

*86<sup>th</sup> Annual Conference*

# Power of the Past, Forces of the Future

Gaylord  
Palms

Kissimmee,  
Florida

May  
22-25,  
2023



NABCA

## Letter from the Chairman



Dear Colleagues:

Many of us share a rich history working within control systems and serving as regulators of beverage alcohol, which we know is unlike any other legally available product in the marketplace. We also share common goals of protecting public health and safety and ensuring responsible and efficient systems for beverage alcohol distribution and sales. Look no further than our respective mission statements to find objectives that strike a balance of revenue generation and overall public well-being.

Historically, several regulatory models emphasized limited product availability for both on-premise and off-premise outlets. Nowadays, attitudes and mindsets about alcohol have shifted to recognize the importance of the customer experience, with increased focus on convenience, accessibility, competitive prices and broad selection across thousands of brands of spirits and wines.

We invest in modernizing our stores, websites and digital commerce channels because our retail customers and licensees expect modern businesses to keep up with the changing times. These investments are made without sacrificing our commitments to proper licensing, regulatory and enforcement operations.

With this as part of our evolving model, the theme for the NABCA 86<sup>th</sup> Annual Conference, “**Power of the Past, Forces of the Future**,” is fitting as we gather together to collaborate, share and learn from each other’s experiences and plans.

To this end, we have developed a program full of opportunities and possibilities – not only for our member systems, but also for our diverse community of suppliers.

The NABCA Board of Directors and I encourage you to attend this year’s conference. We look forward to seeing you in Florida in May!

*Tim Holden*

Tim Holden  
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 conference app as we get closer to May! Accessible for all iPhone, Android, smartphone and other web-based users.



86<sup>th</sup> Annual Conference

# Power of the Past, Forces of the Future

NABCA

# Tentative Schedule of Events

**Sessions are open to all registrants unless otherwise indicated.** All events are located in the Convention Center on the Convention Ballroom level with the exception of the Trade Show which is on the Convention Lower level, and breakfast which is located in the Emerald Bay Plaza.

## Sunday, May 21

02:00 PM – 07:30 PM **Registration** / *City Hall Lobby*  
06:30 PM – 07:30 PM **Happy Hour** / *Sun Ballroom*

## Monday, May 22

08:00 AM – 09:00 PM **Registration** / *City Hall Lobby*  
01:00 PM – 01:30 PM **\*Public Affairs Committee** / *Tampa Room*  
01:30 PM – 03:00 PM **\*Industry Advisory Committee** / *Gainesville Room*  
01:30 PM – 02:00 PM **\*Governance Committee** / *Tampa Room*  
02:30 PM – 03:30 PM **Workshop I: Alcohol Regulatory and Policy Update** / *Miami Room*  
02:30 PM – 03:30 PM **Workshop II: IT & Data Services Update** / *Tallahassee Room*  
04:30 PM – 05:00 PM **\*Board of Directors Meeting** / *Tampa Room*  
06:30 PM – 09:30 PM **NABCA Town Center & Dinner** / *Osceola Ballroom*

## Tuesday, May 23

07:00 AM – 08:15 AM **Breakfast** / *Emerald Bay Plaza*  
07:30 AM – 09:00 PM **Registration & Banquet Ticket Exchange** / *City Hall Lobby*  
08:30 AM – 10:00 AM **General Session 1: Overview of the Political Climate** / *Sun Ballroom*  
10:00 AM – 10:15 AM **Morning Coffee Break** / *City Hall Lobby*  
10:15 AM – 11:30 AM **Business Session I: Purpose vs. Profit** / *Sun Ballroom*  
11:30 AM – 02:00 PM **NABCA Trade Show & Lunch** / *Exhibit Hall B*  
01:30 PM – 02:30 PM **Seminar I: Blurring of Soft Drinks to Hard Drinks** / *Sun Ballroom*  
02:30 PM – 02:45 PM **Afternoon Coffee Break** / *City Hall Lobby*  
02:45 PM – 03:45 PM **Seminar II: Trade Association CEO Roundtable** / *Sun Ballroom*  
06:30 PM – 09:30 PM **NABCA Town Center & Dinner** / *Osceola Ballroom*

