

**National Conference of State Liquor Administrators
2018 Central-Western Regional Conference
Speaker Biographies
Westin Pasadena, Pasadena, California**

JACOB APPELSMITH of Sacramento is the Director of the California Department of Alcoholic Beverage Control. Jacob graduated from Middlebury College in Vermont in 1985, and from UC Berkeley's Boalt Hall School of Law in 1988. While at Boalt, he worked as a student clerk to Justice Allen Broussard on the California Supreme Court.

Jacob began his career as a lawyer with Pillsbury, Madison & Sutro in San Francisco, where he worked for six years as a commercial litigator. Jacob joined the California Department of Justice, Office of the Attorney General, in 1994, and in 2008 became a Special Assistant to Attorney General Jerry Brown on matters pertaining to law enforcement and the criminal justice system. He also served as AG Brown's Chief of the California Bureau of Gambling Control.

In January 2011, Jacob joined Governor Brown's administration as a Senior Advisor to the Governor and the Director of the Department of Alcoholic Beverage Control. In these roles, he served as the Governor's negotiator for tribal-state gaming compacts and tribal land-use matters, advised the Governor on a range of issues from public safety to veteran's affairs, and was responsible for criminal enforcement and regulation of California's 90,000 licensees in the alcohol industry.

Jacob was appointed Chief Campus Counsel for the University of California, Davis, in September 2013. In this role, he was responsible for all aspects of the university's legal affairs, including its \$3.5 billion budget, its 35,000 students, its hospital and health system, and its operations throughout California, the United States, and the world. In June 2017, Jacob returned to Governor Brown's administration as Director of the Department of Alcoholic Beverage Control and as an advisor to the administration.

DEBBI BEAVERS joined the Kansas ABC in January 2004. In 2010, she was promoted to licensing manager and promoted to operations manager in 2015. She was appointed interim ABC Director in 2016 and was confirmed by the Senate in January 2017. Debbi is the first female director since the inception of ABC in 1949 and serves at the pleasure of the Secretary of Revenue.

Debbi's priorities for the ABC Division are to regulate the industry consistently, provide excellent customer service and increase compliance with liquor laws through education and training.

Prior to joining the Kansas ABC, Debbi lived in Missouri and worked in the private sector as a Medicare compliance analyst and also a social services director. Debbi studied at Missouri Western State College and has an associate's degree in travel.

KATHERINE BEDARD is the Director for International Public Policy for Wine Institute. Ms. Bedard has enjoyed helping California wineries with export challenges since 2014. As Director for International Public Policy she works with Wine Institute members and staff, the U.S. government, international industry organizations and foreign governments to respond to international barriers and advance the U.S. wine trade agenda. Katherine served as an International Trade Specialist in the Office of Agreements and Scientific Affairs of FAS, focusing on eliminating trade barriers for processed agricultural products, including U.S. wine. She brings over ten years of experience in international trade and development having worked at the Economic and Commercial Office -- Embassy of Spain in Washington, D.C. and in the Office of the President of the World Bank Group. Katherine has a Bachelor of Arts in International Affairs from the George Washington University and a Master of Arts in European Politics from Universidad Carlos III de Madrid, Spain.

CARRIE L. BONNINGTON is a Partner with Pillsbury, Winthrop, Shaw, Pittman. Ms. Bonnington is the leader of the firm's Wine, Beer & Spirits practice, the Managing Partner of the firm's Sacramento office, and a member of the firm's Restaurant, Food & Beverage, Travel, Leisure & Hospitality, Litigation and Government Contracts groups. Ms. Bonnington focuses on alcohol beverage law and regulation. She represents wineries, distilleries, importers, breweries and retailers (such as hotels, restaurants, bars and off-sale retailers) in regulatory practice before state alcoholic beverage control boards and in general civil litigation and transactional matters. She also regularly advises such clients in connection with state and federal alcohol beverage laws, especially with respect to the advertising, promotion and marketing of alcohol beverages and other trade practice and tied house issues.

Ms. Bonnington has written and lectured in the areas of wine, beer and spirits litigation and regulation. She teaches Wine Law at UC Berkeley and frequently presents at local and national alcohol beverage conferences, seminars and classes. Ms. Bonnington is well-versed in administrative law and procedure, having participated in a number of administrative trials before state agencies, including the California Department of Alcoholic Beverage Control and the California Department of Health Care Services. Ms. Bonnington also has considerable experience with California writ proceedings.

Ms. Bonnington also advises clients in connection with laws and regulations relating to medicinal and adult recreational use of legal cannabis.

MICHAEL BREWER is the president of Alcoholic Beverage Consulting Service, California's leading alcoholic beverage licensing firm. Alcoholic Beverage Consulting Service represents numerous alcoholic beverage licensees in all segments of the alcohol industry, including international convenience store companies, national restaurant and hotel chains, regional supermarket and drug stores as well as local restaurants, breweries, wineries and wholesalers. ABCS has managed over 7,000 California and Federal alcoholic beverage licenses and permits applications. Mr. Brewer is also the co-founder of License Locators, one of California's largest liquor license brokerage firms, and California Business Escrow, Inc.

In addition, Mr. Brewer has been a guest lecturer at San Diego State University, the Escrow Training Institute, the Escrow Institute, Los Angeles Escrow Association and California Association of Business Brokers. Prior to joining ABCS, Mr. Brewer was a regulatory auditor for the United States Custom Service

and holds a Master's degree in accounting from San Diego State University. Mr. Brewer is an associate member of the California Restaurant Association, California Beer and Beverage Distributors, National Association of Licensing and Compliance Professionals, the National Conference of State Liquor Administrators and is a founding member of the Alliance of Alcohol Industry Attorneys and Consultants.

