



NABCA



81ST ANNUAL CONFERENCE

May 21-24, 2018 | Arizona Biltmore | Phoenix, AZ

Letter from the Chairman



Dear Colleagues:

If we are to grow, we must work together. Encouraging and promoting increased communication and collaboration between beverage alcohol regulators, industry, public health, community advocates and others, benefits us all. Prohibition was a failure, and laissez faire approaches are ineffective alcohol policy strategy as well, which should illustrate the need for open and honest dialogue. It's been my experience that problems cannot be solved unless first, we know there is a problem and second, the problems are fairly discussed. There is no guarantee that just by debating the issues collectively, that an acceptable solution for all parties will result. However, without the discussion, I can guarantee that trust and respect are diminished.

By **Bridging Divides**, we should be able to lay a foundation that will first, hopefully present solutions to issues of mutual concern and second, provide opportunities to understand and respect our differences where disagreement exists. It has been my goal this year and for this conference to strengthen this foundation. We cannot underestimate the value of communication. It's too easy to attribute blame to an idea or an individual if there is not sufficient understanding of the topic. We should rise above the blame game and instead, reach out to **Bridge the Divide**.

NABCA's 81st Annual Conference will reach out to all in an attempt to build the communication foundation necessary for progress and growth. We look forward to seeing everyone in Arizona.

A handwritten signature in black ink, appearing to read 'Andy Deloney'.

Andy Deloney
NABCA Chairman of the Board



DOWNLOAD THE NABCA MEETINGS CONFERENCE APP!

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

81ST ANNUAL CONFERENCE

Tentative Schedule of Events

Sessions are open to all registrants unless otherwise indicated.

Sunday, May 20

02:00 PM – 06:00 PM Registration

Monday, May 21

OPEN MORNING

Open morning for meetings between state and industry members

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 (*Committee Members Only*)
02:00 PM – 02:30 PM *Governance Committee
03:00 PM – 04:00 PM Workshop I: "Alcohol Regulatory & Policy Update"
03:00 PM – 04:00 PM Workshop II: "Using Data Across the Beverage Alcohol Spectrum"
04:30 PM – 05:30 PM *Board of Directors Meeting
06:30 PM – 09:30 PM NABCA Town Center & Welcome Dinner

Tuesday, May 22

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: "A World View"
10:00 AM – 10:15 AM Refreshment Break
10:15 AM – 11:30 AM Business Session I: "Bridge to Tomorrow"
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar I: "Building Bridges"
02:30 PM – 02:45 PM Refreshment Break
02:45 PM – 03:45 PM Seminar II: "Customer Service Solutions"
06:30 PM – 09:30 PM NABCA Town Center & Chairman's Dinner

Wednesday, May 23

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: "Is The Boom Ready to Bust?"
10:00 AM – 10:15 AM Refreshment Break
10:15 AM – 11:30 AM Business Session II: "The Gender Gap"
11:30 AM – 02:00 PM NABCA Trade Show & Lunch
01:30 PM – 02:30 PM Seminar III: "Pay to Play: Spotting It, Stopping It"
02:30 PM – 02:45 PM Refreshment Break
02:45 PM – 03:45 PM Seminar IV: "Partnering with On-Premise"
06:00 PM – 07:00 PM NABCA 81st Annual Banquet Reception
07:00 PM – 11:00 PM NABCA 81st Annual Banquet

**Board of Directors Only*

Keynote Speakers



David Ignatius

GENERAL SESSION I: “A WORLD VIEW”

There is no doubt that the world is a much smaller place today than it was not so many years ago. Technology has brought the world to everyone’s mobile phone instantaneously and at the same time it brings to our front door the troubles that exist thousands of miles away. It’s difficult to sift through all the news accounts to get to the truth. We have two preeminent speakers with years of experience to filter out the bombast and give us a clear and concise geopolitical picture of the world. Retired Admiral James Stavridis has served as NATO’s 16th Supreme Allied Commander Europe and 15th Commander of the U.S. European Command (2009-2013), Head of U.S. Southern Command (2006-2009), Dean of The Fletcher School of Law and Diplomacy at Tufts University, and Chief International Security Analyst for NBC News. David Ignatius is an American journalist and novelist. He is an associate editor and columnist for The Washington Post. He also co-hosts PostGlobal, an online discussion of international issues at Washingtonpost.com, with Fareed Zakaria. We urge you to attend this critically important session.



James Stavridis

GENERAL SESSION II: “IS THE BOOM READY TO BUST?”

