



21st Annual National SuperConference - LIVE!

WINE, BEER & SPIRITS LAW

New Directions in Alcohol Policy & Practice

September 22-23, 2016 • The Broadmoor • Colorado Springs

Join Over 100 of your Colleagues!

Dear Colleague:

From the California coast to our nation's capital, from Kentucky bourbon country to the Windy City, from Austin to Boston, CLE International's annual Wine, Beer & Spirits Law Conference consistently brings together members of the alcohol beverage industry to learn, engage, and network.

This year, we will take you to new heights in breathtaking Colorado Springs, Colorado with even more opportunities to hear the latest developments in alcohol policy and practice.

Featuring Experts From:

- Alcohol and Tobacco Tax and Trade Bureau
 - Colorado Department of Revenue - Liquor & Tobacco Enforcement Division
 - Constellation Brands, Inc.
 - Drizly
 - Glazer's, Inc.
 - Grocery Manufacturers Association
 - Illinois Liquor Control Commission
 - Instacart
 - Michigan Liquor Control Commission
 - Total Wine & More
 - Wine & Spirits Wholesalers of America
 - Wine Institute
- ... and the nation's leading law firms!

Plus, don't miss Thursday's exclusive Networking Reception, sponsored by:
Colorado Gold Distillery
Odell Brewing Co.
Pikes Peak Brewing



And Friday's extended Networking Break and Beer-Tasting, sponsored by:
Bristol Brewing Co.



We look forward to seeing you at the Broadmoor.

Sincerely,



James M. Seff, Esq.
Program Co-Chair
Pillsbury Winthrop Shaw Pittman
San Francisco, CA



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

New Location!



The Broadmoor

1 Lake Avenue
Colorado Springs, CO 80906

Situated on 5,000 acres of lush parkland on the southern edge of the Rocky Mountains, The Broadmoor is located in beautiful Colorado Springs, Colorado. This historic luxury hotel is close to both Colorado Springs Airport and Denver International Airport, and offers a variety of inspiring outdoor activities that celebrate the natural beauty of this unique region from fly fishing and hiking to white water rafting and horseback riding. The Broadmoor is home to 19 restaurants, cafés and lounges including the award-winning Penrose Room and Summit restaurants, as well as The Spa at The Broadmoor, three swimming pools, and championship golf.

For Room Reservations

www.resweb.passkey.com/go/WBS2016
or (855) 634-7711 and mention the Wine, Beer & Spirits Law Conference

Conference hotel sold out last year, so reserve and register today!