KRIS BUCKNER is the President of Investigative Consultants (IC). IC specializes in investigations involving all types of intellectual property matters, including the manufacture, distribution, importation, and sales of illicit goods. Investigative Consultants has assisted brand owners with all their intellectual property investigative needs throughout the United States for the past 22 years and has earned a reputation as being one of the leading private investigative companies specializing in intellectual property matters in the United States.

Investigative Consultants has an extensive law enforcement training program and is one of the very few civilian organizations that is called upon on a regular basis to conduct "certified" training related to intellectual property rights. IC has trained well over 15,000 law enforcement officers throughout the world and has assisted law enforcement officials in thousands of counterfeiting and piracy cases.

Mr. Buckner has developed and coordinated training programs for prosecutors and other law enforcement officials throughout California, Oregon, Nevada, and Arizona focused on investigating and prosecuting intellectual property crimes. Mr. Buckner has conducted thousands of investigations involving the manufacturing, distribution, smuggling, and sales of counterfeit goods. These investigations have been related to other cases involving the sales of narcotics, robbery, identity theft, money laundering, murder, bribery, kidnapping, human trafficking, weapons possession, and various other crimes. Mr. Buckner has assisted the The Federal Bureau of Investigation, CBP, HSI, The Los Angeles Police Department, The Los Angeles County Sheriff's Department, and over eighty other law enforcement agencies throughout the United States.

Mr. Buckner has testified as an expert in the field of trademark counterfeiting, piracy, and other intellectual property matters on over 150 occasions. Mr. Buckner is a recognized expert in intellectual property matters. Mr. Buckner is a member of The International Anti Counterfeiting Coalition (IACC). Buckner has been an invited speaker and spoken on the topic of intellectual property investigations, trademark counterfeiting, and piracy at various events hosted by The United States Patent and Trademark Office, The US Chamber of Commerce, The IACC, The LAPD, AAFA, C.N.O.A, The FBI, and numerous other organizations.

In 2005, Mr. Buckner testified before The United States Senate, committee on Homeland Security regarding trademark counterfeiting and piracy how these crimes are funding terrorism. Mr. Buckner has received numerous awards and letters of gratitude from various law enforcement agencies for his assistance in counterfeiting and piracy matters.

JIM CANEPA is Superintendent of the Division of Liquor Control. He joined the division in February 2017 to provide project leadership for the Liquor Modernization Project (LMP), the state's effort to modernize systems and processes across the liquor enterprise.

Under Canepa's leadership, the division has replaced a 40-year-old inventory system with the Microsoft Dynamics AX system, awarded 25 new Liquor stores contracts, reduced delisted inventory by 75 percent, and has started the process of enterprise-wide merchandise-category optimization with 125 of 465 Liquor stores scheduled to be re-set by October 2018.

Prior to joining the division, Canepa served as Chief of Staff and Legal Affairs for the Ohio Environmental Protection Agency. In this role, he managed the Agency's Legal Affairs, regulatory compliance and enforcement, and criminal investigation and enforcement. He has served in numerous leadership roles in Ohio state government, including Chief Legal Counsel with the Ohio Department of Public Safety, Deputy Inspector General with the Office of the Ohio Inspector General and First Assistant Attorney General for the Ohio Attorney General. In these roles, he was responsible for overseeing legal affairs, complex projects and process improvements.

Canepa began his career with the Franklin County, Ohio, Prosecutor's Office, where he served as an Appellate Prosecutor and a Senior Trial Prosecutor. In those roles, he defended felony convictions in the Tenth District Court of Appeals (Ohio) and the Ohio Supreme Court, and supervised and litigated felony criminals in trials in common pleas court, respectively.

Throughout his career, Canepa has been recognized for his exemplary work and was honored with the Outstanding Advocacy award from the National Association of Government Attorneys, the Caulley Award for Outstanding Victims Service and a Resolution of Recognition from the Office of Governor George V. Voinovich.

Canepa earned a Juris Doctor from Capital University Law School, and a bachelor of science degree in business administration from Bowling Green State University.

ADAM F. CHAFETZ is the President & CEO, Health Communications, Inc. (Provider of the TIPS Programs). Mr. Chafetz was involved in the development and initial implementation of the *TIPS (Training for Intervention ProcedureS)* program over 30 years ago. He spent over fifteen 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.

Based on his initial work developing the core *TIPS for On Premise* program, Mr. Chafetz has overseen the development of nine additional programs, each targeted to specific venues where alcohol is sold or consumed. In addition, Mr. 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. As HCl's premier programs, the TIPS and eTIPS programs have certified over 3.2 million people worldwide and have become widely recognized in the industry as the foremost responsible alcohol training program. Under Mr. Chafetz' leadership, HCl

has also expanded its repertoire of programs by creating the ASSET and CAST programs, as well as client-specific programs.

Mr. Chafetz is actively involved in the day-to-day management of HCI and is frequently consulted about server training issues by state liquor boards considering mandatory legislation, alcohol manufacturers such as Heineken, Anheuser-Busch, MillerCoors Brewing Company, and numerous large organizations, including Marriott, Sigma Phi Epsilon Fraternity, Loyal Order of Moose, Disney and 7-Eleven. He frequently speaks at conferences, hearings, workshops and other public venues. Recently, he has focused on working with the enforcement and prevention community on how to improve their reach with retailers. He has also been providing his expertise on responsible alcohol management to 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 also 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.

RICK GARZA is the Agency Director of the Washington State Liquor and Cannabis Board (WSLCB). Rick has been with the WSLCB since 1997. During Rick's career with WSLCB he has also held the positions of Legislative and Tribal Liaison, Policy Director and Deputy Director.

