennifer Doering

Jennifer Doering works for Chas. Seligman Dist. Co., in Walton, Kentucky. She has been with Seligman for 18 years, as the third generation running her grandfather's business. She has a total of 25 years in the distribution business, previously working for her father as a Miller distributor and with Miller Brewing Co. Jennifer is married to Joe Schirmer and they have three children. They reside in Fort Thomas, Kentucky, and are active in their parish and community.

Craig Wolf

Craig Wolf has been the president and Chief Executive Officer of Wine & Spirits Wholesalers of America (WSWA) since 2006. Founded in 1943, WSWA is a national trade association consisting of 379 wine and spirits wholesalers and brokers whose members operate in all 50 states and the District of Columbia.

As president of WSWA, Craig serves as the voice of the wholesale wine and spirits industry, advocating for wholesalers' interests with state and federal elected officials, the media, regulators and the law enforcement community. WSWA supports legislation, regulation and public policy at both the state and federal levels that promotes a consumer-focused, accountable and responsible system for the distribution of beverage alcohol, and which serves to prevent underage access.

As CEO of WSWA, Craig manages the day-to-day operations of one of Washington's most influential trade associations, with an annual budget of \$11 million, a staff of 23, and a \$2 million per cycle political action committee.

Prior to taking over the top spot at the association in 2006, Craig held the position of WSWA's general counsel for just under seven years. Before joining WSWA, Craig served as counsel to the United States Senate Judiciary Committee, as a trial attorney in the Criminal Division of the Department of Justice and for five years worked as an assistant state's attorney for Allegany County, Maryland.

Craig received his law degree in 1987 from the University of Baltimore School of Law and a bachelor degree in 1984 from Dickinson College in Carlisle, Pennsylvania. He is a Certified Association Executive (CAE) and graduate of the Institute for Organization Management (IOM).

Craig is a Major in the United States Army Reserve and is assigned as an International Law Officer at the 354th Civil Affairs Command. He is a veteran of Operation Enduring Freedom



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(Afghanistan). He lives in Howard County, Maryland with his wife, Sally. They have two children, Hannah (22) and Zachary (20).

Gay Dwyer

Senior Vice President Gay Dwyer leads the government affairs team for the Kentucky Retail Federation (KRF). The Federation has numerous direct members that hold ABC licenses but also represents several affiliate organizations in the government affairs arena including the Kentucky Restaurant Association and the Kentucky Association of Grocers and Convenience Stores Association.

Dwyer is a 40-year veteran of the Frankfort political scene. A native of Daviess County, her exposure to politics came early in her life through her involvement in former U.S. Sen. Wendell Ford's early political races. After graduating from UK with degrees in both political science and journalism, Gay went to work for state government as a public information officer and later, as legislative liaison for various Cabinets. In 1980, Gay returned to Owensboro to work for then-Mayor J. R. Miller, her political mentor, and when Bobby Richardson was elected Speaker of the Kentucky House, Gay returned to Frankfort and served as his assistant throughout his two terms as Speaker.

She began her lobbying career in 1986 when she moved to Paducah and took a position with Jim Smith Contracting Co., whose interests included highway construction, a railroad, a coal mine and a hotel convention center. Ten years later, she again relocated to Central Kentucky when she accepted the position of Vice President of Government Affairs of the Kentucky Retail Federation.

Joyce Nethery

As far back as she can remember Joyce has had a passion for chemistry. She earned a master degree in chemical engineering from the University of Louisville's Speed Scientific School and for 15 years worked as a process engineer in industrial scale distillation. She then spent a decade teaching high school chemistry and physics before her husband Bruce's dream of opening a distillery reignited her passion for the distillation process—and the rest, as they say, is history.

Her deep love for farm life, as well as her many years working her family's land, have given her invaluable insight into growing the wide variety of crops used in Jephtha Creed's products. It has also inspired the distillery's distinct ground-to-glass maxim. In addition to being a Master Distiller and owner of Jephtha Creed, Joyce is a devoted mother of two who has a passion for all things Kentucky. She couldn't be prouder to carry on the state's long history of distilling the finest spirits in the world.



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Jeptha Creed Distillery uses old-fashioned methods to meet today's demanding modern tastes. They use only the finest ingredients, locally grown and sourced (when possible) to ensure their products meet the highest expectations for quality and flavor. You could say they are history in the making, but really, they are making old fashion new.

Owned and operated by dynamic mother-and-daughter duo Joyce and Autumn Nethery, Jeptha Creed sits on 64 acres of farmland, where they grow the Bloody Butcher Corn they use for all of their products. Using that corn, they produce vodka, moonshine, and bourbon. Their vodka products include the Original, Honey, Blueberry, and Apple. Mint, Coffee, and Hot Pepper flavors will be available in fall 2017. Their moonshine products include Original, Louisville Lemonade, Blackberry, and Apple Pie. Cinnamon flavor will be available fall 2017. They will have a high wheat, high rye, and a four-grain bourbon available in 2019.