THURSDAY, SEPTEMBER 22

- 8:00 Registration and Continental Breakfast
- 8:30 **Welcome and Introduction**
Overview of Day One
Patrick Maroney, Director, Colorado Department of Revenue
Liquor & Tobacco Enforcement Division, Lakewood, CO
James M. Seff, Esq., Program Co-Chair
Pillsbury Winthrop Shaw Pittman, San Francisco, CA
Marc E. Sorini, Esq., Program Co-Chair
McDermott Will & Emery, Washington, DC
- 8:45 **Non-Traditional Trademarks in the Alcohol Beverage Industry**
Sensory Marks and Trade Dress, Including Packaging
Elizabeth L. Kunkle, Esq., Neal & McDevitt, Northfield, IL
- 9:30 **Intersection of First Amendment and Tied-house Law**
Two Legal Concepts Collide
Marc E. Sorini, Esq., Program Co-Chair
- 10:15 Networking Break
- 10:30 **Third Party Providers and the New Direct Delivery Channel**
Discussion of the Rapidly Expanding On-Demand Delivery Services; Exploration of Different Business Models and How They Are Modified on a State-by-State Basis to Comply with Applicable Laws and Rules
Carrie L. Bonnington, Esq.
Pillsbury Winthrop Shaw Pittman, Sacramento, CA
Nidhi Kumar, Esq., General Counsel, Senior Vice President of Industry Affairs
Drizly, Boston, MA
Rebekah Punak, Esq., Senior Litigation and Product Counsel
Instacart, San Francisco, CA
Bridgett Zeterberg, Esq., Senior Vice President, General Counsel
Total Wine & More, Bethesda, MD
- 11:45 **TTB Update**
2015-2016
Anthony P. Gledhill, Esq., Chief Counsel
Alcohol and Tobacco Tax and Trade Bureau, Washington, DC
- 12:30 Lunch Break (on your own)
- 1:45 **Regulators Panel**
What's New and Hot (and Old and Not)
Patrick Maroney, Director, Colorado Department of Revenue
Liquor & Tobacco Enforcement Division, Lakewood, CO
Richard R. "Rick" Haymaker, Esq., Chief Legal Counsel
Illinois Liquor Control Commission, Chicago, IL
Stephen B. Humphress, Esq., General Counsel
Kentucky Department of Alcoholic Beverage Control, Frankfort, KY
Teri L. Quimby, Administrative Commissioner
Michigan Liquor Control Commission, Lansing, MI
- 3:00 Networking Break
- 3:15 **Supplier-Distributor Disputes**
Strategies and Tactics; Venue, Injunctions, and Other Topics
R.E. "Tuck" Duncan, Esq., Duncan Law Office, Topeka, KS
Andre R. "Drew" Jaglom, Esq.
Tannenbaum Helpert Syracuse & Hirschtritt, New York, NY
Andrew B. Kratenstein, Esq.
McDermott Will & Emery, New York, NY
Marty Steinberg, Esq., Hogan Lovells, Miami, FL
- 4:30 **Ethics**
Navigating the Ethical Waters in the Changing Field of Alcohol Beverage Law
Tom Downey, Esq., Ireland Stapleton Pryor & Pascoe, Denver, CO
- 5:30 Adjourn to Private Networking Reception Sponsored by:



FRIDAY, SEPTEMBER 23

- 8:30 Continental Breakfast
- 9:00 **Welcome Back**
Overview of Day Two
James M. Seff, Esq., Program Co-Chair
Marc E. Sorini, Esq., Program Co-Chair
- 9:05 **Keynote Presentation**
Make Mine a Double:
Managing the Southern and Glazer's Transaction
Alan N. Greenspan, Esq., Executive Vice President and General Counsel
Glazer's, Inc., Dallas, TX
- 10:00 **Wine Labeling**
Still Crazy After All These Years
James M. Seff, Esq., Program Co-Chair
- 10:45 Networking Break
- 11:00 **Let the Voters Decide - Is this the New Direction in Alcohol Policy Decisions?**
The Shift from Using the Legislative Process to Using Ballot Measures and Voter Referendums to Decide Major Alcohol Policy Questions; A Perspective on this Emerging Trend and Its Potential Impacts on the Industry
Steve J. Gross, Vice President, State Relations
Wine Institute, San Francisco, CA
- 12:00 Lunch Break (on your own)
- 1:15 **False Advertising**
Is a Retailer Still a Retailer When It Owns or Controls Private Labels?
Craig Wolf, President & CEO
Wine & Spirits Wholesalers of America, Washington, DC
- 2:00 **New Wine in Old Skins**
Exploring the Disconnect Between Statutes and Regulations (Which Draw Sharp Lines Between Beer, Wine, and Spirits) and the Actual Practice, Where the Lines are Increasingly Blurred
Ron Fondiller, Esq., Former Vice President & General Counsel
Constellation Brands, Inc., Wine & Spirits Division
Canandaigua, NY
- 2:45 Networking Break and Beer Tasting
Sponsored by:



- 3:15 **TTB Labeling**
The Formulas and Labeling of Distilled Spirits
Lonette K. Merriman, Esq., Associate General Counsel
Constellation Brands, Inc., Victor, NY
- 4:00 **The False Advertising Class Actions**
An Update
Karin F.R. Moore, Esq., Vice President and General Counsel
Grocery Manufacturers Association, Washington, DC
- 4:45 Evaluations and Adjourn

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

PROGRAM CHAIR

James M. Seff is leader of his firm’s Wine, Beer & Spirits group, and is a *Chambers* ranked practitioner with over three decades of experience advising clients in the area of licensed beverage law and regulation. He is a former chair of the American Bar Association Committee on Alcoholic Beverage Practice and serves as pro bono counsel to a number of non-profits including the San Francisco Symphony (for alcohol issues), WineDoctors and the Society of Medical Friends of Wine.

