



NABCA

82<sup>nd</sup> Annual Conference

# ADVANCE OUR FUTURE



TECHNOLOGY



EDUCATION



COLLABORATION



SELF-AWARENESS



May 20-23, 2019

JW Marriott Marco Island | Marco Island, FL



# Letter from the Chairman

Dear Colleagues:

As I have traveled across the US this year, visiting each NABCA Board Director and their incredibly dedicated staff, it is clear that all of us are focused and working diligently on actions that **Advance our Future Value.**

Many of our organizations have made significant strides forward in utilizing 21<sup>st</sup> century technology, generating enhanced revenues for our citizens and partners, and providing great customer experiences, while adhering to our public health and safety responsibilities.

We all agree that things move incredibly fast in 2019 – new technological advancements, new methods of communication, and an ever-changing marketplace – but this is likely as slow as it's going to get.

With this observation in mind, NABCA's 82<sup>nd</sup> Annual Conference has been purposefully designed to provide all of us with unique opportunities to collaborate with one another so that we may continue to deliver for our customers, our partners, and to **Advance our Future Value.**

I look forward to seeing you in Marco Island.

Jeff Painter

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 and more! Further details will be made available after registering. Accessible for all iPhone, Android, smartphone and other web-based users.

# 82<sup>nd</sup> Annual Conference

## Tentative Schedule of Events

*Sessions are open to all registrants unless otherwise indicated*

### Sunday, May 19

02:00 PM – 06:00 PM Registration

### Monday, May 20

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 and PQRS Upgrades Enhance 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 21

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: Politics in Perspective  
10:00 AM – 10:15 AM Morning Refreshment Break  
10:15 AM – 11:30 AM Business Session I: A Cannabis Conversation  
11:30 AM – 02:00 PM NABCA Trade Show & Lunch  
01:30 PM – 02:30 PM Seminar I: Tracking the Trends  
02:30 PM – 02:45 PM Afternoon Refreshment 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 22

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: Technology Tomorrow  
10:00 AM – 10:15 AM Morning Refreshment Break  
10:15 AM – 11:30 AM Business Session II: Maintaining Brand Loyalty  
11:30 AM – 02:00 PM NABCA Trade Show & Lunch  
01:30 PM – 02:30 PM Seminar III: Hosting a Festival  
02:30 PM – 02:45 PM Afternoon Refreshment 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 Annual Banquet

**\*INVITATION ONLY**



# Keynote Speakers

*Jeffrey L. Painter, Chairman, Virginia Alcoholic Beverage Control Authority, NABCA Chairman of the Board*

**TUESDAY, MAY 21  
8:30 AM – 10:00 AM**

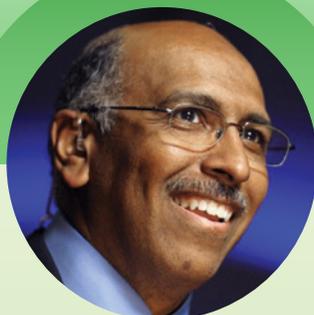
## JON MEACHAM

Presidential Historian  
and Author



## MICHAEL STEELE

Author and American  
Conservative Political  
Commentator and Former  
Republican Party Politician



## General Session I: Politics in Perspective

“It’s never been this bad!” “Our politics are broken!” “Who can we believe?” Constant negative media headlines coupled with shrill and inflammatory comments from our political leaders would lead us to believe that we are on the verge of an apocalypse. Perhaps if we took a longer view, we would find that the country has suffered far worse such as secession and civil war, dueling vice presidents, a great depression, and so on and so forth. Democracy is not easy. It’s hard work and every now and again it threatens to overwhelm us. Let’s take a trip through our past and rediscover the trials and tribulations we’ve been through to become the “shining city on the hill” to the rest of the world.

**WEDNESDAY, MAY 22  
8:30 AM – 10:00 AM**

## KATE ANCKETILL

Expert in Innovation and  
Founder & CEO of GDR  
Creative Intelligence



## General Session II: Technology Tomorrow

For many of us, keeping up with the newest personal and professional technology, at times, seems next to impossible. If we can’t keep up with technology today, how can we stay on top of technology tomorrow? With the growth of A.I., how much longer before robots become an integral part of our lives? It’s also become apparent that there are unintended consequences using social media platforms that inventors had perhaps not considered. It’s not just a question of how to understand and utilize the technology, but how do we regulate the different platforms to reduce potential illegal and unsavory behavior? It’s a brave new world, and it’s coming at us at breakneck speed. Since there is no going back, we must learn how to appreciate the new reality and learn how best to create oversight for everyone’s benefit.

