



NABCA

83rd Annual Conference

Balancing Conflicting Priorities



May 18 – 21, 2020

JW Marriott Phoenix Desert Ridge • Phoenix, Arizona



Letter from the Chairman

Dear Colleagues:

As alcohol beverage control systems, we are perfectly positioned to influence and impact the lives of our citizens by serving as both revenue producer and regulator of beverage alcohol. These two different responsibilities oftentimes pull us in opposite directions, which can be frustrating. It seems to me, however, that it is because we are “**Balancing Conflicting Priorities**” that we can be more even-handed in determining appropriate alcohol policies that provide excellent service to our customers and, at the same time, help to reduce the potential harm of abusive alcohol consumption.

It is in trying to find success in both areas that NABCA’s 83rd Annual Conference has been thoughtfully developed. The NABCA Board of Directors and I encourage you to attend and take advantage of the opportunities to hear new innovative ideas and network with business partners.

We look forward to seeing you in Arizona.

NABCA Chairman of the Board



DOWNLOAD THE NABCA MEETINGS CONFERENCE APP!

The Conference app keeps you up-to-date on events, speaker biographies, session descriptions and more! Further details will be made available after registering. Accessible for all iPhone, Android, smartphone and other web-based users.

83rd Annual Conference

Tentative Schedule of Events

Sessions are open to all registrants unless otherwise indicated

SUNDAY, MAY 17

02:00 PM – 06:00 PM Registration

MONDAY, MAY 18

08:00 AM – 06:00 PM Registration
01:30 PM – 02:00 PM *Public Affairs Committee
01:30 PM – 03:00 PM *Industry Advisory Committee
02:00 PM – 02:30 PM *Governance Committee
03:00 PM – 04:00 PM Workshop I: Alcohol Regulatory and Policy Update
03:00 PM – 04:00 PM Workshop II: SAM & PQRS: Enhancing the Customer Experience
04:30 PM – 05:30 PM *Board of Directors Meeting
06:30 PM – 09:30 PM NABCA Town Center & Dinner

TUESDAY, MAY 19

07:00 AM – 08:15 AM Breakfast
07:30 AM – 06:00 PM Registration & Banquet Ticket Exchange
08:30 AM – 10:00 AM General Session I: Conflicting Economic Indicators
10:00 AM – 10:15 AM Morning Break
10:15 AM – 11:30 AM Business Session I: Balancing Alcohol Regulation
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar I: Product Liability
02:30 PM – 02:45 PM Afternoon Break
02:45 PM – 03:45 PM Seminar II: Innovative Practices – Part One
06:30 PM – 09:30 PM NABCA Town Center & Dinner

WEDNESDAY, MAY 20

07:00 AM – 08:15 AM Breakfast
07:30 AM – 03:00 PM Registration & Banquet Ticket Exchange
08:30 AM – 10:00 AM General Session II: Balancing Conflicting Careers
10:00 AM – 10:15 AM Morning Break
10:15 AM – 11:30 AM Business Session II: Global Expectations – What's Ahead for Alcohol
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar III: Diversity and Demographic Dynamics
02:30 PM – 02:45 PM Afternoon Break
02:45 PM – 03:45 PM Seminar IV: Innovative Practices – Part Two
06:00 PM – 07:00 PM Reception
07:00 PM – 11:00 PM "Boots, Buckles & Bling" Annual Banquet

***INVITATION ONLY**

Keynote Speakers

TUESDAY, MAY 19
8:30 AM – 10:00 AM
**General Session I:
Conflicting Economic
Indicators**



RON INSANA

CNBC Senior Analyst and Commentator, Trailblazing Financial Journalist, Bestselling Author and Financial Professional



KEVIN WARSH

Member of the Board of Governors, Federal Reserve System (2006-2011), Executive Secretary of the National Economic Council (2002-2006), Member, Group of Thirty (G30)

With the longest running bull market in history, there are now many economists predicting a downturn for the US and Global economies. Some are suggesting a short-term correction while others believe it could be much worse. Predicting stock market and business cycle timing is next to impossible. Because we live in a global and interconnected economy where other countries' foreign and domestic policies can impact the global economic environment, it's critical that we stay abreast of world events. What are the current economic indicators telling us and are we helping or hurting our economic future with the current trade and tariff actions? Has the corporate tax policy proven to be as beneficial as hoped? What should companies and individuals do to be better prepared to face the economic challenges that may lie ahead? Ron Insana and Kevin Warsh are well known experts that will discuss and debate what has happened, what is likely to occur and what preparations we should be making to best weather the approaching economic storm.