The economy is inherently cyclical. However, we are in the 3rd longest economic expansion in U.S. history. We all know there is a bust to this boom, but when? How much do politics impact the market? the economy? When should we become more conservative with our investments? Are we entering an economic period where more materials are shared rather than purchased? Decision-makers need the proper tools to correctly balance survival and opportunism, both personally and professionally. As Peter Ricchiuti has said, “Making the right calls involves blocking out the noise and remembering that if a majority of the people were right, a majority of the people would be rich.” Peter Ricchiuti, renowned professor of economics at Tulane University’s Freeman School of Business, will address these questions and more.



Peter Ricchiuti

Business Sessions

BUSINESS SESSION I: “BRIDGE TO TOMORROW”

What’s next? Over the years we continue to be surprised about the next big thing in the industry. Who saw the meteoric rise of Peachtree Schnapps in the 80s? How many times have experts predicted the next big success story would be super premium rums? Did anyone see the whiskey renaissance coming in the 2000s? Now that “craft” suppliers have exploded on the scene, how much longer will they impact the marketplace? What happens to alcohol consumption trends when recreational marijuana is available everywhere? We urge you to come listen to our panel of experts and participate in the predictions yourself.

MODERATOR



Andrew J. Deloney, NABCA
Chairman and Chairman, Michigan
Liquor Control Commission

SPEAKERS



Julious Grant, Chief Commercial
Officer, US, Beam Suntory Inc.



Lynda M. Webber, President &
Chief Operating Officer, Hood River
Distillers, Inc.

ADDITIONAL SPEAKERS TO BE NAMED

BUSINESS SESSION II: “THE GENDER GAP”

When we look around the room at industry events and functions, it is hard not to notice that a gender gap exists in the alcohol beverage industry. There are far fewer female executives in leadership and management roles. Does this industry's deeply rooted history of male leadership impede women’s opportunities for success? How best can organizations provide women the chance to advance, change a culture that perpetuates limits on female employees, and avoid missing out on this talent pool? There are not simple or easy answers, especially when many are reluctant to accept that a problem exists. We believe it’s time to “**Bridge this Divide**” and explore ways in which we can reduce the gender gap. Please join us for this important discussion.

MODERATOR



Barkley J. Stuart, EVP, Government
Affairs Director, Southern Glazer’s Wine
and Spirits, LLC

SPEAKERS



Cindy DeVries, Chief Operating
Officer, Fetzer Vineyards



Jill Jones, EVP, President, North
America, Latin America and India,
Middle East, Africa, Global Travel Retail
Regions, Brown-Forman



Molly Reilly, Chief Executive Officer,
Double Green

Seminars & Workshops

SEMINAR I: “BUILDING BRIDGES”

Control agencies deserve to be recognized for the benefit they provide to their citizens and not vilified as anti-business or relics of the past. Their efforts as responsible wholesale/retail operations, effective revenue generator, and valuable contributors to public safety need to be recognized, understood and even appreciated by their stakeholders, policy makers and the local communities. Too often, their “customers” aren’t aware of the value this asset brings to the bottom line of the general fund, the many protections provided by an orderly business market, nor the focus on the responsibility these agencies foster to protect citizens from the potentially harmful use of this product. When the question is asked of anyone in the state, “What does this agency do for me?”, they should be able to answer. We have an expert panel that will recommend strategies that will help in answering that question.

Moderator: Jeffrey R. Anderson, NABCA Director and Director, Idaho State Liquor Division

Speaker: Marianne King, Grant Project Director, Idaho Office of Drug Policy

Additional speakers to be named

SEMINAR II: “CUSTOMER SERVICE SOLUTIONS”

Today’s economy has this country at the lowest levels of unemployment. The repeated question continues to be, “Where can I find good employees?” Finding them is not a likely solution. With low single digit availability, the choices are few. As we look at the rest of the retail environment, we see that as businesses fail to give good customer service, their customers take their business elsewhere. While most of what you sell is not available online, there are other places a customer can take their business. We will look at our customer service from multiple perspectives; are we educating the staff we have? Are we teaching them how to sell? Are we teaching them how to talk with customers? And very importantly, are we looking at how we are leading our employees?



MODERATOR

Salvador Petilos, NABCA Director and Director, Utah Department of Alcohol Beverage Control



SPEAKER

Tom Shay, Principal, Profits Plus Solutions, Inc.

