

# SUNDAY, OCTOBER 21

<b>03:00 PM – 09:00 PM</b>	Registration.....	<i>Ballroom Foyer</i>
<b>06:00 PM – 07:00 PM</b>	Welcome Reception.....	<i>Lansdowne Ballroom and Foyer</i>
<b>07:00 PM – 09:00 PM</b>	Dinner.....	<i>Lansdowne Ballroom and Foyer</i>

# MONDAY, OCTOBER 22

<b>07:00 AM – 08:30 AM</b>	Breakfast .....	<i>Riverside Hearth</i>
<b>08:30 AM – 11:30 AM</b>	<b>Advisory Committee Meetings*:</b>	
	Communications (COMM) .....	<i>Faulkner</i>
	Distribution Center Logistics (DCL) .....	<i>Conant</i>
	Education (EDU) .....	<i>Lansdowne Ballroom A</i>
	Information Technology (IT) .....	<i>Lansdowne Ballroom B</i>
	Products & Procedures (P&P) .....	<i>Lansdowne Ballroom CD</i>
	Regulatory (REG).....	<i>Bacon</i>
	<i>* All attendees are invited to observe these meetings.</i>	
<b>11:30 AM – 01:45 PM</b>	Control State – Industry Meetings (invite only) .....	<i>Sarnoff</i>
<b>11:30 AM – 01:45 PM</b>	Lunch .....	<i>Riverside Hearth</i>

**01:30 PM – 02:30 PM**

## Collaborative Forecasting

*Lansdowne Ballroom A*

For Control States to develop forecast models without input from industry is next to impossible. Recognizing that suppliers are reluctant to discuss marketing plans, we are hopeful that this session will discuss possibilities in collaboration to help eliminate stock outages and excess stock. States need additional information to more effectively control inventory.

**MODERATOR:** **MARK DUNHAM**, Logistics Director, Virginia Alcoholic Beverage Control Authority

**PANELISTS:** **SHAWN GOLDEN**, State Manager, Sazerac Company, Inc.

**GENIE MITCHELL**, Virginia State Manager, Republic National Distributing Company

## TTB Update

*Lansdowne Ballroom B*

TTB protects the public by enforcing the laws regulating alcohol production, importation, and wholesale businesses; tobacco manufacturing and importing businesses; and alcohol labeling and advertising at the federal level. Much like our state alcohol regulators they face the challenges of increased applications, label approvals, complex trade practice, etc. In this session, a TTB expert will discuss current events, enforcement challenges and predictions for the future in alcohol regulation and how TTB and state alcohol regulators may work together in this vital role of enhancing public safety.

**MODERATOR:** **J. NEAL INSLEY**, Sr. VP, General Counsel, National Alcohol Beverage Control Association

**PANELIST:** **ANTHONY GLEDHILL**, Chief Counsel, Alcohol & Tobacco Tax & Trade Bureau

## Public Health for Dummies

*Lansdowne Ballroom CD*

Ever struggle to understand public health research? What is “public health” after all, and how can you decipher good, sound scientific literature from the clutter? Public health researchers are working to break down traditional communication barriers by using creative techniques to translate their findings to make a more compelling public health case for why alcohol regulation is important, relevant, and necessary. From p-values and confidence intervals to attributable fractions and potential years life lost, come hear public health experts provide the cliff notes on the science and learn techniques in detecting reputable research from the “junk” science created to confuse the public.

**MODERATOR:** **WILLIAM “BILL” KERR, PHD**, Senior Scientist, Alcohol Research Group

**PANELISTS:** **RAIMEE ECK, PHD**, President, Maryland Public Health Association

**KATHERINE “KATIE” CRUMBLE**, Education & Prevention Manager, Virginia Alcoholic Beverage Control Authority