Dear Colleague:

Join us in beautiful Charlotte, North Carolina for this year’s Wine, Beer & Spirits Law Conference, where you’ll hear all points of view on topics crucial to the alcohol beverage industry!

With its unique mix of private attorneys, in-house counsel, government regulators, and industry professionals from across the country, this conference is sure to provide you with unlimited opportunities to learn something new — whether in the classroom or at one of the networking events and breaks.

Featuring Experts From:

- Alcohol and Tobacco Tax and Trade Bureau
- American Beverage Licensees
- Arizona Department of Liquor Licenses and Control
- Beer Wholesalers of New Jersey
- Brewers Association
- Childress Vineyards
- Compli – An Avalara Company
- Constellation Brands
- Credit Compliance Corporation
- Diageo Innovation R & D
- Eaze
- Instacart
- Kentucky Department of Alcoholic Beverage Control
- Manhattan Beer Distributors
- Meijer
- Michigan Liquor Control Commission
- North Carolina Alcoholic Beverage Control Commission
- Southern Glazer’s Wine and Spirits
- Washington College of Law, American University
- Wine & Spirits Wholesalers of America
- Wine Institute
- ... and Leading Law Firms!

We look forward to seeing you in September.

Sincerely,

Carrie L. Bonnington, Esq.
Program Co-Chair
Pillsbury Winthrop Shaw Pittman
Sacramento, CA

Marc E. Sorini, Esq.
Program Co-Chair
McDermott Will & Emery
Washington, DC

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Charlotte is nick-named the Queen City and is a Southern jewel whose one-of-a-kind attractions and unique beauty shine brightly. From the diversity of its residents to its colorful history, Charlotte is a melting pot of natural beauty, metropolitan splendor, inventive chefs, talented artists, fierce athletes, and mission-minded game changers. Equal parts funky and eclectic, traditional and charming, there is something for everyone in Charlotte.
Monday, September 16

8:15 Registration and Continental Breakfast

8:45 Welcome
Introduction, Overview, and State of the Industry
Richard Childress, Proprietor
Childress Vineyards, Lexington, NC
Carrie L. Bonnington, Esq., Program Co-Chair
Pillsbury Winthrop Shaw Pittman, Sacramento, CA
Marc E. Sorini, Esq., Program Co-Chair
McDermott Will & Emery, Washington, DC

9:30 Trade Practice
Investigations, Accusations, Settlements, Violations Update
Bahaneh Hobel, Esq., Dickinson Peatman & Fogarty, Napa, CA
Daniel Peralta, Esq., Senior Counsel (Field Operations)
Alcohol and Tobacco Tax and Trade Bureau, Oakland, CA

10:30 Networking Break

10:45 What Kind of Alcohol Is It?
Seltzers, Low Alcohol DS, and Innovative Products
Dennis Brooks, Vice President, Commercial Science
Diageo Innovation R&D, Norwalk, CT

11:30 The “Administrative State”
When Regulators Make Laws
Michael B. Kimberly, Esq., Mayer Brown, Washington, DC
Fernando Laguarda, Professorial Lecturer
Faculty Director-Program on Law and Government
Washington College of Law, American University, Washington, DC
Renée Metz, Esq., Chief Counsel
North Carolina Alcoholic Beverage Control Commission, Raleigh, NC
Moderator: Marc E. Sorini, Esq., Program Co-Chair

12:30 Lunch Break (on your own)

1:45 Supplier-Wholesaler Relationships and Terminations
Distribution
Thomas Alan Lisk, Esq., Cozen O’Connor, Richmond, VA
Jennifer A. Morgan, Esq., Williams Mulllen, Raleigh, NC
Philip S. Rantzer, Esq., General Counsel
Manhattan Beer Distributors, Bronx, NY
Moderator: Marc E. Sorini, Esq., Program Co-Chair

2:30 Regulators Panel
State Administrators Share Their Insights
John Cocca, Director
Arizona Department of Liquor Licenses and Control, Phoenix, AZ
Stephen B. Humphress, Esq., General Counsel
Kentucky Department of Alcoholic Beverage Control, Frankfort, KY
Renée Metz, Esq., Chief Counsel
North Carolina Alcoholic Beverage Control Commission, Raleigh, NC
Teri L. Quimby, Administrative Commissioner
Michigan Liquor Control Commission, Lansing, MI
Moderator: Carrie L. Bonnington, Esq., Program Co-Chair

