



30th Annual Administrators Conference

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October 6-9, 2024
Holiday Inn Missoula Downtown
Missoula, Montana

Thank you!

NABCA would like to thank everyone who participated on our 2024 Administrators Conference Planning Committee!

Ian Bell

Idaho State Liquor Division

Leisa Bertram

Iowa Department of Revenue

Jeremiah Brickhouse

Oregon Liquor and Cannabis Commission

Stacey Carter-Coley

NC Alcoholic Beverage
Control Commission

Chris Curtis

Virginia Alcoholic Beverage
Control Authority

Dacia English

Montana Alcoholic Beverage
Control Division

Kate Frey

New Futures

Joe Gigliotti

Republic National Distributing
Company

Neil Graff

Alabama Alcoholic Beverage
Control Board

Ryan Grimshaw

Brown-Forman Corporation

Kim Hayes

West Virginia ABC Administration

Shawn Kelly

Pennsylvania Liquor Control Board

Gaël Le Guellec

Montgomery County Alcohol
Beverage Services

Israel Morrow

NC Law Enforcement

Doug Murakami

Utah Department of Alcoholic
Beverage Services

Sean Peters

Montgomery County Alcohol
Beverage Services

Sally Ray

Idaho State Liquor Division

Brooke Rodriguez

Bacardi USA

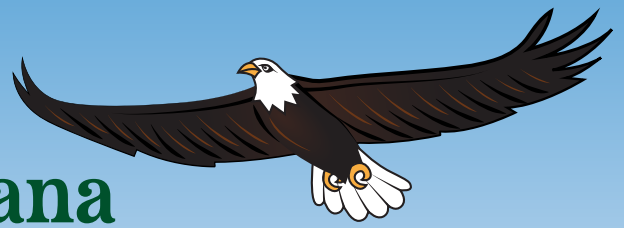
Josh Shockey

Idaho State Liquor Division



**If you'd like to participate on our
2025 Administrators Conference Planning Committee,
please send an email to meetings@nabca.org.**

10 Facts About Missoula, Montana



1. It used to be entirely underwater. Missoula sits at the bottom of a valley carved out during the last ice age. This valley was under 2,000 feet of water — known as Glacial Lake Missoula — until the bursting of a giant ice dam in Idaho some 15,000 years ago.

2. There's surfing...downtown. Missoulians out for an evening stroll might stop on a bridge downtown to watch surfers ride waves in the middle of an otherwise gentle Clark Fork River. It's not some sort of freak of nature, but rather the man-made Brennan's Wave, built right in the middle of the city for the enjoyment of locals and visitors alike.

3. Missoula produces some of the best craft beer in the country. Montana ranks fourth in the US for the number of craft breweries per capita. It's not hard to figure out where Missoulians get their inspiration; you'll see brews with names like Dancing Trout, Lost Peak Lager, and Moose Drool.

4. The world's largest gold nugget was mined in the area. The Atlantic Cable Quartz Lode, near Missoula, was home to what prospectors said was the biggest rock ever found. It sold for \$19,000 near the end of the 19th century.

5. It was home to the first woman ever elected to Congress. "I may be the first woman member of Congress, but I won't be the last." These are the words of Jeannette Rankin, who became the first woman in Congress in 1916. A hundred years later and there are over a hundred elected Congresswomen.

6. There are (at least) four ghost towns within easy driving distance. The Gold Rush was in full swing in Montana in the late 1800s. Legends of the lawlessness of the era are plenty, and as you walk the deserted streets of Garnet you can imagine the days of holdups and gunfights. In the late 1800s a thousand people lived in Garnet, their hopes pinned on gold — the town's amenities included a candy shop and 13 saloons. Within a few decades the gold was gone, and nearly everyone moved on, leaving behind a few tumbledown shacks that are still standing, the last hollow remnants of the Wild West.

7. You can still go gold panning. Montana is home to some of the largest sapphire deposits in the world, and people today have a shot at digging up gems or panning for gold crumbs. There are public gold-panning areas set aside by the US Forest Service where you can test your technique. You can gold pan anywhere, of course, but in this area you might actually find something that glitters...and is actually gold.

8. Bears are just a part of life here. People and wildlife live alongside one another in much of Montana. It's estimated there are about 13,000 black bears in the state, along with roughly 800 grizzlies. Missoulians know the ins and outs of living in bear country and keep up a website, Missoulabears.org, to let others know about sightings.

9. It's not (that) cold in the winter. Relatively speaking, anyway. Missoula sits west of the Rockies, and the combination of climatic factors at play gives the city something of its own microclimate, with spring flowers way ahead of much of the rest of the state and an uncanny knack for avoiding cold snaps in the winter.

10. "A River Runs Through It" was set in Missoula. Penned by celebrated author Norman Maclean, the novel "A River Runs Through It" was adapted into an Academy Award-winning film in 1993, starring Brad Pitt and directed by Robert Redford. The story about the shenanigans of two brothers growing up in Missoula is a classic, especially for anyone who romanticizes the sleepy joy of fly fishing.



