



NABCA

87TH ANNUAL CONFERENCE

NEW HORIZONS NEW OPPORTUNITIES

MAY 20–23, 2024

JW MARRIOTT DESERT RIDGE | PHOENIX, AZ



LETTER FROM THE CHAIRMAN



Dear Colleagues:

As we navigate the uncharted waters of modern-day society and see regulatory, policy and business landscapes evolve, it is from this perspective we bring you programs and activities for NABCA's 87th Annual Conference and the theme of New Horizons - New Opportunities.

Many of our control system members are working to update their warehouses to better serve and meet the demands of licensees and customers as well as improve relationships with supplier partners. The modernization of our operations promotes on-target inventory management and enhances our ability to minimize shrink. In addition, technological advancements such as Artificial Intelligence, with its multiple applications to our business and society, continues to influence the beverage alcohol marketplace.

For over four decades I have worked in the alcohol industry. First, in hospitality management as a bartender and after college at the West Virginia Alcohol Beverage Control Administration (WVABCA), which I joined in 1991. My continued advancement within the agency's enforcement division culminated in 2017 with my appointment to commissioner of the WVABCA. This experience and perspective has taught me to keep scanning the horizon and actively seek new opportunities that can result in limitless possibilities.

The NABCA Board of Directors and I invite you to join us at the Annual Conference as together we seek and find new, exciting opportunities to benefit us all in our respective beverage alcohol areas of service and responsibility.

We look forward to seeing you in Arizona.

Fred Wooton

Fred Wooton

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!

TENTATIVE SCHEDULE OF EVENTS

Sessions are open to all registrants unless otherwise indicated

SUNDAY, MAY 19

- 02:00 PM – 07:30 PM Conference Registration / *Grand Saguaro Foyer*
- 05:30 PM – 06:30 PM *Chairman's Reception / *Capri Room*
- 06:30 PM – 07:30 PM Welcome Reception / *Grand Sonoran AE*

MONDAY, MAY 20

- 08:00 AM – 09:00 PM Registration / *Grand Saguaro Foyer*
- 01:00 PM – 01:30 PM *Public Affairs Committee / *Pinnacle Peak*
- 01:30 PM – 02:00 PM *Governance Committee / *Pinnacle Peak*
- 01:30 PM – 03:00 PM *Industry Advisory Committee / *Desert Suite 3 – 5*
- 02:30 PM – 03:30 PM Workshop I: Alcohol Regulatory and Policy Update / *Wildflower BC*
- 02:30 PM – 03:30 PM Workshop II: How is NABCA Using Technology to Reach New Horizons? / *Wildflower A*
- 04:30 PM – 05:30 PM *Board of Directors Meeting / *Pinnacle Peak*
- 06:30 PM – 09:30 PM NABCA Town Center & Dinner / *Grand Canyon*

TUESDAY, MAY 21

- 07:00 AM – 08:15 AM Breakfast / *Sunset Lawn*
- 07:30 AM – 06:00 PM Registration & Annual Banquet Ticket Exchange / *Grand Saguaro Foyer*
- 08:30 AM – 10:00 AM Distilling World Diplomacy: A mash of politics, conflicts, and economics / *Grand Sonoran E-G*
- 10:00 AM – 10:15 AM Morning Coffee Break / *Grand Sonoran E-G Foyer*
- 10:15 AM – 11:30 AM Barrels to Boardrooms: Perspectives from the C-Suite / *Grand Sonoran E-G*
- 11:30 AM – 02:30 PM NABCA Trade Show & Lunch / *Grand Saguaro*
- 01:30 PM – 02:30 PM Alconomics 101 Proof / *Wildflower*
- 02:30 PM – 02:45 PM Afternoon Coffee Break / *Wildflower Ballroom Foyer*
- 02:45 PM – 03:45 PM Retail Resilience: The Frontline Tier / *Wildflower*
- 06:30 PM – 09:30 PM NABCA Town Center & Dinner / *Grand Canyon*

WEDNESDAY, MAY 22

- 07:00 AM – 08:15 AM Breakfast / *Sunset Lawn*
- 07:30 AM – 03:00 PM Registration & Annual Banquet Ticket Exchange / *Grand Saguaro Foyer*
- 08:30 AM – 10:00 AM The Funny Side of NABCA / *Grand Sonoran E-G*
- 10:00 AM – 10:15 AM Morning Coffee Break / *Grand Sonoran E-G Foyer*
- 10:15 AM – 11:30 AM Understanding Consumers' Alcoholic Beverage Trends and Their Impact / *Grand Sonoran E-G*
- 11:30 AM – 02:30 PM NABCA Trade Show & Lunch / *Grand Saguaro*
- 02:00 PM – 03:00 PM The Loss Leaders: Experts in Modern Inventory Controls / *Wildflower*
- 06:00 PM – 07:00 PM Annual Banquet Reception / *Grand Sonoran E-G Foyer*
- 07:00 PM – 11:00 PM Blue Peaks & Golden Horizons Annual Banquet / *Grand Sonoran E-G*

*INVITATION ONLY

MONDAY, MAY 20

2:30 pm – 3:30 pm Concurrent Sessions

Wildflower BC

Workshop I: NABCA Alcohol Regulatory and Policy Update

Despite slowing from the breakneck speed of recent years, this legislative cycle maintained a steady pace of change. With everything from sustainability to direct-to-consumer sales up for debate, the alcohol market continues 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 at large. Join these experts as they highlight key actions from our states, Congress, and federal agency partners.

