MONDAY, OCTOBER 19

11:00 AM – 12:00 PM  OPENING REMARKS
A.D. ZANDER GUY, Chairman of North Carolina Alcoholic Beverage Control Commission and NABCA Chairman

THE BEST OF NABCA AWARDS PRESENTATION
JEREMY NEDELKA, Stateways Magazine

02:00 PM – 04:00 PM  ADVISORY COMMITTEE MEETINGS
Communications (COMM)
Distribution Center Logistics (DCL)
Education (EDU)
Information Technology (IT)
Products & Procedures (P&P)
Regulatory (REG)
Retail (RET)

TUESDAY, OCTOBER 20

11:00 AM – 12:00 PM  CONCURRENT SESSIONS

ALCOHOL SERVING/SELLING TRAINING TRENDS
Over the past several years and especially during the recent pandemic states have considered and made several changes in content and delivery of responsible beverage service training provided in their jurisdictions. Those changes have included on-line training, home delivery of product, and most recently the added challenges face masks and assuring age and level of intoxication. Presenters will discuss the challenges and opportunities of these changes and what factors should be considered, including costs, knowledge retention, behavior change, ease of access, and technology. Examples from states that have made recent changes and their experiences will also be presented

MODERATOR:  JEFF STRICKLAND, Public Affairs Director, North Carolina Alcoholic Beverage Control Commission

PRESENTERS:  CHARLIE FULLER, Alcohol Education Trainer, North Carolina Alcohol Beverage Control Commission
KENT HAAB, Education Specialist, Montana Dept. of Revenue, Alcohol Beverage Control Division
ALCOHOL LOBBY – A PEEK BEHIND THE CURTAIN

Virtually all alcohol issues before state legislatures have multiple stakeholders interested in the results of deliberation and action. These stakeholders will include state agencies, retailers, wholesalers, manufacturers, beer, wine, spirits, public health, law enforcement, communities, tourism and lodging to name a few of the interested parties. This session will seek to give you the basics of how these organizations seek to make their case to the legislature and what makes for an effective advocate for their cause. Presenters will include perspectives from a state agency, legislators, and a lobbyist.

MODERATOR: J. NEAL INSLEY, Sr. VP, General Counsel, National Alcohol Beverage Control Association
PRESENTERS: CHIP JONES, Deputy Director, Alcoholic Beverage Control Division, Mississippi Department of Revenue
ALI GORMLEY, Federal Lobbyist, Wine & Spirits Wholesalers of America
STEVE GROSS, Vice President, State Relations, Wine Institute

EMERGING TECHNOLOGIES

If you thought COVID only impacted E-Commerce, Legislation, and COOP, think again. COVID has impacted supply chains, logistics and fulfillment, and retail. This session will look at technologies that are being considered to optimize supply chains, logistics and fulfillment, and retail; from route optimization to machine learning AI and robotics. Come, see where the future leads us.

MODERATOR: AMY GROLLMAN, Director, MIS Programs, National Alcohol Beverage Control Association
PRESENTERS: SCOTT LYONS, Sr Director of Business Development, DHL
JAKE SAMPSON, VP Sales and Marketing, Encompass Technologies

02:00 PM – 03:00 PM CONCURRENT SESSIONS

E-COMMERCE – THE IMPORTANCE OF THE FOURTH TIER

While e-commerce has been expanding for decades, COVID has expedited its adoption across all tiers of the alcohol industry. Retailers are building-out their websites and delivery capabilities. Wholesalers are integrating their inventory systems with those of their partners, and suppliers are leveraging data and business intelligence to deploy resources with greater speed and precision. In this session, industry experts will discuss the e-commerce lessons they have learned in campaigns ranging from digital couponing to managing inventory and listing procedures.

MODERATOR: DUFFEY SIDA, General Sales Manager – Control, Campari
PRESENTERS: BUDDY BUCKNER, Associate Counsel, National Alcohol Beverage Control Association
SIMON GILBERT, Campari
CORY RELLAS, CEO, Drizly
SHOW YOUR MATH! IMPORTANCE OF DATA AND POLICY SURVEILLANCE
This session will explore how members of the alcohol marketplace, including producers, wholesalers, and retailers along with regulators and trade associations kept pace with the changing policy landscape to inform their members. While the pandemic created chaos and left market participants scrambling to adjust, the unprecedented moment provided a natural experiment for stakeholders to pool their collective resources and expertise in monitoring the ever-changing landscape. From producing hand sanitizer and curbside pickup to licensee fee relief and buyback programs, come learn how the scene unfolded and lessons learned from those who were on the frontlines.

