

**16th Responsible Retailing Forum Conference, April 30 – May 1, 2018
Detroit, MI**

Conference Presenters & Panelists



Richard M. Blau is a shareholder with the law firm of GrayRobinson, P.A.. He is chairman of the law firm's Alcohol Beverage & Food Law Department and heads up the firm's Nationwide Alcohol Industry Team focusing on the rules and regulations that govern the marketing, sale and consumption of distilled spirits, wine, beer, and other licensed beverages.

Mr. Blau has been rated "Band 1" for Alcohol Beverage Law by Chambers USA since 2007. He also is listed in Best Lawyers in America, and is "AV" rated by Martindale-Hubbell. A substantial portion of Mr. Blau's professional efforts are focused on trade regulations, litigation and dispute resolution involving the hospitality industry. He has industry-specific experience in the areas of administrative practice and regulatory compliance, advertising and promotional law, importation matters and supplier/distribution relations.

An elected member of The American Law Institute, Richard also is a member of The Florida Bar, The New York Bar, The Bar Association of the District of Columbia, the American Bar Association and the Federal Bar Association. Additionally, Mr. Blau served for over eight years as the Chair of the American Bar Association's Committee on Beverage Alcohol Practice. He currently serves as a board member of the Academy of Hospitality Industry Attorneys (AHIA).

Mr. Blau has lectured on Twenty-first Amendment issues at meetings of the National Conference of State Liquor Administrators (NCSLA), the National Alcohol Beverage Control Association (NABCA) and the National Liquor Law Enforcement Association (NLLEA). From 1998 through 2006, Mr. Blau authored the chapter on "Beverage Alcohol Practice" for the annual volume of the longstanding treatise *Developments in Administrative Law and Regulatory Practice* published by the American Bar Association.

Mr. Blau received his B.A. from Brandeis University and his J.D. from the Georgetown University Law Center, where he served as the Associate Editor for Topics of the Georgetown Law Journal.

Matthew Botting was appointed to the position of ABC General Counsel in August, 2008. Mr. Botting has over 20 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. Mr. Botting returned to ABC in 2005 where he served as a Staff Counsel III until his appointment to General Counsel. Prior to joining ABC in 2000, Mr. Botting was a Deputy Attorney General with the California Department of Justice. He obtained his Bachelor of Laws and Bachelor of Commerce (Economics) degrees from Otago University in New Zealand before relocating to the United States.

Mr. Botting is the current President of the National Conference of State Liquor Administrators (NCSLA).





Camden Brieden, a social impact entrepreneur, co-founded Better Drinking Culture with a group of friends in 2015 after having been inspired by shared stories of alcohol’s impact in their lives.

Brieden is the former Senior Analyst of Global Private Equity at RDV Corporation, and is also the Founder/CEO of New Way Recovery, a 501c3 nonprofit initiative that includes brands Wait 21 and Crave 21—practical curriculum programs focused on youth addiction education and prevention (newwayrecovery.org).

A. Keith Burt has been involved in Oklahoma state government for over 40 years. He has been an Auditor for the Oklahoma Department of Human Services, the Oil and Gas Division of the Oklahoma Tax Commission, and the Department of Mental Health and Substance Abuse Services, where he was the lead Financial Auditor, auditing Mental Health Centers. He joined the Oklahoma Alcoholic Beverage Control (ABC) Board in 1980. In 1985, Oklahoma approved a constitutional change to allow liquor-by-the-drink on a county option basis and renamed ABC the Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission. During the 1990’s, the Commission added Prevention of Youth Access to Tobacco and Charity Games Enforcement. After serving as Director for both divisions, Keith became Executive Director in 2002 and remains in that position today. Now serving under his seventh Governor, Keith has been appointed to the Governor’s Task Force on Underage Drinking, the Tobacco Use Cessation Advisory Committee and the Governor’s Impaired Driving Prevention Advisory Council. Director Burt was the recipient of the 2014 Leadership in Alcohol Regulation Award, presented by the Center for Alcohol Policy, recognizing his many years of work in the alcohol industry promoting public safety and is currently the President of the National Conference of State Liquor Administrators.