Moderator: Dan Noble

WEDNESDAY, MAY 20
8:30 AM – 10:00 AM
**General Session II:
Balancing Conflicting
Careers**



**NICOLE
MALACHOWSKI**

First Woman Thunderbird Pilot, Combat Veteran, Fighter Squadron Commander, White House Fellow & Adviser, and Indomitable Spirit

Nicole Malachowski has proven that one can achieve the highest levels of success in two simultaneous career paths; navy air pilot and mother/wife, both extremely difficult, time consuming and critically important. Becoming the first female pilot selected to fly as part of the USAF Air Demonstration Squadron, the Thunderbirds, she was able to reach the highest levels of accomplishments as a navy pilot while at the same time successfully navigating the demands of a loving and caring wife and mother. As most of us know, balancing our professional and private lives is perhaps life's biggest challenge. We encourage you to listen to Ms. Malachowski as she provides us with insight on how to be able to focus and succeed in both.

Moderator: Dan Noble

Business Sessions

TUESDAY, MAY 19
10:15 AM – 11:30 AM

Business Session I: Balancing Alcohol Regulation

The rise and fall of alcohol regulation is closely related to the rise and fall of alcohol consumption. Too much consumption spurs over-regulation like prohibition in 1919, which did not quite work as planned. Then after repeal in 1933, we saw a slow steady growth in consumption through 1980 until once again we began to see increased regulation such as the 21 year old drinking age, increases in the federal excise taxes, more strict DUI laws coupled with a health craze and the creation of MADD which all led to reduced abuse and consumption from the 80s into the 90s. Now, decades later, with per capita consumption of alcohol creeping back up, legalization of recreational cannabis, the opioid crises, and the exploding craft market, will public health concerns once again gain traction? Can we expect more scrutiny of substance abuse regulation? In the past, not enough or too much alcohol regulation tended to spark a reaction to an extreme one way or the other. The panel will discuss and debate where we might be in this ongoing cycle of alcohol regulation.

CO-MODERATORS:

TBD

PANELISTS

Ernest Gallo, Chief Operating Officer, E&J Gallo
John Hayes, President USA & Canada, Brown-Forman
Jerry A Oliver Sr, (Police Chief retired) Professor of Practice, Arizona State University, Adviser, Center for Alcohol Policy

WEDNESDAY, MAY 20
10:15 AM – 11:30 AM

Business Session II: Global Expectations - What's Ahead for Alcohol

As much as we would like to think we can control our destiny, it would appear that we are being impacted by factors and influences far beyond our control. The digitization of modern day living, artificial intelligence around the corner, changing demographics, trade and tariff policies and other forces make it much more difficult to predict consumer consumption patterns. The Control Jurisdictions and the Alcohol Beverage Industry both represent entities that must adapt to today's expectations from customers, but even more important, prepare for tomorrow's realities. How control jurisdictions and the alcohol beverage industry adapt to the new generational and demographic realities will determine how or if they survive and/or thrive into the latter half of the 21st century.

CO-MODERATORS

George Soleas, Liquor Control Board of Ontario

PANELISTS

Jonathan Yusen, William Grant & Sons
Sarah Bradley, Campari
Kate Letts, Heaven Hill

Concurrent Workshops

MONDAY, MAY 18

3:00 PM – 4:00 PM

Workshop I: Alcohol Regulatory and Policy Update

This workshop will provide a status report on national and state alcohol regulatory, legislative and policy changes impacting the control systems and industry. NABCA's Senior Vice President and General Counsel, J. Neal Insley, and Senior Vice President of Public Policy, Steven L. Schmidt, Vicky McDowell, NABCA's Federal Agency Liaison, will be accompanied by Susan Evans, State Government Liaison for TTB. The group will discuss multiple issues of interest including: alcohol case law; state alcohol legislative updates; trending alcohol investigations; TTB update—including the new tax rate changes for alcohol products; and other recent issues of interest.