Cynthia Bohn

Cynthia is the owner and manager of Equus Run Vineyards, a 38-acre full service winery/agri-tourism business in Midway, Kentucky that was established in 1998. Her previous positions were with IBM Corp. and AT&T. She has four degrees and is involved with community entrepreneurs through the University of Kentucky's Center for Entrepreneurs and Eastern Kentucky University's (EKU) Incubator programs. Her involvement with the community includes chair of the Kentucky Grape and Wine Council, president of the Kentucky Wineries Association, board member of the Kentucky World Trade Center, board member of the Woodford County Chamber of Commerce, director of the Woodford County Tourism Commission and board member of EKU's Business & Technology. Cynthia has received several business awards, including Proctor and Gamble's Women Entrepreneur Award, the Lexington Herald Leader's Central Kentucky Leading Women Award and the EKU Distinguished Alumni Hall of Fame Award.

Marianne Barnes

As a college student at University of Louisville, Marianne Barnes wasn't sure just how she would utilize her chemical engineering degree. She found herself making a choice between several possible college internships when it finally came down to choosing between renewable energy research or working for Brown-Forman. Choosing an internship in Brown-Forman's R&D department would set her on a path toward making Bourbon history. Barnes was recognized in Whiskey Advocate Magazine as "The Next Generation" for the Bourbon Industry, as well as being honored by Forbes and included in the 2015 Food & Drink 30 under 30 list. Now, as she steps into the role of Master Distiller, she's been recognized by Wine Enthusiast Magazine as one of America's Top 40 under 40 Tastemakers.



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At 30, Barnes is well poised as a leader of the new generation of Spirits professionals that will shape the industry. She points out that her goals are “to use the Former Old Taylor distillery, an indisputable industry icon, as inspiration to build a new legacy of honesty and thoughtfully crafted spirits that will distinguish us in our product lines and guest experience.” Barnes and her team started the stills in November 2016 and six months into production are already starting a major expansion project. Their 540-foot long, 32,000-barrel capacity rick house will be filled by the end of the year. While the whiskey rests, gin and vodka will hit the shelves late summer in 2017.

Barnes' role in changing the dynamic in a predominantly male industry is clear. Praise for Barnes comes from thought leaders such as Fred Minnick, author of *Whiskey Women*, who states that, “now that Marianne Barnes takes this title, she honors all the women past, present and future as the first woman to rise up the production ranks at a major Kentucky bourbon company and become a master distiller.”

Ann Bakhaus

Ann Bakhaus is president of Kentucky Eagle, Inc. Her service to the Lexington, Kentucky community is great. She is currently a board member of Commerce Lexington, the Kentucky Horse Park Foundation, the Lexington Industrial Foundation, Shakertown, the Reserve Bank of Cleveland's Lexington Business Advisory Council and the Lexington Triangle Foundation. She previously served on the Lexington Junior Achievement Board as chairperson, and past board member of the Bluegrass Hospitality Association, the Kentucky Chamber of Commerce, and the Kentucky State Fair Board. Ann holds memberships in the Downtown Development Authority, Blue Grass Community Development and the Fayette Alliance Foundation.

Leah Dienes

Leah Dienes is a partner and head brewer for Apocalypse Brew Works in Louisville, Kentucky. She uses her skills as a national beer and mead judge and her roots as an award-winning home brewer to create brews with a focus on drinkability. A self-proclaimed "beer-evangelist," she enjoys teaching people all about beer, making it fun and educational. She's is quoted in several books for her work as part of the research and re-introduction of the Kentucky Common beer style with Apocalypse being the only recognized commercial brewer of this historic style in the 2015 Beer Judge Certification Program guidelines.

Trina Summers

Trina currently serves as the Distilled Spirits Administrator of the Kentucky Department of Alcoholic Beverage Control in the Public Protection Cabinet, where she oversees the regulation of the distilled spirits and wine industries. As Distilled Spirits Administrator, Trina is responsible



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for licensing as well as working with the Board to promote policies that encourage social responsibility and economic development among one of the state's signature industries.

Trina is no stranger to the alcohol industry. Her first "real job" was with National Distillers and Chemical Corp. as chemist and microbiologist. When Jim Beam Brands bought National Distillers, Trina was well on her way to the 20 years she eventually worked in the bourbon industry.

Trina is no stranger to public service either, having served on the Shepherdsville City Council for eight years. During her years on the city council, Shepherdsville experienced an unprecedented period of economic growth. Trina worked diligently with the mayor and other council members to support the development of five industrial parks, a 250-acre public park and a large retail development. She also ran for the 49th District seat of the Kentucky House of Representatives.

