



NCSLA 2017 NORTHERN/SOUTHERN REGIONAL CONFERENCE

The Brown Hotel, Louisville, Kentucky



Raise a Glass to the Shattered Ceiling

Sunday, Nov. 5, 2017

- Noon – 5 p.m. Registration and Hotel Check-In, Brown Hotel, South Lobby, Second Floor
- 6:45 – 9 p.m. **Opening Reception**
Distilled Spirits Epicenter/Moonshine University
801 S. 8th St., Louisville, KY 40203
- Welcome: J. McCauley “Mac” Brown, Vice President, Brown-Forman Corp.
Britt Kulsveen, Willett Distillery

Monday, Nov. 6, 2017

- 8:30 a.m. **Breakfast & Conference Kick-Off**
Bluegrass Room, Second Floor

Tom Bulleit, Founder, Bulleit Distilling Co.
Keith Burt, President, National Conference of State Liquor Administrators
Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control

- 9:15 a.m. **Economic Development & the Three-Tier System: Et tu, Brute?**
Crystal Ballroom, Third Floor

Eighty-four years after prohibition, states continue to grapple with the regulation of the alcohol industry. The three-tier system has its pros and cons, but the question remains: Does the three-tier system betray its purpose of preventing undue control and does it hamper economic development?

Moderator: Adam Chafetz, President, Health Communications, Inc.

Panelists:

Tate Sherman, Vice President, Kentucky Eagle, Inc.
Jennifer Doering, General Manager, Chas. Seligman Distributing Co.
Craig Wolf, President and CEO, Wine & Spirits Wholesalers of America
Gay Dwyer, Senior Vice President of Government Affairs, Kentucky Retail Federation

- 10:15 a.m. **Break**
Crystal Foyer

- 10:30 a.m. **Raise a Glass to the Shattered Ceiling**
Crystal Ballroom, Third Floor

In an industry once dominated by men, women across America are now operating distilleries, brewing craft beer and directing the departments that regulate the alcohol beverage industry. Listen to the testimonies of these women who are leaders in Kentucky's industry. They'll discuss their personal challenges, and successes in the alcohol industry.



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Moderator: Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control

Panelists:

Joyce Nethery, Founder, Jephtha Creed Distillery, Shelbyville, Kentucky
Cynthia Bohn, Owner, Equus Run Vineyards, Midway, Kentucky
Marianne Barnes, Master Distiller, Castle & Key, Frankfort, Kentucky
Ann Bakhaus, President, Kentucky Eagle, Inc., Lexington, Kentucky
Leah Dienes, Partner & Head Brewer, Apocalypse Brew Works, Louisville, Kentucky

12:15 p.m. **Networking Lunch**
Bluegrass Room, Second Floor

Presentation: 2018 Annual Conference Preview: Waikoloa, Hawaii
Gerald Takase, Director, County of Hawaii Liquor Control

1:30 p.m. **Who is “Socially” Responsible?**
Crystal Ballroom, Third Floor

Ask, listen and learn as industry experts discuss the questions surrounding corporate social responsibility, finding balance in mandatory training and best ways to enforce alcohol laws and regulations.

Moderator: Trina Summers, Distilled Spirits Administrator, Kentucky Department of Alcoholic Beverage Control

Panelists:

Ali Edelstein, Director of Social Responsibility, Kentucky Distillers Association
Carrie Folsom, Enforcement Investigator, Kentucky Department of Alcoholic Beverage Control
Tara McGuire, Alcohol Prevention Manager, Kentucky Prevention
April Bennett, Senior Manager of Business Licensing, Texas Roadhouse

2:30 p.m. **Break**
Crystal Foyer

2:45 p.m. **Cooperation = Success**
Crystal Ballroom, Third Floor

The Kentucky Department of Alcoholic Beverage Control can only be successful if there is cooperation with local administrators. In addition, cooperation among state and local law enforcement better serves the Commonwealth through more thorough public protection. State government staff will explain how they work with local personnel in licensing and enforcement.

Moderator: Carol Beth Martin, Malt Beverage Administrator, Kentucky Department of Alcoholic Beverage Control



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Panelists:

Bridgette Lester, President, Kentucky ABC Administrators Association
Pat Thompson, Chief of Police, Campbellsville, Kentucky
Nikki Creech, Enforcement Investigator, Kentucky Department of Alcoholic Beverage Control
Michael Bartlett, Local Administrator, Covington, Kentucky

6 – 10 p.m. **Free Night – Live it Up Louisville!**

8 – 11 p.m. **Hospitality Room**
Bluegrass Room, Second Floor

Tuesday, Nov. 7, 2017

8:30 a.m. **Breakfast**
Bluegrass Room, Second Floor

Introduction: David A. Dickerson, Secretary, Public Protection Cabinet
Keynote Address: The Honorable Matthew G. Bevin, Governor, Commonwealth of Kentucky

9:30 a.m. **#trending**

The world of alcohol marketing is changing. Many state alcohol advertising laws do not address modern issues such as loyalty cards and social media. We will explore some of the newest trends in alcohol marketing in an effort to not only learn what is going on in the industry but also to help state regulators when crafting proposed legislation relating to alcohol advertising.