## Wednesday, May 24

07:00 AM – 08:15 AM **Breakfast** / *Emerald Bay Plaza*  
07:30 AM – 03:00 PM **Registration & Banquet Ticket Exchange** / *City Hall Lobby*  
08:30 AM – 10:00 AM **General Session II: Hacking the Rockstar Attitude** / *Sun Ballroom*  
10:00 AM – 10:15 AM **Morning Coffee Break** / *City Hall Lobby*  
10:15 AM – 11:30 AM **Business Session II: The Future of Work Is Now - Are You Ready?** / *Sun Ballroom*  
11:30 AM – 02:00 PM **NABCA Trade Show & Lunch** / *Exhibit Hall B*  
01:30 PM – 02:30 PM **Seminar III: State of the Art Warehousing** / *Miami Room*  
02:30 PM – 02:45 PM **Afternoon Coffee Break** / *City Hall Lobby*  
02:45 PM – 03:45 PM **Seminar IV: Control State Forum** / *Miami Room*  
06:00 PM – 07:00 PM **Annual Banquet Reception** / *Sun Ballroom Lobby*  
07:00 PM – 11:00 PM **"Keystone Casual" Annual Banquet** / *Sun Ballroom*

**\*INVITATION ONLY**



# Keynote Speakers

Tuesday May 23  
8:30 am — 10:00 am  
Sun Ballroom

## General Session I: Overview of the Global Political Climate



*Mike  
Mullen*

Admiral, U.S. NAVY (Retired)

Mike Mullen brings a uniquely valuable perspective to today's most important global events. In a 42-year career with the U.S. Navy, with experience in the Vietnam war and the Gulf war, he held multiple four-star commands before reaching the pinnacle of the U.S. military as Chairman of the Joint Chiefs of Staff. Today he brings unmatched insight into global flashpoints; he also holds informed views on America's role in the world and the most important threats facing the U.S. now.

### INTERVIEWER :

**GEOFF COLVIN**, Fortune Senior Editor-at-Large & Best-Selling Author

### INTERVIEWEE :

**MIKE MULLEN**, Admiral, U.S. Navy (Retired)

Wednesday May 24  
8:30 am - 10:00 am  
Sun Ballroom

## General Session II: Hacking the Rockstar Attitude



*Mark  
Schulman*

Rockstar Keynote & Celebrity Drummer

A legend in the music world and fresh from 15 years touring with P!NK, Mark Schulman is an incredible musician, dynamic performer and a strategic business mind who has parleyed his success on stage into true business success.

Mark Schulman uses three core principles during this kinetic and sensory-driven program. You will walk away with a blueprint for how to incorporate rock & roll philosophy, techniques and swagger into your business in order to drive performance and energize your work environment.

Are you ready to rock?

### INTRODUCTION BY:

**TIM HOLDEN**, Pennsylvania Liquor Control Board

**FRED WOOTON**, West Virginia Alcohol Beverage Control Administration

# Business Sessions

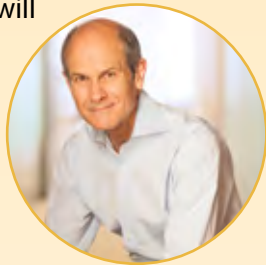
**Tuesday, May 23**  
**10:15 am — 11:30 am**  
**Sun Ballroom**

## Business Session I: Purpose vs. Profit

It's one of the hottest topics not just in the business world but also more broadly in U.S. society. Why do businesses exist? What is their proper goal? How do business leaders manage the balance of purpose vs. profit – or is there a conflict at all? Industry leaders will discuss their views and their real-world experiences with the issue in a session that will hold lessons for everyone.

### **MODERATOR:**

**GEOFF COLVIN**, Fortune  
Senior Editor-at-Large &  
Best-Selling Author



### **PANELISTS:**

**JEFF ANDERSON**, Idaho State Liquor Division

**PAUL KASPSZAK**, Minnesota Municipal Beverage  
Association

**NEAL INSLEY**, NABCA

**DEBORAH BRENNER**, Women of the Vine

**Wednesday, May 24**  
**10:15 am — 11:30 am**  
**Sun Ballroom**

## Business Session II: The Future of Work Is Now — Are You Ready?

The fast pace of change is impacting all industries and every industry including the beverage alcohol distribution and sales industry. What does the future have in store for workers and sales professionals? The truth is the future is now! It's already here and it's the 'future now normal' - we have already experienced unprecedented disruption and change - what can we do to succeed? The answer lies in being future ready now - developing the skills and the tools to be more agile, flexible and adaptable. In this keynote with future of work expert Cheryl Cran you will leave with:

- Research into the past/now and future of work and what it means for workers and business moving forward
- Models on how to leverage our personal leadership (in the now and future of work "everyone" is a leader)
- Tools on how to self assess and self resource to be able to step up and lead the change to the future
- Insights into the generational impacts on the now and future of work
- A refreshed perspective on the hybrid workplace and worker attitude shifts (including work style biases)
- Usable strategies that you can take back and self coach and also share with your peers and teams

### **SPEAKER:**

**CHERYL CRAN**, Future of Work  
& Change Leadership Expert



# Concurrent Workshops

Monday, May 22

2:30 pm — 3:30 pm

Miami Room

## Workshop I: Alcohol Regulatory and Policy Update

This year's legislative cycle maintained the rapid pace of change. With everything from product definitions to direct-to-consumer sales up for debate, the alcohol market continued evolving to meet the increasingly dynamic nature of consumer expectations. 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.

**MODERATOR:**

**BUDDY BUCKNER**, NABCA

**SPEAKERS:**

**TERRANCE MERRIWEATHER**, NABCA

**DAVE WULF**, Alcohol and Tobacco Tax and Trade Bureau,  
U.S. Department of the Treasury

Monday, May 22

2:30 pm — 3:30 pm

Tallahassee Room

## Workshop II: IT & Data Services Update

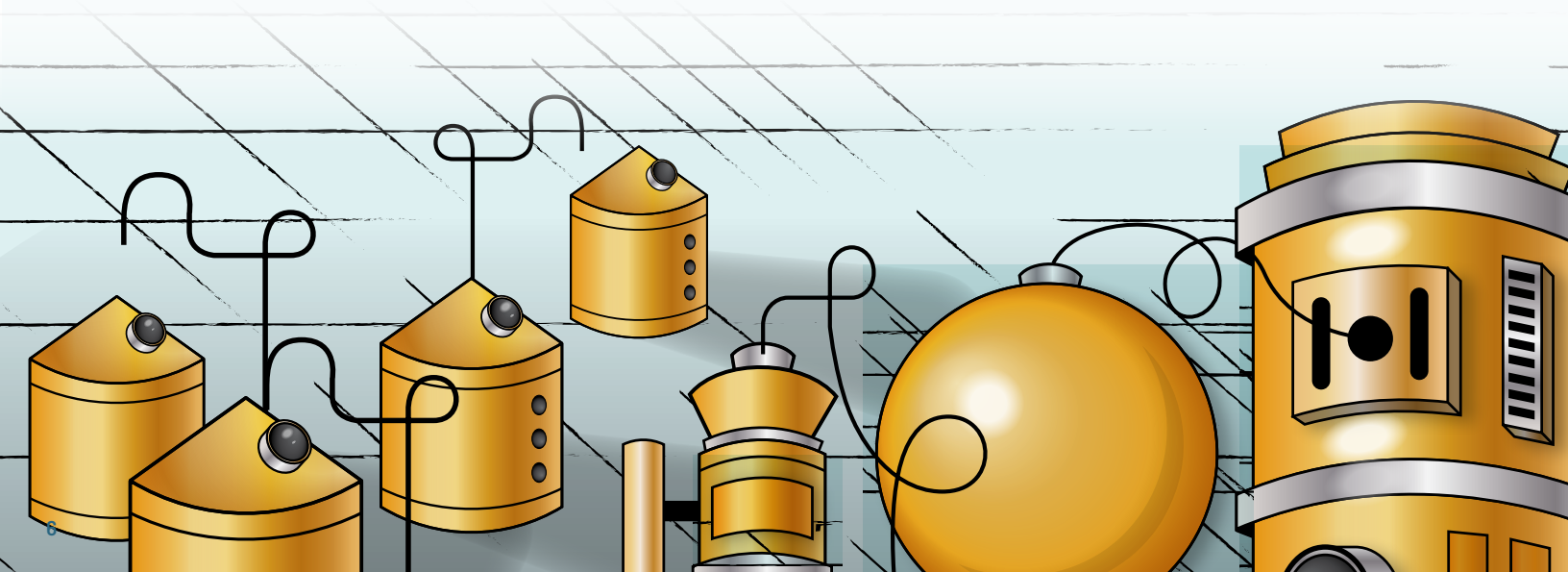
Over the course of the last 12 months, NABCA has worked with approximately half of the control jurisdictions to support Enterprise Resource Planning (ERP) upgrade initiatives. These efforts have yielded improvements to both the timeliness and quality of sales and inventory data available to the beverage alcohol industry. At the same time, NABCA has also been hard at work modernizing our own technology stack and providing new innovations such as the mobile access Diver Gateway for iPad platform, which enables sales teams to access product market share and All-State Daily Sales data from anywhere. This session will delve further into these enhancements and what the NABCA Operations Team is working on next.