A native of Lexington, Kentucky, Trina attended Centre College, Eastern Kentucky University, and the University of Louisville. She received a bachelor degree in Biology and Chemistry as well as a Master of Arts in Teaching.

In her spare time, Trina enjoys spending time with her family and friends, college football and hiking, camping and boating at Lake Cumberland. Her favorite beverage is Knob Creek on the rocks.

Ali Edelstein

Ali Edelstein joined Kentucky Distillers' Association in 2017 as the organization's first Director of Social Responsibility, after serving as Senior Sustainability Advisor at Yum! Brands.

Edelstein is responsible for aligning members' social responsibility, environmental sustainability and community engagement efforts to preserve the industry's signature identity. She works with KDA members and key external stakeholders to drive collective action on issues like overconsumption, drunk driving and underage drinking through programming, partnerships and policy.

Her current role builds upon her international public affairs experience managing the Fulbright Program at the U.S. Embassy in Brussels, Belgium.

She holds a Master of International Business from The Fletcher School of Law & Diplomacy at Tufts University and a Bachelor of Arts in Political Science from The Honors College at Western Kentucky University.



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Carrie Folsom

Carrie Folsom has 23 years' experience in law enforcement. She started her career in 1994 as a mounted officer at the Kentucky Horse Park Mounted Police Department where she enjoyed combining her love of horses with her work. In 1998, she transferred to the Department of Alcoholic Beverage Control (ABC) as an investigator in the Northern Kentucky region. After four years as an investigator, she became an instructor with the Department of Criminal Justice Training, teaching Firearms, Driving and Patrol Training Officer classes before coming back to ABC in 2009. In 2013, she was promoted to central section supervisor, covering the Northern Kentucky and Louisville regions. In her leisure time, she enjoys training and competing with her horses.

Tara McGuire

Tara McGuire is the state Alcohol Prevention Enhancement Site Manager at Bluegrass Prevention Center. She has worked in the substance abuse prevention field for over 10 years, including as the state youth program specialist for Mothers Against Drunk Driving (MADD) Kentucky.

Tara is an Internationally Certified Prevention Specialist and graduated from Transylvania University with a B.A. in Business Administration and Marketing. She was recognized in 2008 and 2010, as an honoree to the MADD National Mickey Sadoff Award, and was the recipient of the 2008 Enforcing Underage Drinking Laws Dedication and Service Award.

Tara has presented to more than 70,000 individuals as a spokesperson for high-risk and underage drinking prevention, including three national and one international event; established partnerships with more than 350 state and national agencies; and conducted more than 250 media interviews. Tara has coordinated numerous statewide alcohol prevention efforts including the Kentucky Alcohol Prevention Alliance, Kentucky Collegiate Law Enforcement Task Force, and the Bluegrass Regional Law Enforcement Task Force on Underage Drinking. She also manages the Kentucky Alcohol PES website and is a member of the State Youth Empowerment System and Kentucky Responsible Gaming Education Week Steering Committees.

April Bennett

April has served as Senior Manager of Licensing and Liquor Compliance for Texas Roadhouse since November 2013. She is responsible for providing strategic advice on the company's business licensing compliance program for all restaurants, with a specific focus on responsible alcohol service. From June 2005 to present, April has been responsible for providing guidance on new and renewal licensing processes and requirements. She is a member of the National



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Association of Licensing and Compliance Professionals (NALCP) and is Responsible Alcohol Seller and Server trained in 15 states.

Carol Beth Martin

Carol Beth Martin is the Malt Beverage Administrator at the Kentucky Department of Alcoholic Beverage Control.

Martin previously served as Executive Director of the Office of Human Resource Management at the Kentucky Transportation Cabinet. Previously, she was the Chief of Staff at the Justice and Public Safety Cabinet. Her career in government began as the administrator and human resource director for Grant County Fiscal Court.

Originally, from Campbell County, Martin holds a bachelor degree in political science from the University of Kentucky and a master degree in public administration from the University of Kentucky Martin School of Public Policy and Administration. She and husband Scott live in Louisville with their two daughters.

Bridgette Lester

Bridgette Lester began working for the city of Danville in December of 1998 as a budget analyst. She has also served as the assistant city manager and HR director, interim city clerk and interim city manager. In July 2005, she became director of Codes & Financial Information. Her current job responsibilities include code enforcement, business licensing and alcohol beverage control, among many others.

She is currently president of the Kentucky ABC Administrators Association. Bridgette graduated from Berea College in 1987 with a Bachelor of Science degree in Business Administration. She is a member of Code Administrators Association of Kentucky, and the Kentucky ABC Administrators Association and has attended numerous training opportunities relevant to her job responsibilities. She resides in Danville with her husband, Jerry Lester. They have four adult daughters. She enjoys singing in the choir at church, reading, and running during her leisure time.

