



2019 Northern/Southern Regional Conference

Hyatt Centric French Quarter New Orleans
800 Iberville Street, New Orleans, Louisiana 70112

October 20-23, 2019

“BIG IDEAS IN THE BIG EASY”

Sunday, October 20, 2019

- 1:00 p.m. – 5:00 p.m. Early Registration – Hyatt Centric French Quarter - Lafitte Foyer A (1st Floor)
- 6:30 p.m. – 8:30 p.m. **WELCOME RECEPTION**
Mardi Gras World, 13880 Port of New Orleans PI, New Orleans, Louisiana 70130
(Transportation provided)
- 9:00 p.m. – 12:00 p.m. Hospitality Suite- Atrium Courtyard (2nd Floor)

Monday, October 21, 2019 – General Session

- 7:00 a.m. – 4:00 p.m. Registration and Help Desk – D.H. Holmes Foyer (1st Floor)
- 7:00 a.m. – 9:00 a.m. **BREAKFAST** – Lafitte Rooms (1st Floor)
- 9:00 a.m. - 9:45 a.m. Opening Ceremonies – D.H. Holmes Room (1st Floor)

Presentation of Colors

Welcome

Roll Call of States and Associate Members
- 9:45 a.m. - 10:45 a.m. **SESSION #1: THE INDUSTRY THEN; THE INDUSTRY NOW**
Join this engaging discussion among alcohol industry members and regulators about the changes in the industry over the last decade.
- 10:45 a.m. - 11:00 a.m. **BREAK** – Lafitte Foyer A (1st Floor)
- 11:00 a.m. - 12:00 p.m. **SESSION #2: CHANGES IN THE DYNAMICS OF THE 3 TIER SYSTEM**
Consumer preferences and demands have driven innovation and change in the industry. This panel will discuss the growth of craft brewers and distillers, direct shipping advancements, impact of big box retailers and national chains, and their effect on the three tier system.
- 12:00 p.m. – 1:30 p.m. **LUNCH** – D.H. Holmes Room (1st Floor)



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Monday, October 21, 2019 (cont.)

1:30 p.m. - 2:30 p.m.

SESSION #3: ALCOHOL DELIVERY

Consumer trends show that consumers value convenience above all and want everything delivered directly to their door regardless of the point of origin, a trend that no legislator or regulator contemplated when implementing the three tier system. Regulators and legislators alike are now being asked to determine how and where the new convenience economy fits into the three tier system. Panelists will inform the audience about the various business models that currently operate in the marketplace and will discuss issues that accompany these business models.

2:30 p.m. - 2:45 p.m.

BREAK - Lafitte Foyer A (1st Floor)

2:45 p.m. - 4:00 p.m.

SESSION #4: HOT TOPICS

Come hear about topics so new and hot they cannot yet be revealed.

4:00 p.m.

Free night to explore New Orleans! (Hospitality Suite closed.)

Tuesday, October 22, 2019 – General Session

7:00 a.m. – 4:00 p.m.

Registration and Help Desk – D.H. Holmes Foyer (1st Floor)

7:00 a.m. – 9:00 a.m.

BREAKFAST – Lafitte Rooms (1st Floor)

9:00 a.m. - 10:00 a.m.

SESSION #5: SPONSORSHIP AGREEMENTS – AN END RUN ON TIED HOUSE?

Sponsorships have become part of the industry landscape, from local events, to festivals to concert series. Many jurisdictions allow some sponsorship agreement between suppliers and liquor licensees and non-licensees. Do these agreements flirt with trade practice laws both from the state and federal level? A panel of experts from different tiers of the industry will discuss best practices and potential pitfalls of sponsorship agreements along with the enforcement risks created when sponsorship agreements are not properly prepared.

10:00 a.m. - 11:00 a.m.

SESSION #6: REGULATING LARGE AND OPEN VENUES

Large venues and open areas create unique issues for regulators and industry members alike. These locations often have multiple licensees, limited food service, minors in attendance and a limited ability to closely supervise consumers. The unique nature of these locations leads to unique enforcement issues such as determining which licensee served a patron and/or monitoring consumption when consumers can purchase from multiple locations or managing large crowds. A panel of experts will discuss the unique issues involved with regulating large or open venues.

11:00 a.m. - 11:15 a.m.

BREAK - Lafitte Foyer A (1st Floor)

Tentative – Subject to Change



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Tuesday, October 22, 2019 (cont.)

- 11:15 a.m. - 12:15 p.m. **SESSION #7: THE FUTURE IS NOW**
How do we use technology to enforce alcoholic beverage laws? Is biometric identification at large venues an option? What about “real time” verification of a driver’s license information? Does your enforcement arm have digital id scanners? How is your agency conducting background checks? What other tech wizardry does your agency use to ensure compliance?
- 12:15 p.m. – 1:30 p.m. **LUNCH** – D.H. Holmes Room (1st Floor)
- 1:30 p.m. - 2:30 p.m. **SESSION #8: CANNABIS: FROM CBD TO THC AND BEYOND**
2019 saw Congress usher in the 2018 Farm Bill which legalized hemp and its derivatives at the federal level with state implementation to follow. Despite remaining illegal at the federal level, states continue to legalize cannabis. CBD is seemingly everywhere, including licensed accounts. Industry members at all tiers want to sell infused products and some are doing so. The landscape where alcohol and cannabis meet is changing fast and all members in the alcoholic beverage industry are scrambling to keep up with regulatory changes and market innovation. This panel of experts will provide the audience with an understanding of the changing landscape of hemp and cannabis and their overlap with alcohol.
- 2:30 p.m. - 2:45 p.m. **BREAK** - Lafitte Foyer A (1st Floor)
- 2:45 p.m. - 4:00 p.m. **SESSION #9: THE RISE OF THE RETAIL TIER AND THE IMPACT OF TENNESSEE WINE & SPIRITS RETAILERS V. THOMAS**
The recently decided Tennessee Wine & Spirits v. Thomas is only the second Supreme Court case to address the powers and limitations of the 21st amendment. A few short months later, a new generation of cases have arisen challenging liquor laws using the holding from Tennessee Wine to as a basis therefor. Come listen to a panel of experts discuss this historic case along with its implications and the potential impact it will have on liquor regulation for years to come.
- 6:00 p.m. – 9:00 p.m. **RECEPTION AND BANQUET** – Creole Queen
(Transportation provided)
- 9:30 p.m. – 12:00 a.m. Hospitality Suite – Atrium Courtyard (2nd Floor)



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Wednesday, October 23, 2019 – General Session

7:00 a.m. – 9:00 a.m. **BREAKFAST** – Lafitte Rooms (1st Floor)

9:00 a.m. - 10:00 a.m. **SESSION #10: ETHICS – SIX DEGREES OF REGULATOR SEPARATION.
LINKEDIN, TWITTER, INSTAGRAM, BLOGS.**

In this interconnected world, we are linked to industry members and regulators alike, whether directly or indirectly, and are subjected to constant communications. Maintaining boundaries is no longer as easy as refusing to pick up the phone. Come hear about the legal and ethical boundaries of social media communication such as when does marketing become client solicitation or an unintentional creation of an attorney client relationship.

10:00 a.m. - 11:00 a.m. **SESSION #11: INDUSTRY PROFESSIONALISM: THE DISTINCTIONS BETWEEN
LAWYERS AND LOBBYISTS AND THE SOMETIMES FORGOTTEN PARAMETERS.**

Do the rules of professional conduct still apply to administrative proceedings and the legislative process?