24TH ANNUAL SYMPOSIUM ON ALCOHOL BEVERAGE LAW & REGULATION

March 12-14, 2017 | Crystal Gateway Marriott | Arlington, VA
As Chairman of the National Alcohol Beverage Control Association’s (NABCA) Board of Directors, it is my pleasure to welcome you to NABCA’s 24th Annual Symposium on Alcohol Beverage Law and Regulation. It is our hope to provide you with a timely dialogue on the crucial issues and challenges facing state regulators, industry officials, and others impacted by alcohol beverage regulation.

I would like to personally thank this year’s planning committee – Michelle Dietrich, Leo Gibson, John Harris, Michael Kelly, Shane Loxterkamp, Gloria Materre, Magie Ozarowski, Paul Pisano, Daniel St. Hilaire and Mary Tortorice – for their assistance in crafting this informative and timely agenda. With so many issues of interest to discuss, the committee did an excellent job in framing a meeting schedule that will encompass many of the topics impacting the regulation and operation of the alcohol beverage industry.

Over the past few years, this meeting has grown substantially in both content value and attendee participation. Thank you for your participation and continued support of NABCA.

Stephanie M. O’Brien
NABCA Chair of the Board
SUNDAY, MARCH 12
06:00 PM - 07:00 PM
Registration and Networking Reception  
Sky View

MONDAY, MARCH 13
07:30 AM
Registration and Continental Breakfast  
Arlington Foyer
08:15 AM
Welcoming Remarks  
Salons 4-6
James M. Sgueo, NABCA President & CEO
08:30 AM - 09:30 AM
THE 21ST CENTURY WHOLESALER  
Salons 4-6
In the ever changing world of commerce, wholesalers continually deal with challenges to their business model, customer service issues, and maintaining consumer awareness of products and brands. For the alcohol industry, unique business development issues arise in every jurisdiction where there are historical government mandated restrictions on trade practices because they are often at odds with initiatives to increase sales and consumer awareness of products. In today’s market, wholesalers face challenging questions: What is different regarding the role of alcohol beverage wholesalers and their retail dealer customers? How can retailers and wholesalers work together to increase lawful and responsible sales and awareness of these products? What are government agencies, responsible for supervising this industry, doing to keep regulations current and consistent with tied-house policies? This presentation will discuss the wholesaler’s business development profile looking forward to the next five years.

Richard M. Blau (Moderator), Chair, Alcohol Beverage & Food Law Department, GrayRobinson
Rodrigo Diaz, Chief Counsel, Pennsylvania Liquor Control Board
Jesse Sweet, Director of Administrative Policy and Process, Oregon Liquor Control Commission
Craig Wolf, President & CEO, Wine & Spirits Wholesalers of America

09:30 AM
Break  
Foyer

09:45 AM - 10:45 AM
TRADE TREATIES  
Salons 4-6
In the aftermath of the Brexit vote for the United Kingdom to leave the European Union, questions persist on how the British alcohol industry and international alcohol distribution will be impacted. Will scotch manufacturers see less demand without open access to Europe? What kind of tariff issues may arise? On the other side of the globe, the Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP) provide murky waters, especially as they become a growing issue in American politics. This session will look at trade treaties and their legal impact on alcohol sales and international distribution.

David R. Hamill (Moderator), Partner, Arent Fox LLP
Robert Holleyman, Ambassador, Former Deputy US Trade Representative, Office of the United States Trade
Jesus Zorrilla, Minister Counselor for Agriculture, Delegation of the EU to the US

10:45 AM
Break  
Foyer

11:00 AM - 12:00 PM
THE NEO-BOOTLEGGER  
Salons 4-6
The term “Bootlegging” congers an image of a black 1940 Ford coupe speeding down a dirt road with the revenuers in close pursuit, and in the 40’s and 50’s that may well have been the case. However, in modern times, “bootlegging” takes on a very different persona. This session will look at modern-day bootlegging that takes on the form of illegal shipments of alcohol between the states for the purpose of avoiding higher taxes. Experts will discuss these modern techniques, the investigative tools used to detect these crimes as well as the potential charges that could be brought against the modern-day bootlegger.

J. Neal Insley (Moderator), Sr. VP, General Counsel, National Alcohol Beverage Control Association
James P. Vann, Division Counsel, Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF)
John Wszelaki, Director, American Center for Government Auditing

12:00 PM
Lunch  
Sky View

MONDAY (continues on the next page)
CONCURRENT SESSIONS (CHOOSE ONE)

ETHICS: THE DUTY TO REPORT  
Salon 4
Attorneys who represent an organization are clear in their duty to protect their client. However, what if their client is breaking the law or otherwise perpetrating a fraud? What is the duty of the attorney representing the organization to advise or even report the activity to the organization’s governing body and/or the proper authorities? This session will look at the ethical duties of the lawyer representing an organization to report “up and out.”

Seth Guggenheim, Assistant Ethics Counsel, Virginia State Bar

CRAFT CONUNDRUM  
Salons 5-6
This panel will discuss the maze of regulations that craft brewers and distilleries have to tackle to get in and remain in the game. This includes legislative challenges and victories for players in the craft world. Small brewers and distillers have had to gain footing in the industry, from revising outdated regulations to carving out a path to success. We will explore how these companies are tackling the wine and spirits distributors who lobby to limit their growth, juxtapose how small crafts have survived and discuss how the larger craft suppliers have had to make certain choices to grow and stay competitive to survive. Panelists will also discuss the regulatory hurdles they have personally faced along the journey.