Patricia Thompson

Patricia Thompson is the Chief of Police for the Campbellsville Police Department. A 20-year veteran of the department, she began her career in 1999 as a patrol officer. She also has held the rank of Sergeant, Lieutenant, Captain, and Deputy Chief during her time at Campbellsville. She earned the title of the first female to hold any rank within the department. Chief Thompson began her career in law enforcement in Eastern Kentucky, serving the Elkhorn City Police Department and the Pike County Sherriff's office.



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She is the mother of two children, Willie Skeens and Leah Breeding. Willie formerly worked with ABC and Leah Breeding is employed by the University of Alabama Football Sports Division.

Chief Thompson's husband is also a police officer who serves with the Hodgenville Police Department. Out of all of the accomplishments in her life, Chief Thompson's greatest is her family.

Nikki Creech

Nikki Creech has been a part of Kentucky State Government for over 18 years.

She started as an Investigator with the Department of Charitable Gaming in 1999. She conducted numerous financial crime investigations throughout her 17-year career. In 2016, she transferred to the Enforcement Division of the Department of Alcoholic Beverage Control as an Investigator II.

Nikki Creech graduated from Eastern Kentucky University in 1994 where she majored in Police Administration and Minored in Organized Crime and Deviance. While attending EKU, she worked with the Bluegrass Drug Task Force for 3 years participating in undercover narcotics investigations. In 2001, she graduated from the Department of Criminal Justice Training Academy and completed an additional 1,300 hours of law enforcement training throughout her career.

Michael Bartlett

Michael Bartlett serves as the senior assistant city solicitor and alcoholic Beverage control administrator for the City of Covington, Kentucky. He oversees and handles various legal matters including damage and injury claims, litigation, foreclosures, administrative law, contracts and open record and open meeting issues. In addition to the general legal nature of this employment, Michael manages licensing and enforcement for more than 180 ABC licensed premises, as well as dozens of temporary licenses each year. Recently, in response to statewide legislative changes, Michael wrote one of the first local ordinances in Kentucky allowing the operation of a Commercial Quadricycle Business or "Pedal Wagon" in Covington. Michael is a lifelong Kentucky resident and he appreciates opportunities to serve the citizens of Covington and this Commonwealth.

Tuesday, Nov. 7

Governor Matt Bevin

Governor Matt Bevin is a husband, father of nine children, veteran, small business owner and is currently serving as the 62nd Governor of Kentucky.



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Gov. Bevin is committed to making Kentucky the undisputed center of engineering and manufacturing excellence in America, spearheading initiatives like Red Tape Reduction and “Kentucky Trained. Kentucky Built.” He also recently signed significant legislation making Kentucky the 27th right-to-work state.

Gov. Bevin is committed to strengthening and stabilizing Kentucky’s financial foundation and future, investing in education and workforce development, reforming foster care and adoption, creating a healthier Kentucky, protecting those who protect us and creating an open and transparent government.

David Dickerson

David A. Dickerson was appointed secretary of the Public Protection Cabinet (PPC) effective December 15, 2015, by Governor Matt Bevin. As secretary of the PPC, Dickerson oversees a wide range of state programs and services including the Department of Insurance; the Department of Financial Institutions; the Department of Housing, Buildings and Construction; the Department of Charitable Gaming; the Kentucky Horse Racing Commission; the Department of Alcoholic Beverage Control; the Kentucky Claims Commission; the Boxing and Wrestling Commission; and the Department of Professional Licensing.

Dickerson is a graduate of Western Kentucky University. Prior to joining state government, he was a corporate officer in the family-owned Dickerson Lumber Co. of Summer Shade. From 1994-1999, he served as Barren County Judge-Executive. He is married to Leighan Hutcherson Dickerson. Secretary and Mrs. Dickerson have four children and seven grandchildren.

Peggy Noe Stevens

Peggy Noe Stevens in both career and personal life has devoted herself to over 27 years of hospitality, entertaining and developing brand destinations. As a trained and certified protocol, image and public speaking consultant, she uses a customized approach to establishing the authentic image architecture of both people and place. Because of her signature style, expertise and creativity, she is retained by companies to seek out the strategic essence of image and brand identity. Her approach conveys powerfully targeted brand messaging through environments while building confidence, self-awareness and professional presence in employees.

What she describes as the “architecture of image” (creating culture with style and substance) is a complete 360-degree approach to immersing the total self and environment around the image you wish to portray. Her experience led her to develop strategic “culture marketing” for branded environments. Her method takes a holistic approach to cultivating image and provides overall “image therapy” to her clients.



