



# 2024 Northern/Southern Regional Conference



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

*Innovating with Integrity: Addressing Emerging Challenges in Alcohol Regulation*

## 1<sup>st</sup> DAY – SUNDAY, OCTOBER 27, 2024

2:00 P.M. – 7:00 P.M.	<b>REGISTRATION &amp; INFORMATION DESK</b>
6:00 P.M. – 8:00 P.M.	<b>WELCOME RECEPTION &amp; VERMONT DISTILLERS TASTING</b>
8:00 P.M. – 12:00 A.M.	<b>HOSPITALITY SOCIAL</b>

## 2<sup>nd</sup> DAY – MONDAY, OCTOBER 28, 2024

7:30 A.M. – 4:00 P.M.	<b>REGISTRATION/INFORMATION</b>
8:00 A.M. – 8:45 A.M.	<b>BREAKFAST</b>
9:00 A.M. – 9:15 A.M.	<b>OPENING CEREMONIES / PRESENTATION OF COLORS / WELCOME</b>
9:15 A.M. – 10:15 A.M.	<b>ROLL CALL</b>
10:15 A.M. – 10:30 A.M.	<b>MORNING BREAK</b>
10:45 A.M. – 12:00 P.M.	<p><b>PANEL #1: AI + Alcohol Industry</b>          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.</p>

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

*Panelists:*  
JOSIAH RAICHE, Director of AI, Vermont Agency of Digital Services  
MAGGIE LU, VP & Associate General Counsel, Diageo North America, Inc.  
KATHERINE ARTS, Senior Marketing Manager, Provi

12:00 P.M. – 1:00 P.M.	<b>LUNCH</b>
1:15 P.M. – 2:30 P.M.	<p><b>PANEL #2: Grey Market Interstate Shipping</b>          This presentation will provide an overview of the current landscape of interstate shipping laws, focusing on which states allow the shipping of various alcohol products—beer, wine, or spirits—and which industry members, such as suppliers or retailers, are authorized to ship directly to consumers. We will also discuss the tools available to regulators for investigating and enforcing these shipping laws, highlighting the associated challenges and limitations. The session will conclude with an analysis of current online sales and shipping practices that have led to disagreements between regulators and businesses regarding their legality and appropriateness.</p>

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



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*Panelists:*

JACI FLUG, Partner, Greenspoon Marder LLP, NY  
SKYLER GENEST, Chief and Senior Director, Licensee Operations, Vermont Department of Liquor and Lottery  
RUSSELL F. THOMAS, Executive Director, Tennessee Alcoholic Beverage Commission  
DUSTIN PICKENS, Lead Counsel - Regulatory Affairs, FedEx Ground, Federal Express Corporation

2:30 P.M. – 2:45 P.M.

**AFTERNOON BREAK**

2:45 P.M. – 4:00 P.M.

**PANEL #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 LLP, FL  
ALYSSA WOLFE, Counsel to the Director, New Jersey Division of Alcoholic Beverage Control  
CHRIS KESLER, Co-founder, Black Flannel Distillery and Brewery

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**

**3<sup>rd</sup> Day – TUESDAY, OCTOBER 29, 2024**

8:00 A.M. – 3:00 P.M.

**REGISTRATION & INFORMATION DESK**

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



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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:*

JACKIE SUMMER, Owner, Sorel

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

JO MOAK, General Counsel, Winebow

10:15 A.M. – 10:30 A.M.

### **MORNING BREAK**

10:30 A.M. – 11:45 A.M.

### **SESSION #5: 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

TISHA ALBERT, Director of Regulatory Affairs, Pennsylvania Liquor Control Board

SARAH ROSS, Associate Legal Counsel, Virginia Alcoholic Beverage Control Authority

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:*

JACQUELINE METTE, Commissioner, Delaware Alcoholic Beverage Control

TED MAHONEY, Chief Investigator, Massachusetts Alcoholic Beverages Control Commission

MATTHEW HAWES, Founder and President, Novel Beverages

ANGUS RITTENBURG, Founder and Owner, Wherehouse Beverage



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**AFTERNOON BREAK**

2:30 P.M. – 3:00 P.M.

**SPECIAL SESSION: TTB Permit Update**

TTB will give an update on upcoming changes to federal alcohol permits, which consists of changing the data requirements for federal permits, updating regulations to reflect the changes, and developing a new system in-house to process original and amended permit applications and store data. Also extend invitation to States to discuss the upcoming changes and potential impacts.

*Presenter:*

AMY GRAYDON, Chief of Staff and Assistant Administrator for External Affairs, Alcohol & Tobacco Tax & Trade Bureau (TTB)

3:00 P.M. – 4:00 P.M.

**SESSION #7: Regulator Round-Up: Challenges and Opportunities**

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

*Moderator:*

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

*Presenters:*

State Regulators

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**