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 and Communications Steven L. Schmidt along with Susan Evans, Executive Liaison for Industry and State Members for the Alcohol & Tobacco Tax & Trade Bureau will discuss multiple issues of interest, including: alcohol case law update; state alcohol legislative update; trending alcohol investigations; the National Academies of Science Alcohol Impaired Driving Report; cannabis legalization update; TTB update – including the new tax rate changes for alcohol products; and other recent issues of interest.

SEMINAR III: “PAY TO PLAY: SPOTTING IT, STOPPING IT”

Trade practice violations occur in both control and license states. What kinds of violations occur most often, and how best can they be spotted and prosecuted? In order to maintain a level playing field, it's critical that the agencies and law enforcement understand what to look for when tracking down either complaints from competitors or signs that indicate violations may be occurring. The competition is fierce and oftentimes there is motivation to develop an edge in the marketplace. We have invited experts in this field to discuss the do's and don'ts of trade practice violation investigation.

Moderator: James “Jim” Canepa, NABCA Director and Superintendent, Ohio Division of Liquor Control

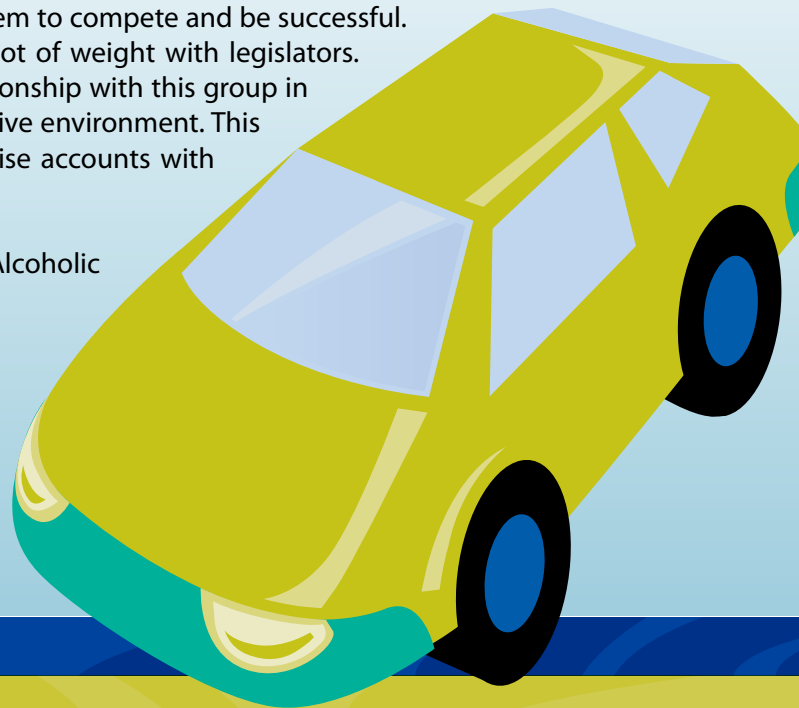
Additional speakers to be named

SEMINAR IV: “PARTNERING WITH ON-PREMISE”

The competition between on-premise accounts is fierce. Control state agencies need to provide timely and efficient service to these accounts in order for them to compete and be successful. These are generally small operations and yet they carry a lot of weight with legislators. It's critical to develop and maintain a positive working relationship with this group in order to give them every chance to make it in this competitive environment. This session will discuss ideas on how best to provide on-premise accounts with excellent service.

Moderator: Neil Graff, Chief Operating Officer, Alabama Alcoholic Beverage Control Board

Additional speakers to be named



WORKSHOP II: “USING DATA ACROSS THE BEVERAGE ALCOHOL SPECTRUM”

Beer, wine, and spirits are made, regulated, marketed, shipped, warehoused, and sold much differently one from the other. However, effectiveness of efforts in the marketplace are measured similarly by each of the three. Metrics built using year-over-year growth, share of the market, points of distribution, among others, are universally used to measure success, or the lack thereof, in the market regardless of the beverage type. This session features a beer industry economist and a wine and spirits marketer who will, respectively, reinforce the common thread through the beverage types by providing an overview of beer sales and how they are measured in the control states, and a demonstration of how SAM data are used to solve problems by the modern liquor executive.

Lodging Information



RESERVATION CUTOFF DATE: APRIL 27, 2018

RESERVATION NOTES

Please note that NABCA is not responsible for your lodging arrangements. PLEASE RESERVE EARLY!!!



ARIZONA BILTMORE

2400 East Missouri Ave.
Phoenix, AZ 85016
Tel: 602.955.6600 or 800.950.0086
<http://www.arizonabiltmore.com>

RESERVATIONS ONLINE

Room Rates:

(single/double occupancy listed at a per night rate)

State/Government Classic Room: \$189.00 + 12.57% tax
(Limited quantity available for State/Government members only)

Online: [Click here](#), to access the link.