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She began her career in hospitality and marketing with Hyatt Hotels Corp., engaging in all aspects of guest services, professional event planning and the highest standards of culinary arts and entertaining. Peggy then moved to Brown-Forman Corp. to lead a newly developed travel and event-planning department. As global event planner, she managed over 100 events annually, negotiated multi-million dollar travel contracts and enhanced all aspects of travel, customer service, entertaining protocol and hospitality for executives.

While at Brown-Forman, she was also given the opportunity to move into the new frontier of experiential marketing, where she assimilated and directed an impressive portfolio of wine and spirit brand destinations and worked with such iconic brands as Jack Daniel's, Woodford Reserve Bourbon, Southern Comfort, Fetzer and Sonoma-Cutrer Vineyards. In this role, Peggy's keen strategic direction and sense for establishing rich cultures positioned each destination to become a top attraction in its respective location. Directing all channels of destination management, she comprehensively fine-tuned experiential touch points with the consumer from retail and aesthetics to culinary and tourism programs, creating one-of-a-kind memorable experiences. She simply mastered the art of engaging people emotionally through the senses.

Peggy's career has allowed her to travel globally to observe the strengths and weaknesses of many brand cultures and she is an expert in consumer-driven behavior as it relates to the brand and its environment.

In many ways, Peggy has been a trailblazer for women, and yet has lived up to her heritage. She became the world's first female Master Bourbon Taster in the industry and can trace her lineage back to some of the great bourbon making families in Kentucky. In 2010, she created the Bourbon Women Association, the first female consumer group in the industry to celebrate and support Kentucky's signature product with a platform for women. She also played a large role in the original conception and strategic development of the iconic Kentucky Bourbon Trail, which has become a global sensation for the spirits industry. Because of her accomplishments, she was given the prestigious "Networking Award" by the Kentucky Distiller's Association in 2016 for making a difference in the industry for women. She has been called the "Oprah of entertaining," and a "life style maven." Also described as a "more relaxed Martha Stewart," she has represented Kentucky for such notables as Julia Child, Bobby Flay and the Prince of Spain.

Her executive leadership skills also immersed her talent in designing women's research and strategy studies for corporations, and she has spoken to countless professional organizations on issues in the workplace and strategizing careers. She has set an inspiring new standard by which corporations can attract and retain female executives.



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Peggy has authored two books, *Professional Presence: A Four Part Guide to Building Your Personal Brand* and the first chef-collaborative Bourbon and culinary book, *The Culinary Cocktail Tour*.

Author, global speaker, media spokesperson and prominent experiential brand strategist, Peggy brings a gracious, fresh and relevant approach to establishing image. She engages audiences with her dynamic wit and energetic message.

Jeff Beagle

Jeff Beagle is the co-owner of Country Boy Brewing in Lexington, Kentucky. Jeff started brewing in 2007 and won the Alltech ProAm competition in 2010. He and his partners opened Lexington's first microbrewery where they discovered that "we all could not brew." Dividing responsibilities, they tackled different aspects of the business and have grown from 504 barrels in the first year of production to a projected 15,000 barrels this year. Country Boy Brewing distributes beer in southern Indiana, Kentucky and West Virginia. Jeff and his wife Debbie, have two children. They reside in Georgetown, Kentucky.

Mary Tortorice

Mary Tortorice joined Sazerac Company as the Chief Compliance Officer in January 2016. Prior to joining the spirits industry, she was in the retail industry and spent five years at Dick's Sporting Goods as VP Deputy General Counsel and Chief Compliance Officer and 13 years at Sears Holdings as VP Deputy General Counsel. Mary began her legal career at the Federal Trade Commission. The Sazerac Company, established in 1850, is a leading North American spirits supplier and owner of many of the industry's most venerable distilling companies – Buffalo Trace Distillery, The Glenmore Distillery, and A. Smith Bowman Distillery. At Sazerac, Mary is responsible for developing and implementing various compliance programs and provides legal advice to the Company's sales, marketing and operations teams worldwide.

Alva Mather

Ms. Mather is a partner in the Health Sciences Department of Pepper Hamilton LLP, resident in the Philadelphia office. She is chair of the firm's Alcoholic Beverage Industry Practice Group and co-chair of the Food and Beverage Industry Practice Group. Ms. Mather is a business lawyer, litigator and first-chair trial attorney with more than a decade of experience representing clients ranging from startups to Fortune 50 companies.

Ms. Mather recognizes that every stage of the production and distribution cycle for food and beverage companies involves regulations that intersect with business strategy. As an industry participant, Ms. Mather combines deep knowledge of the regulatory and litigation landscape to help clients mitigate risk, respond to challenges and capture opportunities. Ms. Mather



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represents and provides business counsel, regulatory advice and litigation support to companies along the food and beverage spectrum including manufacturers, suppliers, grocery stores and restaurants.

