



2017 NORTHERN/SOUTHERN REGIONAL CONFERENCE



The Brown Hotel, Louisville, Kentucky

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. and Britt Kulsveen,
Willet 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, especially in light of the recent boom in craft beers. 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 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 Wolfe, Partner, Sheppard Mullin
Gaye 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 as a whole. Listen to the testimonies of eight women who are leaders in Kentucky's industry. They'll discuss their personal challenges, and successes in the alcohol industry.

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

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

1:30 p.m. **Who is "Socially" Responsible?**

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. State government staff will explain how they work with local personnel in licensing and enforcement. In addition, cooperation among state and local law enforcement better serves the Commonwealth through more thorough public protection.

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

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

Governor Matthew G. Bevin, Commonwealth of Kentucky
David A. Dickerson, Secretary, Public Protection Cabinet

9:30 a.m. **Advertising & Branding**

The world of alcohol marketing is changing. Many states' 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
Daniel "DH" Harrison, Co-owner, Country Boy Brewing
Mary Tortorice, Chief Compliance Officer, Sazerac Company
Keith Neltner, Owner, Neltner Small Batch
Alva Mather, Partner, Pepper Hamilton

10:30 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 state Twenty-First Amendment by virtue of other Constitutional provisions. 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 discuss the three most common Constitutional challenges to state alcoholic beverage laws: (1) First Amendment Challenges; (2) Equal Protection Challenges; and, (3) Commerce Clause Challenges. 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 Alcoholic Beverage Control Association

12 – 5 p.m. **See How It's Made: Distillery Tours & Conference Enhancements**
Pre-registration Required for Options 1-3

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: Angels Envy & Jim Beam "Trade VIP" Tours
\$106/person; 23 person maximum; *Optional-No Refunds*

Departing the Brown Hotel at noon, you can enjoy a boxed lunch on the bus. This trip takes you to Louisville's Angels Envy and then heads over to Bardstown for the Jim Beam VIP experience, where you will receive a private distillery tour, three product samples and tasting glass, Jim Beam-branded lanyard to keep and a 20 percent discount in the store. The group will return to Louisville by 5:15 p.m.

Option No. 3: 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 Wellmann, 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, Wellmann'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 for State Liquor Administrator

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

10 p.m. – 12 a.m. **Hospitality**
Bluegrass Room, Second Floor

Wednesday, Nov. 8, 2017

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

9 a.m. **If You Want Something Done...**
The Gallery Room, 16th Floor

Ask a woman to do it. Enjoy this “spirited” roundtable discussion of women regulators as they outline the issues facing their respective states, the challenges still ahead, and the impact these women are having on the alcohol industry.

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

Panelists:

Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control
[speakers TBD]

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

These experts will provide a primer on TTB matters, focusing in particular on those that impact producers and wholesalers. In addition, the panelists will discuss the “hot” topics in the federal arena in an ever-changing industry.

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

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 Guns (ethics)**
The Gallery Room, 16th Floor

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

Listen to this 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 our regions, this group will help all of us avoid the potential ethical pitfalls for each of us.

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
Elizabeth Wise, Vice President of Governmental Affairs, Sazerac Company

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