Alan Campbell is currently a postdoctoral research scholar at the University of California San Diego working with Dr. Joseph Wang in the Department of NanoEngineering and Dr. Sandra Brown in the Department of Psychiatry. Dr. Campbell received his Ph.D. in Biomedical Engineering from Carnegie Mellon University in 2017 where he focused on biochemical approaches to the development of biosensors and biofuel cells.

Alan’s current research is supported by an Institutional Ruth L. Kirschstein National Research Service Award through the National Institute on Alcohol Abuse and Alcoholism. In this role, his work is focused on the development of wearable sensing platforms for the continuous, remote monitoring of alcohol intake with application toward monitoring of subjects in neuro-development and alcohol recovery trials.

Andrew J. Deloney was appointed by Governor Rick Snyder as an Administrative Commissioner to the Michigan Liquor Control Commission in June 2011 and was reappointed in June 2015 for a term that expires on June 12, 2019. At the time of his initial appointment in 2011, he was designated Chairman by the Governor. He continues to serve as Chairman. Prior to this appointment Deloney served as vice president of public affairs for the Michigan Restaurant Association, a position he held since 2003. Before that, he was the assistant state director for Michigan's arm of the National Federation of Independent Business. Andy also previously served as a legislative assistant in the Michigan House of Representatives.

Deloney earned a bachelor's degree in political science with a concentration in public service from Albion College.



Nick DeSiato is an assistant city attorney with the City of Milwaukee. He oversees the city's municipal prosecution office and represents the city in nuisance matters, including actions involving drug houses, gang activity and licensed premises. He also manages various citywide initiatives and programs as alternatives to prosecution, including programs related to the sale of tobacco and alcohol to minors, underage alcohol use, controlled substance use, animal abuse and traffic violations.

Prior to joining the Milwaukee City Attorney's Office, Nick was a consultant for a financial institution and a staff attorney with the Wisconsin courts.

Kathie Durbin joined the Department of Liquor Control in 2002 as a Community Outreach Manager. She has served as the Division Chief of Licensure, Regulation and Education for 15 years and is responsible for alcohol licensing, alcohol policy, education, legislative initiatives and business compliance. Kathie began her career as a Responsible Alcohol Beverage Service Instructor for the Restaurant Association of Maryland Hospitality Education Foundation while working in management position for several restaurants. Afterward, she spent 10 years working as a consultant for the Montgomery County Health and Human Services where she wrote and managed state grants, mini-grants and the local substance abuse prevention network. Later, as the Executive Director of the Montgomery County Restaurant Association Kathie worked closely with the business community. She collaborated with local agencies and the executive board to craft meaningful alcohol legislation.



Kathie is a graduate of the University of Maryland in Baltimore County. She is certified by the State of Maryland as an Alcohol Server Instructor and as a Substance Abuse Prevention Professional. As an alcohol regulator, she plays a leadership role statewide as the current President of the Maryland Alcohol Licensing Association (MALA) and is an active member of the National Alcohol Beverage Control Association, Responsible Hospitality Institute and the Responsible Retailing Forum. Recognized in 2016 by the National Alcohol Licensing Professional Association for Innovation and Leadership and again in 2017 by the Center for Alcohol Policy as Regulator of the Year, Kathie is considered an expert in the field of alcohol regulation, education and policy.



Ali Edelstein joined the Kentucky Distillers' Association in 2017 as the organization's first Director of Social Responsibility, after serving as Senior Sustainability Advisor at Yum! Brands. In this role, she directs the collective alcohol responsibility, environmental sustainability, and community engagement efforts of 39 world-leading Bourbon and distilled spirits companies in Kentucky. Her current role builds upon her international public affairs experience managing the Fulbright Program at the U.S. Embassy in Brussels, Belgium. She holds a Master of International Business from The Fletcher School of Law & Diplomacy at Tufts University and a Bachelor of Arts in Political Science from The Honors College at Western Kentucky University.