**SPEAKERS:**

**DAVID JACKSON**, NABCA

**STEVEN WOYICKI**, NABCA

**AMY GROLLMAN**, NABCA





# Seminars

Tuesday, May 23

1:30 pm — 2:30 pm

Miami Room

## Seminar I: Blurring of Soft Drinks to Hard Drinks

As more CPG companies leverage the brand equity of their traditionally non-alcoholic products, the premium on responsible marketing and distribution continues to increase. While partnerships with incumbent operators provide quicker routes to market, they also increase the oversight costs affiliated with assessing a broad array of corporate structures and joint ventures. In some jurisdictions, they might also result in additional reporting and compliance requirements—via new laws requiring disclosures of franchise agreements and slotting arrangements or new regulations designed to protect consumers. In this session, regulators and industry veterans will discuss how policy makers and private companies can maintain their responsibility and compliance obligations in an era of rapid change.

**MODERATOR:**  
**BUDDY BUCKNER, NABCA**

**SPEAKERS:**  
**COURTNEY ARMOUR, DISCUS**  
**PAUL PISANO, NBWA**  
**MARC SORINI, Brewers Association**

Tuesday, May 23

2:45 pm — 3:45 pm

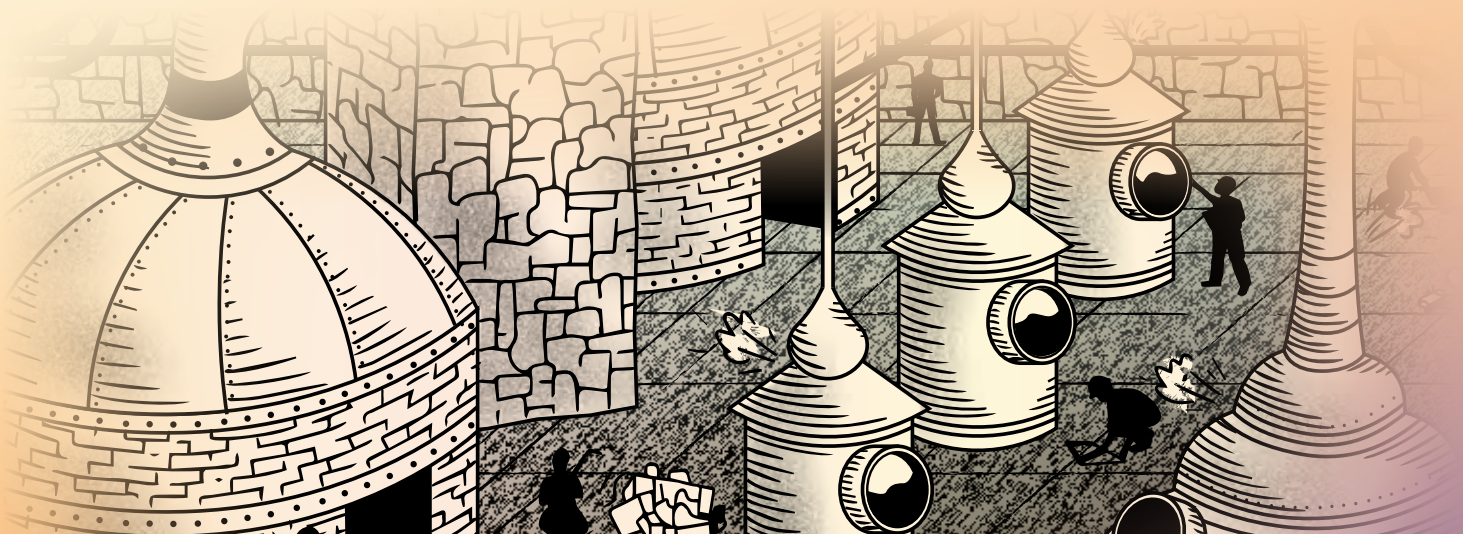
Sun Ballroom

## Seminar II: Trade Association CEO Roundtable

Industry Trade Associations play an important role in promoting business, providing networking opportunities, and being a voice for the industry when it comes to regulations and new legislation. They also provide tools such as best practices and public awareness for the industries they serve. This business session will feature CEO's from the nation's top beverage alcohol trade associations in a roundtable discussion of prevalent industry topics in a unique style!