Gloria L. Materre (Moderator), Partner, Dinsmore & Shohl
W. Curtis Coleburn, III, Government Relations Director, Virginia Distillers Association
Margie A.S. Lehrman, Executive Director, American Craft Spirits Association
Renee Metz, Chief Counsel, North Carolina Alcoholic Beverage Control Commission

TIED-HOUSE EXCEPTIONS  
Salon 4
When prohibition ended and the United States began forming a new legal structure for the alcohol industry at the federal level, states followed by voting to allow alcohol sales in their states. These federal and state policies initially focused on separating the control of retail dealers by suppliers of alcohol, which sometimes led to a complete separation of suppliers from wholesalers and retailers in a nationwide three tier system mandated by the government. The purpose of these policies are the same in every jurisdiction, i.e. to regulate suppliers and other tiers through limitations on ownership interests and financial backing. Each jurisdiction has its own policies and in this session will discuss the history of these policies, the content of the policies on a state and federal level, and managing compliance in today’s business structures.

John J. Harris (Moderator), Governmental Consultant, GrayRobinson
Danielle Elks, Attorney, Elks Law
Michael D. Madigan, Managing Partner, Madigan, Dahl & Harlan
Edward O’Toole, Proprietor, Ed O’Toole Consulting

WHEN INNOVATION MEETS REGULATION  
Salons 5-6
Technology and innovation has granted the gift of possibility to all business sectors, but how can companies and government agencies work together to guarantee this innovation does not lead to non-compliance with state laws and regulations? How can alcohol regulators ensure that the alcohol industry is appropriately regulated in the brave new world of alcohol sales that make spirits, beer and wine delivery available with the touch of a cell phone? How does this technology impact the three-tier system? What kind of balance can be found between consumer convenience and responsible alcohol laws and regulation? This session will look at new alcoholic-specific innovations and discuss how it can fit within an alcohol regulatory scheme.

Nicholas “Nick” Capezza (Moderator), Policy & Research Analyst, National Alcohol Beverage Control Association
RJ O’Hara, Managing Partner, Flaherty & O’Hara, P.C.
Magdalena “Magie” Ozarowski, Chief Attorney, Florida Division of Beverages and Tobacco
MONDAY (continued)

03:30 PM  Break  Foyer

03:45 PM - 04:45 PM  

CONCURRENT SESSIONS (CHOOSE ONE)

“PAY TO PLAY” INVESTIGATIONS  Salon 4

“Pay to Play” situations, where retailers charge unlawful fees for products to be sold, have become more prevalent across the United States and Canada as manufacturers and distributors face extreme competition. One recent legal case in Massachusetts has garnered media attention related to this situation. This session will review this case and the trade practice investigation involved as well as the reaction by the public and alcohol industry at its resolution. Alberta, Canada has also been actively engaged in investigations and actions to resolve such activities. How should regulators and other agency officials be trained to deal with these situations? What has the “pay to play” experience in Alberta, Canada been like in relation to the Massachusetts case?

Steven L. Schmidt (Moderator), Sr. VP, Public Policy and Communications, National Alcohol Beverage Control Association

Dave Berry, Director of Compliance, Alberta Gaming & Liquor Commission

Frederick “Ted” Mahony, Chief Investigator, Massachusetts Alcoholic Beverages Control Commission

ANTITRUST: COLLABORATION OR COLLUSION?  Salons 5-6

When competitors work together, the potential for antitrust issues can arise. What gets discussed at an association conference or meeting can be extremely sensitive. Even the specter of collusion or price fixing will cause legal and nonlegal issues for an organization. How can attorneys ensure their clients avoid such troubles? What can attorneys do to protect their clients when troubles do arise? How can associations assist their members in working together for common causes without violating antitrust rules? This session will provide a historical perspective on antitrust matters from previous court decisions while looking at modern views from the public and private sectors.

James “Jim” M. Goldberg (Moderator), Principal, Goldberg & Associates, PLLC

Walter D. Kelley, Jr., Partner, Hausfeld

05:00 PM  Adjournment

06:00 PM - 07:00 PM  Networking Reception  Sky View

TUESDAY, MARCH 14

07:30 AM  Registration and Continental Breakfast  Arlington Foyer

08:15 AM - 09:15 AM  

NEW 1ST AMENDMENT CHALLENGES TO ALCOHOL LAWS  Salons 4-6

While the 21st Amendment gives states the authority to regulate alcohol, the Supreme Court has noted that at times they conflict with parts of the Constitution. The courts have dealt with a variety of 1st Amendment challenges to state alcohol laws. Currently, the Eighth Circuit is reviewing a case relating to the advertising of pricing. A recent Ninth Circuit Court of Appeals decision against the California ABC seemingly imposed higher scrutiny for alcohol laws that touch on 1st Amendment rights. This session will review the current disposition of recent cases with prevailing case law and discuss what possible trends may mean for alcohol agencies across the United States.

Paul Pisano (Moderator), Sr. VP, Industry Affairs & General Counsel, National Beer Wholesalers Association

Brannon P. Denning, Associate Dean and Professor, Cumberland School of Law, Samford University

John R. Lundquist, Assistant Attorney General, Iowa Department of Justice

Lisa Soronen, Executive Director, State and Local Legal Center

09:15 AM  Break  Foyer

09:30 AM - 10:30 AM  

THE “GREY MARKET”  Salons 4-6

Alcohol regulation in the United States provides a rigid regulatory system that prevents untaxed or counterfeit products from making it to the marketplace, but what happens when alcohol gets sold outside of that system? Online sales and auction outlets provide the opportunity for anyone to become a manufacturer, distributor and retailer. How should government agencies and companies face these unlicensed “grey market” sales? What are the laws that govern such activity? How can different jurisdictions work together when this underground network moves items from state to state?

