



85th Annual Conference

PROGRESSIVE CUSTOMER SERVICE



May 23-26, 2022
JW Marriott Desert Ridge
Phoenix, AZ

Letter from the Chairman



Dear Colleagues:

With COVID-19 still impacting our everyday lives, we find ourselves experiencing the reality that our beverage alcohol policies, our role in preventing harms, our customer service practices, and our relationships with our stakeholders have shifted. Without a doubt, our entire alcohol beverage industry, more than most, has pivoted into something new and unanticipated. We have responded to these changes by adapting and evolving to meet customer demands even as supply chain challenges and technology accelerated these shifts.

What has become clear is that listening, understanding, and collaborating with one another is required to appropriately confront the concerns and issues we all face within our shifting industry. Embracing and adopting **"Progressive Customer Service"** practices and methods allow us to remain competitive and relative in this new business landscape.

Accordingly, we have developed an agenda and program filled with learning and collaborative opportunities for NABCA's 85th Annual Conference, bringing us back together to learn and network together in-person.

The NABCA Board of Directors and I encourage you to attend this year's conference to hear about these innovative ideas first-hand and to network with industry leaders and colleagues.

We look forward to seeing you in Arizona.

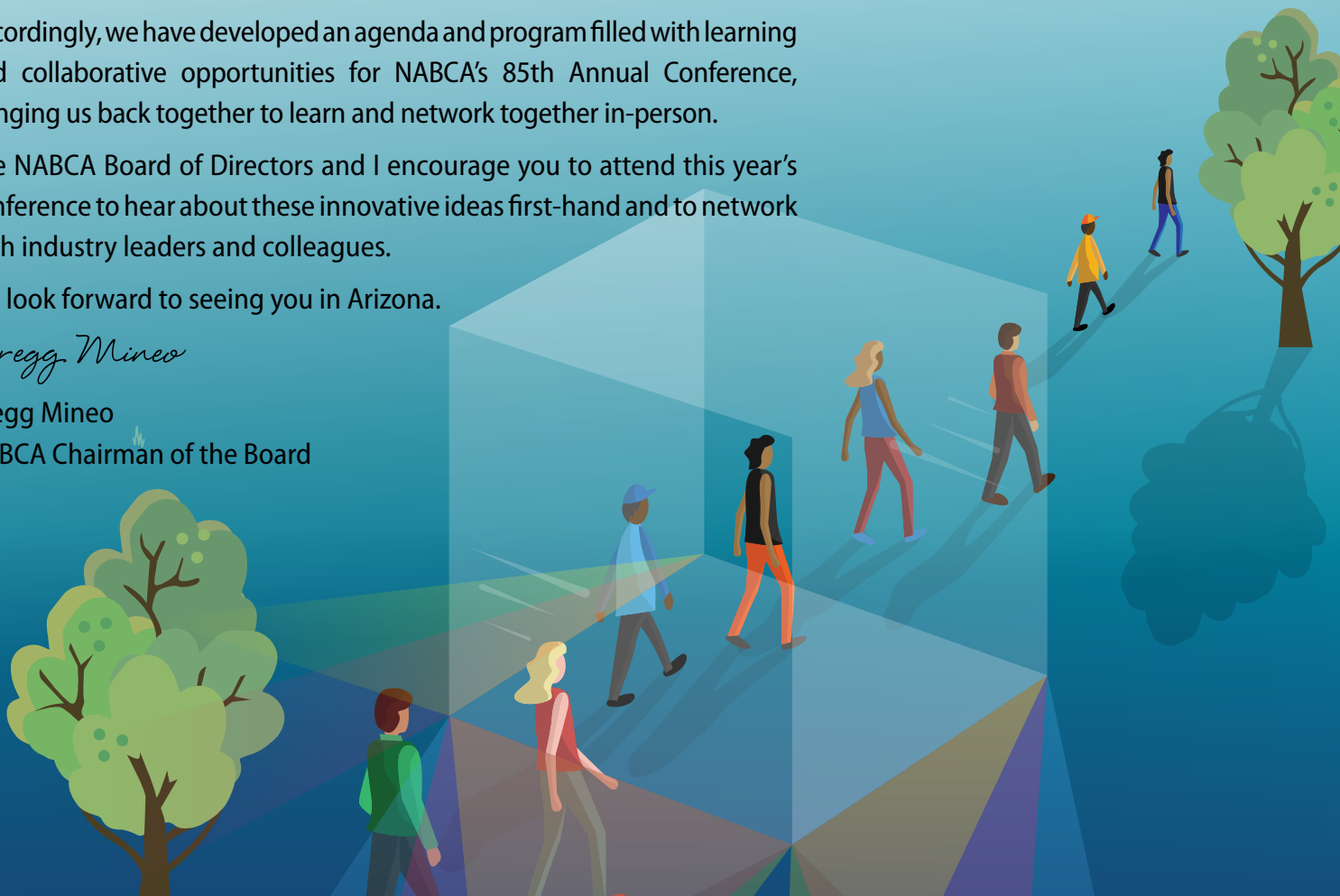
Gregg Mineo

Gregg Mineo
NABCA Chairman of the Board



Download the NABCA Meetings Conference App!

The Conference app keeps you up-to-date on events, speaker biographies, session descriptions and more! Be on the lookout for more details and instructions on how to download our brand-new conference app as we get closer to May! Accessible for all iPhone, Android, smartphone and other web-based users.



TENTATIVE SCHEDULE OF EVENTS

Sessions are open to all registrants unless otherwise indicated

Sunday, May 22

02:00 PM – 06:00 PM Registration, Grand Sonoran H
