



27th Annual Administrators Conference

SUNDAY, OCTOBER 17

- 03:00 PM - 09:00 PM REGISTRATION
- 06:00 PM - 07:00 PM WELCOME RECEPTION
- 07:00 PM - 09:00 PM DINNER

MONDAY, OCTOBER 18

- 07:00 AM - 08:30 AM BREAKFAST
- 07:00 AM - 03:45 PM REGISTRATION
- 08:30 AM - 11:30 AM ADVISORY COMMITTEE MEETINGS:
COMMUNICATIONS, DISTRIBUTION CENTER LOGISTICS, EDUCATION, INFORMATION TECHNOLOGY, PRODUCTS & PROCEDURES, REGULATORY AND RETAIL
- 11:30 AM - 12:45 PM LUNCH
- 01:00 PM - 02:00 PM CONCURRENT SESSIONS

The Impact of COVID on On-Premises Trade

Across the US the On-Premise channel was possibly the most gravely impacted by Covid-19. From complete closures to Take-Out & Cocktails to Go and now in 2021 severe premium product shortages and staffing issues as the channel opens back up. Other segments of the industry have fared very well during the pandemic while the restaurants and taverns have had to close their doors. Now with the Delta variant causing more uncertainty, on-premise locations are still trying to forecast what the future holds for them and how best to survive.

- Moderator: David Jackson, National Alcohol Beverage Control Association
- Presenter: Kent Massey, Montgomery County Alcohol Beverage Services

Alcohol Straight to Your Door: Global Shipping in the Three Tier System

The three-tier system has been the bedrock of the U.S. alcohol regulatory structure since the repeal of Federal prohibition; however, e-commerce demands are shaking this foundation. With nearly every state permitting some form of alcohol shipment and the introduction of new supply chain participants, including common carriers, fulfillment centers and third-party platforms, questions persist on how best to regulate and enforce this new marketplace. From youth access concerns and limited enforcement capacity to consumer protections and tax collection, this session will take a deep dive into regulatory and enforcement considerations that are shaping policy debates throughout the country as beverage alcohol goes through this seismic shift in how alcohol is sold and distributed in the U.S.

- Moderator: Pat Galiardi, Michigan Liquor Control Commission
- Presenters: Chelsea Crucitti, Wine & Spirits Wholesalers of America, Inc.
Ted Mahoney, Massachusetts Alcoholic Beverages Control Commission
Don McGehee, Michigan Liquor Control Commission

Building a Customer Friendly Website

The State of Ohio recently completed an upgrade of the OHLQ.com website. This presentation will review what went into this process, from setting out with a goal of optimizing the online customer experience, to identifying the problem, conducting extensive research, designing for the consumer, and including stakeholder input in the build process.

Moderator: Lorraine Terry, JobsOhio

Presenter: Brian Jones, Ohio Division of Liquor Control

02:15 PM – 03:15 PM CONCURRENT SESSIONS

Managing a Sales Surge in a Time of Crisis

Before the Covid-19 pandemic, many control states were already experiencing warehouse space issues and with the surge in sales they had to efficiently manage the increased inventory coming through their warehouses. This increased volume placed a burden on warehouse staff and creative processes had to be implemented to get product out the door to meet delivery expectations. Suppliers had to adapt as well, with sales increasing so dramatically that out-of-stocks became a pertinent issue. While managing supply chain issues with materials such as: bottles, cardboard, labels, etc. they also had to increase production to accommodate the demand. Likewise, securing trucking companies to deliver the product became difficult, due to a shortage of drivers. Control State warehouse officers and suppliers will share their new best practices for the “New Normal” with the hope of being better prepared for the next major event that disrupts our businesses.

Moderator: Chris Mayton, Oregon Liquor and Cannabis Commission

Presenters: Ron DeVries, Ruan Transportation
Chip Jones, Mississippi Department of Revenue
Herb Sutton, Iowa Alcoholic Beverages Division
Javier Travieso, Bacardi USA, Inc.

Outdoor Consumption Areas: What is the Premise?

Licensing and regulating outdoor consumption areas has been a challenge for several years with the rise and hospitality zones and regulations that were modified to allow for such areas. Outside consumption areas increased significantly during the COVID-19 pandemic and were often allowed through emergency and temporary actions increasing the varying definitions and restrictions for such consumption premises. Presenters will discuss how they have defined and regulated these areas and how they have met challenges to meet the needs of business owners and their communities.

Moderator: Kathie Durbin, Montgomery County Alcohol Beverage Services

Presenters: Jason Hanson, Oregon Liquor and Cannabis Commission
Allison Harnden, City of Pittsburgh

A Comprehensive Look at Cocktails To Go

Cocktails-to-go were a regulatory lifeline for many bars and restaurants throughout 2020. As states begin re-opening, this policy initiative will inevitably be recalibrated as consumers establish “new” purchasing patterns. Package stores will have to account for broader retail competition. Restaurants will need to modify recipes and re-allocate resources to ensure proper delivery coverage. Meanwhile, legislators and regulators will be expected to pass laws and regulations which incentivize these new opportunities while maintaining a proper balance with public safety. In this session, regulators and licensees will discuss the wide array of variables which should be addressed to ensure the safety and success of these initiatives.