Mary Tortorice (Moderator), Chief Compliance Officer, Sazerac Company

Donald S. McGehee, Alcohol & Gambling Enforcement Division Chief, Michigan Liquor Control Commission

Peter Willsey, Partner, Cooley LLP

TUESDAY (continues on the next page)
10:30 AM  

Break  
Foyer

10:45 AM - 11:45 AM

▶ OPENING PANDORA’S BOX  
Salons 4-6

Are our alcohol laws and regulations up to date? Do they conform to constitutional standards? Are they clear and consistent? Do they promote business growth, yet still enhance public safety? These are some of the questions that can call out from the “Pandora's Box” of alcohol regulation. In the past few years, some alcohol administrators have opened up their alcohol laws and regulations to conduct a full review and overhaul. In this session, a panel of experts will discuss the legal and legislative processes of making changes as well as navigating through the potential pitfalls in conducting a full regulatory review of a jurisdiction’s alcohol laws.

Leo J. Gibson (Moderator), General Counsel, WhistlePig, LLC
Christopher Herrington, Director of Legislative Governmental Affairs, Pennsylvania Liquor Control Board
Travis Hill, Chief Operating Officer, Virginia Department of Alcoholic Beverage Control
Stephen B. Humphress, General Counsel, Kentucky Department of Alcoholic Beverage Control

11:45 AM - 12:00 PM  

Closing Remarks and Adjournment

Dave Berry is the Director of Compliance for the Alberta Gaming & Liquor Commission and is responsible for the licensing and inspections programs for all gaming and liquor activities throughout the Province. This includes regulatory oversight of over 13,000 charities, registered gaming workers, 27 gaming properties and 8,000 liquor licensees. The Compliance Branch has 150 staff located in 5 offices throughout the Province. Dave has a Diploma in Law Enforcement and had a 26 year career as a police officer in the Edmonton Police Service, retiring at the rank of Inspector (Captain). Dave’s policing experience includes Major Crimes, Human Resources, Tactical, Canine and Aviation Units.

Richard M. Blau is a shareholder with the law firm of GrayRobinson, P.A. He is chairman of the law firm’s Alcohol Beverage & Food Law Department, and heads up the firm’s Alcohol Beverage Team focusing on the rules and regulations that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages. Mr. Blau is “Band 1” rated for Alcohol Beverage Law by Chambers USA. He also is listed in Best Lawyers in America, and is “AV” rated by Martindale-Hubbell. A substantial portion of Mr. Blau’s professional efforts are focused on trade regulations, litigation and dispute resolution involving the hospitality industry. He has alcohol industry-specific experience in the areas of administrative practice and regulatory compliance, advertising and promotional law, importation matters and supplier/distribution relations. An elected member of The American Law Institute, He also is a member of The Florida Bar, The New York Bar, The Bar Association of the District of Columbia, the American Bar Association and the Federal Bar Association. Additionally, he served for over eight years as the chairman of the American Bar Association’s Committee on Beverage Alcohol Practice. Mr. Blau also lectures on Twenty First Amendment issues and writes extensively on alcohol-related legal matters. He received his B.A. from Brandeis University and his J.D. from the Georgetown University Law Center, where he served as the Associate Editor for Topics of the Georgetown Law Journal.

Nicholas “Nick” Capezza is a Policy and Research Analyst with the National Alcohol Beverage Control Association (NABCA). He is responsible for the research needs of the association. This includes organizing surveys and survey reports, writing white papers, and monitoring emerging alcohol policy topics. Throughout his career, he has worked in government relations and public policy in the association setting. He also served as a litigation consultant to Washington, DC area law firms and companies. Nick holds a Juris Doctor degree from the Indiana University School of Law – Bloomington and a Bachelor of Arts in Political Science from the University of Florida. He has served on community boards in Fairfax City and Fairfax County, Virginia where he currently resides.
W. CURTIS COLEBURN, III, currently provides consulting and legal services to members of the alcoholic beverage industry. As a part of his practice, he directs government relations for the Virginia Distillers Association. He retired in May, 2014, after almost 20 years as Secretary of the Virginia Alcoholic Beverage Control Board, the last 15 as Chief Operating Officer of the Virginia ABC. A member of the Virginia bar, Coleburn came to VABC from the law enforcement community. He was twice elected Commonwealth’s Attorney for Nottoway County, Virginia, before serving eight years as a member of the Virginia State Police. At the State Police, he headed the legal services office of the department’s Bureau of Criminal Investigation. As Chief Operating Officer, he was responsible for the day-to-day operations of all the agency’s divisions except Internal Audit. He also served as regulatory coordinator and legislative director for the agency. From 1994 until May, 2014, he drafted every agency regulatory package and directed their promulgation, and drafted every agency legislative proposal. He also served as chair of the department’s Standards Committee, responsible for developing and maintaining consistent interpretation of alcohol laws and regulation for the department. In addition to his work at ABC, he served as a trustee of the Virginia Foundation for Healthy Youth, and as a member of the Substance Abuse Services Council. A frequent speaker at national and regional conferences and continuing legal education seminars, he also served as an officer of the National Conference of State Liquor Administrators. Curtis Coleburn received a Bachelor of Arts in Government and Foreign Affairs in 1972 from Hampden-Sydney College, and his law degree from the University of Richmond.