05:30 PM – 07:00 PM *Chairman's Reception, Capri Room

Monday, May 23

08:00 AM – 06:00 PM Registration, Grand Sonoran H
01:30 PM – 02:00 PM *Public Affairs Committee, Pinnacle Peak I
01:30 PM – 03:00 PM *Industry Advisory Committee, Desert Suites 3-5
02:00 PM – 02:30 PM *Governance Committee, Pinnacle Peak I
03:00 PM – 04:00 PM Workshop I: Legislative Update, Wildflower A
03:00 PM – 04:00 PM Workshop II: Operations Update, Wildflower B-C
04:30 PM – 05:30 PM *Board of Directors Meeting, Pinnacle Peak I
06:30 PM – 09:30 PM NABCA Town Center & Dinner, Grand Canyon

Tuesday, May 24

07:00 AM – 08:15 AM Breakfast, Sunset Lawn
07:30 AM – 06:00 PM Registration & Banquet Ticket Exchange, Grand Sonoran H
08:30 AM – 10:00 AM General Session I: How We Got Here – Lessons Learned from Ten Presidents, Grand Sonoran
10:00 AM – 10:15 AM Morning Coffee Break, Grand Sonoran Foyer
10:15 AM – 11:30 AM Business Session I: AB'C Suite: An Executive View of the Changing Business Landscape, Grand Sonoran
11:30 AM – 02:00 PM NABCA Trade Show & Lunch, Grand Saguaro
02:00 PM – 03:30 PM Seminar 1: Beverage Alcohol Skills Challenge, Trade Show Center Stage
02:00 PM – 02:30 PM Afternoon Coffee Break, Grand Saguaro
06:30 PM – 09:30 PM NABCA Town Center & Dinner, Grand Canyon

Wednesday, May 25

07:00 AM – 08:15 AM Breakfast, Sunset Lawn
07:30 AM – 03:00 PM Registration & Banquet Ticket Exchange, Grand Sonoran H
08:30 AM – 10:00 AM General Session II: Breaking Barriers, Grand Sonoran
10:00 AM – 10:15 AM Morning Coffee Break, Grand Sonoran Foyer
10:15 AM – 11:30 AM Business Session II, In the "Spirit" of Helping: A Look at the Positives that Spirits Revenue Can Bring, Grand Sonoran
11:30 AM – 02:00 PM NABCA Trade Show & Lunch, Grand Saguaro
02:00 PM – 02:45 PM Seminar 2: Being in Control of Your Success, Trade Show Center Stage
02:00 PM – 02:30 PM Afternoon Coffee Break, Grand Saguaro
03:00 PM – 03:45 PM Seminar 3: The Psychology of Mixology, Trade Show Center Stage
06:00 PM – 07:00 PM Annual Banquet Reception, Grand Sonoran Foyer
07:00 PM – 11:00 PM "The Maine Event" Annual Banquet, Grand Sonoran