Ms. Mather has also established herself as a national leader in the highly regulated alcoholic beverage industry. She has advised breweries, distilleries, wholesalers, distributors, restaurateurs and other third-party providers involved in alcohol-related services on all aspects of manufacturing, distributing and selling alcohol. Ms. Mather is an active industry participant, writing and speaking on matters affecting the alcohol industry. She also is active on social media, tweeting under the handle @alcohollawyer. Ms. Mather has further represented companies in the emerging cannabis business, including representing and advising clients seeking grower/processor permits before the Pennsylvania Department of Health.

Through her experience as a trial attorney and commercial litigator, Ms. Mather also assists clients in all aspects of civil litigation and regulatory enforcement, including representing clients in investigations and enforcement actions before federal and state regulatory commissions as well as in state and federal court through the prosecution and defense of distribution, supply and other contract disputes.

Stephen Humphress

Stephen B. 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 almost 16 years of 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 General Counsel/Acting General Counsel for a total of 12 years. Humphress received his law degree from the University of Louisville School of Law and was employed in private practice until joining the ABC.

Humphress is an outstanding attorney, an exceptional public servant and Kentucky's leading authority on his state's complex alcoholic beverage laws. 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.

Humphress 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. He has written several published articles and reference materials.

Steve Pitt

Steve Pitt is the general counsel to Gov. Matt Bevin. After attending Western Kentucky University, Mr. Pitt obtained his juris doctor from the University of Kentucky College of Law,



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where he was a member of the Kentucky Law Journal. After graduation, Mr. Pitt served as an Assistant United States Attorney for the Western District of Kentucky. Subsequently, Mr. Pitt was a senior trial attorney with the Public Integrity Section of the U.S. Department of Justice in Washington, D.C.

After leaving government service, Mr. Pitt practiced law with Wyatt, Tarrant, and Combs. During his distinguished 38-year association with Wyatt, Tarrant, and Combs, Mr. Pitt was a member of the firm's litigation and dispute resolution service team, executive committee, and for a significant period, chaired the firm's antitrust, RICO, and environmental and toxic tort practice groups. In November 2015, then Governor-elect Bevin named Mr. Pitt as his general counsel.

Matthew Botting

Matthew Botting is the general counsel of California Department of Alcoholic Beverages. He has more than 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 until his appointment to general counsel. Prior to joining ABC in 2000, Botting was a Deputy Attorney General with the California Department of Justice. He 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 degrees from Otago University in New Zealand before relocating to the United States.

J. Neal Insley

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 levels. 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 chairperson of the Virginia Alcoholic Beverage Control Board (Va. ABC) and as chairperson 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.

Christopher R. Riano

Christopher R. Riano is general counsel for the New York State Liquor Authority.

Molly Wellmann

Molly Wellmann, a self-taught mixologist, entrepreneur and author from Cincinnati, Ohio, has



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immersed herself in the knowledge of craft and classic cocktails and fine spirits, and together with her partners, co-owns and operates, Wellmann's Brands.

Wellmann currently co-owns The Famous Neons Unplugged, Japp's Since 1879, The Old Kentucky Bourbon Bar, Myrtle's Punch House, and newly acquired businesses, Melt Eclectic Cafe, and Bottle & Basket. In 2013, Molly published, "Handcrafted Cocktails; A Mixologist's Guide to Classic Drinks for Morning, Noon, & Night," featuring over 100 recipes complete with process and instruction. Wellmann, her team and establishments, have been featured in local, national, and internationally published outlets, including Esquire Magazine, USA Today, The New York Times, Food and Wine Magazine, The Washington Post, People Magazine and many more. Wellmann's bar, Japp's Since 1879, was named one of the top 18 bars in the country by Esquire Magazine, in 2016. Locally, Wellmann has been featured in Cincinnati Magazine, the Cincinnati Business Courier, The Cincinnati Enquirer, and many well-read blogs, websites, and podcasts. Wellmann is a practiced public speaker, participating in many cocktail forums and entrepreneurial conferences. She is also known for her work with women's organizations, including Women Helping Women, Dress for Success, WEspeak, among many other leadership organizations. Additionally, Wellmann hosts a weekly radio show on WNKU, "The 5 o'clocktails," an hour-long program featuring a history lesson on cocktails, spirits and the folks who crafted their recipes.

Bill Samuels, Jr.

While his father forever changed the bourbon industry with the introduction of Maker's Mark Bourbon in the early 1950s, Bill Samuels, Jr., was born into a family that had been making whisky in the U.S. for six generations. In 1784, Robert Samuels mustered out of George Washington's Army, resettled in Kentucky with his father's 60-gallon copper still, and began a tradition of distilling success.