Prior to joining the WSLCB, Rick served 13 years as a staff member for the Washington State Legislature, including five years with the Washington State Senate and eight years with the state House. His legislative assignments included Policy Analyst in the state Senate, House of Representatives Staff Director, and adviser to House and Senate leadership.

Rick is a past President of the National Conference of State Liquor Administrators (NCSLA) and presided during 2012-13. In 2016, he was inducted into the NCSLA Hall of Fame.

SKYLER W GENEST joined the University of Vermont Police Department in 2005. By 2012, Skyler was promoted to Detective, becoming responsible for all major investigations. Skyler was hired by the Vermont Department of Liquor and Lottery in 2013. His responsibilities included investigations of regulatory and criminal violations. In August 2017, Skyler was appointed as Chief and assigned as the Director of the Office of Compliance and Enforcement. Skyler continues to innovate liquor enforcement by placing emphasis on intelligence and leveraging technology to modernize the regulatory environment.

ARMANDO GONZALEZ is a Deputy Division Chief with the California Department of Alcoholic Beverage Control, and has over 18 years of law enforcement experience. He began his career as an Agent Trainee in the Van Nuys District Office and has since promoted through the ranks of Agent, Supervising Agent, and Supervising Agent in Charge, within four district offices from Bakersfield to Palm Desert.

Prior to his promotion to Deputy Division Chief, Gonzalez was assigned to manage the Riverside District Office which oversees the largest county in the United States, San Bernardino County. In addition, he was tasked with overseeing the Department's largest enforcement efforts at the Coachella and Stagecoach Music Festivals in Riverside County. His leadership was instrumental in reducing youth access to alcohol and keeping the annual festivals safe for the thousands of attendees. He has been a Field Training Officer and Department Defensive Tactics Instructor for the past 15 years. He appreciates the opportunity to mentor and improve the skill sets of employees throughout the Department.

In 2005, Gonzalez was recognized by the National Liquor Law Enforcement Association as Liquor Law Enforcement Co-Agent of the Year. This was as a result of a three month undercover narcotics investigation inside three heavily infiltrated bars frequented by local gang members. Then ABC Director Jerry Jolly stated, "Robles and Gonzalez are most deserving of this honor, their work has improved the Hollenbeck Community and made it a safer place to live and work."

He credits the Department's partnership with the Los Angeles Police Department and the community on a successful investigation.

Gonzalez holds an A.A. degree in Administration of Justice and a Specialized Management Certificate from the Commission on Peace Officer Standards and Training (POST). He also attended the 104 hour POST Management Course which in key area such as leadership, community oriented policing, strategic planning, and critical incident provided instruction management. He believes his responsibility as an executive team member is to create more leaders by mentoring and offering guidance.

He and his wife enjoy spending countless hours watching their three daughters on the soccer or softball field.

MARK GORMAN is Senior Vice President for Government Relations at the Distilled Spirits Council of the United States (DISCUS), a national trade association representing producers and marketers of distilled spirits. It is the mission of DISCUS to promote responsible alcohol use as well as fair and equitable public policies affecting the industry and its consumers. Gorman directs the organization's lobbying activities both in Washington, DC and in the state capitals where DISCUS retains a large team of legislative representatives. He joined the Council in December 1999. From 1994 through 1999, he was President of Gorman Consulting, a firm providing government affairs services to clients on issues ranging from taxation to copyright laws to food and drug regulation. Mr. Gorman also served as senior vice president for government affairs at the National Restaurant Association from 1987 to 1994. From the mid-70's to the early 1980's, Gorman spent eight years working in the United States Senate including six years as Senator John H. Chafee's tax legislative assistant. He is a graduate of Williams College in Williamstown, Massachusetts and is married to Colette R. Gorman. They live in Alexandria, Virginia and have four children.

JOE HEATON is the director of federal affairs at the Beer Institute. Joe has over 10 years of experience on Capitol Hill, as Legislative Director and Counsel to Congressman Mike Turner (OH-10), and Deputy Chief of Staff to former Congressman Jon Runyan (NJ-03). His experience has given him a wealth of skills as an advocate for the beer industry. Hailing from Centerville, OH, Joe has a Bachelor's Degree from Miami University, and his Juris Doctor from Penn State University, Dickinson School of Law.

RICK ISHITANI joined a prestigious Los Angeles Police Department in 1997. Mr. Ishitani has been assigned to variety of specialized assignments during his career. Mr. Ishitani is a self-defense expert and instructed officers in the academy. Mr. Ishitani is an instructor for the Counter Terrorism Training for his Department. Mr. Ishitani instructs new recruit officers in weapons of mass destructions and terrorism.

Mr. Ishitani began investigating vice crimes since March 2000. While serving as a vice investigator, he was responsible for conducting complex investigations involving terrorism, organized crime, intellectual property crime, prostitution, and bookmaking. Mr. Ishitani has been involved in several hundred intellectual property cases, some of which have led to the arrest and conviction of numerous known terrorist groups / gangs for sales and manufacturing of counterfeit trademarks and other violations. Mr. Ishitani has received over three hundred hours of training from a variety of intellectual property rights owners on the methods of identifying goods bearing counterfeit trademarks. Mr. Ishitani's training is updated on an ongoing basis. Mr. Ishitani's training has consisted of both classroom type training and field training. Mr. Ishitani is also an instructor teaching intellectual property investigations and how it's related to gangs, organized crime, and terrorism. Mr. Ishitani is recognized as the resident expert in intellectual property crimes for his Department and the Intellectual Property Rights Center in Washington DC. Mr. Ishitani has been requested to provide investigation training by the United State Embassy in other countries (Brazil, South Korea, London, Dubai, and Japan). Mr. Ishitani's distinguish background and knowledge allowed him to promote to the rank of Detective Supervisor, Officer in Charge, of the LAPD's Piracy Unit.