***INVITATION ONLY**

KEYNOTE SPEAKERS

**Tuesday
May 24**

**8:30 am – 10:00 am
Grand Sonoran Ballroom**

General Session I: How We Got Here – Lessons Learned from Ten Presidents



**Bob
Woodward**

Legendary Pulitzer Prize-Winning
Investigative Journalist Associate
Editor, The Washington Post

Now reporting on his tenth American president, Bob Woodward's remarkable perspective is unmatched in journalism. The two-time Pulitzer Prize-winning reporter takes audiences on a journey as only he can. From Nixon to the present, Woodward provides firsthand insights from having penetrated the White House, the Supreme Court, the CIA, the Pentagon, the Congress. He analyzes the successes and messes of the presidents he has covered and offers important lessons – about governing, about presidential leadership during economic, military, and national crises, about the expanding powers of the presidency, and about the role of the media.

INTRODUCTION BY:
GEOFF COLVIN, Senior Editor-at-Large, Fortune and
Bestselling Author

SPEAKER:
BOB WOODWARD, Legendary Pulitzer Prize-
Winning Investigative Journalist Associate Editor,
The Washington Post

**Wednesday
May 25**

**8:30 am – 10:00 am
Grand Sonoran Ballroom**

General Session II: Breaking Barriers



**Colonel Nicole
Malachowski**

First Woman Thunderbird Pilot,
Combat Veteran, Fighter Squadron
Commander, White House Fellow &
Adviser, and Indomitable Spirit

Every great accomplishment involves breaking barriers—both culturally and within. Nicole Malachowski is a trailblazer who succeeded in a traditionally male-dominated career field: the world of the fighter pilot. As uncomfortable and risky as stretching the limits of yourself and your surroundings might be, Nicole tells audiences there's no reason to allow that to dictate your goals and aspirations. She became one of the first women to fly a modern-day fighter aircraft, the very first woman to fly with the Air Force Thunderbird aerial demonstration team, and she was inducted into the Women in Aviation International Pioneer Hall of Fame. She is relatable to women and men with a fascinating narrative of exactly what it took to be a woman vanguard and break tradition. Nicole offers actionable tools and real-world lessons about pursuing her dream, making choices, all while building a family and achieving success in a career where few women had gone before.

INTRODUCTION BY:
GREGG MINEO, NABCA Chairman of the Board

SPEAKER:
COLONEL NICOLE MALACHOWSKI, USAF (Ret.)

BUSINESS SESSIONS

Tuesday

May 24

10:15 am – 11:30 am

Grand Sonoran Ballroom

Business Session I: AB ‘C’ Suite: An Executive View of the Changing Business Landscape

Over the course of the last few years, we have seen significant shifts in the beverage alcohol industry. COVID has not only introduced new and unique challenges such as supply chain and workforce issues but has also accelerated new topics like Ecommerce and delivery. In this business session, well-known interviewer Geoff Colvin will engage ‘C’ level executives from the beverage alcohol industry on an array of relevant topics ranging from digital media to hiring trends.

MODERATOR:

GEOFF COLVIN, Senior Editor-at-Large, Fortune and Bestselling Author

PANELISTS:

GEOFF COLVIN, Senior Editor-at-Large, Fortune and Bestselling Author

TIFFANY CLASON, Director, Utah Department of Alcoholic Beverage Control

DIA SIMMS, Chief Executive Officer, Lobos 1707

UGO FIORENZO, Managing Director Americas at Campari Group

Wednesday

May 25

10:15 am – 11:30 am

Grand Sonoran Ballroom

Business Session II: In the “Spirit” of Helping: A Look at the Positives that Spirits Revenue Can Bring

From private sector philanthropy to government funding for public health and safety, spirits revenues are used in many altruistic ways to better society and offset harms caused by misuse of the product. In this session you will learn about some of these incredible and generous programs, and where there are potential opportunities to contribute even more. This session will inform, promote, and hopefully inspire this continuing effort to put these dollars to beneficial use.