BRANNON P. DENNING is the Associate Dean for Academic Affairs and Professor at the Cumberland School of Law, Samford University, located in Birmingham, Alabama. He graduated with a B.A. in political science from the University of the South; a J.D. from the University of Tennessee, Knoxville; and an LL.M. from Yale University. He is the author of Bittker on the Regulation of Interstate and Foreign Commerce, second edition, among numerous other books and articles.

RODRIGO DIAZ has been the chief counsel for the PLCB since February 2016. As such, he oversees a team of attorneys and staff that advises the PLCB on legal matters impacting the agency. By statute, the office is also authorized to issue advisory opinions to licensees regarding the Liquor Code and the Board’s Regulations. Such advisory opinions act as a complete defense against any citations issued by the Pennsylvania State Police, Bureau of Liquor Control Enforcement. Prior to becoming chief counsel, Rodrigo had served the PLCB in numerous capacities including assistant counsel, legislative counsel, deputy chief counsel and executive deputy chief counsel. He has represented the PLCB before numerous tribunals, including local courts, Commonwealth Court and the Pennsylvania Supreme Court. He has also drafted numerous proposed PLCB regulations and defended those proposed regulations before the Independent Regulatory Review Commission. Rod has also drafted numerous legislative proposals ultimately enacted into law and has provided testimony in legislative hearings. Rod has served on the faculty of the Pennsylvania Bar Institute, where he taught liquor licensing matters, and he has also previously appeared in a panel at the National Alcohol Beverage Control Association (NABCA) Legal Symposium. Rod is a cum laude graduate from the University of Pittsburgh School of Law and received a Bachelor of Arts degree in political science at Yale.

DANIELLE ELKS opened her own law firm, Elks Law, to assist those who have questions about alcohol law in Tennessee. Over the years, she has developed an expertise obtaining all types of alcohol licenses from the agency, assisting with industry compliance issues or helping those who have been on the receiving end of disciplinary action by the regulatory agency. Born and raised in eastern North Carolina, Danielle graduated from East Carolina University, Magna Cum Laude, with a BS degree in Business Management. From there, she earned her law degree from the University of North Carolina—Chapel Hill. She began her career as an Assistant Attorney General in the Consumer Protection Division. When the regulation of bingo was transferred from the Secretary of State’s Office to the Tennessee Alcoholic Beverage Commission (TABC) on the last day of the legislative session, Danielle transferred to the TABC to oversee the day-to-day operations of regulating bingo. Danielle was promoted to be the agency’s Assistant Director. In 2002, Danielle was promoted to Executive Director’s position and served in that capacity for over ten years. Danielle was with the agency for twenty-five years. Over those twenty-five years, she handled every aspect associated with the alcohol industry on the agency’s behalf—from reviewing and issuing licenses, promulgating rules and writing legislation, determining industry trade practice compliance with existing statutes to conducting hearings and testifying before Legislative committees on the repercussions of possible legislation when necessary. Danielle has also been active within the National Conference of State Liquor Administrators organization appointed as the Southern Regional Chairman, and has served on the organization’s Executive Board. In fiscal year 2010-2011, Danielle served as the President of the National Conference of State Liquor Administrators.

LEO J. GIBSON is a native Detroiter and has worked in Vermont as General Counsel of WhistlePig, LLC since 2014. Prior to joining WhistlePig, he pursued a broad-based commercial law practice in Michigan at Foley & Lardner, LLP and Barris, Sott, Denn & Driker, PLLC. He is experienced in litigation, finance law, real estate transactions, supply and distribution agreements, land use and zoning matters, employment law, alcohol and beverage law, and corporate governance. He graduated, cum laude, from the University of Michigan Law School, and received his bachelor’s degree, magna cum laude and Phi Beta Kappa, from Boston College. In his free time, he enjoys exploring Vermont’s meadows and woods with either a golf club or fly rod in hand, and while he prefers being in the meadows with a golf club, and in the woods with a fly rod, he often finds himself in the opposite predicament.
JAMES “JIM” M. GOLDBERG is a principal in the Washington, DC law firm of Goldberg & Associates, PLLC, where his practice focuses on the representation of trade associations, professional societies, foundations and other types of tax-exempt organizations in all aspects of their operations. Mr. Goldberg served for 35 years as outside General Counsel to the National Alcohol Beverage Control Association until stepping aside in 2015. Mr. Goldberg received his B.S. degree in political science and journalism from Syracuse University and his J.D. degree from The George Washington University National Law Center. He is admitted to practice before the Supreme Court of the United States and is a member of the District of Columbia and Maryland Bars, the American Bar Association and the Order of the Coif, the national legal honorary society.

SETH GUGGENHEIM has practiced law in both the public and private sectors for over 35 years. He has held leadership positions in the Alexandria Bar Association, and lectures frequently on legal ethics and professional regulation to bar associations and other groups. He is an adjunct professor at the Washington College of Law at American University, teaching a course called Ethics for Trial Lawyers, and judging law student competitions. Between February of 2000 and April of 2012, Seth was a prosecutor for the Virginia State Bar. He is now assistant ethics counsel for the Bar, where he gives Ethics Hotline advice to attorneys, presents at seminars, and assists the Bar’s Committee on Legal Ethics in the generation of legal ethics opinions. Mr. Guggenheim earned his bachelor’s degree at Boston University, and is a graduate of the Washington College of Law at American University, where he was awarded a Juris Doctor degree. He is a member of both the Virginia and District of Columbia Bar Associations.