SPEAKERS

- J. Neal Insley, Senior Vice President and General Counsel, NABCA
- Steven L. Schmidt, Senior Vice President of Public Policy, NABCA
- Vicky McDowell, NABCA Federal Agency Liaison
- Susan Evans, NABCA State Government TTB Liaison

Workshop II: SAM & PQRS: Enhancing the Customer Experience

Taking advantage of technological improvements in Diveline 7, NABCA's Diver and DivePort interfaces will run reports faster and modernize information delivery. Mobile device access will become faster and easier for use on the road. PQRS has been dramatically simplified and enhanced allowing users to enter Price Quotations on one simple form and clone existing Price Quotations within and across states. PQRS users will spend less time jumping from screen to screen to submit Price Quotations, giving them more time to engage in business with the four states currently using PQRS and those states who will be adopting PQRS in the future

SPEAKERS

- David Jackson, SVP Trade Relations, Chief Operations Officer, NABCA
- Amy Grollman, Director, MIS Projects, NABCA

Seminars

TUESDAY, MAY 19

1:30 PM – 2:30 PM

Seminar I: Product Liability

While it is true that the United States has been able to avoid and prevent any real problems with tainted goods, it doesn't hurt to remember that "an ounce of prevention is worth a pound of cure". As more and more alcohol producers enter the marketplace domestically and internationally and as more and more different types of products hit the shelves, control jurisdictions find themselves in the unenviable position of guaranteeing the safety of these products, oftentimes without appropriate certification protocols. This session will review and discuss liability and testing policies and procedures to help ensure consumer safety.

MODERATOR

TBD

PANELISTS

Elizabeth DeConti, Gray Robinson

TBD



Seminars

(continued)

TUESDAY, MAY 19
2:45 PM – 3:45 PM

Seminar II: Innovative Practices – Part One

In “Balancing Conflicting Priorities”, Alcohol Beverage Control agencies must reflect the highest standards of excellence in all the fields of discipline where they find themselves responsible. We believe many of these agencies are utilizing best practices in the alcohol beverage industry retail and wholesale communities as well as implementing superior enforcement, licensing and public health policies. Through conferences, seminars and other venues, it’s extremely helpful to share these efforts as re-inventing the wheel and implementing untried practices and policies can be costly and time consuming. With the “Innovative Practice” sessions scheduled for both afternoons, it is our goal to provide concepts and ideas that have proven effective in some jurisdictions and may prove just as effective in others. The below agencies, each with 12 minutes, will present their innovative practice and provide accompanying materials. We encourage all to attend.

MODERATOR

TBD

- OH - Liquor Enterprise Service Center
- NH - “Mocktail Week”
- Nova Scotia - Wholesale Ordering Website
- IA - Transportation and Fulfillment
- WY – Agency Video

WEDNESDAY, MAY 20
1:30 PM – 2:30 PM

Seminar III: Diversity and Demographic Dynamics

Being aware of the changing customer landscape is critical for all of us to continue to meet the demands of our clients. We need to also be aware that the speed of change is not slowing down but rather accelerating. Can we keep up? Are we building a path for success? It’s become time to look beyond the next month’s or quarterly numbers and focus on the tsunami heading our way. Will generation Z ever consume as much alcohol as the generations before? We have brought in two professionals to look at data beyond the sales numbers to help predict where the successes will be in the next few years and decades.

MODERATOR

TBD

PANELISTS

- Gina Capaz, Moet Hennessy
- Kaumil Gajrawala, Credit-Suisse

WEDNESDAY, MAY 20
2:45 PM – 3:45 PM

Seminar IV: Innovative Practices – Part Two

Globally, the Control Systems continue to modernize and upgrade their operations and service levels. Innovative Practices -- Part Two continues to highlight some of the success stories control systems have experienced within the past year. As we share these innovative practices, we must all understand that what works in one jurisdiction may not necessarily work for all. However, it’s important to see what other systems have implemented and then determine if it could be incorporated into your own system. Once again, we encourage you to attend and see what is happening in other jurisdictions.

MODERATOR

TBD

- Ontario – “Spirit of Sustainability”
- VA – Retail Promotions
- Montgomery County – Safety Alliance Team
- AL – Conference on Excessive and Underage Alcohol Use
- TBD

Registration Information

CLICK HERE
TO REGISTER
ONLINE
FOR THE
83RD
ANNUAL
CONFERENCE

The 83rd Annual Conference registration fee covers attendance at the conference, all scheduled business and social events, access to the Town Center and Trade Show, and program materials. There are no prorated registration fees or refunds for registrants attending individual events. All spouses, guests and children must be registered or they will not be allowed to participate in any conference activities. Only one Spouse/Guest registration per full registration fee paid is allowed. Early registration closes on **April 24**.

