



2023 Northern/Southern Regional Conference

Memphis, Tennessee

BUSINESS AGENDA

1<sup>st</sup> DAY – SUNDAY, SEPTEMBER 17, 2023

- 1:00 P.M. – 5:00 P.M. **EARLY REGISTRATION** – *Centric Lobby*
- 6:00 P.M. – 12:00 A.M. **WELCOME RECEPTION & HOSPITALITY SUITE** – *Beck & Call River Patio, Hyatt Centric*

2<sup>nd</sup> DAY – MONDAY, SEPTEMBER 18, 2023

- 7:30 A.M. – 4:15 P.M. **REGISTRATION & INFORMATION DEK** – *Foundry Ballroom Pre-function*
- 8:00 A.M. – 8:55 A.M. **BREAKFAST** – *Pattern Shop & Event Lawn*
- 9:00 A.M. – 9:15 A.M. **WELCOME:** MAYOR JIM STRICKLAND, Memphis, Tennessee
- PRESENTATION OF COLORS:** MEMPHIS POLICE HONOR GUARD
- 9:15 A.M. – 10:15 A.M. **ROLL CALL:** PAM FRANTZ, NCSLA Executive Director
- 10:15 A.M. – 10:30 A.M. **MORNING BREAK**
- 10:30 A.M. – 11:30 A.M. **PANEL #1: Licensing Unique Premises**  
Exploring the terrain of unconventional alcohol sales venues and their legal intricacies, this panel presentation, led by moderator Kimberly Frost, will delve into the dynamic interplay of innovation and compliance. Through the insights of panelists attorney Kaitlynd Kruger, compliance consultant Mike Brewer, and regulator Tabatha Blackwell, the discussion will traverse the challenges and opportunities presented by alcohol sales at airports, music festivals, sports venues, and other unique retail premises. Attendees will gain insights into licensing complications, responsible service strategies, and more, fostering a deeper understanding of the evolving landscape and the pivotal role of collaboration among industry professionals, legal experts, and regulators in shaping the future of unconventional alcohol sales.

**Moderator:** KIMBERLY FROST, Partner, Martin Frost & Hill (TX)  
**Panelists:** TABATHA BLACKWELL, Assistant Director, Tennessee Alcoholic Beverage Commission  
MIKE BREWER, President, Alcoholic Beverage Consulting (CA)  
KAITLYND KRUGER, Partner, Flaherty & O’Hara, P.C. (PA)

- 11:40 A.M. – 12:40 P.M. **PANEL #2: B2B v. B2C Marketplaces: Exploring The Digital Landscape**  
It is nearly 90 years since the end of prohibition and the three-tier system continues to serve as the bedrock for conducting safe and compliant beverage alcohol business in the United States. With modern-day technological advancements and the expanding digital footprint on the alcohol industry, today’s consumers and businesses have more options than ever to conduct three-tier business as usual but better and more efficiently. Industry experts will discuss the various market channels, define what it is to be business-to-business (B2B) versus business-to-consumer (B2C), highlight the relevant regulatory considerations when a digital marketplace is in the mix, and explore options for using technology to improve compliance and lighten regulatory burdens and challenges existing in both open and control states.

**Moderator:** ANNE JUNIA, Co-Founding Partner, Powell Junia PC (IL)  
**Panelists:** DEREK CORREIA, President, ReserveBar  
ANDREW LEVY, Chief Corporate Affairs Officer, Provi  
LORRAINE TERRY, Senior Managing Director, JobsOhio Beverage System (OH)



2023 Northern/Southern Regional Conference

Memphis, Tennessee

BUSINESS AGENDA

12:45 P.M. – 1:45 P.M. LUNCH – Pattern Shop & Event Lawn

2:00 P.M. – 3:00 P.M. PANEL #3: The Rise of Craft Distilling

Over recent decades, small distilleries have surged across America, propelled by evolving laws and changing consumer preferences. Law changes have dismantled barriers to entry, while consumers' increasing demand for locally crafted, authentic products has driven the growth of high-quality, small-batch spirits. Craft distilleries attract visitors through immersive experiences, including guided tours, tastings, and workshops. Their incorporation of hospitality services creates a dynamic connection between consumers and the art of distillation, transforming these establishments into captivating destinations and shaping the future of the spirits industry.

