



# 2024 Central/Western Regional Conference

Holiday Inn Missoula Downtown, 200 S. Pattee St., Missoula, MT, 59802



September 29 - October 01, 2024

## *Big Sky Country: The Last Best Place*

### 1<sup>st</sup> DAY, SUNDAY, SEPTEMBER 29, 2024

12:00 P.M. – 5:30 P.M. **EARLY REGISTRATION - Hotel Upper Lobby**

6:00 P.M. – 8:00 P.M. **WELCOME RECEPTION – Hotel Big Sky Atrium**

8:00 P.M. – 12:00 A.M. **HOSPITALITY SOCIAL – The Clark Fork Bar**

### 2<sup>nd</sup> DAY, MONDAY, SEPTEMBER 30, 2024

7:00 A.M. – 4:00 P.M. **REGISTRATION AND INFORMATION DESK - Hotel Upper Lobby**

7:30 A.M. – 8:20 A.M. **BREAKFAST – Garden City Parlor A & B**

8:30 A.M. – 8:45 A.M. **OPENING CEREMONIES – GARDEN CITY PARLOR C & D**

#### **PRESENTATION OF COLORS**

**WELCOME:** Becky Schlauch, Administrator, Montana Alcoholic Beverage Control Division

8:45 A.M. – 9:45 A.M. **ROLL CALL:** Pam Frantz, Executive Director, NCSLA

9:45 A.M. – 10:00 A.M. **MORNING BREAK**

10:00 A.M. – 11:00 A.M. **SESSION #1: Alcohol Regulation on Tribal Lands**

Congress has passed laws impacting the sale of alcoholic beverages on tribal lands. On Pojoaque of Pueblo Land, the Pueblo of Pojoaque Alcohol Commission has the authority to regulate the sale, service, possession, and consumption of alcoholic beverages. In other states and tribal nations, some of these processes are different and some are the same. Federal law requires Native American tribes to follow state alcohol laws on their reservations, but tribes may also enact their alcohol policies. We will discuss how these pieces work together and what this process looks like depending on where you live and work.

*Moderator:* ERIK SMOOT, Captain, Oklahoma ABLE Commission

#### *Panelists:*

MIKE BREWER, President, Alcoholic Beverage Consulting Service (CA)

Pueblo of Pojoaque Alcoholic Beverage Commission-*Representative To Be Named*

*Panelist - To Be Named*



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### 2<sup>nd</sup> DAY, MONDAY, SEPTEMBER 30, 2024 (cont.)

11:10 A.M. – 12:10 P.M.      **SESSION #2: What's the difference between 3rd Party Delivery and Direct to Consumer Shipping, Do's and Don'ts**

There are unique differences between third-party delivery and direct-to-consumer shipping. This panel will address these questions: What is third-party delivery, and what states embrace this model of delivery? How do you maintain compliance? Who allows it - why or why not? What is direct-to-consumer shipping? What states embrace this model of shipping and for what alcohol types? How do you maintain compliance with direct-to-consumer shipping?

*Moderator:* MICHELLE STONE-PRINCIPATO, Director, Colorado Liquor Enforcement Division

*Panelists:*

PATRICK MARONEY, Consultant, Maroney Consulting Services LLC (CO)  
BEN HALPERT, Head of Regulated Products & Corporate Compliance, Gopuff  
MATTHEW BOTTING, General Counsel, California Department of Alcoholic Beverage Control  
SEAN O'LEARY, President, O'Leary Law and Policy Group, LLC (IL)

12:10 P.M. – 1:30 P.M.      **LUNCH – Garden City Parlor A & B**

1:45 P.M. – 2:45 P.M.      **SESSION #3: THC and Alcohol Infused Products**

Booze Pops, Jello Shots, Liquor Infused Ice Cream. How do the states regulate these non-traditional items? Where are they produced and are they being regulated from a TTB aspect? How are these items shipped and sold around the country? How do you prevent them from getting in the hands of underage? What compliance programs are in place to prevent these from coming into your state illegally? These questions and more will be discussed.

*Moderator:* RISA WILLIAMS, Investigations Lieutenant, Arizona Department of Liquor Licenses and Control

*Panelists:*

ANIKO RICHIE, Alcohol and Tobacco Tax and Trade Bureau (TTB)  
ROGER CLAYTON, Attorney, Strike Kerr & Johns | Beverage Law Group LLP (CA)  
*Panelist - To Be Named*

2:45 P.M. – 3:00 P.M.      **AFTERNOON BREAK**



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### 2<sup>nd</sup> DAY, MONDAY, SEPTEMBER 30, 2024 (cont.)

3:00 P.M. – 4:00 P.M.      **SESSION #4: Consumer Wants vs Public Safety**

Panelists will discuss the issue of balancing consumer wants vs public safety while looking at whether beverage alcohol laws and regulations are archaic as some claim.