2020 ANNUAL CONFERENCE REGISTRATION RATES

	By April 24	After April 24
State and Governmental Members	\$695	\$745
Supplier, Broker, Association and Allied Members	\$995	\$1045
Spouse/Guest (only 1 per full registration allowed)	\$395	\$445
Children, ages 10-20 (<i>Please review "Policy for Underage Attendees"</i>)	\$95	\$145

CANCELLATION POLICY

All cancellations of Conference registrations must be submitted in writing to the NABCA office prior to the opening date of the Annual Conference. A \$25.00 per registrant processing fee will be assessed per cancellation.

Conference Policies

Please review the following conference policies prior to attending the Annual Conference. These policies have been developed over the years and approved by the NABCA Board of Directors and Industry Advisory Committee.

- Conference attendees must wear NABCA name badges at ALL events. **No one will be admitted to any event without a badge. Sharing badges is strictly prohibited. Badges are non-transferable.**
- Company business meetings may not be held during NABCA scheduled events.
- **Hosting/entertaining of Control State Officials is not permitted during Annual Conference scheduled events.**
- Town Center/Trade Show participants must follow all policies applicable to each venue.
- No individual room or suite is to be operated as part of the Town Center.
- Only gifts of nominal value (i.e., key chains, pens, buttons, etc.) may be provided by companies to any conference attendee. No items of apparel of any value, no company lanyards and no alcohol beverages (other than on a per-drink basis) may be provided. **Mini (200 ml or less) bottles are strictly prohibited.**
- Promotional vehicles are not allowed on, or around, conference premises.
- Magazines and other periodicals must receive prior approval from NABCA before being distributed during the Annual Conference.
- NABCA reserves the right to restrict participants which, because of noise, method of operation, or for any reason, become objectionable, and also to prohibit or evict any participants which, in the opinion of the Association, may detract from the general character of the Annual Conference as a whole.

Town Center & Trade Show

Both the Town Center and the Trade Show give suppliers and vendors an opportunity to present their products and conduct business with the Control States. The Town Center opens officially on Monday, May 18 from 6:30 PM to 9:30 PM and again on Tuesday, May 19 from 6:30 PM to 9:30 PM. The Trade Show opens on Tuesday, May 19 and Wednesday, May 20 from 11:30 AM to 2:00 PM.

Policy for Underage Attendees

With a national legal drinking age of 21, we are extremely sensitive to the social and regulatory issues surrounding underage consumption of alcohol. While we do not discourage children's attendance at the Annual Conference, we, perhaps more than any group, must abide by the law and set the highest standards of responsible alcohol beverage service. No one under 21 years of age is allowed in or in the vicinity of the Town Center or Trade Show. If you register children, you are responsible for their adherence to this policy.

If you have any questions regarding the 83rd Annual Conference, please contact the NABCA Meetings Department at (703) 578-4200 or meetings@nabca.org.

Lodging Information



JW Marriott Phoenix Desert Ridge

5350 E. Marriott Drive
Phoenix, AZ 85054
Tel: (480) 293-5000
Reservations: 1-800-835-6206

Attendees are responsible for making their own hotel accommodations. Please remember to book early.

SLEEPING ROOM RESERVATION CUTOFF DATE: APRIL 24

Room Rates:

State/Government - Standard Room: \$225.00 + tax
(Limited quantity available for State/Government members only)
[Click here](#) to book a State/Government room online

Industry - Premium Room: \$270.00 + tax
[Click here](#) to book a Premium Industry room online.

Industry - Signature Room: \$305.00 + tax
Signature rooms are preferred view, higher-story rooms with views of the pool, golf course or mountains.
[Click here](#) to book a Signature Industry room online.

A limited number of suites are available. Please contact the hotel directly.

Reservations Via Telephone

Call the JW Phoenix Desert Ridge directly at 1-800-835-6206 and refer to "NABCA Block (Government or Industry)" or use the group code "NABCA" for the negotiated rate.

Reservation Notes

- Check-in is 4:00 PM and check-out is 11:00 AM.
- Self-parking is \$16 daily and Valet is \$27 daily.
- The Daily Resort Charge does not apply to NABCA attendees. Additional amenities can be purchased a la carte from the hotel at the time of check-in.
- All reservation changes must be handled directly with the hotel. A fee of one night's stay will be applied if cancellations are made less than 3 days in advance of the arrival date. An early departure fee of one night's stay will be applied to departures made prior to the reserved check-out date.
- If pre-billing or advanced credit is desired for individual room accounts, arrangements should be made directly with the hotel well in advance of the Annual Conference.

