



2024 Northern/Southern Regional Conference



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

Conference Program Overview

1st DAY – SUNDAY, OCTOBER 27, 2024

- 2:00 P.M. – 7:00 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: AI + Alcohol Industry
- 12:00 P.M. – 1:00 P.M. *LUNCH*
- 1:15 P.M. – 2:30 P.M. SESSION #2: Grey Market Interstate Shipping
- 2:30 P.M. – 2:45 P.M. *AFTERNOON BREAK*
- 2:45 P.M. – 4:00 P.M. SESSION #3: Unique Service Models and Licensing
- 4:00 P.M. *FREE NIGHT TO EXPLORE ESSEX!*
- 4:30 P.M. – 10:30 P.M. *CONTINUOUS SHUTTLE 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
- 10:15 A.M. – 10:30 A.M. *MORNING BREAK*
- 10:30 A.M. – 11:45 A.M. SESSION #5: Stakeholder Engagement
- 11:45 A.M. – 12:45 P.M. *LUNCH*
- 1:00 P.M. – 2:15 P.M. SESSION #6: Hemp, Cannabis + Alcohol
- 2:15 P.M. – 2:30 P.M. *AFTERNOON BREAK*



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| 2:30 P.M. – 3:00 P.M. | SPECIAL SESSION: TTB Permit Update |
| 3:00 P.M. – 4:00 P.M. | SESSION #7: Regulatory Round-Up: Challenges and Opportunities |
| 4:00 P.M. | <i>DEPART TO PRESIDENT'S RECEPTION</i> |
| 5:00 P.M. – 8:00 P.M. | <i>PRESIDENT'S RECEPTION AND BANQUET – CHAMPLAIN VALLEY DINNER TRAIN RIDE</i> |
| 8:30 P.M. – 12:00 A.M. | <i>HOSPITALITY SOCIAL</i> |