MODERATOR:

JEFF ANDERSON, Director, Idaho Lottery and Idaho State Liquor Division

PANELISTS:

LEAH KELLY, Manager Global Alcohol Responsibility, Brown-Forman

E.J. POWERS, Partner, Montagne Powers Communications

KATHIE DURBIN, Director, Montgomery County Alcohol Beverage Services



CONCURRENT WORKSHOPS

Monday

May 23

3:00 pm – 4:00 pm

Wildflower Ballroom A

Workshop I: Alcohol Regulatory and Policy Update

This year's legislative cycle continued the rapid pace of change we have seen since the onset of COVID. With everything from product definitions to direct-to-consumer sales up for debate, the alcohol industry seems poised for a decade of unparalleled evolutions. During this workshop, we'll discuss the state and federal trends which have had the largest impact on control systems--and by extension, the alcohol market writ large. Join these experts as they highlight key actions from our states, Congress, and federal agency partners.

SPEAKERS

BUDDY BUCKNER, Associate General Counsel, NABCA

STEVE SCHMIDT, Senior Vice President, Public Policy and Communications, NABCA

CASSIE TOURRE, Director, Public Policy, NABCA

DAVID WULF, Deputy Administrator, Alcohol and Tobacco Tax and Trade Bureau, U.S. Department of the Treasury

Monday

May 23

3:00 pm – 4:00 pm

Wildflower Ballroom B

Workshop II: Data Enhancements and Taking SAM on the Road

NABCA provides some of the most timely and detailed data available to the Beverage Alcohol Industry. In 2021, NABCA added Virginia Daily Account Level Sales and will soon add Michigan ADA Daily Account Level Sales, completing the portfolio of Daily Account Level Sales data for all eighteen Control Jurisdictions. Our Tech Stack Modernization effort will provide significant benefits to NABCA subscribers in the form of more timely monthly closings and responses to industry changes, such as new sizes and container types. Simplified mobile access to SAM data for sales teams will become a reality in 2022 by utilizing Dimensional Insight's Diver Gateway for the iPad. Diver Gateway will provide your sales team access to product market share and NABCA data while in their territory at any time.

SPEAKERS

DAVID JACKSON, SVP Trade Relations, Chief Operations Officer, NABCA

STEVEN WOYICKI, SR., Director, MIS Services, NABCA

AMY GROLLMAN, Director, MIS Programs, NABCA



SEMINARS

Tuesday, May 24

2:00 pm – 2:45 pm

&

2:45 pm – 3:30 pm

**Trade Show Floor
Center Stage**

Seminar I: Beverage Alcohol Skills Challenge

Test your knowledge of the wine, beer, and spirits industry! Join your colleagues around the center stage in the Trade Show arena where a professional master of ceremonies will facilitate back-to-back trivia sessions posing a variety of questions related to our industry. Join for one session or both. Consider this a friendly competition where teams up to four individuals, as well solo players, are welcome to compete for prizes and bragging rights! Winners from each match will be announced at the Annual Banquet. 1st and 2nd place prizes will be awarded to teams of four or less for each game.

FACILITATOR:

SHAWN WHITTEMORE, Event Synergy

Wednesday, May 25

2:00 pm – 2:45 pm

**Trade Show Floor
Center Stage**

Seminar II: Being in Control of Your Success

Unique is a word that is often used to describe control systems—unique from each other and unique from open states. With this distinction comes exceptional business opportunities and extraordinary levels of success. During this panel a group of industry experts and control system professionals will explore and discuss these advantages, and how they have capitalized using them in the control market to foster new brands and build stronger portfolios.

MODERATOR:

GREGG MINEO, Director, Bureau of Alcoholic Beverages & Lottery Operations, State of Maine

PANELISTS:

BECKY SCHLAUCH, Administrator, Alcoholic Beverage Control Division, MT Dept. of Revenue

RYAN EAREY, Vice President National Sales, Luxco

CRISTINA DESMOND, Executive Vice President-Pennsylvania, Breakthru Beverage Group

