

2015 ANNUAL CONFERENCE

EVENT & SESSION INFORMATION



OMNI SHOREHAM HOTEL
WASHINGTON, D.C. | JUNE 7-9, 2015

CONFERENCE SESSIONS

SUNDAY - JUNE 7



5:00 PM - 5:30 PM

ABL Grassroots Lobbying Briefing

John Bodnovich, Executive Director, American Beverage Licensees

ABL Executive Director John Bodnovich will present a refresher on the federal issues that affect beverage licensees including a look at the legislation that is working its way through Congress and other beverage alcohol industry issues.

MONDAY - JUNE 8



9:15 AM - 10:00 AM

2016 Political Update

Mo Elleithee, Communications Director
Democratic National Committee

Sean Spicer, Chief Strategist & Communications Director
Republican National Committee

Join us for an insightful conversation with the chief spokesmen for Democrats and Republicans. With growing buzz about the 2016 U.S. presidential election and dozens of pivotal races on tap in the House and Senate, Mo Elleithee of the DNC and Sean Spicer of the RNC will share their perspectives on the current and future state of political affairs in Washington and across the country.



10:00 AM - 10:45 AM

State of the Beer Business Panel

Bill Madden, CEO & Executive Brewer,
Mad Fox Brewing Company

Bruce Jacobson, Chief Sales Officer,
Constellation Brands, Beer Division

Eric Best, NBWA Chairman & General
Manager/Partner, Bob Hall LLC

While federal and state policies are being debated, the underlying beer business is full of interesting issues including commercial trends, marketing campaigns, packaging and general approaches to meeting the needs of consumers. This panel of beer industry professionals will discuss the future of beer and some of the issues that affect their organizations.



11:00 AM - 11:45 AM

Credit & Debit Card Issues for Merchants

David Matthews

General Counsel, National Restaurant Association

This presentation will address the upcoming EMV merchant changes and other questions concerning payment cards to bring licensees up to speed on what can be a complex topic for small businesses.



1:30 PM - 2:15 PM

Legalized Marijuana: A Retail Perspective

Stephanie Hopper

Chief Operating Officer, Ballpark Holistic Dispensary

This presentation will provide the business perspective of a leading cannabis retailer from Colorado and how she has navigated a nascent recreational cannabis marketplace that started from scratch just a few years ago.



2:30 PM - 3:15 PM

Effectively Managing Your Yelp Reputation

Darnell Holloway

Senior Manager of Local Business Outreach, Yelp, Inc.

No business is perfect — how will you respond when you receive your first negative YELP review? This seminar will provide you with everything you need to know from unlocking your free business tools to managing your online reputation.



3:15 PM - 4:00 PM

Innovators in Responsibility

Pete Madland
Executive Director,
Tavern League of Wisconsin

Tim Martin
Director, Business Development &
General Counsel, Alcohoot

Bob Williamsen
Chief Revenue Officer,
Intellicheck/Mobilisa

Responsibility takes many shapes when it comes to beverage alcohol, and what is considered responsible behavior continues to evolve. Joining the conference to discuss their unique approaches to responsibility are industry innovators who are challenging the way we think about what it means to be responsible purveyors or beverage alcohol.

FULL CONFERENCE SCHEDULE

SATURDAY - JUNE 6

| | | Location |
|-------------|---|--------------|
| 4:00-6:00pm | ABL Executive Committee Meeting (<i>ABL Executive Committee ONLY</i>) | Calvert Room |

SUNDAY - JUNE 7

| | | Location |
|---|--|--|
| 9:00-10:00am | ABL Board of Directors Breakfast sponsored by Presidents' Forum of the Distilled Spirits Industry (<i>ABL Board ONLY</i>) | Blue Prefunction |
| 10:00-10:15am | Break | |
| 10:15-11:00am | Advisory Council Meeting (<i>ABL State Affiliate Executives ONLY</i>) | Hampton Ballroom |
| 11:00-11:45am | State Alcohol Policy Meeting | Hampton Ballroom |
| 11:45am-12:00pm | Break | |
| 12:00-4:00pm | ABL Board of Directors Meeting w/ box lunch (<i>ABL Board ONLY</i>) | Blue Ballroom |
| 4:15-5:45pm | Registration Desk Open | |
| 4:00-5:00pm | Break | |
| ALL Conference attendees are welcome to attend | | |
| 5:00-5:30pm | ABL Grassroots Lobbying Briefing | Hampton Ballroom |
| 6:00-8:00pm | Welcome Reception sponsored by National Association of Beverage Importers | Cafe Paradiso 2649 Connecticut Ave NW, D.C. |

MONDAY - JUNE 8

| | | Location |
|--|---|--------------------|
| 8:00-9:00am | Conference Breakfast sponsored by Serrallés USA | Blue Prefunction |
| 8:00-12:00pm | Registration Desk Open | |
| MORNING SESSIONS | | Blue Ballroom |
| 9:00-9:15am | Welcome Remarks by Harry Klock, ABL President | |
| 9:15-10:00am | 2016 Political Update | |
| 10:00-10:45am | State of the Beer Business Panel | |
| 10:45-11:00am | Networking Coffee Break | |
| 11:00-11:45am | Credit & Debit Card Issues for Merchants | |
| 11:45am-12:00pm | Brown-Forman "Retailer of the Year" Award Presentation | |
| 12:00-1:15pm | Annual Luncheon sponsored by MillerCoors | Blue Prefunction |
| AFTERNOON SESSIONS | | Blue Ballroom |
| 1:30-2:15pm | Legalized Marijuana: A Retail Perspective | |
| 2:15-2:30pm | Networking Coffee Break | |
| 2:30-3:15pm | Effectively Managing Your Yelp Reputation | |
| 3:15-4:00pm | Innovators in Responsibility | |
| 6:00 - 7:00pm | Brown-Forman "Retailer of the Year" Photo Reception (<i>ROTY & Invited Guests ONLY</i>) | Governor's Room |
| ABL TOP SHELF AWARD BANQUET sponsored by DISCUS | | Palladian Ballroom |
| 7:00-7:45pm | Cocktail Reception / Craft Tasting | |
| 7:45-8:15pm | Top Shelf Presentation honoring Dr. Peter Cressy, President & CEO of DISCUS | |
| 8:15-9:15pm | Top Shelf Award Dinner | |
| 9:15-9:30pm | Outgoing/Incoming ABL Officer Recognition | |

TUESDAY - JUNE 9

| | | Location |
|---------------|------------------------------------|--------------|
| 7:30-10:00am | Pick-Up Capitol Hill Visit Packets | Calvert Room |
| 9:00am-5:00pm | Capitol Hill Visits | |

*Rooms subject to change



AMERICAN BEVERAGE LICENSEES

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