Marc E. Sorini heads his Firm’s Alcohol Regulatory & Distribution Group, where he focuses on regulatory and litigation issues facing the alcohol beverage industry and non-beverage alcohol users. His practice covers licensing, labeling, advertising, trade practices, distribution, import-export, formulation and excise taxation. Mr. Sorini is a *Chambers* ranked practitioner.

KEYNOTE SPEAKER

Alan N. Greenspan joined Glazer’s in 2010 as General Counsel. Previously, he was a partner in Jackson Walker’s Dallas office. He will assume the role of Executive Vice President and General Counsel of Southern Glazer’s Wine and Spirits, upon closing of the pending transaction. Mr. Greenspan also serves on the Board of Directors of the Wine & Spirits Wholesalers of America.

FACULTY

Carrie L. Bonnington, Esq.
Pillsbury Winthrop Shaw Pittman
Sacramento, CA

Tom Downey, Esq.
Ireland Stapleton Pryor & Pascoe, Denver, CO

R.E. “Tuck” Duncan, Esq.
Duncan Law Office, Topeka, KS

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Former Vice President & General Counsel
Constellation Brands, Inc., Wine & Spirits Division
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Tannenbaum Helpert Syracuse & Hirschtritt
New York, NY

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McDermott Will & Emery, New York, NY

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Senior Vice President of Industry Affairs
Drizly, Boston, MA

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Neal & McDevitt, Northfield, IL

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Colorado Department of Revenue – Liquor & Tobacco Enforcement Division, Lakewood, CO

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Constellation Brands, Inc., Victor, NY

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Hogan Lovells, Miami, FL

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Wine & Spirits Wholesalers of America,
Washington, DC

Bridgett Zeterberg, Esq.
Senior Vice President, General Counsel
Total Wine & More, Bethesda, MD

4 EASY WAYS TO REGISTER

- 1** cle.com/Broadmoor
- 2** **FAX**
(303) 321-6320
- 3** **PHONE**
(800) 873-7130
- 4** **MAIL**
7995 East Prentice Avenue
Suite 200
Greenwood Village, CO 80111

YES! Please register the following:

Name _____
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 Email _____
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 Firm _____
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 State _____ Zip+4 _____
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Cancellation

Full tuition refunds (less a \$75 administrative charge) will be given only if notice of cancellation is received by 5:00 pm MST on the Friday prior to the Conference. Substitutions may be made at any time.

Course Materials provided in electronic format only.

Tuition – Same Price as Last Year!

- \$995 per person
- \$895 each for two or more
- \$895 each for government, 501(c)(3) organizations, full-time judges, law students and paralegals
- \$795 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

Home Study – available after the Conference

- Audio transcript and course materials
- \$995 plus \$10 shipping and handling

Course Materials Only

- \$250 plus \$10 shipping and handling

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

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Keynote Presentation

**Make Mine a Double:
Managing the Southern and Glazer's Transaction**



Alan N. Greenspan, Esq.
Executive Vice President and General Counsel
Glazer's, Inc., Dallas, TX

"Excellent program!"

- Kenneth B. Skelly, Esq.
Lawson & Weitzen, Boston, MA

**"Excellent experience for my first attendance.
The topics and presenters were varied
and educational and will help improve our
practice and our clients."**

- Jeremy Levine, Esq.
Law Offices of Robert Levine, Houston, TX

REGISTER NOW! cle.com/Broadmoor or (800) 873-7130