3:30 Networking Break

3:45 Current Retailer Issues
Trends, Challenges, Innovations, and Opportunities
Kim Schriever Edsenga, Esq., Senior Counsel
Meijer, Grand Rapids, MI
Rebekah Punak, Esq., Vice President, Legal and Policy
Instacart, San Francisco, CA
Moderator: Kevin D. Leff, Esq., Sard & Leff, Atlanta, GA

4:30 Ethics
Lobbying/Lawyering Distinctions; Ethics of Crowd-Sourced Funding (Crowdfunding); Conflicts of Interest
Michael I. Halfacre, Esq., Executive Director, Beer Wholesalers of New Jersey
President, Credit Compliance Corporation, Trenton, NJ

5:30 Adjourn

Tuesday, September 17

8:30 Continental Breakfast

8:55 Welcome Back
Overview of Day Two
Carrie L. Bonnington, Esq., Program Co-Chair
Marc E. Sorini, Esq., Program Co-Chair

9:00 Direct-to-Consumer Updates
New Legislation for Retailers and Third Parties;
Out-of-State Retailer Shipping Updates; Court Decisions;
Uniform Law Commission
Jeff Carroll, Chief Product Officer
Compli – An Avalara Company, Boulder, CO
Tracy Genesen, Esq., Vice President and General Counsel
Wine Institute, San Francisco, CA
RJ O’Hara, Esq., Flaherty & O’Hara, Pittsburgh, PA

10:00 Trademarks
What You Need to Know
Vijay K. Toke, Esq.
Pillsbury Winthrop Shaw Pittman, San Francisco, CA

10:45 Networking Break

11:00 Discussion Among the Three Tiers
Supplier, Distributor, and Retailer
John Bodnovich, Executive Director
American Beverage Licensees (ABL), Bethesda, MD
Jo Moak, Esq., Senior Vice President and General Counsel
Wine & Spirits Wholesalers of America (WSWA), Washington, DC
Bob Pease, President and CEO
Brewer’s Association, Boulder, CO
Moderator: E. Hardy Lewis, Esq.
Blanchard, Miller, Lewis & Isley, Raleigh, NC

12:00 Lunch Break (on your own)

1:15 The Significance of Regulatory Compliance
Discussion of the Importance of Pre-Investigation Training - What to Cover, How to Cover It
Teri L. Quimby, Administrative Commissioner
Michigan Liquor Control Commission, Lansing, MI
Carrie L. Bonnington, Esq., Program Co-Chair

2:00 Ownership and Security of Data
Who Owns Consumer and Market Data Collected by Retailers, Wholesalers, and Third Parties? Who Should Be Able to Commercialize It? Who Should Have Access to It and Under What Circumstances? What Are the Responsibilities of the Holder of the Data to Safeguard It or Be Liable for Data Breaches?
Alan N. Greenspan, Esq.
Executive Vice President and General Counsel
Southern Glazer’s Wine and Spirits, Dallas, TX

2:45 Networking Break

3:00 TTB’s Labeling and Advertising Rulemaking
Prospects for Modernization
Christopher Thiemann, Esq., Distilled Spirits Program Manager
Alcohol and Tobacco Tax and Trade Bureau, Washington, DC
Marc E. Sorini, Esq., Program Co-Chair

3:45 Cannabis Updates
Who’s Getting into the Cannabis Industry? The Latest Legalization Efforts; Impact on the Alcohol Beverage Industry
Anthony DeMaio, Professional Advisor
McDermott Will & Emery, Washington, DC
Emily Harris Gant, Esq., Garvey Schubert Barer, Seattle, WA
Alana Joyce, Esq., Compliance Counsel
Eaze, San Francisco, CA