Tentative Program

30th Annual Administrators Conference

Sunday, October 6

03:00 PM – 09:00 PM Registration
06:00 PM – 09:00 PM Welcome Reception & Dinner / *The Holiday Inn Restaurant*

Monday, October 7

07:00 AM – 08:30 AM Breakfast / *Big Sky Atrium*
07:00 AM – 04:30 PM Registration / *Upper Lobby*
08:30 AM – 11:30 AM **Advisory Committee Meetings**
Communications (COMM) / *Garden City Parlor A*
Distribution Center Logistics (DCL) / *Montana Boardroom*
Education (EDU) / *Garden City Parlor C*
Information Technology (IT) / *Garden City Parlor D*
Products & Procedures (P&P) / *Garden City Parlor B*
Regulatory (REG) / *Yellowstone/Glacier*
Retail (RET) / *Jefferson/Madison*
11:30 AM – 12:45 PM Lunch / *Big Sky Atrium*
01:00 PM – 02:00 PM **Opening General Session** Time to Blow the Whistle: “Preserving Institutional Knowledge”
Relationships with Legislators and other Stakeholders / *Garden City Parlor ABC*
02:15 PM – 03:15 PM **Concurrent Sessions**

- Navigating Cloud ERP: Pitfalls and Best Practices from a State Point of View / *Garden City Parlor BC*
- Big Things Come in Small Packages / *Garden City Parlor A*
- Transforming Trouble Spots: Effective Strategies for Problem Establishments / *Garden City Parlor D*

03:30 PM – 04:30 PM **Concurrent Sessions**

- Your Product is a Day Late and a Purchase Order Short / *Garden City Parlor BC*
- Display and Shelf Merchandising / *Garden City Parlor A*
- NABCA & NLLEA: Stronger Together, Safer Tomorrow / *Garden City Parlor D*

06:00 PM – 09:00 PM Off-site Reception and Dinner / *The Wilma, 131 S. Higgins Ave., Missoula, MT 59802*
(5 minute walk from Holiday Inn)

Tuesday, October 8

07:00 AM – 08:30 AM Breakfast / *Big Sky Atrium*
07:00 AM – 04:00 PM Registration / *Upper Lobby*
08:30 AM – 09:30 AM **Concurrent Sessions**

- Category Management / *Garden City Parlor BC*
- Evaluating COVID Policy Changes Post Pandemic / *Garden City Parlor A*
- The Nature of Impairment and Punishment / *Garden City Parlor D*

09:45 AM – 10:45 AM **Concurrent Sessions**

- Crafting the Future: Generative AI in the Alcohol Beverage Industry / *Garden City Parlor A*
- When Special Orders Do Not Feel Special / *Garden City Parlor D*
- Alcohol & NIL: A Land of Opportunity and Uncertainty / *Garden City Parlor BC*

11:00 AM – 12:00 PM **Concurrent Sessions**

- Future of Retail Experience / *Garden City Parlor A*
- Direct-to-Consumer Models and Reporting Methods / *Garden City Parlor D*
- A Toot Toot For A Woot Woot – Successful Self Promotion / *Garden City Parlor BC*

12:00 PM – 01:15 PM Lunch / *Big Sky Atrium*
01:30 PM – 02:30 PM **Concurrent Sessions**

- Loss Prevention & Auditing / *Garden City Parlor A*
- How a Growing City Handles Changes to the Nightlife Scene / *Garden City Parlor BC*

02:45 PM – 03:45 PM **Closing General Session** Retailer of Choice, Not Retailer of Necessity / *Garden City Parlor ABC*
03:45 PM – 04:00 PM Stateways Control State Best Practice Awards / *Garden City Parlor ABC*
06:00 PM – 07:00 PM Closing Reception / *Big Sky Atrium*
07:00 PM – 09:00 PM Dinner / *Garden City Ballroom*

Wednesday, October 9

Departures

*NABCA is providing transportation back to the airport. The shuttle will start at 5 AM and loop until 4 PM.
The airport is roughly a 15-minute ride.

The 30th Administrators Conference is an **INVITATION ONLY**. Those who are serving on a 2024 Advisory Board, VIP guests, designated Industry members, and association affiliates have already been entered into our registration database and should be able to register. If you believe you are on the list and you are having issues registering, please contact meetings@nabca.org.

If you'd like to attend, you must seek approval from Susan Soudrette (Susan.Soudrette@nabca.org).

Hotel & Reservation Information



Holiday Inn Missoula Downtown

200 South Pattee, Missoula, Montana 59802
www.holidayinn.com/missouladwtn

All events and sleeping rooms have been blocked at The Holiday Inn Missoula. [Click here to book a room](#). You **MUST** be registered to attend The Administrators Conference to book in this block. Don't wait to book later! Rooms are limited so please book as soon as possible.

Room Rates: \$239 plus taxes

- Attendees are responsible for making their own hotel and travel arrangements. Please be aware that NABCA may view your reservation information via the group rooming list.
- NABCA's room block will be held until the cut-off date, **Wednesday, August 28**, **but it will sell out before then**. After the cut-off date, reservations received will be accepted only if space is still available. Please make your reservations as early as possible, as there is no guarantee that the hotel will not sell out prior to the cut-off date.
- All reservations must be guaranteed by a valid credit card at the time of booking.
- Any guaranteed reservation not canceled 72 hours prior to arrival will be subject to a one-night room and tax cancellation fee.
- Any reservation that fails to arrive on the scheduled arrival date will be considered No-Shows and a charge of one night's room and tax will apply.
- Check-in begins at 4:00 PM and check-out is at 11:00 AM.

Travel & Transportation Information



Airport Information

[Missoula Montana Airport \(MSO\)](#) offers flights through American Airlines, United, Delta and Frontier.



Ground Transportation

Complimentary airport transportation is offered through the Holiday Inn. Call 1-406-721-8550 to reserve.



Parking

Self-Parking: Complimentary

For questions regarding meeting logistics, please contact the Meetings Department at (703) 824-3373 or meetings@nabca.org.



Register Online

**No later than Wednesday,
August 28, 2024**