Moderator: Buddy Buckner, National Alcoholic Beverage Control Association

Presenters: Tyler Ackerson, Iowa Alcoholic Beverages Division
Greg Dugal, Hospitality Maine

03:30 PM – 05:00 PM NABCA BUSINESS CENTER *(INVITATION ONLY)*

06:00 PM – 09:00 PM RECEPTION AND DINNER

- 07:00 AM - 08:30 AM BREAKFAST
- 07:00 AM - 04:00 PM REGISTRATION
- 08:30 AM - 09:30 AM CONCURRENT SESSIONS

Shelf Management Best Practices

Many consumers make purchasing decisions while in-store. The "Last 3 Feet" can impact that decision and is therefore critical to both the retailer and supplier for capturing the sale. Creative and well-planned Shelf Management Practices can increase sales and premiumize purchases leading to satisfied consumers and improved profits.

- Moderator: Sally Ray, Idaho State Liquor Division
- Presenters: Tom Miller, Sellr Technologies
Dirk van Renesse, Republic National Distributing Company

Direct Delivery Dilemmas and Curbside Pickup

While COVID fast-tracked its availability in the alcohol market, consumer demand has transformed offerings such as delivery and curbside pickup from benefits to expectations. As tasting rooms and craft producers reopen, significant operational and regulatory questions will need to be answered prior to making these privileges permanent in many jurisdictions. For instance, issues involving third-party liability for violations and delivery radius distance remain contentious. Similarly, operational questions around channel-shifting vis a vis food ratios and mark-ups have many producers wondering how best to deploy capital for the future. In this session, regulators and producers will discuss what has worked well, and what could be improved upon, as more states carry-out this debate.

- Moderator: Neil Graff, Alabama Alcoholic Beverage Control Board
- Presenters: Travis Hill, Virginia Alcoholic Beverage Control Authority
Devon Morales, Oregon Liquor and Cannabis Commission

Striking the Balance Between Commerce and Public Safety

Every alcohol regulatory and control agency must balance their responsibilities for meeting customer desires and expectations with the public health and safety risks that are caused by harmful use of the product. This potential conflict can arise in virtually every policy and operational decision faced by the agency. This session will explore how this challenge can be met by hearing from those that advocate and seek to inform policy makers on their positions regarding alcohol policy.

- Moderator: Jake Holmes, Iowa Alcoholic Beverages Division
- Presenters: Kate Frey, New Futures
Les Fugate, Brown-Forman Corporation

- 09:45 AM - 10:45 AM CONCURRENT SESSIONS

Impact of De-scheduling Cannabis

The introduction of draft legislation by Democratic leadership inserted a new dynamic into the federal debate on legalization. By highlighting the integral role states' have played, the already pervasive comparisons between alcohol and cannabis regulatory frameworks have come further into focus. However, federalism necessarily creates tension between the two—begging significant legal questions ranging from pre-emption of state laws to limitations inherent to dormant Commerce Clause jurisprudence. In this session, attorneys and regulators will discuss legal and regulatory considerations which are likely to have significant impacts on the operations of legal cannabis markets.

- Moderator: Buddy Buckner, National Alcohol Beverage Control Association
- Presenters: Tony Glover, Glover Law
Christopher Riano, Holland & Knight

The New Normal of eCommerce

E-Commerce has taken the world by storm and whatever natural growth may have occurred was put on steroids with Covid-19 and consumers inability to shop via normal methods in-store. This session will look at how "retailers" plan on keeping consumers coming to their stores and protecting the franchises built over many years.

Presenters: Liz Brassell, Pennsylvania Liquor Control Board
Mike Demko, Pennsylvania Liquor Control Board
Paul Williams, Virginia Alcoholic Beverage Control Authority
Eddie Wirt, Virginia Alcoholic Beverage Control Authority

Rise of Canned Cocktails

Canned cocktails in their latest format are a relevantly new category in the liquor industry but in reality have enjoyed huge growth globally for many years especially with whiskey. The USA is now catching up fast with a huge range of brands and flavors. Whether consumed for the convenience, the taste or the low calories, these new age beverage appear to be here to stay. Our speakers will review the legalities in Control States, the proliferation of brands and how at least one company is working in both the spirit and malt categories via a unique planned partnership.

Presenters: Cristina Desmond, Breakthru Beverage
Troy Mercer, Beam Suntory
Barb Subastian, Michigan Liquor Control Commission

11:00 AM - 12:00 PM CONCURRENT SESSIONS

Successful and Strategic Social Media Campaigns

Social media has evolved as a strategic communications tool for more direct connection with audiences. Engaging with them can evolve organically or it can be driven by paid advertising and even using influencers for brand messaging. What are the risks of hiring an influencer to represent your brand? As control systems are involved in education initiatives, retail sales and agency branding, does it make sense to have separate social accounts or have everything go through one source? How did COVID change interactions with audiences? Additionally, with platforms such as Facebook, Tik Tok, Snap Chat and others that are emerging, which is the best fit for your successful and strategic social media campaign? How do you measure your success on social media? Join us for insights and experiences from our panelists.

