



2024 Northern/Southern Regional Conference



The Essex Resort & Spa, 70 Essex Way, Essex, VT, 05452
October 27-29, 2024

Innovating with Integrity: Addressing Emerging Challenges in Alcohol Regulation

1st DAY – SUNDAY, OCTOBER 27, 2024

- 1:00 P.M. – 6:30 P.M. **EARLY REGISTRATION**
- 6:00 P.M. – 8:00 P.M. **WELCOME RECEPTION & VERMONT DISTILLERS TASTING**
- 8:00 P.M. – 12:00 A.M. **HOSPITALITY SOCIAL**

2nd DAY – MONDAY, OCTOBER 28, 2024

- 7:30 A.M. – 4:00 P.M. **REGISTRATION/INFORMATION**
- 8:00 A.M. – 8:45 A.M. **BREAKFAST**
- 9:00 A.M. – 9:15 A.M. **OPENING CEREMONIES / PRESENTATION OF COLORS / WELCOME**
- 9:15 A.M. – 10:15 A.M. **ROLL CALL**
- 10:15 A.M. – 10:30 A.M. **MORNING BREAK**

10:45 A.M. – 12:00 P.M. SESSION #1: Grey Market Interstate Shipping
 Which states allow shipping by suppliers, retailers, or both, and the distinctions between wine, spirits, and beer? Are licensed shippers operating within their legal privileges? What are the best practices and challenges of ID checks? How do we best identify and address prevalent illegal activities in online alcohol sales?

Moderator: HARLAN POWELL, Managing Partner, Powell Junia P.C. (IL)

Panelists:
 SKYLER GENEST, Chief and Senior Director of Licensee Operations, Vermont Department of Liquor and Lottery
 RUSSELL THOMAS, Executive Director, Tennessee Alcoholic Beverage Commission
Third Panelist to be Named

12:00 P.M. – 1:00 P.M. **LUNCH**

1:15 P.M. – 2:30 P.M. SESSION #2: Stakeholder Engagement
 The role of a Liquor Administrator comes with managing expectations and priorities of many interested parties: licensees, legislators, and industry groups. How do states connect with stakeholders and manage legislative agendas to achieve successful outcomes and minimize divisions? How do states communicate policy changes and operational updates with licensees? What does the feedback process look like?

Moderator: WENDY KNIGHT, Commissioner, Vermont Department of Liquor and Lottery

Panelists:
 ANDY DELONEY, Vice President, State Public Policy, DISCUS
 SARAH ROSS, Associate Legal Counsel, Virginia Alcoholic Beverage Control Authority
Panelist To Be Named - Pennsylvania Liquor Control Board

2:30 P.M. – 2:45 P.M. **AFTERNOON BREAK**



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2:45 P.M. – 4:00 P.M.

SESSION #3: Unique Service Models and Licensing

How are states licensing the evolving industry service models that are developing outside the traditional brick and mortar licensee? Mobile concepts such as food trucks, pedi-cabs, boats, trains and mobile bars all pose specific challenges while large, licensed areas such as golf courses, entertainment districts and commercial areas, also come with unique licensing and enforcement considerations. Is there a model that can be replicated or used for other applications? How can these unique models incentivize and promote economic development in new areas or reinvigorate existing business districts? How can we balance business promotion with necessary enforcement mechanisms?

Moderator: TRAVIS HILL, Counsel, Hunton Andrews Kurth (VA)

Panelists:

MARTHA JENKINS, General Counsel, District of Columbia Alcoholic Beverage and Cannabis Administration

MIKE MARTINEZ, Senior Counsel, Greenspoon Marder (FL)

Panelist To Be Named - New Jersey Division of Alcoholic Beverage Control

Panelist To Be Named - Live Nation

4:00 P.M.

FREE NIGHT TO EXPLORE ESSEX!

4:30 P.M. – 10:30 P.M.

CONTINUOUS SHUTTLES TO ESSEX EXPERIENCE & DOWNTOWN BURLINGTON

5:00 P.M. – 8:30 P.M.

OPTIONAL: BLACK FLANNEL DISTILLERY TOUR & TASTING (pre-registration required)

8:00 P.M. – 12:00 A.M.

HOSPITALITY SOCIAL

3rd Day – TUESDAY, OCTOBER 29, 2024

8:00 A.M. – 3:00 P.M.

REGISTRATION/INFORMATION

8:00 A.M. – 8:45 A.M.

BREAKFAST

9:00 A.M. – 10:15 A.M.

SESSION #4: Cultural Considerations in Branding and Marketing

In an increasing divisive and expressive society, what are the cultural considerations in the alcohol beverage space? What are the challenges and opportunities for BIPOC-owned suppliers? What are the considerations in marketing to specific population segments? How do brands avoid the pitfalls or seize the moment?

Moderator: SHAUNA BARNES, Founding Partner, Barnes Beverage Group (MD)

Panelists:

ANDREA MARQUIS, Vice President Sales & Marketing Northern New England, Martignetti (distributor)

JO MOAK, General Counsel, Winebow

JACKIE SUMMER, Owner, Sorel (manufacturer)

10:15 A.M. – 10:30 A.M.

MORNING BREAK

10:30 A.M. – 11:45 A.M.

SESSION #5: AI + Alcohol Industry



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How is AI being used in the alcohol beverage space? What is the role of AI with suppliers in marketing and consumer insights? How can regulators leverage AI for operational efficiency, regulatory opportunities, impact on businesses / licensees?

Moderator: DAVID WOJNAR, Senior Vice President of Industry Affairs, Provi

Panelists:

MAGGIE LU, VP & Associate General Counsel, Diageo North America, Inc.

JOSIAH RACINE, Director of AI, Vermont Agency of Digital Services

Third Panelist To Be Named

11:45 A.M. – 12:45 P.M.

LUNCH

1:00 P.M. – 2:15 P.M.

SESSION #6: Hemp, Cannabis + Alcohol

As cannabis and hemp products grow in popularity, the development of THC-infused products emerges as a unclear issue for liquor regulators. What perspectives can states offer on regulating hemp-infused and THC-infused beverages at licensed liquor establishments? What should states be considering?

Moderator: THOMAS AKRAS, Director Legal and Legislative Division, Maryland Alcohol, Tobacco, and Cannabis Commission

Panelists:

TED MAHONEY, Chief Investigator, Massachusetts Alcoholic Beverages Control Commission

JACQUELINE METTE, Commissioner, Delaware Alcoholic Beverage Control

Third Panelist To Be Named

2:15 P.M. – 2:30 P.M.

AFTERNOON BREAK

2:30 P.M. – 3:30 P.M.

SESSION #7: Regulatory Round-Up: Challenges and Opportunities

To close out the conference, State regulators will offer their insights on the challenges of alcohol regulation, and insights on opportunities they see for responsibility and revenue.

Moderator: ERNEST LEGIER, Commissioner, Louisiana Office of Alcohol and Tobacco Control and NCSLA President

4:00 P.M.

DEPART TO PRESIDENT’S RECEPTION

5:00 P.M. – 8:00 P.M.

PRESIDENT’S RECEPTION AND BANQUET – CHAMPLAIN VALLEY DINNER TRAIN RIDE

8:30 P.M. – 12:00 A.M.

HOSPITALITY SOCIAL

Safe travels home and we’ll see you next year!

SAVE THE DATE: September 14-16, 2025 in Buffalo, New York