Pamela S. Erickson is a passionate leader on alcohol issues. Currently, she owns Public Action Management and operates an education campaign for a "Healthy Alcohol Marketplace." From 1996 to 2003, she directed the Oregon Liquor Control Commission where she transformed an antiquated bureaucracy into a high performing, results oriented organization. In 2003, she joined Oregon Partnership to direct leadership and media campaigns to reduce underage drinking.



Pam's recent publications include, "Issue Briefs for States, 2017," "Alcohol Deregulation by Ballot Measure in Washington State," "Fair Trade Practice Regulations" and "Public Supports Strong Alcohol Policies." These reports explain how deregulation can lead to increased social problems such as high rates of underage drinking, public order offenses and alcohol related disease. She also served as an expert witness in key alcohol regulation cases in Kentucky and California.

Pam spent much of her career managing legal systems and served on the faculty of the National Judicial College for a course on High Volume Administrative Hearings. Her educational materials are available at www.healthyalcoholmarket.com.



Rob Frederick is Vice President of Corporate Responsibility at Brown-Forman, a spirits and wine company with brands such as Jack Daniel's, Woodford Reserve, Finlandia, Herradura, BenRiach Scotch Whisky, and Sonoma-Cutrer.

Throughout his work and educational experience, Rob has been a believer and advocate that business holds the power and possibility to bring about positive changes that are good for society and for the bottom line. He enjoys the challenge and opportunity of bringing sustainability to life inside of a company.

At Brown-Forman, he is responsible for leading and deepening the company's commitment to social responsibility and environmental stewardship in ways that support brand building, advance the company's strategic imperatives and improve business performance.

Prior to joining Brown-Forman, Rob was a key driver of Ford Motor Company's corporate citizenship and sustainability efforts. He has also been a consultant with ICF Consulting and worked for Weyerhaeuser.

Rob serves as Chair of The Healing Place, Chair of the DISCUS Science Committee, and Chair of Kentucky Distillers' Association Responsibility Committee.

Rob holds a Bachelor's degree from Duke University and an MBA and MS in Natural Resources & Environment from University of Michigan, where he learned that it is indeed possible for activists and executives to find mutually beneficial common ground!

William P. Georges is President and CEO of The Georges Group, LLC. Based in Albany, NY, the firm provides strategic consulting services in corporate operations/relations and event/crowd management for special events & venues. The firm has experience working on projects both in the United States and internationally with clients including major corporations, national associations, government agencies, major league and college sports, and the entertainment industry.

Prior to forming the firm, Mr. Georges spent nine years as senior vice president of The Century Council (now known as the Foundation for Advancing Alcohol Responsibility), a national, not-for-profit organization headquartered in Washington, D.C. whose mission is to develop programs, strategies and tactics to fight alcohol misuse with a special emphasis on drunk driving and underage drinking.

Mr. Georges is a twenty-five year veteran (retired) of the Albany, NY Police Department. During his law enforcement career, he rose through the ranks, ultimately achieving the rank of Assistant Chief of Police/Chief of Patrol where he was responsible for all uniformed police services including planning, execution and oversight of all mass gatherings/large crowd events, special operations and traffic safety programs.

He has contributed to various trade publications and has worked on developing several related training materials/courses, including serving as a subject matter expert in the development of the U.S. Department of Homeland Security's *Public Safety Crowd Management Training* course. Mr. Georges has been recognized by numerous organizations, including the U.S. Department of Transportation, the U.S. Secret Service, the NY State Department of Criminal Justice Services and Mothers Against Drunk Driving for his dedication to law enforcement, traffic safety, and event management issues.



Travis Gibbons is the senior director of health policy and regulatory affairs at the Beer Institute. Travis brings over a decade of government and advocacy experience to the Beer Institute. Most recently he worked as the Director of Federal Affairs for the Consumer Healthcare Products Association (CHPA) where he advocated for over-the-counter drugs and dietary supplements both on Capitol Hill and to the federal agencies that regulate this industry.

Before joining CHPA, Travis worked for Jordan & Associates as a senior associate and lobbyist. Before that, he served as a legislative aide to United States Senator Orrin Hatch (R-Utah). Travis earned a bachelor's degree from the University of Utah in English with a minor in Chemistry.