DAVID R. HAMILL represents US and foreign companies, including manufacturers, importers, exporters, distributors, customs brokers, freight forwarders, and trade associations on customs/import and export matters. His client work covers the wide range of laws and policies administered and enforced by the Customs and Border Protection (CBP), Immigration and Customs Enforcement (ICE), and foreign customs authorities, which include the following: duty preference programs such as the North American Free Trade Agreement (NAFTA) and Generalized System of Preferences (GSP); tariff classification; customs valuation and transfer pricing; entry procedures; customs brokerage; country of origin marking; intellectual property rights enforcement, drawback; customs bonds, foreign trade zones, and border security (e.g., the Customs-Trade Partnership Against Terrorism (C-TPAT)). Dave also has represented importers in defending against customs civil and criminal penalties, including seizures and forfeitures, conducting and managed internal investigations, and preparing customs prior disclosures. He has been recognized by Legal 500 and the Best Lawyers in America.

JOHN J. HARRIS has more than 48 years of experience in government and as a consultant. John’s foundation of knowledge in alcohol beverage and tobacco regulations; government processes; government decision makers; alcohol beverage dealer training; and liquor and business licensing were developed during his government career where he served under six governors, but one agency, the Florida Division of Alcoholic Beverages & Tobacco, (“ABT”). After retiring from leading the agency for eight years as its deputy director and director in 1996, he went on to join GrayRobinson’s Alcohol Beverage and Regulated Products Team, consulting clients throughout the United States for the last 20 years. John’s clients include all tiers of the alcohol industry (manufacturers, importers, wholesalers, brand owners, and retailers) as well as capital fund managers, the food industry, and professionals required to be licensed by states. GrayRobinson’s Licensing Team prepares state and local liquor, business, and professional license applications including federal license applications. John represents clients before city, county, state and federal licensing agencies. His practice includes licensing; tax audits; enforcement notices; formal complaints; compliance certifications; drafting administrative rules for consideration; drafting bills for legislative consideration; drafting petitions for declaratory statements; drafting petitions for administrative rule waivers; responsible alcohol dealer serving practices; analyzing alcohol beverage criminal and civil complaints; compliance with regulations; and meets with government decision makers and their staff. He has drafted many of Florida’s alcohol regulations and laws, while working for both ABT and GrayRobinson. His widespread knowledge of alcohol laws, regulations, trade practices, government policies, and how the government operates give him a unique consulting perspective to assist clients.

CHRISTOPHER HERRINGTON is the Director of Legislative & Governmental Affairs for the Pennsylvania Liquor Control Board, and serves as the Board’s liaison to the General Assembly, the Governor’s Office of Legislative Affairs, and other government officials in matters related to the state’s liquor laws and potential legislation affecting the beverage alcohol industry. Previously, he served the Board as an attorney with the Office of Chief Counsel, ultimately serving as Deputy Chief Counsel for Legislative, Regulatory & General Matters. He also served the Governor’s Office of General Counsel for two years as an Assistant Counsel, advising the Governor and the Governor’s Office on liquor issues and handling legal issues for the Pennsylvania State Police. In 2013, he received the Governor’s Office of General Counsel’s Certificate of Excellence for his dedication and service to the Commonwealth. Prior to his public service, he worked for law firms as a litigation associate in York and Philadelphia, and served as a prosecutor with the York County District Attorney’s Office. He is a graduate of The Johns Hopkins University and Temple University School of Law.
ROBERT HOLLEYMAN was nominated by President Barack Obama in February 2014 and confirmed by the U.S. Senate in September 2014 to serve as Deputy U.S. Trade Representative, with the rank of ambassador. He served until January 20, 2017. In this position, he was responsible for U.S. trade policy development and negotiations with Asia and with regional institutions including Asia-Pacific Cooperation (APEC) and the Association of Southeast Asian Nations (ASEAN). Holleyman was responsible for development and oversight of global trade policy in the areas of trade in services, investment, innovation and intellectual property. In that role, he developed and advanced USTR’s “Digital2Dozen”, a series of groundbreaking measures secured in the Asia-Pacific region that established rules promoting a free and open Internet, expanded e-commerce, free flow of cross-border data transfers, enhanced cybersecurity, consumer privacy, competition in telecommunications networks, and disciplines to eliminate and prohibit barriers to new digital products and services, among others. Holleyman received his Juris Doctor degree from Louisiana State University Law School and his Bachelor of Arts degree from Trinity University in San Antonio, Texas.

STEPHEN B. HUMPHRESS is the general counsel for the Kentucky Department of Alcoholic Beverage Control (ABC). Humphress began working as an attorney at the ABC in 2001 and now has almost sixteen (16) years’ experience as a state government attorney. Humphress has been appointed by both Republican and Democrat Kentucky Governors to serve as the ABC’s General Counsel, and he has been General Counsel/Acting General Counsel for a total of twelve (12) years. Humphress received his law degree from the University of Louisville, School of Law and was employed in private practice until joining the ABC. Humphress is an outstanding attorney, an exceptional public servant and Kentucky’s leading authority on his state’s complex alcoholic beverage laws. His unique knowledge and understanding of Kentucky’s alcohol laws and how they interrelate to all the state’s diverse alcohol industries, cause legislators, state and local government officials, and industry members to actively seek his advice. In recent years, Humphress was instrumental in proposing and drafting needed legislation with bipartisan support which modernized and drastically improved Kentucky’s alcoholic beverage laws. Humphress is able to explain his state’s complex alcohol laws in an easily understandable manner. For that reason, he is a national and state speaker on alcoholic beverage law issues and has authored several published articles and reference materials as well.