4:30 Evaluations and Adjourn

Earn up to 12 Hours MCLE Credit, Including One Hour of Ethics

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Marc E. Sorini concentrates on issues facing the alcohol beverage and cannabis industries, with a particular focus on alcohol beverage suppliers and non-beverage alcohol users. He heads his firm’s Alcohol Regulatory & Distribution Group and Cannabis Affinity Group and is recognized as one of the leading lawyers in his field. Mr. Sorini has represented alcohol beverage suppliers before federal and state courts, the US Alcohol and Tobacco Tax and Trade Bureau (TTB) and Federal Trade Commission (FTC), and state alcohol beverage control agencies. He advises clients on compliance with the regulations and policies of the TTB, FTC, Food and Drug Administration (FDA), and Customs and Border Protection (CBP). Mr. Sorini speaks frequently at national events, including the National Conference of State Liquor Administrators (NCSLA) annual conference, the National Association of Alcohol Beverage Control (NABCA) Legal Symposium, and the Brewers Association’s Craft Brewers Conference. He also writes on legal issues affecting the industry, including as a regular contributor to Artisan Spirit Magazine and The New Brewer. Mr. Sorini is a Chambers ranked practitioner.

John Bodnovich, Executive Director
American Beverage Licensees (ABL)
Bethesda, MD

Dennis Brooks
Vice President, Commercial Science
Diageo Innovation R&D, Norwalk, CT

Jeff Carroll, Chief Product Officer
Comply – An Avalara Company, Boulder, CO

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John Cocca, Director
Arizona Department of Liquor Licenses and Control, Phoenix, AZ

Anthony DeMaio, Professional Advisor
McDermott Will & Emery, Washington, DC

Kelly Diggins, Esq., Vice President-Regulatory Affairs and Associate General Counsel
Constellation Brands, Victor, NY

Kim Schriever Edsenga, Esq., Senior Counsel
Meijer, Grand Rapids, MI

Emily Harris Gant, Esq.
Garvey Schubert Barse, Seattle, WA

Tracy Genesen, Esq.
Vice President and General Counsel
Wine Institute, San Francisco, CA

Alan N. Greenspan, Esq.
Executive Vice President and General Counsel
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Michael I. Halcalf, Esq.
Executive Director
Beer Wholesalers of New Jersey
President, Credit Compliance Corporation
Trenton, NJ

Bahaneh Hobel, Esq.
Dickenson Peatman & Fogarty, Napa, CA

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Kentucky Department of Alcoholic Beverage Control, Frankfort, KY

Alana Joyce, Esq., Compliance Counsel
Eaze, San Francisco, CA

Michael B. Kimberly, Esq.
Mayer Brown, Washington, DC

Fernando Laguarda
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Kevin D. Leff, Esq.
Sard & Leff, Atlanta, GA

E. Hardy Lewis, Esq.
Blanchard, Miller, Lewis & Isley, Raleigh, NC

Thomas Alan Lisk, Esq.
Cozen O’Conner, Richmond, VA

Renee Metz, Esq., Chief Counsel
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Jo Moak, Esq.
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Wine & Spirits Wholesalers of America (WSWA), Washington, DC

Jennifer A. Morgan, Esq.
Williams Mullen, Raleigh, NC

RJ O’Hara, Esq.
Flaherty & O’Hara, Pittsburgh, PA

Bob Pease, President and CEO
Brewer’s Association, Boulder, CO

Daniel Peralta, Esq.
Senior Counsel (Field Operations)
Alcohol and Tobacco Tax and Trade Bureau
Oakland, CA

Rebekah Punak, Esq.
Senior Counsel, Legal and Policy
Instacart, San Francisco, CA

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WINE, BEER & SPIRITS LAW
Developments & Trends in the Alcohol Beverage Industry

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“As always, very informative.”
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  Clermont, Kentucky

“Excellent variety of current, relevant topics.”
- Sarah Santana, Legal, Regulatory & Compliance Manager
  Sierra Nevada Brewing Company, Chico, California

“This was my first year attending, but I've attended other alcohol conferences. I was impressed with the quality and variety of the topics addressed. This was a great conference! Definitely adding it to my annual conference rotation.”
- Kristina Perry Alexander, Esq., General Counsel & Vice President of Compliance, Sagamore Spirit, Baltimore, Maryland

“Excellent event!”
- Jeffrey A. McKenzie, Esq., Bingham Greenebaum Doll
  Louisville, Kentucky

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