STEPHEN ALLEN JAMIESON is a partner with Los Angeles-based firm Solomon Saltsman & Jamieson "SSJLaw". Stephen A. Jamieson is licensed to represent clients throughout California and Wisconsin in a variety of matters, particularly land use and zoning, alcoholic beverage licensing and disciplinary actions, Indian and non-Tribal gaming law, e-gaming, business litigation, and serious personal injury litigation. With extensive experience in administrative hearings, litigation, trials, and appeals, Mr. Jamieson's clients range from individuals to large corporations.

After graduating from the University of California-Los Angeles in 1981 with a Bachelor of Arts in political science, Mr. Jamieson received his Juris Doctor from Loyola Law School in 1984. Mr. Jamieson has been admitted to practice law in California and Wisconsin; before the U.S. Supreme Court; the U.S. Court of Appeals for the 9th Circuit; the U.S. District Courts for the Northern, Central and Southern Districts of California; the U.S. District Court for the Eastern District of Michigan; the U.S. Federal Claims Court. He is a member of the Intertribal Court of Southern California.

Mr. Jamieson has been rated AV Preeminent* with Martindale-Hubbell, designating the highest legal ability and outstanding legal ethics. He is also a lifetime member of the prestigious Million Dollar

Advocates Forum, voted by his peers to be included in Best Lawyers[®] in America, rated 10/10 on AVVO, as well as been honored by SuperLawyers as top 1% of lawyers in Land Use/Zoning for each of the last 14 years.

MELANI JOHNS is an Associate with the law firm Stgrike & Techel in San Francisco. Melani oversees alcoholic beverage licensing matters at the firm. She regularly advises on state and federal licensing options, direct shipping, distribution models, special events, trade practice and tied-house compliance. She also advises clients on national licensing issues arising from corporate restructures, mergers and acquisitions. She represents clients in license protest proceedings and appeals.

Prior to joining Strike & Techel in 2015, Melani was a founding partner of a specialty law firm that focused on providing legal services to restaurants, bars, and other businesses in the hospitality industry. She counseled clients on a diverse range of topics including entity formation, state and federal alcoholic beverage licensing, employment and business litigation, and commercial real estate transactions.

Melani was raised in Seattle but has been a proud Californian since 2000. Prior to becoming a lawyer, she studied viticulture and enology and worked in several of San Francisco's best restaurants. At Strike & Techel, she finally gets to combine her love of wine and the hospitality industry with the law. Melani is admitted to practice in the State of California and is a sought-after speaker. Recent speaking engagements include: *"Overview of ABC License Types and Privileges," Women Wine Lawyers Summer CLE, Napa, CA, August 2018;* *"Retailer Role in Tied House and Trade Practice Matters," National Association of Licensing and Compliance Professionals Annual Conference, October 2017;* *"Key Legal Issues When Representing Bars and Restaurants," Attorney Action Club, September 2014.*

JERRY JOLLY is a Consultant with Pillsbury, Winthrop, Shaw, Pittman, and counsels Pillsbury's beverage industry clients on how to navigate California's complex regulatory scheme regarding the manufacture, sale and distribution of alcoholic beverages. Though not an attorney, Jerry has over 31 years of experience in public service with knowledge in every aspect of ABC law, including licensing, enforcement, business practice and fiscal management of statewide programs. With this knowledge, he keeps clients abreast of legislative and regulatory changes in the industry. Prior to joining Pillsbury, Jerry served as Director of the Department of Alcoholic Beverage Control (ABC). On several occasions, Jerry has testified before Senate and Assembly hearings on California ABC Tied-House law and related matters.

Jerry was appointed Director of ABC by Gov. Arnold Schwarzenegger in 2004. During his tenure as Director, Jerry was responsible for increasing the level of compliance of ABC laws by developing extensive statewide prevention and enforcement programs.

STEPHEN LARSON is the Administrator for the Iowa Alcoholic Beverages Division. Mr. Larson was first appointed in 2010 by Governor Culver and has twice since been reappointed in 2014 and 2018 by Governor Terry Branstad and Governor Kim Reynolds. He has been in public service to his home state of Iowa since 1984. During his time in government he has served on state and national boards, most recently as the Chairman of the National Alcohol Beverage Control Association.

During his term as the Administrator, Mr. Larson has taken steps to make improvements to meet industry and consumer demands for alcoholic beverage brand diversity; adapted the Division's business processes to meet the needs of the industry; led public policy discussions that contributed to the modernization of Iowa's alcohol laws; and has increased regulatory and educational efforts within the state.

On July 1, 2018, he released a study on "Iowa Tied House Laws" to the Iowa Legislature and members of the alcohol beverage industry. The information within this study will be used by legislators as a foundation of work to assist in making decisions in the future about whether or not Iowa tied house laws work and are relevant to the Iowa marketplace.

Mr. Larson's prior employment includes various roles and responsibilities in Iowa State Treasurer's Office, including serving as Deputy of Governmental Relations and public policy, auditing for unclaimed property, and serving as President of the National Unclaimed Property Administrators.

Throughout his career, Mr. Larson has been recognized and honored for his exemplary work. He graduated with honors from William Penn University in Oskaloosa with a bachelor's of arts degrees in Business Administration. He resides in Polk City, Iowa with wife Jane, and has two sons, and is a proud grandparent of two granddaughters.

LOLANI LEKKAS is a Compliance Officer II with the Iowa Alcoholic Beverages Division. Ms. Lekkas is an attorney and mediator licensed to practice law in the state of Iowa. She has been a compliance officer with the ABD since 2016. During that time, she has been heavily involved with tied house compliance related issues, legal interpretation of Iowa Code Chapter 123 and Iowa Administrative Code 185 as well as Federal Code and Regulation analysis. She contributed to the comprehensive review of Iowa's Alcohol laws in the fall of 2016. Her prior employment includes various roles in Illinois state government including analyst positions with the governor's office. She graduated from Illinois State University in Business Administration and a Juris Doctorate from St. Louis University School of Law.