J. NEAL INSLEY is Sr. VP, General Counsel for the National Alcoholic Beverage Control Association (NABCA). He has worked in the area of beverage alcohol law, legislation and/or policy at the state, national and international level. In the private practice of law, he focused on hospitality and beverage alcohol law and policy, government affairs, administrative law and regulatory/policy issues. He also served as the chairman of the Virginia Alcoholic Beverage Control Board (Va. ABC) and as chairman of NABCA. Neal began his career in law enforcement and held the position of special agent with the Va. ABC while attending law school part-time at nights and weekends. Within the beverage alcohol industry, he has served as a regulator, attorney, administrative law judge, and business leader.

WALTER D. KELLEY, JR. is a former United States District Judge for the eastern district of Virginia. He left the bench in 2008 to return to private practice. Judge Kelley is currently a partner in the international law firm Hausfeld, LLP, resides in its Washington, D.C. office. He specializes in plaintiff side antitrust and intellectual property litigation, as well as serving as a mediator and arbitrator in business disputes. Judge Kelley is recognized as a litigator in The Best Lawyers in America and Super Lawyers and as an ADR neutral in Virginia Business magazine’s Legal Elite. Judge Kelley attended Washington & Lee University for both his undergraduate and law degrees, finishing the latter in 1981. Judge Kelley practiced business litigation in Norfolk, VA until accepting his judicial commission from President George W. Bush. He was invited to speak at this seminar because of his familiarity with a wide variety of alcoholic beverages, as well as his opinion declaring unconstitutional parts of Virginia’s Alcoholic Beverage Control laws.
MICHAEL D. MADIGAN is the Managing Partner of Madigan, Dahl & Harlan, P.A. Over thirty-four (34) years’ experience as a civil trial lawyer practicing in the areas of administrative, antitrust, business, commercial, distributor, dealer, franchise, construction, employment, and environmental law. AV-rated by Martindale Hubbell for twenty-five (25) years, recognized as a “Super Lawyer” by the Minnesota Journal of Law and Politics for sixteen (16) years, and selected for inclusion in the 2013 -2017 Editions of the Best Lawyers in America in the practice area of Franchise Law. For the last twenty (20) years, served as an Arbitrator and Mediator on the Complex Commercial Panel of the American Arbitration Association and served as a Neutral on the Minnesota ADR Neutrals Roster. Inducted as a Fellow, Litigation Counsel of America (a trial lawyer honorary society composed of less than one-half of one percent of American lawyers). Appointed by Governor Dayton to the Metropolitan Airports Commission (2011 – Present). Instrument rated Private Pilot. Appointed by Washington County Commissioners to serve on the Board of Managers, South Washington Watershed District (2007 – Present). Previously served eight (8) years on the Woodbury City Council and three (3) years as Chair of the Woodbury Planning Commission. Formerly, Writing Instructor at William Mitchell College of Law. Recipient of the Alumni Student Award of Merit and Editor of William Mitchell Law Review.

JOHN R. LUNDQUIST joined the Licensing and Administrative Law Division of the Iowa Department of Justice as an Assistant Attorney General in May 1999. In addition to serving as legal counsel to the Iowa Alcoholic Beverages Division, Mr. Lundquist provides representation to various state agencies including the Iowa Lottery Authority, the Iowa Department of Public Safety, the Iowa Board of Parole, and the Iowa Real Estate Commission. He received his bachelor’s and master’s degrees from Iowa State University and his law degree from the University of Iowa.

CHIEF FREDERICK “TED” MAHONY has served as the Chief of the Massachusetts Alcoholic Beverages Control Commission Enforcement Division since 2000. In 2004 he was named the National Liquor Law Enforcement Agent of the Year. In 2010, as well as 2013, was elected to serve as President of the National Liquor Law Enforcement Association. Chief Mahony has developed strong data driven enforcement programs toward the prevention of impaired driving, underage drinking and alcohol related crime. In 2012, Chief Mahony testified before the National Transportation Safety Board (NTSB), providing Massachusetts data demonstrating that the use of PLD data to guide enforcement efforts led to a reduction in driving under the influence arrests associated with establishments that were targeted for intervention. As a result of this testimony, the NTSB recommended that this practice be implemented nationwide.

GLORIA L. MATERRE is an executive leader with an extensive background. She is a Partner in the corporate practice group of Dinsmore & Shohl, LLP (Dinsmore), where she advises clients on alcohol regulatory compliance, real estate, and corporate transactional matters. Materre has significant experience in the alcohol beverage industry and has participated on panels for the National Council of State Liquor Administrators, the National Conference on Wine, Beer & Spirits, the American Association for Justice (AAJ), formerly the Association of Trial Lawyers of America (ATLA), a membership organization with then over 50,000 members. As its chief operating officer in her last years there, she provided leadership and strategic management to ensure that the organization had the proper operational controls, procedures and policies in place to effectively grow while maintaining financial strength and operating efficiency. Ms. Lehrman received her J.D. from California Western School of Law in 1986 where she served on the Advocacy Honors Board. Before attending law school, she worked for the Foreign Policy Association in New York City where she developed programs for community outreach in the interest area of United States foreign policy.