Moderator: RUSSELL F. THOMAS, Executive Director, Tennessee Alcoholic Beverage Commission
Panelists: ALEX CASTLE, Master Distiller at Old Dominick (TN)
HEATH CLARK, Attorney and Special Projects Manager for Tennessee Distilling Group (TN)
BRIAN HAARA, Attorney, Fultz Maddox Dickens PLC (KY) and author of Bourbon Justice

3:00 P.M. – 3:15 P.M. AFTERNOON BREAK

3:15 P.M. – 4:15 P.M. PANEL #4: Private Labels in a Three Tier System

The panel presentation on navigating private labels in beverage alcohol retail within the three-tier system will be a comprehensive exploration of the issues surrounding this evolving industry landscape. Moderator Emily Gant, an attorney with clients spanning both private label producers and retailers, will guide the discussion among panelists Nicholas Bergman with the Buchman Law Firm (NY), Rod Diaz with the Pennsylvania Liquor Control Board, and Jake Hegeman with the Wine and Spirits Wholesalers Association. The presentation will cover the fundamental concepts of private labels, their significance in the three-tier system, and the balance required between innovation and adherence to regulations. Panelists will delve into challenges associated with private labels, including potential violations and the importance of collaboration, regulatory compliance, and transparent communication among all stakeholders. The presentation will highlight actionable strategies for businesses to navigate the complex terrain of private labels while upholding the integrity of the three-tier system.

Moderator: EMILY GANT, Attorney, Foster Garvey (WA)
Panelists: NICHOLAS BERGMAN, Partner, Buchman Law Firm (NY)
ROD DIAZ, Chief Counsel, Pennsylvania Liquor Control Board
JAKE HEGEMAN, Senior Vice President and General Counsel, Wine and Spirits Wholesalers of America (DC)

6:30 P.M. – 9:00 P.M. PRESIDENT’S BANQUET DINNER – Itta Bena

9:00 P.M. – 11:30 P.M. HOSPITALITY SUITE - BB King’s Blues Club

3rd Day – TUESDAY, SEPTEMBER 19, 2023

8:00 A.M. – 4:00 P.M. REGISTRATION & INFORMATION DEK – Foundry Ballroom Pre-function

8:00 A.M. – 8:55 A.M. BREAKFAST – Pattern Shop & Event Lawn



2023 Northern/Southern Regional Conference

Memphis, Tennessee

BUSINESS AGENDA

9:00 A.M. – 10:00 A.M.

**PANEL #5: Regulating RTDs**

In this comprehensive panel presentation, industry experts and legal professionals converge to shed light on the intricate regulatory terrain surrounding Ready-to-Drink Cocktails (RTDs). Moderator Rob Pinson, an attorney representing RTD clients, leads the discussion as former TTB attorney Susan Evans, RTD producer Kellan Bartosch, and North Carolina regulator Renee Metz provide multifaceted insights. The panel delves into the interplay between the FDA and TTB, explores state-level variations, unravels tax implications, and dissects the unique regulatory considerations that RTDs pose.

**Moderator:**

ROB PINSON, Attorney, Adams and Reese LLP (TN)

**Panelists:**

KELLAN BARTOSCH, Captain of Industry/Teller of Tales, Wiseacre Brewing Company (TN)

SUSAN EVANS, Consultant, Gray Robinson, formerly with the TTB (VA)

RENEE METZ, Asst. General Counsel, North Carolina Alcoholic Beverage Control Commission

10:10 A.M. – 11:10 A.M.

**PANEL #6: NFTs and a Blockchain-Based Marketplace: Where to Begin?**

This panel will address the growing world of NFTs in the alcohol beverage space. Attendees will not only walk away understanding what an NFT is and how a blockchain-based marketplace operates, but the various use cases in our industry and how industry members and regulators can capitalize on the compliance benefits of this modern operating system. NFTs currently live in a world where there are few regulations or guidelines and this panel will explore what existing regulations can be applied to this technology and provide opinions on a path forward for compliant use of NFTs by industry members.