# Business Sessions

TUESDAY, MAY 21, 10:15 AM – 11:30 AM

## Business Session I: A Cannabis Conversation

The likelihood of the legalization of recreational marijuana in a majority of states continues to grow. Many jurisdictions have already taken the leap of legalization, and we're still trying to measure its impact. What have we learned to date? Has there been a change in underage consumption patterns for either alcohol or cannabis since legalization? Has there been an increase in impaired driving or other social abuses since legalized cannabis? Many entrepreneurs have invested heavily in the cannabis marketplace. Will production and distribution be taken over by big pharma, big tobacco, big alcohol or other large suppliers once the marketplace has settled in? Will small, local, "craft" growers maintain a hold on the market? Will the recent move by the DEA to place a drug derived from part of the cannabis plant (cannabidiol – CBD) from Schedule I to Schedule V for the first time change the landscape? Would national legalization trigger a three-tiered structure of manufacture, distribution, and retail to maintain public health standards and an orderly, tax compliant market? Whatever the answers, it's hard to imagine that the alcohol beverage industry will not be impacted.

### MODERATOR



Jill Jones, Founder and Principal  
The Next Act

### PANELISTS



David Klein, EVP, Chief Financial  
Officer, Constellation Brands



Rob Patridge, Specialist Leader  
Deloitte Consulting LLC



Michael Lavery, Principal, Senior  
Analyst | Equity Research/Food,  
Tobacco & Cannabis

WEDNESDAY, MAY 22, 10:15 AM – 11:30 AM

## Business Session II: Maintaining Brand Loyalty

Customer loyalty is proving to be more difficult in recent years. With the proliferation of brands, the changing taste and flavor priorities of consumers, keeping that loyal customer is not quite as easy as it may once have been. A very important demographic for consumable goods, the 21-34 age group seem to be more interested in shopping local, making purchases that connect with their values and interests, and making purchasing decisions based on internet descriptions rather than typical advertising. These patterns have necessitated changes with the traditional marketing efforts of beverage alcohol. Additionally, unlike most other consumable categories, beverage alcohol regulations allow for a more level playing field, which increases the choices and promotes experimentation, making it more difficult to retain loyalty. Experts will examine the challenges of maintaining brand loyalty while adapting to new consumers.

### CO-MODERATORS



Daniel Noble, Director, Wyoming Department  
of Revenue, and NABCA Chair-Elect



Salvador Petilos, Director, Utah Department of  
Alcoholic Beverage Control

### PANELISTS



Pete Carr, President, Bacardi North America



Michael Cheek, Board Director, Proximo



Claudia Schubert, President, US Spirits and  
Canada, Diageo North America

# Concurrent Workshops

**MONDAY**

**MAY 20, 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 and Communications Steven L. Schmidt along with Vicky McDowell, NABCA's Federal Agency Liaison, will discuss multiple issues of interest, including: alcohol case law update; state alcohol legislative update; trending alcohol investigations; TTB update – including the new tax rate changes for alcohol products; and other recent issues of interest.

## WORKSHOP II: SAM, PQRS & NLP: 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.

Natural Language Processing (NLP) is a technology that creates new opportunities to connect and engage with customers by making interactions more conversational. Over the last year, CapTech designed, built and implemented a proof of concept for Virginia ABC that can allow customers to use natural language to interact electronically with the Virginia ABC to receive real-time voice responses to questions such as store hours and locations, product availability and product selections, and recipe information.

### SPEAKERS

- David Jackson, SVP Trade Relations, Chief Operations Officer, NABCA
- Amy Grollman, Senior Manager, MIS Operations, NABCA
- Adam Hofheimer, Principal, CapTech Consulting
- Brian Bischoff, Cap Tech Consulting

# Seminars

**TUESDAY**

**MAY 21, 1:30 PM – 2:30 PM**

## SEMINAR I: TRACKING THE TRENDS

Consumer preferences are changing quicker and more profoundly than perhaps ever before in the consumer goods industries. Tracking and preparing for these disruptors is especially hard for the alcohol beverage industry as forecasting goes out 5 to 10 years. There are several questions and concerns that must be considered when preparing for tomorrow's market such as, has the "craft market" peaked, or is there still room on the shelf for more? The resurgence of brown goods appears to be holding, but is there a downturn in the future? Are we seeing an impact from cannabis sales, or will we? Predicting the future is never an easy task especially when change is happening so fast. By "Tracking the Trends" of today, we are given a better chance to succeed tomorrow.

