Dear Colleague:

We are back in San Francisco, bringing you exciting and topical updates on issues that matter to attorneys, regulators, business owners, consultants, and anyone else involved in the California alcohol beverage industry.

You won’t want to miss the California Department of Alcoholic Beverage Control panel when the executives will discuss ABC priorities, the new regulatory division, Responsible Beverage Service rulemaking, legislative updates, electronic price posting, and more.

Plus, hear directly from the experts on these important topics:
• **Startups and New Businesses: Getting Your Product to Market**
• **Wine Industry Update**
• **Trade Practices: Recent Disciplinary Actions, Investigations, and Litigations**
• **Cannabis, Hemp, CBD, and THC**
• **Regulatory Compliance**
• **Nutritional Labeling**
  ... and more!

Featuring experts from:
• **Anheuser-Busch**
• **California Bureau of Cannabis Control**
• **California Department of Alcoholic Beverage Control**
• **California Department of Food & Agriculture**
• **Eaze**
• **The Wine Group**
• **Wine Institute**
  ... and leading law firms!

I look forward to seeing you in April.

Sincerely,

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

Carrie L. Bonnington leads Pillsbury’s Wine, Beer & Spirits Law group and is recognized in *Chambers USA* for her mastery of alcohol beverage laws and regulations. Ms. Bonnington represents wineries, breweries, distilleries, importers, distributors, and retailers (on- and off-sale) in regulatory, transactional, and litigation matters. She advises on advertising, promotions, marketing, ownership structures, and other trade practice and tied house issues. Ms. Bonnington represents licensees in state alcohol beverage administrative proceedings and trials, and structures multifaceted deals relating to sponsorships, winemaking, distribution, acquisitions, and other similar matters. She also represents licensees and non-licensed entities in connection with alcohol beverage laws throughout the US.

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<td>8:00</td>
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| 8:30  | **Welcome and Introduction**  
Overview of the Day                                                                 |
|       | Carrie L. Bonnington, Esq., Program Chair  
Pillsbury Winthrop Shaw Pittman, Sacramento |
| 8:45  | **Opening Remarks and Featured Presentation**  
California ABC Update from the California Department of Alcoholic Beverage Control, Sacramento |
|       | Jacob Appelsmith, Esq., Director  
New Regulatory Division; RBS Ratemaking  
Matthew Botting, Esq., General Counsel  
Legislative Updates  
LaKeny M. Jordan  
Director of Legislative and Governmental Affairs  
Electronic Price Posting  
Lee Riegler, Supervising Agent in Charge  
Trade Enforcement Unit |
| 10:00 | Networking Break                                                        |
| 10:15 | **Startups and New Businesses**  
Getting Your Product to Market                                           |
|       | Rebecca Stamey-White, Esq., Partner  
Hinman & Carmichael, San Francisco |
| 11:00 | **Wine Industry Updates**  
What You Need to Know                                                     |
|       | Honore Comfort, Vice President, International Marketing  
Wine Institute, Sacramento  
Tracy Genesen, Esq., Vice President and General Counsel  
Wine Institute, San Francisco  
Steve Gross, Vice President, State Relations  
Wine Institute, San Francisco |
| 12:00 | Lunch Break (on your own)                                               |
| 1:15  | **Trade Practices Update**  
Overview of Recent Disciplinary Actions, Litigations, and More          |
|       | Bahaneh Hobel, Esq., Partner  
Dickenson Peatman & Fogarty, Napa  
Lee Riegler, Supervising Agent in Charge  
Trade Enforcement Unit  
California Department of Alcoholic Beverage Control, Sacramento |
| 2:00  | **The Changing Role of Ethics & Compliance**  
In the Alcohol Beverage Industry                                         |
|       | Benjamin A. Halpert, Esq.,  
Head of Ethics and Compliance  
Anheuser-Busch, St. Louis |
| 2:30  | **Nutritional and Ingredient Labeling of Alcohol Beverages**  
What's Next?                                                              |
|       | Jeannie Bremer, Vice President of Compliance and Public Policy  
The Wine Group, Tracy |
| 3:15  | Networking Break                                                        |
| 3:30  | **Cannabis, Hemp, CBD, THC**  
What Is It?                                                                |
|       | Lori Ajax, Chief  
California Bureau of Cannabis Control, Sacramento  
Patrick Goggin, Esq.,  
Hoban Law Group, San Francisco  
Alana Joyce, Esq., Compliance Counsel  
Eaze, San Francisco  
Michelle Phillips, Senior Environmental Scientist  
California Department of Food and Agriculture, Sacramento |
| 4:30  | **Competence:**  
Lawyer Mental Health and Well-Being  
A Conscientious Approach                                                  |
|       | Kathleen T. Pearson, Chief Human Resources Officer  
Pillsbury Winthrop Shaw Pittman, San Diego |
| 5:30  | Evaluations and Adjourn to Beer & Wine Networking Reception              |

**Earn up to 7 Hours of MCLE Credit Including One Hour of Competence Credit and .5 Hours of Ethics Credit**

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MEET YOUR DISTINGUISHED FACULTY

PROGRAM CHAIR
Carrie L. Bonnington, Esq., Program Chair
Pillsbury Winthrop Shaw Pittman, Sacramento

FEATURED PRESENTERS
Jacob Appelsmith, Esq., Director
Matthew Botting, Esq., General Counsel
LaKenya M. Jordan
Director of Legislative and Governmental Affairs
Lee Riegler, Supervising Agent in Charge
Trade Enforcement Unit
California Department of Alcoholic Beverage Control
Sacramento

SPEAKERS
Lori Ajax was appointed by Governor Brown in February 2016 as the first Chief of the newly formed Bureau of Medical Cannabis Regulation. Prior to her appointment, Chief Ajax served as Chief Deputy Director at the Department of Alcoholic Beverage Control.