Bill, Jr., carried that torch as president and CEO of Maker's Mark for 35 years and today that success continues under the guidance of his son, Rob Samuels. Born in 1940 as the godson of Jim Beam, Bill, Jr., grew up on Distiller's Row in Bardstown, Kentucky. His early education included a PhD in salesmanship by driving Colonel Harland Sanders around Kentucky just as he was launching his new chicken business.

Later, he earned a degree in engineering physics, helped design both the Gemini and Polaris missiles, and became friends with the founding administrator of NASA. Then, it was on to law school and the White House (as an intern) before joining his father in the family business. Bill Samuels, Jr., assumed leadership of Maker's Mark in the mid-1970s and looking back, knows that he did at least one thing right: he followed his father's stern, but simple piece of advice to not "screw up the whisky." Despite the labor-intensive, largely inefficient methods used to



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handcraft Maker's Mark, he stubbornly stuck with every step in the process his father perfected, even as the brand – and demand – grew exponentially over the years. To this day, Bill humbly attributes the success of Maker's Mark to having really smart parents and some very good luck. Nonetheless, some of his contributions the brand and the bourbon industry include:

- The creation of the Maker's Mark Ambassador program as a way to build camaraderie among brand fans. Bill always treated every single ambassador as a friend, believing you build a brand one customer at a time.
- The realization of his mother's dream to turn Bourbon Country (and in turn, the Maker's Mark Distillery) into a major tourism destination. Today, the distillery welcomes over 100,000 visitors every year.
- The introduction of the distillery's first new expression of his father's whisky, Maker's 46 (or what Bill calls "realizing the dream of a desperate old man about to retire with no legacy").

Just like his forefathers, Mr. Samuels is a true champion for his community, having chaired the board of more than 25 different non-profit organizations over the course of his career. For all of his efforts, he's been recognized as Kentucky's Entrepreneur of the Year on three occasions and named Louisville's 2004 Citizen of the Year. Further, he was honored by Ernst & Young as Kentucky's 2011 Lifetime Achievement Entrepreneur, was inducted into the Kentucky Business Hall of Fame in 2006, and was part of the inaugural class of the Kentucky Bourbon Hall of Fame in 2001.

Wednesday, Nov. 8

K. Gail Russell

K. Gail Russell was appointed by Gov. Matt G. Bevin in 2016 as the deputy secretary of the Public Protection Cabinet. As deputy secretary, she serves as the legislative liaison for the cabinet and works with legislators and administrative agencies regarding the Governor's Red Tape Reduction Initiative. Deputy Secretary Russell also serves as the cabinet's ombudsmen to the Commission on Small Business Advocacy and has served as a representative to the Kentucky Personnel Cabinet's Executive Safety Advisory Committee.

Ms. Russell was appointed as a Special Justice to the Kentucky Supreme Court in 2006 and presently serves as a commissioner on the Uniform Law Commission, having been appointed by the legislature in 2011. She was also a member of the Republican National Committee for seven years.



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Russell received a Bachelor of Arts degree from the University of Mississippi and is a graduate of the University of Kentucky College of Law. Having been in the private practice of law for approximately 30 years before joining state government, she enjoys an AV rating by Martindale Hubbell legal directory.

Lindsey Ransdell

There aren't many places in Kentucky where Lindsey Ransdell has not been.

Lindsey is senior project manager for the Kentucky Cabinet for Economic Development. As such, she has shown Kentucky to hundreds, if not thousands, of business executives considering Kentucky for a new or expanded location. During her tenure with the cabinet, Lindsey has accrued a wealth of knowledge regarding Kentucky's various industry sectors that has led to a great deal of success in aiding companies to locate and expand within the state. Lindsey works hard to build strong relationships between state and local governments and economic development community officials so companies wanting to locate or expand have a better experience working with the cabinet.

Lindsey is passionate about helping business grow. Her father ran his own small business for more than 25 years, and she experienced the many obstacles businesses face. That's why she is committed to helping create the best possible environment for business growth.

Being a native of Kentucky is a source of pride for Lindsey. She is a graduate of Western Kentucky University. She has spent much of her career in the philanthropic sector, working at the grassroots level of community development. She has seen firsthand the positive impact private dollars can have to empower communities.

In her spare time, she is passionate about giving back to her community. She has volunteered at Ronald McDonald House for 10 years. And she's an animal lover, with three rescue pets at home.

Kristen Branscum

Kristen Branscum was named Commissioner of the Kentucky Department of Travel and Tourism in January 2016, returning to the office after previously serving as tourism development director from 2004-2008. As Commissioner, she and her staff are responsible for marketing and promoting Kentucky as a travel destination domestically and internationally.