Moderator: Carol Beth Martin, Malt Beverage Administrator, Kentucky Department of Alcoholic Beverage Control

Panelists:

Peggy Noe Stevens, Founder & President, Peggy Noe Stevens and Associates
Jeff Beagle, Co-owner, Country Boy Brewing
Mary Tortorice, Chief Compliance Officer, Sazerac Company
Alva Mather, Partner, Pepper Hamilton

10:30 a.m. **Break**
Crystal Foyer

10:45 a.m. **Constitutional Challenges to State Alcoholic Beverage Laws**
Crystal Ballroom, Third Floor

Early United States Supreme Court opinions held that the Twenty-First Amendment provided states with exceptionally broad constitutional powers to regulate alcoholic beverages within their boundaries. Over time, the Court's opinions have curtailed this broad authority by virtue of other constitutional provisions. The weakening of state Twenty-First Amendment authority has resulted in an increasing number of constitutional challenges to state alcoholic beverage laws in federal courts. This session will



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discuss the three most common constitutional challenges to state alcoholic beverage laws: First Amendment, Equal Protection, and the Commerce Clause. During this session, our panel of national distinguished attorneys will discuss current law, new arguments, and recent federal court cases across the nation relating to these constitutional challenges.

Moderator: Stephen B. Humphress, General Counsel, Kentucky Department of Alcoholic Beverage Control

Panelists:

Steve Pitt, General Counsel, Commonwealth of Kentucky

Matthew Botting, General Counsel, California Department of Alcoholic Beverages

J. Neal Insley, Sr., Vice President and General Counsel, National Alcohol Beverage Control Association

Christopher R. Riano, General Counsel, New York State Liquor Authority

12 – 5 p.m. **See How It's Made: Educational Sessions & Conference Enhancements**
Pre-registration Required for all Options

Option No. 1: Maker's Mark Tour & Tasting, Loretto

\$90/person; 23 person maximum; *Optional-No Refunds*

Departing from the Brown Hotel at noon, you can enjoy a tasty boxed lunch on the bus while viewing the Commonwealth's countryside. The group will return to Louisville by 5 p.m.

Option No. 2: Mixology 101 with Molly Wellman

\$50/person; 25 person maximum; *Optional-No Refunds*

12:30 p.m. -- 2:30 p.m. - Bluegrass Room, Second Floor

Grab lunch before participating in this session. Molly Wellman, is a self-taught mixologist, entrepreneur, and author from Cincinnati, Ohio, who has immersed herself in the knowledge of craft and classic cocktails and fine spirits, and together with her partners, co-owns and operates, Wellman's Brands.

6:30 p.m. **Reception and Networking**

Frazier History Museum*

829 W. Main St., Louisville, KY 40202

*Certain exhibitions available for viewing

7:30 p.m. **Banquet**

Frazier History Museum

Introduction: Keith Burt, President, National Conference of State Liquor Administrators

Keynote Speaker: Bill Samuels, Jr., Maker's Mark

10 p.m. – 12 a.m. **Hospitality**

The Brown Hotel, Bluegrass Room, Second Floor



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Wednesday, Nov. 8, 2017

8 a.m. **Breakfast**
Bluegrass Room, Second Floor

9 a.m. **Betting on the Trifecta**
The Gallery Room, 16th Floor

How do you develop a successful and responsible alcohol industry in your state? By hitting the Trifecta! Success in the alcohol industry is a combination of reasonable regulation, economic opportunity, and successful promotion. Hear from representatives in Kentucky's trifecta—the Public Protection Cabinet, the Cabinet for Economic Development, and the Tourism, Arts and Heritage Cabinet—about using agency cross-collaboration to encourage growth and success.

Moderator: K. Gail Russell, Deputy Secretary, Kentucky Public Protection Cabinet

Panelists:

Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control
Carol Beth Martin, Malt Beverage Administrator, Kentucky Department of Alcoholic Beverage Control
Trina Summers, Distilled Spirits Administrator, Kentucky Department of Alcoholic Beverage Control
Lindsey Ransdell, Senior Project Manager, Kentucky Cabinet for Economic Development
Kristen Branscum, Commissioner, Department of Tourism, Kentucky Tourism, Arts and Heritage Cabinet

10 a.m. **Alcohol and Tobacco Tax and Trade Bureau**
The Gallery Room, 16th Floor

These experts will provide a primer on TTB matters, and will focus on issues that affect producers and wholesalers. In addition, the panelists will discuss the “hot” topics in an ever-changing industry.

Moderator: Caroline O’Connell, Partner, Lawson & Weitzen, LLP

Panelists:

Jeffrey McKenzie, Bingham Greenebaum Doll LLP, Louisville
Rob Pinson, Bone McAllester Norton PLLC, Nashville
Christopher Thiemann, Distilled Spirits Program Manager, Alcohol and Tobacco Tax and Trade Bureau

11 a.m. **Lawyers, Lobbyists and Hired Guns (Not Warren Zevon)**
The Gallery Room, 16th Floor

Listen to a diverse group debate the role of lobbyists and lawyers in the alcohol industry. What can (and should) a lobbyist contact a regulator about? How should they do it? What about the lawyers? Should the government provide advice to lawyers to advise their clients? Using examples from across the Northern/Southern region, this discussion will help avoid potential ethical pitfalls.



NCSLA 2017 NORTHERN/SOUTHERN REGIONAL CONFERENCE

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Raise a Glass to the Shattered Ceiling

Moderator: Carol Beth Martin, Malt Beverage Administrator, Kentucky Department of Alcoholic Beverage Control

Panelists:

Steve Humphress, General Counsel, Kentucky Department of Alcoholic Beverage Control

Nick Bergman, Resident Partner, Buchman Law Firm

Stephanie Stumbo, Director of Governmental Affairs, Goss Samford

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

12 p.m.

Closing Remarks

The Gallery Ballroom, 16th Floor

Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control

Keith Burt, President, National Conference of State Liquor Administrators

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