**Moderator:**

RYAN MALKIN, Principal Attorney, Malkin Law PA (FL)

**Panelists:**

ERIN KELLEHER, Partner, Hinman & Carmichael LLP (CA)

HARLAN POWELL, Co-Founding Partner, Powell Junia PC (IL)

NIM SIRIWARDANA, CTO & Co-Founder of Metacask

11:15 A.M. – 11:30 A.M.

**MORNING BREAK**

11:30 A.M. – 12:30 P.M.

**PANEL #7: Allowing Alternating Proprietorships to Encourage Business Growth**

The panel presentation delves into the innovative concept of alternating proprietorship in the spirits industry, illuminating its distinctions from contract distilling. Moderator Curtis Harrington, a Tennessee attorney involved in drafting relevant legislation, will outline the model's benefits for small distilleries. Panelist Jeff Pennington, a distillery owner, will share firsthand insights into successful collaboration under this arrangement, highlighting its advantages and challenges. Regulator Kellie Lovan will shed light on the regulatory landscape from Kentucky's perspective. The presentation will discuss legislative developments in Tennessee and Kentucky and offer a glimpse into this collaborative approach's potential growth and impact on the spirits industry's future.

**Moderator:**

CURTIS HARRINGTON, Attorney, Belcher Sykes Harrington (TN)

**Panelists:**

KELLIE LOVAN, Director of Licensing, Kentucky Department of Alcoholic Beverage Control

JEFF PENNINGTON, Owner, Pennington Distilling Company (TN)

12:30 P.M. – 1:30 P.M.

**LUNCH – Pattern Shop & Event Lawn**



2023 Northern/Southern Regional Conference

Memphis, Tennessee

BUSINESS AGENDA

1:45 P.M. – 2:45 P.M.

**PANEL #8: Legislative Recap**

Do you ever read through the industry bills in your state and wonder how in the world they are ever going to pass, or better yet, who in the world proposed these ideas? And do you ever wonder if yours is the only state to witness such pivotal proposals? Well, this is my 7th year of tracking industry legislation, and I have so far tracked more than 450 industry bills this session. I’m here to confirm, yours is NOT the only state experiencing a whirlwind of game-changing proposals. Join me as I highlight notable industry bills that succeeded this session, and also observe trends amongst bills that didn’t pass. This session will either allow you to answer the question you probably hear frequently, “Are other states doing this?”, and/or it will give you headlights into what may eventually come your way.

**Presenter:**

WENDY TURK, Vice President of Regulatory Affairs, Fintech

2:45 P.M. – 3:00 P.M.

**AFTERNOON BREAK**

3:00 P.M. – 4:00 P.M.

**PANEL #9: Deregulation by Defunding**

This panel will explore the critical challenges faced by state alcohol regulatory agencies in the United States due to inadequate staff and financial resources. While the adequacy of funding varies across states, the detrimental effects of underfunding are consistent. Inadequate inspections, compromised compliance monitoring, economic imbalances, and heightened public health risks are among the consequences. Underfunding can also disrupt business operations, such as when understaffed agencies take longer to process new license applications. Solutions include increased funding, technology integration, and a shift in legislative priorities. By addressing these challenges, governments can uphold the integrity of alcohol regulations, ensuring public safety, fair business practices, and a healthier industry overall.

**Moderator:**

CLARK SMITH, Attorney, Vela Wood (TX)

**Panelists:**

JAMES B. GRAZIANO, Director, New Jersey Division of Alcoholic Beverage Control

ERNEST LEGIER, Commissioner of Louisiana Alcohol and Tobacco Control

PERRY MATHIS, Administrator, South Carolina Alcohol Beverage Licensing

5:00 P.M. – 6:30 P.M.

**CONFERENCE WRAP-UP – Old Dominick Distillery**

6:30 P.M.

**EXPLORE MEMPHIS (Dinner On Your Own)**