TONY CLARK, Director of Sales, E&J Gallo Winery

DAVID JACKSON, SVP Trade Relations, Chief Operations Officer, NABCA

Wednesday, May 25

3:00 pm – 3:45 pm

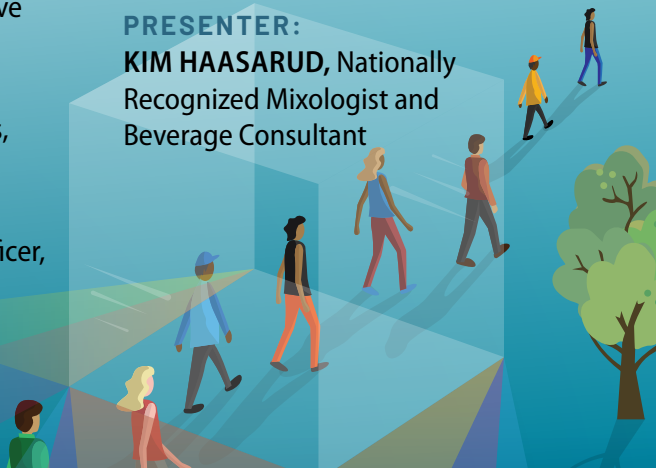
**Trade Show Floor
Center Stage**

Seminar III: The Psychology of Mixology

Health & Wellness is a hot topic amongst Gen Z and Millennials. There has been a huge demand in creating healthier drinking lifestyles which includes more alcohol moderation (the rise in No ABV and Low ABV cocktails), cocktails with “benefits” which includes Adaptogens, CBD tinctures and sugar alternatives (i.e., honey, maple syrup, low sugar, stevia, etc.). There is also a new awareness of various cultures, identity and authenticity in beverages and drinks. This is seen in education and interest in “ancestral mezcals”, “Bacanora”, “Sotol” and “Raicilla”. (All are considered mezcals, but they specifically come from specific regions in Mexico.) In general, There is a lot more thought and detail into creating programs with more care, consideration and authenticity. Join Kim in learning about these topics as she mixes examples of what she’s talking about.

PRESENTER:

KIM HAASARUD, Nationally Recognized Mixologist and Beverage Consultant



REGISTRATION INFORMATION

▶▶ **CLICK HERE
TO REGISTER
ONLINE
FOR THE
85TH ANNUAL
CONFERENCE**

The 85th Annual Conference registration fee covers attendance at the conference, all scheduled business and social events, access to the Town Center and Trade Show, 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**.

2022 ANNUAL CONFERENCE REGISTRATION RATES

	By April 24	After April 24
State and Governmental Members	\$695	\$795
Supplier, Broker, Association and Allied Members	\$995	\$1095
Spouse/Guest (only 1 per full registration allowed)	\$395	\$495
Children, ages 10-20 (<i>Please review "Policy for Underage Attendees"</i>)	\$95	\$195

CANCELLATION POLICY

All cancellations of Conference registrations must be submitted in writing to the NABCA office no later than COB on May 19. 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 NABCA scheduled events.
- **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 each venue.
- 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 opens officially on Monday, May 23 from 6:30 PM to 9:30 PM and again on Tuesday, May 24 from 6:30 PM to 9:30 PM. The Trade Show opens on Tuesday, May 24 and Wednesday, May 25 from 11:30 AM to 3:30 PM.

Policy for Underage Attendees

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 85th Annual Conference, please contact the NABCA Meetings Department at (703) 578-4200 or meetings@nabca.org.

LODGING INFORMATION



JW Marriott Phoenix Desert Ridge

5350 E. Marriott Drive
Phoenix, AZ 85054
Tel: (480) 293-5000
Reservations: 1-800-835-6206

Attendees are responsible for making their own hotel accommodations. Our hotel block sells out quickly so book early!

➤➤ **SLEEPING ROOM RESERVATION
CUTOFF DATE: APRIL 29**

Room Rates:

State/Government - Standard Room: \$240.00 + tax
(Limited quantity available for State/Government members only)

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

Industry - Premium Room: \$290.00 + tax

[Click here](#) to book a Premium Industry room online.

Industry - Signature Room: \$325.00 + tax

Signature rooms are preferred view, higher-story rooms with views of the pool, golf course or mountains.

[Click here](#) to book a Signature Industry room online.

A limited number of suites are available. Please contact the hotel directly.

Reservations Via Telephone

Call the JW Phoenix Desert Ridge directly at 1-800-835-6206 and refer to "NABCA Block (Government or Industry)" or use the group code "NABCA" for the negotiated rate.