Joel W. Grube, Ph.D. is a Senior Research Scientist at the Prevention Research Center, Pacific Institute for Research and Evaluation (PIRE) and Adjunct Professor in Health and Social Behavior in the School of Public Health, University of California, Berkeley. He is a member of the Board of Directors of the Responsible Retailing Forum. He is an active participant in the Responsible Retailing Forum's ongoing research program, including studies implementing the RRF model to reduce retail sales of alcohol and tobacco to minors and, more recently, to prevent service to intoxicated patrons in on-premises serving establishments.

Joel's other research has included longitudinal studies of policy and other community influences on drinking and smoking among adolescents in 50 mid-sized California communities; a randomized community trial examining the effects of reducing retail and social access to alcohol on adolescent drinking behaviors and problems in 36 rural Oregon communities; a randomized community trial investigating the effects of family, school, and retailer interventions to reduce access to and use of inhalants and other harmful legal products by adolescents in frontier and rural Alaska communities; and a project implementing community, retailer, and individual level interventions to reduce drinking among underage youths on participating American Indian reservations.



Tommy Hayes is the Senior Policy Partnerships Manager at Lyft. He works with partner organizations and government agencies to advance the safe and inclusive mobility vision of Lyft. By reconnecting communities through better transportation and providing a convenient and affordable alternative to driving impaired, Lyft aims to drive positive social impact through ridesharing.

Before Lyft, Tommy was an Advocate at the Natural Resources Defense Council in San Francisco, where he worked on energy and transportation policy. Tommy holds a B.S. from the University of Notre Dame and earned an MBA from Yale University.

Originally from the UK, **Stephanie Johnston** graduated from Oxford University in 2006 and SOAS University of London in 2007.

After moving to London she forged a career in marketing and communications, working in both agency and corporate environments for nearly 10 years. During that time she developed a special interest in corporate sustainability and responsibility, and has worked with a number of global organizations, including BASF, Intercontinental Hotels Group, Roche and Tesco, on their strategies and communications processes in this field.

It was partly her interest in sustainable business that brought Stephanie to New York in 2015: she was keen to explore the status of the environment in the USA. She currently leads Sustainable Business work at HEINEKEN USA, where she supports the implementation of the global "Brewing a Better World" framework for the brewer's US operations.

Stephanie is also an Adjunct Professor at Columbia University, teaching Circular Economy as part of the Sustainability Management Masters Program.





Brad S. Krevor, Ph.D. is President of the RRForum and the Principal Investigator for a National Institute of Health Small Business Innovation Research award to translate RRForum research findings into sustainable RR systems for cities and states. From 1990-2009, Krevor served as a Sr. Research Associate at the Heller Graduate School, Brandeis University where he directed a Robert Wood Johnson Foundation-supported effort to assist Attorneys General in pro-active efforts to prevent teenage access to age-restricted products (1998-2000), and a RWJF-funded evaluation of ExxonMobil's implementation of its agreement with 43 state attorneys general to reduce underage tobacco sales. He conducted a comprehensive field effectiveness study of electronic ID scanners supported by Miller Brewing Company; and he is the principal author of the *Report on Best Practices for Responsible Retailing*, developed as a federal Guidance Document for the Center for Substance Abuse and Prevention. From 1989 to 1998, he was the Executive Director of the Tobacco Control Resource Center in Boston, a leading national tobacco control advocacy group. He received his BA and MA degrees from Brown University and his doctorate from Boston University.

Regan Lamb is the Executive Vice President at OTM Partners, an integrated communications and social responsibility agency based in Arlington, VA. She has more than two decades of experience shaping, advancing and achieving business objectives and is passionate about making a difference in the world and working to help organizations implement and share meaningful corporate social responsibility (CSR) campaigns.