### MODERATOR

A.D. "Zander" Guy, Jr., Chairman  
North Carolina Alcoholic Beverage Control Commission

### PANELISTS

- Brandy Rand, President  
IWSR, Drinks Market Analysis
- Lester Jones, Chief Economist  
National Beer Wholesalers Association

## ADVANCE OUR FUTURE



# Seminars

(continued)

## TUESDAY

MAY 21, 2:45 PM – 3:45 PM

### SEMINAR II: INNOVATIVE PRACTICES – PART ONE

The control state agencies in the US, Canada, the Nordic countries and elsewhere, continue to improve customer and community service within their jurisdictions. More often than not, these improvements come from within the control state community. We believe this session provides an opportunity to share innovative policies and practice that “Advance Our Future Value”. The agencies below, each with 10 minutes, will present their innovative practices and provide accompanying materials for attendees.

- Virginia: Emergency License Revocation Process, Travis Hill
- North Carolina: Building a Local Coalition, Jim Van Hecke
- Iowa: Place of Last Drink, Jake Holmes
- Pennsylvania: Selling Small Sizes, Dale Horst
- Idaho: Consumer Education Program, Ray Homen

#### **MODERATOR**

Jeffrey L. Painter, Chairman, Virginia Alcoholic Beverage Control Authority, NABCA Chairman of the Board

## WEDNESDAY

MAY 22, 1:30 PM – 2:30 PM

### SEMINAR III: HOSTING A FESTIVAL

A responsibility of today's alcohol beverage control agency, among many, is to provide its customers with educational opportunities to better understand taste profiles and product lines, as well as to offer a wide product selection while at the same time encouraging and stressing responsible consumption. There are several control jurisdictions that have taken this step to provide their customers with this type of service. It's important for customers, whether they are licensees or consumers, to recognize that a government agency can and does provide the kind of service they have grown accustomed to in other product goods categories. A “festival” can satisfy many different services at once: product selection, connecting with consumers, reminding customers of “moderate” consumption, and other legal and operational policies. We encourage everyone's attendance.

#### **MODERATOR**

Scott Gifford, VP of Control States, Rémy Cointreau

#### **SPEAKERS**

- Nicole Jordan, Director of Sales, Marketing, Merchandising & Distribution, New Hampshire Liquor Commission
- Charles Mooney, Executive Director Pennsylvania Liquor Control Board

## WEDNESDAY

MAY 22, 2:45 PM – 3:45 PM

### SEMINAR IV: INNOVATIVE PRACTICES – PART TWO

The control state agencies in the US, Canada, the Nordic countries and elsewhere, continue to improve customer and community service within their jurisdictions. More often than not, these improvements come from within the control state community. We believe this session provides an opportunity to share innovative policies and practice that “Advance Our Future Value”. The agencies below, each with 10 minutes, will present their innovative practices and provide accompanying materials for attendees.

- Utah: Product Testing, Sal Petilos
- Montgomery County, MD: Agency Video, Kathie Durbin
- Maine: Mobile App, Tracy Willett
- Ohio: Store Branding, Lindsey LeBerth
- Virginia: Holiday Pop-Up Stores, Jennifer Burke

#### **MODERATOR**

Jeffrey L. Painter, Chairman, Virginia Alcoholic Beverage Control Authority, NABCA Chairman of the Board

# Registration Information

**CLICK HERE  
TO REGISTER  
ONLINE  
FOR THE  
82<sup>ND</sup>  
ANNUAL  
CONFERENCE**

The 82<sup>nd</sup> Annual Conference registration fee covers attendance at the conference, all scheduled business and social events, access to the Town Center and Trade Show, entertainment and program materials. There are no pro-rated 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**.

## 2019 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

*\*One complimentary registration with every purchase of a Town Center outlet or Trade Show booth*

## 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 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 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.