Classic/Resort Room: \$234.00 + 12.57% tax

Online: [Click here](#), to access the link.

Premier Room: \$269.00 + 12.57% tax

(Deluxe view with balcony or patio)

Online: [Click here](#), to access the link.

Attendees reserving Premier-Ocatilla rooms will be limited to two (2) guests per room and are restricted from the lounge, unless accepting an additional \$75.00/night charge.

Suites: For various suites and corresponding contracted group rates, please [click here](#). Suites will be allotted on a first come, first serve basis. Quantity is limited so reserve early!

- Check-in is 4:00 PM and check-out is 12:00 PM.
- Self-parking at the hotel is \$12.00 + tax per night. Valet parking is available for \$28.00 + tax per night.
- The standard daily resort charge is complimentary for NABCA attendees and includes guestroom high-speed Internet access, Spa & Fitness Center admittance, unlimited local phone calls, morning newspaper and use of the putting course.
- Reservations must be guaranteed by a major credit card.
- 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 72 hours in advance of the arrival date. An early departure fee of one night's stay will be applied to checkouts made prior to the reserved checkout 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

The Phoenix Sky Harbor International Airport (PHX) is located approximately 20 minutes (10 miles) from the Arizona Biltmore and is serviced by most major airlines. For more information, please visit www.skyharbor.com.

The Tucson International Airport (TUS) is approximately 120 minutes (125 miles) from the Biltmore. For more information, please visit www.ifly.com/tucson-international-airport/.



ATTIRE

Attire for all scheduled business and social functions is casual with the exception of the Annual Banquet where coat and tie are recommended and themed-attire is welcome! For the month of May, the average temperature high/low in Phoenix is 95°/69°F. Be sure to pack for hot, sunny weather.



GROUND TRANSPORTATION

The Ground Transportation information only pertains to the Phoenix Sky Harbor International Airport (PHX).

Taxi service from PHX to the Arizona Biltmore is approximately \$40.00 one-way, gratuity not included.

Transtyle is the preferred executive transportation service for the Arizona Biltmore, with rates starting at \$35.00. Advance reservations are required. For more information, please call (800) 410-5479 or visit www.transtyle.com.

SuperShuttle also provides transportation from PHX to the Arizona Biltmore at the rate of \$11.00 per person one-way. The shared-van service has a 6-stop maximum and departs from the airport every 15 minutes. For more information, please call (800) BLUE-VAN (258-3826) or visit www.supershuttle.com.

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

HOTEL MAP



DINING & RETAIL

- 1 Frank & Albert's
- 2 The Café
- 3 Wright's Bar
- 4 Wright's at the Biltmore
- 5 Cabana Club
- 6 Terrace Shops
- 7 Gift Shop
- 8 Wright's Studio

CONFERENCE CENTER ROOMS

- Cameron Arizona Biltmore Ballroom
- Coconino Casa Grande
- Grand Kaibab
- Mesa Canyon
- Prescott Flagstaff
- Sedona Kingman
- Rimrock Papago

COTTAGE ROOM NUMBERS

- A 5100-5103
- B 5104-5107
- C 5108-5111
- D 5210-5211 (UPSTAIRS)
- E 5112-5115
- F 5214-5215 (UPSTAIRS)
- G 5116-5119
- H 5120-5123
- I 5124-5127
- J 5226-5227 (UPSTAIRS)
- K 5128-5131
- L 5230-5231 (UPSTAIRS)
- M 5132-5135
- N 5136-5140
- O 5141-5145

MEETING ROOMS

- M Aztec
- N Aztec Lawn
- O FedEx Business Center
- P Gold Room
- Q Gold Room Patio
- R Grand Ballroom
- S History Room - 3rd Floor
- T History Room Deck - 3rd Floor
- U Hohokam - 4th Floor
- V Mystery Room - 2nd Floor
- W Talliesin
- X Terrace
- Y Valley Room

OCATILLA

6102-6347

FOUNTAIN COURT VILLAS

7100-7113
7200-7213

CATALINA POOL VILLAS

7114-7133
7214-7233

SAGUARO POOL VILLAS

7134-7143
7234-7243

BOUGAINVILLEA POOL VILLAS

7144-7161
7244-7261

GOLF VIEW VILLAS

7162-7173
7262-7273
7362-7373

Registration Information

The 81st Annual Conference registration fee covers attendance at the conference, all scheduled business and social events, the Town Center and Trade Show, entertainment and any program materials. There will be 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. Please note: Only (1) Spouse/Guest registration per full registration fee paid will be allowed.