Travel Information



Airline Travel

Phoenix Sky Harbor International Airport is 22 miles away from the JW Marriott Phoenix Desert Ridge. For more information, please visit www.skyharbor.com.



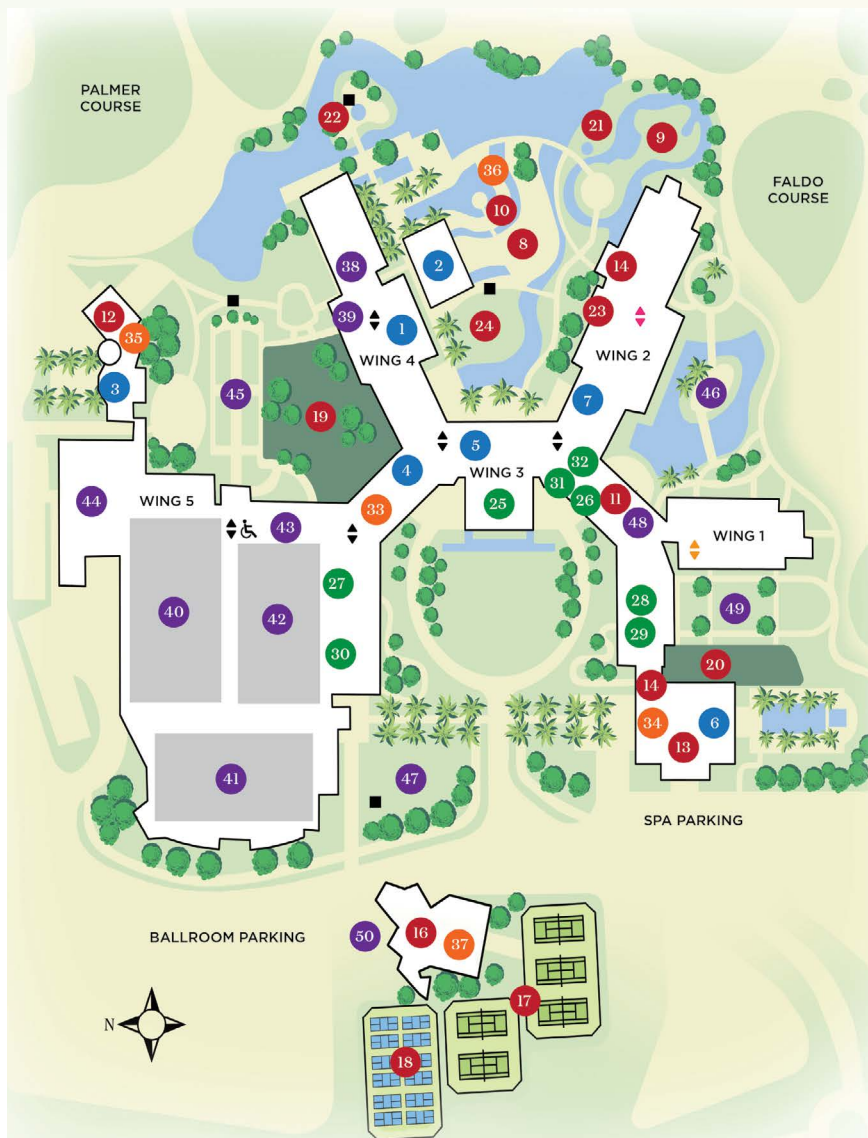
Ground Transportation

Transtyle is the JW Marriott Phoenix Desert Ridge preferred transportation partner. They have a variety of vehicle options to handle various transportation needs of individuals or various group sizes. Reservations can be made by contacting them at 800-410-5479 or on their website <https://www.transtyle.com/>. Sedan rates begin at \$65 for parties of 3 or fewer.

Phoenix Taxi Information: The first mile is \$5. Each additional mile is \$2.30. Each hour of a traffic delay is \$23. The minimum fare is \$15. (Rates are subject to change.) [Click here for taxi companies and more information.](#)

For rental car information, please check with your preferred carrier.

JW Marriott Phoenix Desert Ridge Hotel Map



Attire

Attire for all scheduled business and social functions is casual.

It's time to kick up your heels! Attire for the **"Boots, Buckles & Bling"** Annual Banquet is cowgirls or cowboys choice.

Dress up your jeans and pack your cowboy boots, sparkly belt buckles, and cowboy hats.

While certainly not mandatory, themed attire is encouraged for what is sure to be a real barn burner.



Weather

For the month of May, the average temperature high/low in Phoenix is 95°/69°F.