**MODERATOR:**  
**NEAL INSLEY, NABCA**

**PANELISTS:**  
**BRIAN CRAWFORD, Beer Institute**  
**MATT DOGALI, ADSA**  
**CHRIS SWONGER, DISCUS**  
**CRAIG PURSER, NBWA**  
**FRANCIS CREIGHTON, WSWA**  
**BOBBY KOCH, Wine Institute**



# Seminars

Wednesday, May 24

1:30 pm — 2:30 pm

Miami Room

## Seminar III: State of the Art Warehousing

Warehouse technology has made significant advances over the last few years. Driven by increased distribution points, additional SKUs, new formats and a greater focus on OSHA compliance, warehousing is rapidly evolving to meet the demands of the 21st century. This session will focus on the most recent state built, owned and managed warehouse in Virginia while highlighting new warehouse automation technology that is broadly applicable.

### MODERATOR:

**HANK BAUER**, North Carolina Alcoholic Beverage Control Commission

### PANELISTS:

**MARK DUNHAM**, Virginia Alcoholic Beverage Control Authority

**CARL BEHN**, DHL

**JASON ROWE**, DHL

Wednesday, May 24

2:45 pm — 3:45 pm

Miami Room

## Seminar IV: Control State Forum

Beverage Alcohol Control systems provide many benefits to the people they serve. These state-owned enterprises create a perfect balance between commerce and public safety. They supply their beverage alcohol markets with modern and efficient systems in a safe and orderly manner. While they are all referred to as “control systems”, there are no two systems exactly alike. Each system is reflective of the wants and desires of their constituents. This business session will feature executives from some of the Control Systems in a roundtable discussion of prevalent industry topics. Don't miss out on what will be an “engaging and entertaining conversation!”

### MODERATOR:

**NEAL INSLEY**, NABCA

### PANELISTS:

**JIM CANEPA**, Ohio Department of Commerce

**TIFFANY CLASON**, Utah Department of Alcoholic Beverage Services

**PAT GAGLIARDI**, Michigan Liquor Control Commission

**CHRIS GRAHAM**, Mississippi Department of Revenue

**BRENDA HENSON**, Wyoming Department of Revenue

**FRED WOOTON**, West Virginia Alcohol Beverage Control Administration

**KATHIE DURBIN**, Montgomery County Alcohol Beverage Services





>> Click here  
to register  
online for the  
86<sup>th</sup> Annual  
Conference

# Registration Information

The 86<sup>th</sup> 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 guests must be registered or they will not be allowed to participate in any conference activities. Only one guest registration per full registration fee paid is allowed. Early registration closes on **April 21**. Registration fees increase a second time (by \$100) when registering on or after **May 20th**.

## 2023 Annual Conference Registration Rates

	By April 21	After April 21
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 22 from 6:30 PM to 9:30 PM and again on Tuesday, May 23 from 6:30 PM to 9:30 PM. The Trade Show opens on Tuesday, May 23 and Wednesday, May 24 from 11:30 AM to 2:30 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 86<sup>th</sup> Annual Conference, please contact the NABCA Meetings Department at (703) 578-4200 or [meetings@nabca.org](mailto:meetings@nabca.org).**

# Lodging Information

## Gaylord Palms

6000 West Osceola Parkway, Kissimmee, FL 34746

Tel: (407) 586-2219

Reservations: (877) 491-0442

Attendees are responsible for making their own hotel accommodations. Our hotel block WILL sell out very quickly. Don't miss out on staying onsite and book your room as soon as possible!

### >> Sleeping Room Reservation Cutoff Date: April 28

#### Room Rates:

**State/Government - Standard Room:** \$225 (ROH) + 14.5% tax

*(Limited quantity available for State/Government members only)*

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

**Industry - Premium Room:** \$260 (ROH) + 14.5% tax

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

**Industry - Emerald Bay Upgrade:** \$295 (ROH) + 14.5% tax

Ideally located in close proximity to the Convention Center, our spacious Emerald Bay guest rooms feature luxury bedding and upscale décor. Room will have either 1 King or 2 Queen beds with exterior Florida view.

[Click here](#) to book an Emerald Bay Upgrade online.