MARGIE A.S. LEHRMAN was appointed interim executive director of the American Craft Spirits Association (ACSA) in August 2015. ACSA, incorporated in 2013, is the only non-profit trade group dedicated to elevate and advocate for the community of craft spirits producers. Before joining ACSA, she was a senior attorney at Lehrman Beverage Law, PLLC, a firm that concentrates in the area of beer, wine and spirits law. She now serves in an Of Counsel capacity and focuses on alcohol beverage licensing matters in the District of Columbia. She worked for 15 plus years for the American Association for Justice (AAJ), formerly the Association of Trial Lawyers of America (ATLA), a membership organization with then over 50,000 members. As its chief operating officer in her last years there, she provided leadership and strategic management to ensure that the organization had the proper operational controls, procedures and policies in place to effectively grow while maintaining financial strength and operating efficiency. Ms. Lehrman received her J.D. from California Western School of Law in 1986 where she served on the Advocacy Honors Board. Before attending law school, she worked for the Foreign Policy Association in New York City where she developed programs for community outreach in the interest area of United States foreign policy.

JOHN R. LUNDQUIST joined the Licensing and Administrative Law Division of the Iowa Department of Justice as an Assistant Attorney General in May 1999. In addition to serving as legal counsel to the Iowa Alcoholic Beverages Division, Mr. Lundquist provides representation to various state agencies including the Iowa Lottery Authority, the Iowa Department of Public Safety, the Iowa Board of Parole, and the Iowa Real Estate Commission. He received his bachelor’s and master’s degrees from Iowa State University and his law degree from the University of Iowa.
DONALD S. MCGEHEE is the Division Chief of the Alcohol and Gambling Enforcement Division of the Michigan Department of Attorney General, he serves as chief legal counsel to the Michigan Gaming Control Board, Bureau of State Lottery, Charitable Gaming Director, Horse Racing Director, Michigan Liquor Control Commission, and the Sheriffs Training Counsel of Michigan. He was the principal attorney for Michigan on the landmark Supreme Court decision in Heald v Granholm, a direct shipping case involving the interplay between the Commerce Clause and the 21st Amendment. He works closely with the Gaming Control Board and Lottery Commissioner in regulating gaming and overseeing tribal casino compact issues. He also works closely with law enforcement agencies in combating illegal gambling operations and illegal shipments of alcohol. He has substantial litigation experience and spoken numerous times at gaming and alcohol conferences and as a visiting speaker at state universities and law enforcement associations.

RENEE METZ was named Chief Counsel of the North Carolina ABC Commission in 2013. She joined the Commission in 2003, and during the last decade she has made a variety of presentations about ABC-related topics to law enforcement agencies, industry associations and community organizations. Renee is a graduate of Graceland College (now University) in Iowa and NC Central University School of Law. Prior to joining the ABC Commission, Renee spent nine years practicing mostly criminal and juvenile law with private law firms and a local District Attorney’s Office. Although born and raised in Michigan, Renee has lived in the Raleigh area of North Carolina since 1989. Renee married in September 2015 and enjoys reading, playing piano, biking, and rescuing dogs.

RJ O’HARA is president of Flaherty & O’Hara, P.C., a Pennsylvania-based boutique law firm with ten attorneys and 20 support staff practicing exclusively in the alcohol beverage space. R.J. received his J.D., cum laude, from the University of Dayton in 1989 and his B.A. in English in 1985 from the same school. He served as Articles Editor of the University of Dayton Law Review and is a member of the National Honors Society in History. He co-founded the Alliance of Alcohol Industry Attorneys and Consultants and is chair of its Board. R.J. represents members of all three tiers of the alcohol industry, providing liquor licensing advice, handling complex ownership changes, litigation and administrative hearings, and advising clients on national licensing issues arising from mergers, acquisitions and corporate restructuring, as well as administrative citations. He represents institutional investors in the hospitality, restaurant and alcohol manufacturing spaces, and he is adept at addressing their unique concerns. He often counsels on tied house and trade practice matters and advises clients on the legality of national alcohol promotions and marketing programs, and frequently drafts legislation. R.J. is also a shareholder in a PA craft brewery, Erie Brewing Company in Erie, PA, maker of Railbender Ale, an award-winning Scotch ale, among others.

EDWARD O’TOOLE is a retired national Program Manager for the U.S. Treasury Department’s Bureau of Alcohol, Tobacco and Firearms (now the Alcohol and Tobacco Tax and Trade Bureau [TTB]). A native San Franciscan, Ed entered service with the Bureau in 1970 in San Francisco after graduation from the University of California, Berkeley, School of Business Administration. In his 32 year career, Ed served as Assistant Chief of Field Operations, Western Region, Ed and as Chief of the BATF’s Western Region Management Staff in San Francisco. As a BATF National Program Manager, Ed was responsible for the Bureau’s alcohol beverage label fraud and advertising compliance programs in the Bureau’s Market Compliance Branch of the Domestic and International Trade Division in Washington, D.C. Ed is nationally recognized as an expert in FAA Act enforcement and compliance matters. Since his retirement from the Bureau in March, 2002, Ed serves as a consultant to the alcohol industry on compliance matters from his office in Walnut Creek, California and is currently retained by the California Beer and Beverage Distributors.