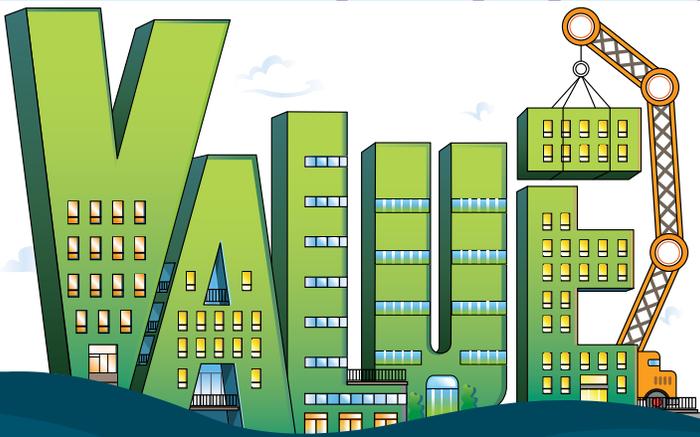
## Town Center & Trade Show

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 will open officially on Monday, May 20 from 6:30 PM to 10:30 PM and again on Tuesday, May 21 from 6:30 PM to 9:30 PM. The Trade Show will be held on Tuesday, May 21 and Wednesday, May 22 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 82<sup>nd</sup> Annual Conference, please contact the NABCA Meetings Department at (703) 578-4200 or [meetings@nabca.org](mailto:meetings@nabca.org).**



# Information



## JW Marriott Marco Island

400 South Collier Boulevard  
Marco Island, FL 34145  
Tel: (239) 394-2511  
Reservations: (800) 438-4373

## Reservation Notes

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

### SLEEPING ROOM RESERVATION CUTOFF DATE: APRIL 24

#### Reservations Online:

##### Room Rates:

*A limited number of suites are available. Please contact the hotel directly. Single/double occupancy is listed at a per night rate.*

**State/Government - Standard Room:** \$220.00 + tax  
*(Limited quantity available for State/Government members only)*

[Click here](#) to book a State/Government room online

**Industry - Standard Room:** \$269.00 + tax  
[Click here](#) to book an Industry room online

**Premium Room:** \$299.00 + tax  
*(Guaranteed pool/gulf view and highest floor available)*  
[Click here](#) to book a Premium Gulf View room online

**Sirene Tower Room** (guests 21 and over): \$349 + tax  
To book a Sirene Tower room, please call 1-800-GET-HERE

#### Reservations Via Telephone:

Call the JW Marriott Marco Island directly at (800) 438-4373 and refer to "NABCA Block (Industry or Government)" or use the group code "NABCA" for the negotiated rate.

- Check-in is 4:00 PM and check-out is 11:00 AM.
- Self-parking is \$20 daily and Valet is \$25 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 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.



#### Attire

Attire for all scheduled business and social functions is casual. Attire for the Annual Banquet is cocktail. Themed attire is welcome! For the month of May, the average temperature high/low in Marco Island is 88°/65°F.

# Travel Information



## Airline Travel

The Southwest Florida International Airport (RSW) is located just south of Fort Myers, approximately 50 minutes (45 miles) north of Marco Island and is serviced by most major airlines. For more information, please visit [www.flylcpa.com](http://www.flylcpa.com).

Other gateway airports include Miami International Airport (MIA) and Ft. Lauderdale Hollywood International Airport (FLL) which are both 90 minutes (100 miles) from Marco Island. For more information, please visit [www.miami-airport.com](http://www.miami-airport.com) (MIA) or [www.fortlauderdaleinternationalairport.com](http://www.fortlauderdaleinternationalairport.com) (FLL).



## Ground Transportation

Marco Island and Naples offer a number of transportation company options (reservations are required). Rates listed below are only for RSW to/from Marco Island. Please contact the company of your choice directly for more information.

COMPANY	CONTACT	RATES FROM/TO RSW
<b>Classic Transportation</b>	(239) 394-1888 <a href="http://www.classicluxurytransportation.com">www.classicluxurytransportation.com</a>	\$75 up to 3 people   \$129 up to 9 people (not including gratuity)
<b>Canary Transportation</b>	(239) 325-7207 <a href="http://www.canarytransportation.com">www.canarytransportation.com</a>	\$65 up to 3 people   \$129 up to 8 people (not including gratuity)
<b>Naples Transportation &amp; Tours</b>	(800) 592-0848 <a href="http://www.ntep.com">www.ntep.com</a>	\$145 up to 3 people   \$275 up to 8 people (not including gratuity)

Taxi Service from RSW to Marco Island is approximately \$90 (for up to 4 passengers) plus gratuity one-way with a \$10 charge for each additional passenger. For more information, please call (239) 482-2777 or visit [www.mbaairporttransportation.com](http://www.mbaairporttransportation.com).

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

## Hotel Map