Reservation Notes

- Check-in is 4:00 PM and check-out is 11:00 AM.
- Self-parking is complimentary and Valet is \$27 daily.
- 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 departures made prior to the reserved check-out 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

Phoenix Sky Harbor International Airport is 22 miles away from the JW Marriott Phoenix Desert Ridge. For more information, please visit www.skyharbor.com.



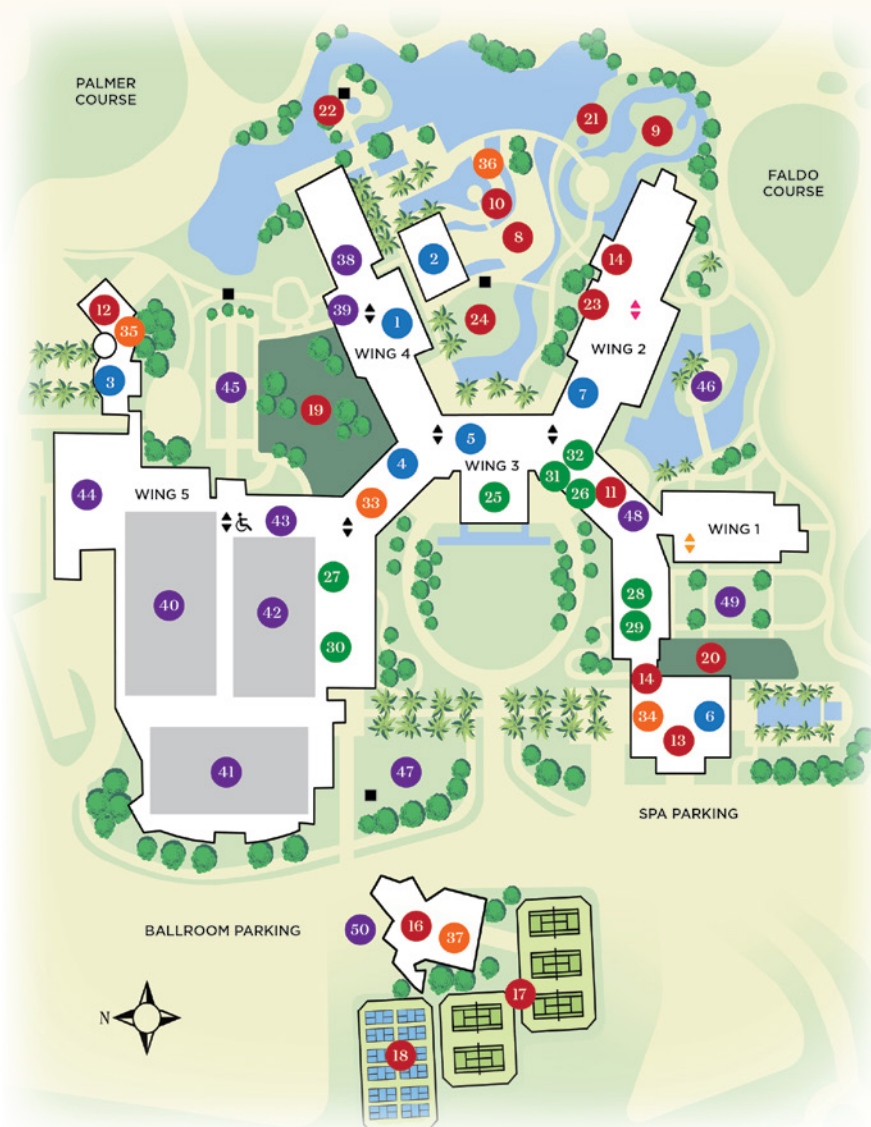
Ground Transportation

The JW Marriott Desert Ridge recommends using either Lyft or Uber as a mode of transportation to and from the airport.

Phoenix Taxi Information: The first mile is \$5. Each additional mile is \$2.30. Each hour of a traffic delay is \$23. The minimum fare is \$15. (Rates are subject to change.) [Click here for taxi companies and more information.](#)

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

JW Marriott Phoenix Desert Ridge Hotel Map



Attire

Attire for all scheduled business and social functions is casual. Attire for the "Maine Event" Annual Banquet is business.



Weather

May can be hot in Phoenix! The average temperature can range from a comfortable 69 degrees to a whopping 95 degrees BUT the low humidity keeps things bearable.