CHRISTINE A. LOCASCIO is the Senior Vice President, International Issues & Trade, with the Distilled Spirits Council. Ms. LoCascio joined the Distilled Spirits Council, a national trade association representing U.S. producers, marketers, exporters and importers of distilled spirits products, in 2001. Ms. LoCascio is responsible for coordinating and implementing the Council's international trade policy objectives. She participated in the successful lobbying efforts on behalf of the Distilled Spirits Council and in the U.S. business coalitions supporting passage of the Free Trade Agreements (FTAs) with Korea, Colombia, Panama, Australia, Chile and Singapore, and other trade legislation, including the WTO accessions of Vietnam, Russia and China and Trade Promotion Authority.

In addition, Ms. LoCascio oversees the Distilled Spirits Council's export promotion activities concerning the Council's participation in the U.S. Department of Agriculture's Market Access Program (MAP). She also supervises the Council's MAP budget and ensures compliance with relevant USDA regulations.

Since February 2008, Ms. LoCascio has served as an advisor on the Agricultural Technical Committee for Trade (ATAC) in Processed Foods, which provides technical advice on U.S. agricultural trade issues to the

Secretary of Agriculture and the Office of the United States Trade Representative (USTR). She also currently serves as Chair of the U.S. Department of Commerce and USTR's Industry Trade Advisory Committee for Consumer Goods (ITAC 4). She is a member of the Washington International Trade Association (WITA) and currently serves as a Member of Board of the WITA Foundation. She was recently reappointed as a member of the Executive Committee of the U.S. Agricultural Export Development Council and is also a member of Women in International Trade (WIIT). She served as a Member of the WIIT Board from 2006 to 2008.

Ms. LoCascio received her B.A. in History and Italian Language and Literature from Washington University in St. Louis and her M.A. in International Relations from the Johns Hopkins School of Advanced International Studies (SAIS).

BRUCE LEE LIVINGSTON, MPP, is the Executive Director/CEO of Alcohol Justice. Since 2006 Mr. Livingston has brought policy analysis and community organizing to Alcohol Justice, the alcohol industry watchdog. He led the campaign to get alcohol ads off of BART and MUNI in the San Francisco Bay Area. He exposed inappropriate products such as alcopops and alcoholic energy drinks, fought decontrol of liquor sales at barber shops and beauty salons, and helped create the California Charge for Harm campaign. Currently he is in the midst of organizing against expanding bar last call times to 4 a.m. Mr. Livingston previously was Executive Director of Health Access California and San Francisco's Senior Action Network. He also has worked as the California State Director of Clean Water Action and did a brief stint as the USEPA program officer for the Los Angeles region.

STEVEN MARKS is the Executive Director of Oregon Liquor Control Commission. Marks is a veteran of public service, with 33 years of service to the State of Oregon. Director Marks joined the Oregon Liquor Control Commission in October 2013 and has been working on implementation of recreational marijuana since the passage of Ballot Measure 91 in November 2014. Marks has also led the agency in the largest retail expansion since prohibition, improving customer convenience by increasing the number of retail locations that sell distilled spirits.

Prior to joining the Oregon Liquor Control Commission as Executive Director, he served as a policy advisor in the Office of the Senate President, a Senior Policy Advisor to the Governor, and as Chief of Staff to the Governor during his service to the state. From 2004 to 2010 Marks was president of his own public policy and public affairs consulting business, *The Marks Network*. In 2013, he returned to state government service as a policy advisor within the Chief Operations Officer's Office, Oregon Department of Administrative Services.

Marks earned his undergraduate degree and Master's Degree in Public Policy, Planning and Management from the University of Oregon.

PATRICK MARONEY is a 33+ year veteran of law enforcement and has served with various law enforcement and regulatory agencies including the Larimer County Sheriff's Office, Colorado Bureau of Investigation, Colorado Lottery and Colorado Liquor Enforcement Division.

Patrick Maroney started with the Liquor Enforcement Division as the Chief of Investigations in January 2011. In November 2013 he served as the Acting Director and was appointed permanent Director in June 2014. He oversees the liquor and tobacco enforcement programs as well as the licensing unit for the Division.

Patrick's objectives for the Liquor Enforcement Division are to provide consistent and fair liquor regulation, efficient licensing, and public safety enforcement for liquor and tobacco. One of Patrick's main goals is to establish and maintain collaborative relationships with industry members and provide an avenue of communication and training for all stakeholders.

Patrick has a B.S. from Colorado State University, where he studied Physical Science.

JULIAN MCWHORTER is the Manager of the Kings Row Pub in Pasadena, California. A New Orleans native, now a comfortable SoCal resident, Julian transitioned from a career in the medical insurance field to hospitality in 2007, and worked his way from being a restaurant server to general management. Working in restaurants and bars over the last eleven years, Julian is now at Kings Row Gastropub putting the "Southern" back in hospitality.

DAN NOBLE is the Director of the Wyoming Department of Revenue, appointed by Governor Matthew Mead in July 2013. The Department is the primary tax collection agency for the State through its Sales, Mineral, and Property Tax Divisions. The Department, through its Liquor Division, is also the exclusive wholesaler of alcoholic beverages in the State and monitors alcohol control laws and licenses distillers and malt beverage wholesalers. Mr. Noble is a graduate of the University of Wyoming with a Bachelor's degree in Accounting and served in the U.S. Army from 1974 -1981 as a surgical technician. Before entering government service, he worked in public accounting as a microcomputer consultant for three years and spent several years as a Chief Financial Officer of an ambulance company. Mr. Noble joined the Department of Revenue in 1998 as the Administrator of the Administrative Services Division and was subsequently appointed in March of 2000, as the Administrator of the Excise Tax Division.