MAGDALENA “MAGIE” OZAROWSKI is the Chief Attorney for Florida’s Division of Alcoholic Beverages and Tobacco in Tallahassee, FL. In her current role, she supervises a 7-person team representing the Division in enforcing the laws and regulations of the alcoholic beverage and tobacco industries. Magie started her legal career in private practice in San Francisco, CA before transitioning to regulatory work, first as an Assistant Attorney General with the Florida Office of the Attorney General, Medicaid Fraud Control Unit. Magie received her J.D from the University of Florida, Levin College of Law and her B.A. from the University of California, Berkeley.

PAUL PISANO leads the National Beer Wholesalers Association’s efforts in industry, legal and state governmental affairs and serves as a liaison to state distributor associations and outside groups. Prior to joining NBWA, he served at the Department of Commerce, most recently as director of congressional affairs at the U.S. Census Bureau. He also spent six years working in senior positions on Capitol Hill. Pisano holds a B.A. degree from Hampden-Sydney College and earned his J.D. from Catholic University’s Columbus School of Law.

STEVEN L. SCHMIDT is Sr. VP, Public Policy and Communications for the National Alcohol Beverage Control Association (NABCA). Presently, he oversees the research and development of policy, best practices, and communication strategies to help states manage control and regulatory systems and prevent alcohol related harm. Previously, he was Director of Alcohol Education for the Pennsylvania Liquor Control Board, where he was responsible for the vision and development of statewide initiatives to reduce underage drinking and high risk college drinking; creation of innovative education/prevention programs for local communities; establishment of grant programs that funded college and community prevention efforts; and a comprehensive Responsible Alcohol Management Program. He has consulted with state and national organizations; authored several articles; and presented at numerous national and state conferences on a variety of alcohol related issues. He has been professionally employed for over 30 years in positions responsible for addressing alcohol related issues at local, state and national levels.
**Mary Tortorice** joined Sazerac Company as the Chief Compliance Officer in January 2016. Prior to joining the spirits industry, she was in the retail industry and spent 5 years at Dick’s Sporting Goods as VP Deputy General Counsel and Chief Compliance Officer and 13 years at Sears Holdings as VP Deputy General Counsel. Mary began her legal career at the Federal Trade Commission. The Sazerac Company, established in 1850, is a leading North American spirits supplier, and owner of many of the industry’s most venerable distilling companies – Buffalo Trace Distillery, The Glenmore Distillery, and A. Smith Bowman Distillery. At Sazerac, Mary is responsible for developing and implementing various compliance programs and provides legal advice to the Company’s sales, marketing, and operations teams worldwide.

**Peter Willsey** is chair of Cooley’s trademark, copyright and advertising practice group. He specializes in litigation, counseling and prosecution in the fields of trademark and copyright law. His practice focuses on the selection of company and product names, the development of comprehensive trademark and branding strategies and the formulation of strategic approaches for the licensing and enforcement of intellectual property rights. He is recognized as one of the top lawyers in the US for trademark law by Legal 500. Peter represents leading companies across a range of industries, including high-profile clients in the alcoholic beverage industry. Among his clients are Sazerac and Jackson Family Wines, whom he represents in trademark, advertising and branding matters. Peter also has experience addressing unauthorized online sales of alcoholic beverages. Peter has extensive experience handling trademark and copyright litigation matters in federal court and before the Trademark Trial and Appeal Board. He also manages and oversees domestic and foreign trademark prosecution efforts, and counsels clients on internet, domain name and copyright issues. Drawing upon his expertise and experience, he has taught a course on trademarks and unfair competition as an adjunct professor at the University of Virginia law school.
JOHN WSZELAKI, CIA, CRMA, CFE, is the Director of the American Center for Government Auditing at The Institute of Internal Auditors (IIA), the global professional association and standard-setting body for internal auditors. The IIA, founded in 1941, serves more than 180,000 members in over 170 countries and territories and is the internal audit profession’s chief advocate, educator, and provider of standards, guidance, and certifications. Wszelaki is recognized as a long-time leader in advancing the internal audit profession on the local and national levels, sharing best practice approaches and mentoring fellow professionals. Before joining The IIA in early 2016, Wszelaki was Director of Internal Audit at the State of Virginia’s Department of Alcoholic Beverage Control for nearly 17 years and, previously, Managing Auditor at American Greetings Corp. for nearly 22 years. An active IIA volunteer for more than 20 years, Wszelaki served in an array of leadership capacities, including as Chairman of the North American Board (2014-15); Chair of the North American Chapter Relations Committee; member of the North American and Global boards; President and member of the Board of Governor of The IIA’s Central Virginia Chapter; and district representative and adviser. Wszelaki is a Certified Internal Auditor (CIA) and Certified Fraud Examiner (CFE), and holds a certification in Risk Management Assurance (CRMA). He earned a bachelor’s degree in law enforcement administration and a master’s in public administration from Kent State University.

JESUS ZORRILLA is an agricultural engineer from University of Madrid (Spain). After working in a consultancy on physical planning in Madrid, he worked for three years in the Andalusian administration (Spain) on regional planning. He joined the European Union (EU) Commission in 1990 and worked for 15 years on international issues related to agriculture, including five years as EU delegate in the World Trade Organization in Geneva, Switzerland. From 2010 to 2016, he ran the Unit of wine, olive oil, fruits and vegetables in the Directorate of Agriculture in Brussels. Since September 2016, he has been the Minister Counselor for Agriculture in the EU delegation in Washington, DC.