Prior to joining OTM Partners, Regan served as Executive Vice President of Program Development at Envision EMI, a leading experiential education organization. Here, she expanded operations globally and cultivated international partnerships for high school, collegiate and professional educational programs in Australia, Austria, China, India and South Africa. Regan is a graduate of American University in Washington, DC, and earned a certificate in Process Mapping and Analysis from The University of Virginia's School of Continuing and Professional Studies.



Jason Ley is the CEO of Better Drinking Culture, a grassroots movement shifting our culture's relationship with alcohol in a healthier and more positive direction #becausehangoverssuck.

Ley has over 15 years of combined executive management, sales, and marketing experience in the hospitality, entertainment, music, and publishing industries. Ley is a Certified TIPS® Trainer, an Executive Bourbon Steward, is studying to become a Certified Cicerone®, moonlights as a freelance journalist, and is the producer of Modern Ahab—an Emmy-nominated reality show about enthusiasts chasing their bucket list beers. (jasonley.com)

Linda Major currently serves as Assistant Vice Chancellor for Student Affairs and Director for the Center for Civic Engagement at the University of Nebraska-Lincoln where she is responsible for coordinating a comprehensive approach to address high-risk behaviors and advancing civic related programs on the campus and in the community. Linda has over 35 years professional and volunteer experience in the substance abuse field including 20 years at UNL.

Linda has provided technical assistance on inclusive coalition building and responsible hospitality to campus communities across the country. Both the American Public Health Association and the US Department of Education's Network Addressing Collegiate Alcohol and other Drug Issues have recognized Linda for her work in college-based alcohol prevention programming.



David McKenzie is the director of Corporate Social Responsibility at Anheuser-Busch in the U.S. He



leads corporate and brand initiatives that focus on alcohol responsibility and environmental sustainability, including Budweiser's "Give A Damn. Don't Drive Drunk." campaign and A-B's master services agreement with Lyft that resulted in 125,000+ safe rides distributed in 2017.

David previously worked as a marketing communications manager at A-B, leading PR and crisis strategy for brands like Budweiser, Michelob Ultra and Busch. Prior to A-B, David spent six years at Edelman PR in Chicago and New York. He holds a B.A. from Colgate University and in May 2018 he will graduate from NYU Stern School of Business with an M.B.A.

Jill Pepper, Executive Director, joined TEAM Coalition, Inc. in the spring of 2002. She oversees all operations of this national non-profit organization which has 24 members and 7 strategic partners and an annual budget of 1.5 million dollars. She is a Master Trainer for the TEAM training program in effective alcohol management, conducting training workshops for sports and entertainment facilities managers nationwide. Ms. Pepper manages the TEAM training program, including a network of over 1,000 active trainers representing more than 250 professional and collegiate sports and entertainment facilities. More than 250,000 professional sports stadium employees have become TEAM-certified in the past five years. Over 61,000 employees became certified in the last fiscal year (October 2015 – September 2016).

TEAM's campaign called *Responsibility Has Its Rewards*, has encouraged more than 1,000,000 fans to designate sober drivers with the "Fans Don't Let Fans Drive Drunk" message at MLB, MLS, NBA, NFL and NHL games, NASCAR races, Live Nation concerts and NCAA championships in the last twelve months.

Jill taught the Social Responsibility & Globalization in Sports course in the Georgetown Continuing Studies Sports Industry Management Masters' Degree program from 2011 through 2013. Jill received her Bachelor of Arts degree from Stanford University and her MBA from MIT.





Ryan Powers is the Director of Risk Mitigation, Compliance & Brand Protection at JUUL Labs, Inc. and joined the company in November 2013. He has been instrumental in building the company's Compliance and Brand Protection Departments and efforts. Prior to joining JUUL, he had over 10 years of experience working in the alcohol industry, primarily focused on operations and regulatory compliance with wineries.

Ryan is a graduate of Saint Mary's College of California with his B.A. in Business Administration.

Robert (Bob) Roseman is a lifelong resident of New Jersey where he lives with his wife Linda and their four dogs. After retiring from law enforcement, Bob was hired by Delaware North in 2011.