SPEAKERS:

Buddy Buckner, General Counsel, NABCA

Terrance Merriweather, Director, Public Policy, NABCA

Wildflower A

Workshop II: How is NABCA Using Technology to Reach New Horizons?

Have you ever wondered what it takes to aggregate and standardize product data across all control states? NABCA has used a variety of methods over several decades to consolidate data and is making big changes to support an ever-expanding market that is growing exponentially. Come get a glimpse of some of the work being done behind the scenes to enable “apples to apples” data reporting within the alcohol industry. With technological advancements modernizing sales data processing, EDI services, and PQRS – NABCA continues to evolve to Reach New Horizons and Create New Opportunities for its data subscribers and partners.

SPEAKERS:

Kevin Ebberts, CTO, RiverNorth, Inc.

Amy Grollman, Director, MIS Programs, NABCA

Monnika Reasoner, Supervisor, Data Services / PQRS Administrator, NABCA

TUESDAY, MAY 21

8:30 am – 10:00 am
Grand Sonoran E-G

General Session I: Distilling World Diplomacy: A Mash of Politics, Conflicts, and Economics

CNBC Senior Analyst and Commentator Ron Insana will interview John Brennan about the dynamics of diplomacy, power struggles, and strategic alliances that define the shifting relationships between nations. From regional conflicts to global cooperation, this conversation will look at the ever-changing chessboard of geopolitical and economic forces and the impact they have on our future.

OPENING REMARKS AND INTRODUCTION BY:

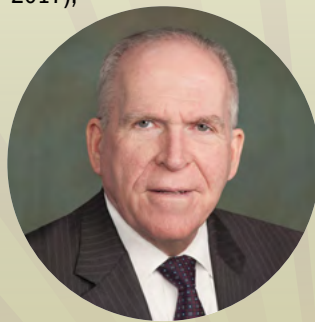
Fred Wooton, Commissioner, West Virginia Alcohol Beverage Control Administration & NABCA Chairman

MODERATOR:

Ron Insana, Award-winning Journalist, Financial Analyst, Commentator and Author

SPEAKER:

John Brennan, CIA Director (2013-2017), Senior Intelligence and National Security Analyst at NBC and MSNBC



JOHN BRENNAN

10:15 am – 11:30 am
Grand Sonoran E-G

Business Session I: Barrels to Boardrooms: Perspectives from the C-Suite

CNBC Senior Analyst and Commentator, Ron Insana will welcome a gathering of C-suite executives in the beverage alcohol industry, where unparalleled expertise, strategic insights, and visionary discussions will converge. This executive summit is tailored to address the unique challenges and opportunities faced by top-level decision-makers in the dynamic world of beverage alcohol.

MODERATOR:

Ron Insana, Award-winning Journalist, Financial Analyst, Commentator and Author

PANELISTS:

Tiffany Clason, Executive Director, Utah Department of Alcoholic Beverage Services

Robert Hall, CEO, Ole Smokey Distillery

Jeremy Shepherd, EVP, President, USA and Canada, Brown-Forman



RON INSANA

TUESDAY, MAY 21

1:30 pm – 2:30 pm
Wildflower

Seminar I: Alconomics 101 Proof

Embark on a deep dive into the economic landscape of the beverage alcohol industry during this insightful session, designed for industry professionals, economists, and stakeholders. Explore the dynamic interplay between economic factors, market trends, and consumer behavior that shape the financial tapestry of the beverage alcohol sector.

MODERATOR:

Brandy D. Rand, Industry Analyst

PANELISTS:

Hasan Bakir, Senior Director, Economic Studies, DISCUS

Danny Brager, SipSource Analyst

Lester Jones, VP Analytics and Chief Economist, National Beer Wholesalers Association

2:45 pm – 3:45 pm
Wildflower

Seminar II: Retail Resilience: The Frontline Tier

The retail tier operates on the frontline with the customers of the beverage alcohol industry. This session will discuss the intricacies of the on and off-premises beverage alcohol trade in the tech savvy “post-pandemic” world. Dive deep into the unique challenges, trends, and opportunities shaping the landscape of both on-premises establishments such as bars and restaurants, and off-premises retailers like liquor stores and other retail outlets.

MODERATOR:

Jeff Anderson, Director, Idaho State Liquor Division

PANELISTS:

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

Gary M. Cohen, Executive Vice President Government Affairs and Franchising, Glory Days Grill

Dr. Chad Moutray, Vice President of Research and Knowledge, National Restaurant Association

Mark Roy, Director of Marketing, Merchandising & Warehousing, New Hampshire Liquor Commission

WEDNESDAY, MAY 22

8:30 am - 10:00 am
Grand Sonoran E-G

General Session II: The Funny Side of NABCA

What do you get when you cross an Engineer with a stand-up comedian? You get Don McMillan. This former chip designer has been doing his one-of-a-kind, PowerPoint-Driven comedy show for corporate audiences for over 20 years - and now he turns his sights on NABCA! In his show packed with graphs & charts, Don will show you the funny side of your world that has been sitting right in front of you - you are just too busy working to notice it. Join us for lots of laughs and pick up a few jokes to take back to your job!