Moderator: Maggie Barchine, National Alcohol Beverage Control Association
Presenters: Melissa Davis, Montgomery County Alcohol Beverage Services
Stacy Kriedeman, Pennsylvania Liquor Control Board
Erik Volk, Vermont Department of Liquor and Lottery, Office of Education

Preventing Illegal Alcohol Sales in a Home Delivery World: A North Carolina Spotlight

Before the pandemic, the North Carolina Legislature permitted third-party home deliveries. At the time, little research existed to guide regulatory practice for this new environment. To overcome this limitation, North Carolina ABC Commission created a task force of interested stakeholders to study the issue and North Carolina Alcohol Law Enforcement conducted observational research to assess youth access before adopting its rules and regulations. North Carolina is one case study for how states can use a broad network of experts and real-time data collection to inform regulatory practices as they work to protect the public from alcohol-related harms in a rapidly changing alcohol marketplace.

Moderator: Pat Daily, Mississippi Department of Revenue
Presenters: Julia Dilley, Oregon Health Authority - Public Health Division
Matt Stemple, North Carolina Department of Public Safety
Jeff Strickland, North Carolina Alcoholic Beverage Control Commission

How Far Does FOIA Go?

Freedom of Information Acts (FOIA) serve as a check on executive power by providing the public with greater access to governmental records. While the federal government has its own FOIA regulations, every state has some form of FOIA statute which enables their respective citizens to access public records or compel production via court order. These statutes vary from state-to-state—with significant variance on matters such as exemptions and timeliness requirements. In this session, attorneys and regulators will discuss their experiences responding to state FOIA requests while highlighting the limitations and difficulties inherent to these workflows.

Moderator: Dean Argo, Alabama Alcoholic Beverage Control Board
Presenters: Rod Diaz, Pennsylvania Liquor Control Board
Maria Everett, Virginia Alcoholic Beverage Control Authority

12:00 PM - 01:15 PM LUNCH

01:30 PM - 02:30 PM CONCURRENT SESSIONS

The Future of Retail

E-Commerce has taken the world by storm and whatever natural growth may have occurred was put on steroids with Covid-19 and consumers inability to shop via normal methods in-store. This session will look at how "retailers or states" (find better) plan on keeping consumers coming to their stores and protecting the franchises built over many years.

Moderator: Tim Poulin, Maine Bureau of Alcoholic Beverages & Lottery Operations
Presenters: Adam Nappi, Bow Street Beverage
Gerry O'Neil, Ohio Division of Liquor Control
Vanda Provato, LCBO

Back to Basics: Alcohol 101 and the Value of the Three Tier System

When situations or tasks become unwieldy, going back to a foundation on the subject may bring new perspective and insight that offer greater and deeper understanding. That is the value of a foundation. Over the years, many modifications in alcohol regulation have chipped away at the power of states to regulate alcohol and COVID circumstances have accelerated change to cause confusion that blur the lines about this structure and why alcohol regulation is important. Going back to basics and being reminded why state laws including the three-tier system are integral in protecting businesses and preventing public harms can prove valuable when having to educate stakeholders who may question the system and want to continually chip away at this foundation.

Moderator: Kelly Roberson, Center for Alcohol Policy
Presenters: Chris Curtis, Virginia ABC, Deputy Secretary to the Board - Retired
Pam Erickson, Public Action Management, PLC
Greg Lehman, Watershed Distillery LLC

02:45 PM - 03:45 PM

GENERAL SESSION

Beyond Burned Out

Thirty-three percent of government employees showed symptoms of burnout, including emotional exhaustion, energy depletion and feelings of reduced professional efficacy, according to one study assessing public sector burnout rates during the pandemic. The COVID-19 pandemic sent government operations into overdrive requiring agile workflow and creative solutions from the public sector and alcohol regulators were no exception. From retail stores being deemed essential and rapid-fire regulatory changes, control jurisdictions kept the supply chain moving, worked diligently to protect their front-line workers and even served as "COVID" police overseeing social distancing and mask mandate adherence. Through shared knowledge and pooled resources, control jurisdictions persevered and navigated regulatory, enforcement and political pressures to serve the public. This session will reflect on the past 18-months through the perspective of an alcohol regulator and discuss how control jurisdictions rose to the challenges during the public health crisis with special emphasis on their business and communication strategies, policy and enforcement activities and workforce development challenges.

Moderator: Neal Insley, National Alcohol Beverage Control Association

Presenters: Kathie Durbin, Montgomery County Alcohol Beverage Services
Tony Faraca, Idaho State Liquor Division
Skyler Genest, Vermont Division of Liquor Control

03:45 PM - 04:00 PM

STATEWAYS CONTROL STATE BEST PRACTICES AWARDS

06:00 PM - 07:00 PM

CLOSING RECEPTION

07:00 PM - 09:00 PM

DINNER