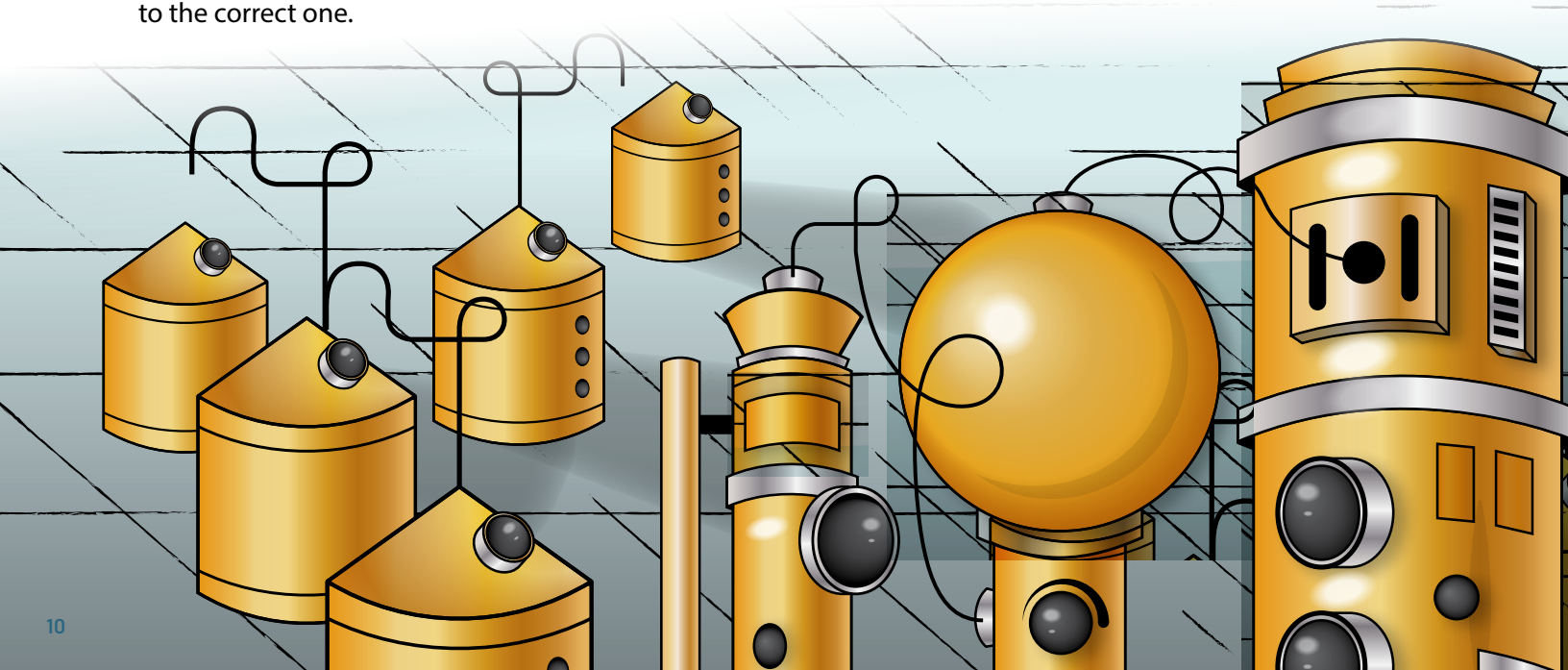
A limited number of suites are available. Please contact the hotel directly. NABCA will ensure you book in the correct block. If you book in the wrong block, you will be moved to the correct one.

## Reservation Notes

- Check-in is 4:00 PM and check-out is 11:00 AM.
- Self parking \$24 + 8% daily and valet parking is \$35 + 8% 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.

## Reservations Via Telephone

Call the Gaylord Palms directly at (877) 491-0442 and refer to "NABCA Block (Government or Industry)" or use the group code "NABCA" for the negotiated rate.



# Travel Info



## Airline Travel

Orlando International Airport (MCO) is 19 miles away from the Gaylord Palms Resort & Convention Center. For more information, visit [www.orlandoairports.net](http://www.orlandoairports.net).



## Ground Transportation

The **Gaylord Palms Resort & Convention Center** recommends using either Lyft or Uber as a mode of transportation to and from the airport.

Orlando Taxi Information: All taxicabs picking up at the Airport are regulated by the City of Orlando's Vehicle-for-Hire ordinance which requires fares to be determined by a taximeter. Flat rate fees are not authorized. [Click here for taxi companies and more information.](#)

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

Self-parking is \$24 + 8% tax and valet parking is \$35 + 8% tax.



## Conference Attire

Attire for all scheduled business and social functions is casual. Attire for the "Keystone Casual" Annual Banquet is casual.



## Weather

Temperatures in May range from the low sixties to the mid eighties. All Annual Conference events are inside. Meeting rooms typically run cold so you may want a sweater.

## Gaylord Palms Map