Prior to being named Commissioner, Branscum worked for eight years in the Kentucky Department of Agriculture in various leadership roles. From 2012-2016, she was executive director of marketing for the department and in addition to managing six divisions and 50+



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employees, Branscum oversaw the highly successful Kentucky Proud™ branding program which is the official logo for agricultural products in the state.

Ms. Branscum is a member of the Board of Directors for Travel South USA and was voted on the executive board as secretary/treasurer in August. She is also a member of the board for the Kentucky Travel Industry Association, the Kentucky Derby Festival and the Southeast Tourism Society. Branscum is a member of the National Council of State Travel Directors and was named Chair of Kentucky's 225th Anniversary of Statehood Commission, which is tasked with marketing, promoting and celebrating Kentucky during 2017.

Ms. Branscum is a graduate of Auburn University and she received post-graduate degrees from the University of Kentucky. She is a native of Russell Springs, Kentucky, and currently lives in Lexington.

Caroline O'Connell

Caroline O'Connell is a partner at Lawson & Weitzen, LLP whose practice focuses on advising clients at all tiers of the alcoholic beverage industry. Caroline assists clients with licensing and regulatory compliance at the Massachusetts Alcoholic Beverage Control Commission, the Alcohol and Tobacco Tax and Trade Bureau, and other state and local licensing and regulatory boards throughout the United States. Caroline helps clients manage contractual relations within and among the industry tiers by advising on industry specific agreements such as import and distribution agreements, assisting with acquisitions, exchanges and sales of alcoholic beverage brands and providing guidance to wholesalers and suppliers regarding alcoholic beverage franchise laws.

Jeffrey McKenzie

Jeffrey A. McKenzie is a partner at Bingham Greenebaum Doll LLP where he serves as co-chair of the Corporate Services Department and co-leader of the Beverage Alcohol Team. Jeff has been involved in the successful negotiation of billions of dollars in economic incentives, numerous mergers, acquisitions and other corporate and commercial matters; the acquisition, rezoning, financing, development, leasing and sale of industrial, commercial, recreational and residential properties and air rights; the negotiation and preparation of construction contracts; and numerous appearances before various commissions, government agencies and authorities.

In addition to his representation of numerous distillers, retailers and others in the alcoholic beverage industry, Jeff has provided extensive services to businesses in financial services, logistics and distribution, steel production and fabrication, construction, engineering, architecture; consumer products, and professional services among many others.



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Jeff has been selected by Chambers USA as one of “America’s Leading Lawyers for Business;” he is AV® Peer Review Rated™ by Martindale-Hubbell®; he has been selected for inclusion on the Kentucky Super Lawyers® list since 2007; and he has been selected for inclusion in The Best Lawyers in America® publication since 2007.

Jeff is extensively involved in various community organizations serving as chairperson, committee chairperson, executive committee member and board member.

Rob Pinson

Robert “Rob” Pinson concentrates his practice in the field of alcoholic beverage law, with an emphasis on the manufacturing tier. Rob represents numerous distilleries, wineries and breweries across the United States. He also represents clients in business law, tax law, estate planning and campaign finance law. Rob offers an impressive track record when it comes to navigating the complexities of the alcoholic beverage laws as well as state and federal taxes.

Before joining Bone McAllester Norton, he was an associate at Wyatt, Tarrant & Combs in Louisville, Kentucky. Rob has authored numerous pieces and presented seminars on business and tax law in Tennessee and Kentucky. He is active member in the Nashville community and offers his legal services pro bono to charitable organizations. Rob also participated in the TBA Leadership Law program.

Rob was born and raised in Nashville and now lives in Franklin with his wife, Megan, and sons, Clay and Henry. Rob spends most of his spare time with his children and helping around the house. He also enjoys exercising, so he finds a little time for weight lifting and running. He also likes to attend Nashville Symphony performances with his wife.

Christopher Thiemann

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.

Nick Bergman

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 20 years. He received



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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.

Stephanie Stumbo

Stephanie Stumbo has significant and varied experience in both the private and public sectors. Most recently, she served for seven years as the Malt Beverage Administrator for the Kentucky Department for Alcoholic Beverage Control. Stephanie also served as executive director of both the Kentucky Public Service Commission and the Community Development Office in the Governor's Office for Local Development after spending eight years working in community and economic development roles. When not working in the public sector, Stephanie worked as the Kentucky Director for G & H International Services, Inc. in Washington, D.C. In the course of over 20 years of professional experience, Stephanie has successfully managed issue, policy and legislative initiatives before federal and state governmental agencies and legislative bodies on a wide range of topics. Stephanie's experience and background make her a key addition to the Goss Samford team.

Deborah C. Ringo

Deborah C. Ringo is Director of Regulatory and Technical Affairs at Diageo North America.