SEAN O'LEARY is the President of O'Leary Law and Policy Group, LLC., which specializes in liquor and other heavily regulated industries such as cannabis. Mr. O'Leary writes a blog called irishliquorlawyer.com which focuses on liquor and cannabis issues. Previously, Mr. O'Leary worked at the Illinois Liquor Control Commission where he played an important role in setting the direction and policy of the Illinois Liquor Control Commission. He acted as the policy liaison for the governor's office and drafted regulations and statutes. Mr. O'Leary's advice was sought by many individuals including political leaders of both parties, legislators, local government officials, industry members, and representatives from other state alcohol enforcement agencies.

Previous to his time in liquor, Mr. O'Leary worked in state and local tax at nationally reputable firms including Arthur Andersen and PwC, where he achieved over \$50 million in tax savings for his clients.

Additionally, during his time at Walgreens, Mr. O'Leary brought Walgreens' Illinois state tax incentives packages up from \$0 to \$75 million.

Mr. O'Leary attended the University of North Carolina at Chapel Hill (where he did not play on the basketball team). He received his law degree from Chicago-Kent College of Law.

Mr. O'Leary lives in the Chicago suburbs with his beautiful wife Crystal and they are blessed to have an amazing baby boy named Brendan.

IAN JOSEPH ORR is the Regional Vice President Operations Levy Restaurants. Mr. Orr has 38 years of food and beverage hospitality experience. Ian started his career in culinary doing an apprentice program with the American Culinary Federation and Westin Hotels. After ten years with Westin Hotels he moved to Atlanta with Ritz Carlton Hotels and became executive chef in Atlanta, Philadelphia and Cancun Mexico. Moving back to California where he grew up he took a position as Executive Chef at Caesar Palace Lake Tahoe.

The last 18 years of his career have been with Levy Restaurants based at Staples Center in Los Angeles. Ian moved to an operational role in 2005 as a regional director. During his time with Levy Ian has opened the O2 Arena in London, worked in Berlin and Hamburg Germany and helped design the Tele 2 arena in Stockholm. Ian currently oversees 14 properties on the West Coast in Washington, Oregon and California. Leading 250 managers, and responsible for 300 million in annual sales.

This back ground enables Ian to open 1-2 new properties a year and also spends a lot of his time with design and construction projects.

ROB PATRIDGE is the Global Cannabis Expert, Specialist Leader, Government Transformation with Deloitte Consulting. Mr. Patridge is an internationally recognized trailblazer when it comes to regulating, licensing and enforcing the legal sale of cannabis. He currently serves as an advisor to multiple cannabis regulatory agencies in North America. Prior to joining Deloitte he was the State of Oregon's top cannabis regulator, Rob set state policy and led the development and implementation of the systems necessary to regulate, monitor, license and oversee Oregon's non-medical cannabis industry. In 2015, Rob was named one of the 12 most influential people for marijuana policy by Brookings. At the Liquor Commission Rob also initiated and led the largest retail expansion of liquor stores since the repeal of prohibition as well as the distribution system to meet market needs. For two decades, Rob served the people of Oregon as a District Attorney, State Representative, City Council member and Congressional District Director. His background as a businessman, lawyer, elected official, and non-profit board member gives him a unique understanding of the political and regulatory challenges state and local governments face and the importance of building consensus to get things done. As a Leader with Deloitte Consulting's Government Transformation Team, Rob helps clients navigate the organizational challenges inherent in establishing and maintaining regulatory programs. He advises clients on how to effectively implement the programs, processes and technology necessary to comply with and implement laws, regulations and policies.

TERI L. QUIMBY has been a Commissioner for the Michigan Liquor Control Commission since 2011, when she was appointed by Governor Snyder. Teri is one of three Commissioners with responsibility for administering the provisions of the Michigan Liquor Control Code relating to licensing, purchasing,

enforcement, merchandising, and distribution. As a control state, Michigan is a market participant for the wholesaling of spirit products. Also, these Commissioners convene as the appeals board, reviewing any final Commission decisions.

On the national level, Commissioner Quimby serves as 1st Vice-President for the National Conference of State Liquor Administrators (NCSLA). In 2007, she received the Best Practices Award for Extraordinary Innovation, Dedication and Leadership from the National Association of Licensing and Compliance Professionals (NALCP). The year 2017 also ended with Teri being named by Crain's Business Detroit as one of Michigan's Most Notable Women Lawyers. She is frequently requested to present at state and national conferences.

Teri brings an extensive background in state and local government to this position. She spent almost 20 years working on legislative issues, with most of this time spent in the Michigan House of Representatives where she was extensively involved with several high profile issues and committees including the Commerce Committee, Energy & Technology Committee, and Environment Committee. As Senior Legal Counsel and Senior Policy Advisor, Teri gained valuable skills and acquired expertise in the areas of statutory construction, rules of procedure, and strategy planning. As for local government experience, Teri was elected to and served on the Delta Charter Township Board of Trustees, representing approximately 29,000 people near Lansing, MI, and held a seat on the Township's Zoning and Sign Boards of Appeal.

While also licensed to practice law in Illinois, Teri has been a member of the Michigan Bar for over 25 years. In 2010, she was appointed by the State Bar of Michigan Board of Commissioners to serve on the District E Character and Fitness Committee and remained for the six-year maximum term. Additionally, she earned certification as a general civil mediator, domestic relations mediator, special education mediator and facilitator, and has received training in restorative justice practices.