To attend, complete and return the enclosed Annual Conference Registration Form via:

Mail: NABCA, 4401 Ford Avenue, Suite 700 Alexandria, VA 22302

Secure Fax: 703.824.3377
Online: www.nabca.org

No registration will be processed without an accompanying check made payable to NABCA or authorization to bill your VISA, Mastercard or American Express. **DO NOT SEND REGISTRATION FORM WITHOUT PAYMENT.** Early registration ends on **April 27, 2018. Online registration closes May 17, 2018.**

Due to Payment Card Industry (PCI) compliance guidelines all registrations with credit card information must be submitted via secure fax, mail or online. NABCA cannot accept emailed registrations that include credit card information.

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. In all cases, a \$25.00 per registrant processing fee will be assessed.

Conference Policies

Please review the following prior to 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. **No one will be admitted to any event without a badge. Badges are non-transferable.**
- Company business meetings may not be held during General or Business Sessions.
- **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 those venues.
- No individual room, suite or outlet 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 (50 ml) 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 afford suppliers and vendors an opportunity to present their products and conduct business with the Control States. The Town Center will open officially on Monday, May 21st from 6:30 PM to 9:30 PM. It will again be open Tuesday, May 22nd from 6:30 PM to 9:30 PM. The Trade Show will be held on Tuesday, May 22nd and Wednesday, May 23rd from 11:30 AM to 2:00 PM.

POLICY FOR UNDERAGE ATTENDEES

With a national legal drinking age of 21, we must be 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. To that end, no one under 21 years of age is allowed in or in the vicinity of the town center outlets and/or trade show booths. If you register children, you are responsible for their adherence to this policy.

If you have any questions regarding the 81st Annual Conference, please contact the NABCA Meetings Department at 703.578.4200 or meetings@nabca.org.

Registration Form

NABCA 81ST ANNUAL CONFERENCE



CLICK HERE TO REGISTER ONLINE

REGISTRANT NAME

BADGE NAME (IF DIFFERENT FROM THE REGISTRANT NAME)

ORGANIZATION

TITLE (REQUIRED)

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

SPOUSE/GUEST NAME

BADGE NAME

CHILD NAME(S)

AGE(S)

BADGE NAME(S)

EMERGENCY CONTACT NAME

PHONE

ITINERARY

REGISTRANT ARRIVAL: 5 / ____ / 18 ____ AM / PM

DEPARTURE: 5 / ____ / 18 ____ AM / PM

SPOUSE/GUEST ARRIVAL: 5 / ____ / 18 ____ AM / PM

DEPARTURE: 5 / ____ / 18 ____ AM / PM

REGISTRATION FEES

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 (Please review "Policy for Underage Attendees")

\$95

\$145

AFTER APRIL 27TH

PAYMENT INFORMATION

No registration will be processed without an accompanying check made payable to NABCA or authorization to bill your VISA, MasterCard or American Express. DO NOT SEND REGISTRATION FORM WITHOUT PAYMENT. Early registration ends on Friday, April 27, 2018. **NOTE: Due to Payment Card Industry (PCI) compliance guidelines all payments with credit card information MUST BE SUBMITTED VIA SECURE FAX to 703.824.3377 or mail. NABCA cannot accept emails that include credit card information.**

I hereby authorize the National Alcohol Beverage Control Association to charge my credit card for the amount below. In the case of any issues or disputes concerning this transaction I will notify NABCA promptly to rectify the situation prior to notifying my credit card company.

PRINT CARDHOLDER'S NAME

AUTHORIZED SIGNATURE

DATE

INTERNAL USE ONLY AUTH# _____ CC# _____ INITIAL _____ DATE _____

This portion of the form will be shredded immediately after processing.

CHECK ENCLOSED (payable to NABCA)

—OR—

CREDIT CARD NUMBER

EXPIRATION DATE

SEE PAYMENT CHART
— REGISTRATION FEES

\$

AMOUNT

Return to:

**National Alcohol Beverage
Control Association
4401 Ford Avenue, Suite 700
Alexandria, VA 22302
Secure Fax: 703.824.3377**

REMEMBER:

- Complete all registrant and guest information
- If paying by check, make checks payable to "NABCA"
- If paying by credit card, use only VISA, MasterCard or American Express
- Return registration form with payment(s) to NABCA
- Make hotel reservations