MODERATOR: CASSIE GREISEN TOURRE, Director, Public Policy, National Alcohol Beverage Control Association
PRESENTERS: CARRIE CHRISTOFES, Executive Director, National Liquor Law Enforcement Association
ELIZABETH DAHL, Vice President, Policy Division/Project Director, Advancement Strategy Consulting
DON MCGEEHEE, Division Chief, Alcohol & Gambling Enforcement, Michigan Liquor Control Commission

SCORECARDING UPDATE
With many markets at warehouse capacity and driver shortages, the supply chain is strained across multiple channels of business. Iowa and Virginia have created detailed scorecards to help inform suppliers of logistical issues affecting operating efficiency which impacts product availability and assortment.

MODERATOR: PAT POKORNY, President Control States, Southern Glazer’s Wine & Spirits
PRESENTERS: MARK DUNHAM, Logistics Director, Virginia ABC Authority
HERB SUTTON, Chief Operations Officer, Iowa Alcoholic Beverages Division

WEDNESDAY, OCTOBER 21
11:00 AM – 12:00 PM  CONCURRENT SESSIONS

“HOPE” IS NOT A CRISIS PLAN
A crisis can happen at any time – whether that is next week, next quarter or tomorrow night. Organizations that are prepared with proper procedures, workflows and timely, thoughtful responses can emerge with their operations and reputations not only intact, but often even enhanced. Strong Crisis Communications and Continuity of Operations (COOP) plans will assist your organization in actively working through the crisis instead of just “hoping” it will pass. In this session, presenters will discuss the details of a COOP and a Crisis Communication plan and identify the most important variables and best practices in having each.

MODERATOR: LINDA VINCENT, IT Director, Vermont Department of Liquor and Lottery
PRESENTERS: JEFFERY ANDERSON, Director, Idaho State Liquor Division
NICK SCHIMICK, Director of Communications, Virginia ABC Authority
STORE MODERNIZATION
This session will discuss recent ABC Store upgrades and implementations which have enhanced security and more importantly the customer experience. Montgomery County, will review new camera technology and the importance of security camera placement. Design Plus NC, just completed a makeover of the Roseboro NC ABC Store. They will walk us through the process and share, Before and After photos. Mecklenburg County NC ABC Board will share their latest enhancement, the addition of Self-Checkout Lanes.

MODERATOR: ROBIN DUBENDORF, Director, Operations, National Alcohol Beverage Control Association
PRESENTERS: ALICIA COLLINS, Director of Operations, Mecklenburg County ABC Board
LAURIE LEE, Director, Pricing Division, North Carolina Alcoholic Beverage Control Commission
KENT MASSIE, Division Chief of Retail Operations, Montgomery County Alcohol Beverage Services
RICK TURNER, Owner, Design Plus Store Fixtures

CBD-INFUSED ALCOHOL PRODUCTS
CBD is the abbreviation for cannabidiol, one of the many cannabinoids, or chemical compounds, found in marijuana and hemp. Products containing CBD seem to be everywhere and is touted for its anxiety and pain management but also exists in skin care, food products, and even pet treats. CBD has also been infused in drinks including those that contain alcohol. This session will explore the federal regulations/guidance on CBD-infused alcohol products and how state alcohol regulatory authorities have addressed the issue, including on premise mixing of the two products.

MODERATOR: SHANNON HOFFEDITZ, Director of Compliance, Oregon Liquor Control Commission
PRESENTER: KELLY ROUTT, Director of Administrative Policy & Process, Oregon Liquor Control Commission

02:00 PM – 03:30 PM CONSUMER PURCHASING TRENDS
NABCA Chairman of the Board Zander Guy will moderate the final session of the Administrators Conference with presenters discussing “Consumer Purchasing Trends During COVID”. It’s apparent that the retail environment of alcohol and other consumer goods has been greatly impacted by the pandemic. Kit Shea of Stretch Collective will report on COVID purchasing trends and whether these trends will last post-COVID.

MODERATOR: A.D. ZANDER GUY, Chairman of North Carolina Alcoholic Beverage Control Commission and NABCA Chairman
PRESENTERS: LISA AKEY, Senior Manager, Distribution, Ohio Division of Liquor Control
KIT SHEA, Founder, Stretch Collective