Teri is proud to be a Spartan, having graduated from Michigan State University's James Madison College with a major in Justice, Morality and Constitutional Democracy, and a minor in German. She earned her J.D. from Western Michigan University Cooley Law School.

LEE RIEGLER has 18 years of law enforcement experience. She began her career with the California Department of Alcoholic Beverage Control in 2000 as an Investigator Trainee in the San Francisco District Office. In that same year, she promoted to Investigator and continued her post in San Francisco for over five years. In 2006, she transferred to the Sacramento District Office where she served as a Supervising Agent overseeing licensing and enforcement. In 2012, she transferred to the Department's Headquarters where she oversaw the Trade Enforcement Unit. During this time, she served in the role of a subject matter expert in the areas of non-retail licensing and trade practice violations. In March of 2018, she transferred to the Department's Training Unit where she supervised the Field Training Program in Northern California. She recently promoted to Supervising Agent in Charge at which time she assumed responsibility of the Trade Enforcement Unit.

HOBERT B. RUPE has served as the Executive Director of the Nebraska Liquor Control Commission since January 2004. Prior to his current position he was an Assistant Attorney General for the State of Nebraska where he handled Civil Litigation and Enforcement cases for ten years.

He earned his Bachelor's degree with a double major of History and Government from Northwest Missouri State University (1989) and his law degree from the University of Nebraska (1992).

He is admitted to practice before the United States Supreme Court, The Eight Circuit Court of Appeals and the Supreme Court of Nebraska.

He was the President of the National Conference of Liquor Administrators from July 1st 2009 to June 30th 2010 and served on the Executive Committee for seven years.

REBECCA STAMEY-WHITE is a legal advocate, advisor and strategist focusing her practice on the laws related to the sale, distribution and marketing of alcoholic beverages and cannabis. She is a partner with Hinman & Carmichael LLP, a nationally-recognized boutique law firm representing the alcoholic beverage, hospitality and cannabis industries and their service providers.

Rebecca helps her clients secure and maintain the alcohol and cannabis licenses that permit them to operate in a regulated market, by providing licensing, production, distribution, sales and marketing counsel and defending clients before regulatory bodies when their licenses are at risk. She is the practice leader for the firm's marketing & events, third party provider & technology and cannabis practices. She has a particular interest and experience structuring compliant sponsorships and events, social media marketing campaigns and promotions, technology services & delivery platforms and complex route-to-market licensing strategies.

Prior to Hinman & Carmichael, Rebecca was an associate in the San Francisco litigation group of Kirkland & Ellis LLP, where she worked on litigation involving constitutional challenges to state alcohol direct shipping restrictions and provided regulatory advice to California wine industry businesses. Rebecca received her Bachelor of Arts degree in History & International Studies from Northwestern University and her juris doctor from Northwestern University School of Law.

Rebecca is a frequent speaker at industry conferences, law schools and continuing legal education programs on the latest legal issues in the alcoholic beverage and cannabis industries. She is an active member of many of the alcohol beverage industry organizations, including the Wine Institute, the Rhone Rangers, the Zinfandel Advocates & Producers, the California Music & Culture Association, the National Conference of State Liquor Administrators and the National Alcohol Beverage Control Association (NABCA). In the cannabis space, Rebecca is an active member the National Cannabis Bar Association, the California Cannabis Industry Association and the Sonoma County Growers Alliance. During ski season, she volunteers as a national ski patroller at Northstar California Ski Resort in Lake Tahoe.

STEPHANIE STRAUSS is an Executive Officer II with the Iowa Alcoholic Beverages Division. Ms. Strauss has served as an Executive Officer at the Iowa Alcoholic Beverages Division since 2010. Her duties include developing and securing enactment of the Division's legislative package and coordinating its rule making activities. As the Division's Legislative Liaison, she is responsible for communicating its goals and objectives to members of the executive and legislative branches, and serves as a resource for legislators and other stakeholders when they need information on controversial, sensitive, and complex issues related to alcohol policy. She holds a Bachelor of Science degree from Southern Illinois University in Business Administration.

ROBERT M. TOBIASSEN is the Principal at Tobiassen Consulting Plus Solutions LLC after a 34-year Federal service career with regulatory, taxation, and administrative and judicial enforcement experience with the domestic and global alcohol industry and served in the career Senior Executive Service (SES). As Chief Counsel at the Alcohol and Tobacco Tax and Trade Bureau (TTB), U.S. Treasury Department, from 2003 to 2012, he headed a professional and support staff providing comprehensive legal support on taxation, regulatory and administrative law, constitutional law, trial and appellate litigation, international trade and globalization, personnel and equal opportunity, ethics, environmental law, and appropriations and fiscal law. He was responsible for the drafting and reviewing of regulations, administrative rulings, and legislation; developing and reviewing trade agreements; and evaluating enforcement actions under the Internal Revenue Code of 1986 and the Federal Alcohol Administration Act. He served as the legal liaison with state alcohol regulators, trade associations, public advocacy groups, other federal agencies, and Members of Congress and their staff, including the Joint Committee on Taxation, and foreign governments and international organizations. He is a frequent speaker at alcohol law seminars and a published expert on legal issues concerning alcohol. Mr. Tobiassen holds an A.B. in Political Science with distinction from the University of California, Berkeley, a J.D. from the Lewis and Clark College, Portland, Oregon where he served on law review, and a LL.M. in Taxation from the Georgetown University Law Center, Washington, DC. Among other awards, Mr. Tobiassen received the 2003 Presidential Rank Award for Meritorious SES Executives and the 2012 Distinguished Service Award from the Secretary of the Treasury.