*Moderator:* PHILLIP SANCHEZ, Director, New Mexico Regulation and Licensing Department – Alcoholic Beverage Control Division

*Panelists:*

SHANNON NYHOFF, Legal/Enforcement Administrator, Nebraska Liquor Control Commission

CHRISTOPHER CURTIN, Director of Regulatory Affairs, Republic National Distributing Co.

JASON BARKER, Partner, Holland & Knight LLP (OR)

4:00 P.M.

**FREE NIGHT TO EXPLORE MISSOULA**

8:00 P.M. – 12:00 A.M.

**HOSPITALITY SOCIAL – The Clark Fork Bar**

### 3<sup>rd</sup> DAY, TUESDAY, OCTOBER 1, 2024

7:30 A.M. – 3:00 P.M.

**REGISTRATION AND INFORMATION DESK - Hotel Upper Lobby**

7:30 A.M. – 8:30 A.M.

**BREAKFAST – Garden City Parlor A & B**

8:45 A.M. – 9:45 A.M.

**SESSION #5: Ready-to-Drink Products: Navigating the Different Ways States Tax and Regulate Them.**

This panel will bring together regulators and industry to discuss the evolving regulatory and tax landscape of ready-to-drink (RTD) products, a segment of the market that continues to grow and resonate with consumers. We'll dive into how the regulatory and tax landscape changes in both control and open states and the variability of distribution, and what the future may hold for these products.

*Moderator:* ANDY DELONEY, Vice President, State Public Policy, Distilled Spirits Council of the United States (DISCUS)

*Panelists:*

JESSICA ALLEN, Chairwoman, Indiana Alcohol & Tobacco Commission

JAY GAUGHN, Distribution Bureau Chief, Montana Alcoholic Beverage Control Division

*Panelist – To Be Named*



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**3<sup>rd</sup> DAY, TUESDAY, OCTOBER 1, 2024 (cont.)**

9:45 A.M. – 10:00 A.M.      **MORNING BREAK**

10:00 A.M. – 11:00 A.M.      **SESSION #6: Regulatory Efficiencies: Cutting Red Tape, Doing More with Less**  
 This panel will address: What does efficiency mean? What does regulation mean? What do you think effective regulation is? Focusing on key foundations for effective and efficient regulation.

*Moderator:* DEBBI BEAVERS, Director, Kansas Alcoholic Beverage Control Division

*Panelists:*

- BRENDA HILAND, Licensing Division Administrator, Nebraska Liquor Control Commission
- NICOLE SANDERS, Industry Education Manager, Illinois Liquor Control Commission
- AUDRA SHUGHART, Kansas Alcoholic Beverage Control Division
- LINDA BOSMA, President, Bosma Consulting, LLC (MN)

11:10 A.M. – 12:10 P.M.      **SESSION #7: Meeting of the Minds – Effective Collaboration between Regulators and Stakeholders**

This exciting panel consists of regulators and industry stakeholders. We will take you through the best practices for removing barriers, creating successful partnerships, and ways to bridge diverse representatives within a regulated market.

*Moderator:* REBECCA SMITH, Director-Licensing and Regulation, Washington State Liquor and Cannabis Board

*Panelists:*

- BROOKE DAVIES, Principal, B.E. Davies Consulting (WA)
- DACIA ENGLISH, Outreach & Education Coordinator, Montana Alcoholic Beverage Control Division
- BAHANEH HOBEL, Partner and Head of Alcohol Beverage Law and Compliance, Dickenson Peatman & Fogarty P.C. (CA)
- NICOLA REID, Deputy Director of Administration of Licensing and Regulation, Washington State Liquor and Cannabis Board

12:10 P.M. – 1:30 P.M.      **LUNCH – Garden City Parlor A & B**



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### 3<sup>rd</sup> DAY, TUESDAY, OCTOBER 1, 2024 (cont.)

1:45 P.M. – 2:45 P.M.

#### **SESSION #8: Tired of your local neighborhood bar? Check out these new and creative ways and places to consume alcohol across the US.**

Think outside the box of the traditional pub crawls many of us have been on in college. How about pedaling bikes from bar to bar, or a weed and wine tour to even relaxing in a hot tub of beer while enjoying your favorite pint? These are just a few of the new and creative ways to enjoy a beverage these days. Join us as we explore inventive options for consumers.

*Moderator:* BECKY SCHLAUCH, Administrator, Montana Alcoholic Beverage Control Division

*Panelists:*

ERNEST LEGIER, JR., Commissioner, Louisiana Office of Alcohol and Tobacco Control

*Panelist - To Be Named*

*Panelist - To Be Named*

3:00 P.M. – 5:30 P.M.

#### **FREE TO EXPLORE MISSOULA**

6:00 P.M. – 8:30 P.M.

#### **PRESIDENT’S RECEPTION & BANQUET – Big Sky Atrium; Garden City Parlor A & B**

8:30 P.M. – 12:00 A.M.

#### **HOSPITALITY SOCIAL – The Clark Fork Bar**

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

**SAVE THE DATE: October 5-7, 2025 in Rapid City, South Dakota**