INTRODUCTION BY:

Fred Wooton, Commissioner, West Virginia Alcohol Beverage Control Administration & NABCA Chairman

Becky Schlauch, Administrator, Montana Department of Revenue

SPEAKER:

Don McMillan, Engineer & Comedian



DON McMILLAN

10:15 am - 11:30 am
Grand Sonoran E-G

Business Session II: Understanding Consumers' Alcoholic Beverage Trends and Their Impact

Today's consumer is challenged by inflation, post-pandemic behaviors, and isolation, and has increased interest in health & wellness. Shoppers are bombarded on social and digital media platforms on how they should consume alcoholic beverages, often with misleading information. This NABCA session explores how each generation's alcoholic beverage consumer is thinking and changing their behaviors in the era of Dry January, weight-loss drugs, and celebrity and luxury wine, beer & spirits - and highlights the opportunities for Control State Systems to reach out, educate and empower consumers.

INTRODUCTION BY:

Neal Insley, President & CEO, NABCA

SPEAKER:

Phil Lempert, The Supermarket Guru®, reporter, trend analyst, and consumerologist



PHIL LEMPERT

2:00 pm - 3:00 pm
Wildflower

Seminar III: The Loss Leaders: Experts in Modern Inventory Controls

This session will delve into cutting-edge techniques and technologies to combat theft in retail and wholesale settings. From RFID tagging to advanced surveillance systems, attendees will learn how companies are using technology to stay one step ahead of modern, organized thieves and protect their inventory effectively.

MODERATOR:

Terrance Merriweather, Director, Public Policy, NABCA

PANELISTS:

David S. Johnston, V.P., Asset Protection & Retail Operations, National Retail Federation

Robert Pennucci, National Sales Manager, Checkpoint

Alicia Sorroza Blanco, North America Security Head, DHL Supply Chain

Our Chairman's theme for the Annual Banquet this year is "Blue Peaks & Golden Horizons" in homage to his home state of West Virginia. With that theme in mind, feel free to wear blue and gold to the Banquet!

BLUE PEAKS & GOLDEN HORIZONS

CELEBRATING WEST VIRGINIA



REGISTRATION INFORMATION

CLICK HERE TO REGISTER ONLINE FOR THE 87TH ANNUAL CONFERENCE

The 87th 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 prorated registration fees or refunds for registrants attending individual events. All spouses/guests must be registered or they will not be allowed to participate in any conference activities. All staff working in their respective Town Center outlet or Trade Show booth must be registered. Only one spouse/guest registration per full registration fee paid is allowed. Early registration closes on **April 24**.

2024 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)	\$595	\$645

CANCELLATION POLICY

All cancellations of Conference registrations must be submitted in writing to the NABCA office no later than COB on May 1. 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.

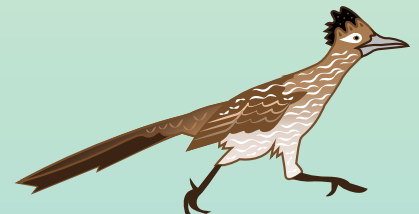
Town Center & Trade Show

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 20 from 6:30 PM to 9:30 PM and again on Tuesday, May 21 from 6:30 PM to 9:30 PM. The Trade Show opens on Tuesday, May 21 and Wednesday, May 22 from 11:30 AM to 2:30 PM.

Policy for Underage Attendees

No one under 21 years of age is allowed in or in the vicinity of the Town Center or Trade Show.

If you have any questions regarding the 87th Annual Conference, please contact the NABCA Meetings Department at (703) 824-3373 or meetings@nabca.org.



LODGING INFORMATION

JW MARRIOTT PHOENIX DESERT RIDGE

5350 E. Marriott Drive, Phoenix, AZ 87054

Tel: (480) 293-5000 | Reservations: (800) 898-4527

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

SLEEPING ROOM RESERVATION CUTOFF DATE: APRIL 24

Room Rates:

State/Government - Standard Room: \$255.00 + tax
(Limited quantity available for State/Government members only)

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

Industry - Premium Room: \$300.00 + tax

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

Industry - Signature Room: \$335.00 + 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 **(800) 898-4527** 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 \$25 daily and valet is \$40 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.
- The room cancellation policy for individual room reservations is 3 days. Reservations must be cancelled 3 whole days prior to arrival in order to avoid a penalty of one night's room and tax to the method of payment used to guarantee the room reservation.
- The original guest notated on the reservation is the confirmed guest for the hotel booking. Hotel reservations are non-transferable. Modifications to reservations (including name changes) after the contracted cut-off date (April 24) is subject to hotel occupancy and approval.

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 Annual Banquet is business casual.



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.