BILL TOMASZEWSKI has been the General Counsel for Wine.com, Inc. since 2004. His main focus is working with state agencies on alcohol regulatory matters. Prior to his employment with Wine.com he served for 20 years with the Jersey City Police Department in various roles. He is a graduate of Rutgers-Newark School of Law. Bill is board president for Planet Bee Foundation, an environmental education nonprofit, and on the board of Pacific Rowing Club, a San Francisco nonprofit rowing club for youth.

LYNN M. WALDING serves as Diageo N.A.'s Executive Director for Control States. The position supports Diageo's Commercial and Corporate Relations Teams. He also represents Diageo on the National Alcohol Beverage Control Association's (NABCA) Industry Advisory Committee (IAC), where he serves as the IAC Vice Chair.

Mr. Walding is the former Administrator of the Iowa Alcoholic Beverages Division, past NABCA Chairman (2004-2005) and past President of the National Conference of State Liquor Administrators (NCSLA)

(2005-2006). Mr. Walding was also a founding member of the Responsible Retail Forum (RRF) Board of Directors.

Mr. Walding received his Bachelor's Degree in Political Science, a Masters in Public Administration and his Juris Doctorate from the University of Iowa. He is also the recipient of several civic awards, including the Champion Award from the Iowa Substance Abuse Program Director's Association (2005), the Dwight Ink Public Service Award (2000), the Junior Chamber's Outstanding Young Iowans Award (1995) and was selected for a Rotary Group Study Exchange to India (1990).

Finally, Mr. Walding is a frequent presenter at past NCSLA Annual Conferences, having moderated panel presentations, including: *Disruption and the Beverage Alcohol Industry* (Waikoloa, HI 2018); *Alcohol, Athletes & Addiction – Mantle to Manzel* (Denver, CO 2017); *College Town USA* (Chicago, IL 2016); *Tails!* (San Antonio, TX 2014); *Shine!* (Honolulu, HI 2013); *Who Cares about the CARE Act?* (New Orleans, LA 2010); *The M&A Game – Mergers and Acquisitions* (Chicago, IL 2008); *Booze, Blue Hair & Bingo: Seniors Gone Wild?* (Seattle, WA 2007); *The Federalization of Alcohol* (Boston, MA 2006); *Crossroads, Crossfire or Crosshairs: Getting Cross with State ABCs?* (Denver, CO 2005); *The Bare Facts about Regulating Strip Joints* (New Orleans, LA 2004); *GATS, Global Markets & the WTO: Is there room in the 21st Century for the 21st Amendment?* (Baltimore, MD 2003); *Regulating the 'Wretched Refuse:' Immigration Patterns and Practices Affecting the Beverage Alcohol Industry* (Albuquerque, NM 2002); *The ABC's of Regulating Tobacco: Joe Camel Meets Joe Six-Pack* (Kapalua, HI 2001); *Pimps, Prostitutes & Pushers: Local Efforts to Clean-Up Nuisance Bars* (Atlantic City, NJ 1999) and *'Kill All the Lawyers:' Managing Change in the New Millennium* (New Orleans, LA 1998).

SMOKE WALLIN is a highly accomplished CEO, Entrepreneur, thought leader and board member with more than 25 years of success across the consumer products, alcohol beverage, distribution and technology industries. His broad areas of expertise include start-ups, branding, marketing innovation, distribution, transformational leadership, sales and business growth. He has extensive experience in regulated industries at the local, state and federal level.

After studying the legal medical cannabis industry and recognizing the eventual convergence between legal cannabis and the alcohol beverage industry, Smoke sought out the right company to back with the right team and best opportunity to become the market leader. He joined Vertical in January 2018 as a partner and President, overseeing Distribution, Sales and Marketing as well as the company's Investor relations and capital formation.

Throughout his entrepreneurial career, Smoke has founded and built multiple companies and brands including Taliera, a strategic brand company that advises, creates, incubates, introduces and grows brands and companies (Beach Whiskey; American Harvest Organic Vodka; Napa Smith Brewery, Sugar Skull Rum and dozens more), and eSkye Solutions, the leading provider of ecommerce solutions and national account pricing solutions to the industry handling millions of price files for Walmart, Walgreens and others for the largest suppliers in the Spirits and Wine. Early on, Smoke helped build National Wine & Spirits (now RNDC/Breakthru Beverage) into one of the largest distributors of beer, wine and spirits in the US with over \$1 billion in beverage sales, 1500 employees and 350 trucks serving more than 36,000

retail accounts. Smoke's clients and partners have included 100s of distribution, wine, spirits, beer and non-alcoholic beverage clients globally. He has raised \$100s of millions in debt and equity, publicly and privately for his own and client companies. He has acquired, invested in and/or sold dozens of brands and companies and has coached numerous start-ups, CEOs and workout situations to create meaningful value for stakeholders.

Smoke served as Chairman & President of the Wine & Spirits Wholesalers of America (WSWA) and Chairman of the Global Beer Wine & Spirits Network for the Young President Organization and serves on the executive board for the YPO Hospitality Network with over 3,000 CEOs. He also served as Chairman of the Board for Junior Achievement of Indiana and the Experiential Learning & Entrepreneurship Foundation (ELEF). He also served as President of the Vanderbilt University Business School Alumni Board. In addition to being a seasoned Board Member of public and private companies, he has also won several awards, including the EY Entrepreneur Award in 2001, IBJ's "Forty under 40", and the Vanderbilt Business "Distinguished Alumni Award" in 1998.

A frequent speaker, he has also spoken at Cornell, Dartmouth, USC, and Vanderbilt. Smoke holds an MBA from Vanderbilt University and a BS in Agricultural Economics from Cornell University. Smoke is an Eagle Scout and the father of two Eagle Scout sons and two amazing daughters. He enjoys spending his free time with his four inspiring adult children and his singer songwriter wife Anitra.