Jeannie Bremer is the Vice President of Compliance and Public Policy at The Wine Group. Based in California, the company operates ten wineries in California, one in New York, and one in Australia. Ms. Bremer is responsible for all beverage alcohol compliance matters and also oversees all public policy matters for the company, and is an engaged participant in a variety of Wine Institute committees.

Honore Comfort draws on her 18 years of international wine marketing, association management, and brand strategy experience to promote export sales of California wines while building the brand for California wines on a global scale.

Tracy Genesen is a seasoned beverage alcohol attorney who specializes in licensing, federal and state regulations, franchise laws and distribution agreements. She has been in her current position since 2016, previously serving as General Counsel to Edrington Americas.

Patrick Goggin has waged battle on the frontlines of industrial hemp and general cannabis reform for two decades. He served as co-counsel in the seminal HIA v. DEA cases in the early 2000s, and led the industry effort with Senator Mark Leno in 2013 to pass California’s Industrial Hemp Farming Act. Mr. Goggin sits on Vote Hemp’s board and is working to implement hemp research in California.

Steve Gross oversees the activities of the Wine Institute’s six State Relations Regional Counsels and Regional Managers as they address state legislation affecting the wine industry, as well as coordinating the Wine Institute’s legislative and regulatory activities with staff, contract lobbyists and member wineries.

Benjamin A. Halpert has been with Anheuser-Busch (A-B) since 2010, holding a number of different roles within its legal department. He currently leads Ethics & Compliance for all of A-B’s US based operations. Prior to joining A-B, Mr. Halpert worked at Dentons and Thompson Coburn focusing on complex commercial litigation.

Bahaneh Hobel heads her firm’s Alcohol Beverage practice and is a partner in the Wine Law practice group. Her practice focuses exclusively on all aspects of alcohol beverage law and regulation for wineries, breweries, distilled spirits plants, importers, wholesalers and retailers.

Alana Joyce has been in her current position since January of 2019. Previously, she was in private practice, providing corporate, administrative, and regulatory legal services to the alcoholic beverage, hospitality, and cannabis industries.

Kathleen T. Pearson oversees all HR-related functions for Pillsbury and is a member of its executive committee, the firm’s leadership body. Ms. Pearson holds a Master’s degree in Law Firm Management and Strategy.

Michelle Phillips has managed the Industrial Hemp Program since 2018. She is currently working on regulations to administer and further develop the registration process, fee structure, sampling and testing for THC content, and other administrative details as necessary to provide for the cultivation of industrial hemp in accordance with Division 24 of the California Food and Agricultural Code.

Rebecca Stamey-White is her firm’s cannabis practice leader and focuses on the laws related to the sale, distribution and marketing of alcoholic beverages and cannabis. She has a special interest in crafting legally-compliant advertising, social media, promotions and events and advising unlicensed third party providers and technology companies serving regulated industries.

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Overview of ABC Priorities

Jacob Appelsmith, Esq.
Director

Jacob Appelsmith returned to ABC in 2017, after serving as the Chief Campus Counsel at UC Davis since September 2013. He previously served as the Director of the ABC from January 2011 until September 2013. He began his career as a lawyer with Pillsbury, Madison & Sutro in San Francisco, where he worked for six years as a commercial litigator.

New Regulatory Division; RBS Rulemaking

Matthew Botting, Esq.
General Counsel

Matthew Botting was appointed to the position of ABC General Counsel in August, 2008. Botting has over 16 years of state government legal experience. He was ABC’s Chief Legal Counsel from 2000-2004 before he left for a short time to work in private practice. Botting returned to ABC in 2005 where he served as a Staff Counsel III until his appointment to General Counsel.

Legislative Updates

LaKena M. Jordan
Director of Legislative and Governmental Affairs

LaKena M. Jordan has a wealth of knowledge, education, and legislative and business experience. She maintains collaborative relationships with departmental leadership, legislators, stakeholders, and other state agencies; obtains input on developing policies and legislation and recommends positions on legislation to ABC’s Director, Agency, and Governor’s Office.

Electronic Price Posting

Lee Riegler
Supervising Agent in Charge, Trade Enforcement Unit

Lee Riegler has worked for the ABC for 18 years and specializes in non-retail licensing and trade practices. The Trade Enforcement Unit (TEU) provides expertise and guidance to ABC’s field staff in the investigation of trade practice provisions of the ABC Act and serves as ABC’s principal source of policy interpretation on issues relating to trade practices.

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