Bob works at Metlife Stadium in East Rutherford, New Jersey, home to the NY Jets and NY Giants, where Delaware North is responsible for food & beverage, along with retail, at the stadium. In addition to football games, Metlife Stadium is a venue for concerts, soccer games, Motor Cross and Monster Trucks. Bob oversees the alcohol compliance program, food defense and loss prevention for Delaware North; he acts as a liaison between the Metlife Stadium security and state police and assists the corporate office with theft investigations and security assessments at other sporting arenas.



Tara Rush, Senior Vice President & Chief Corporate Relations Officer, HEINEKEN USA. At HEINEKEN USA, Tara brings transformative energy to her role as leader of corporate relations.

She is an innovative communicator who is not satisfied with the status quo, driving her team to find unexpected ways to elevate the profile of HEINEKEN USA brands in the hearts and minds of vital stakeholders, including consumers, industry partners, employees, national and municipal leaders, and the communities in which the Company operates. A dynamic and collaborative leader, Tara effortlessly leverages partnerships with cross-function HEINEKEN USA teams and powerful, like-minded brands to amplify the impact of legendary, share-driving marketing programs.

Tara joined HEINEKEN USA in 2013 as senior director of corporate communications. Previously, she was a director at Emanate, a midsize public relations agency, where she led consumer-marketing and social-relevance campaigns for a number of leading CPG and travel clients. Prior to Emanate, Tara led public relations at Mars, Inc. and held roles in the consumer marketing practices at Ketchum, Edelman and Weber Shandwick in New York.

Tara is a graduate of Cornell University and lives in Connecticut with her husband and two children.

Lisa Scates has 31 years' experience in the fields of public safety, education and training. She has researched, developed and instructed various types of programs throughout her career. She has instructed and consulted for federal and state government, law enforcement, corporations, community groups, non-profits and small businesses.

Ms. Scates started her career in 1985 as a Military Police Officer in the United States Army where she served in the undercover contraband and black-market unit and as a patrol officer. Ms. Scates then began a nine-year career with the San Marino Police Department, followed by eight years as a senior crime prevention officer for the Department of Public Safety and Community Relations in the city of Palmdale, California where she specialized in fraud prevention.



Since April 2008 Ms. Scates has worked for the Montana Department of Revenue, Alcoholic Beverage Control Division as the Alcohol Education Coordinator where she is responsible for developing and implementing statewide liquor education programs and training.



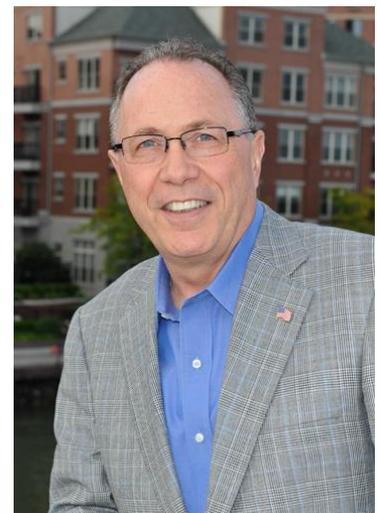
Steven Schmidt is Sr. Vice President of Public Policy and Communications for the National Alcohol Beverage Control Association (NABCA). Presently he is overseeing the research and development of policy, best practices, and communication strategies to assist states manage alcohol control and regulatory systems to prevent alcohol related harm. Steve has consulted with state and national organizations; authored several articles; and presented at numerous international, national, and state conferences on a variety of alcohol related issues.

Steve has been professionally employed for over 38 years in positions leading efforts to address alcohol related issues at the local, state and national level.

William (Bill) D. Squires is a graduate of the United States Naval Academy, served on active duty as a naval aviator for 12 years prior to joining the Naval Reserves, and retired from the Naval Reserves as a Commander after 24 years of service.

In 1987, Bill entered the sports facilities and event management business. He has held top level positions with Yankee Stadium, Giants Stadium (two tours), Cleveland Browns Stadium (currently known as First Energy Stadium), and Disney's Wide World of Sports (currently known as ESPN Wide World of Sports). Bill was also involved in the design, construction and operations of ESPN Wide World of Sports, First Energy Stadium and MetLife Stadium.

Bill currently has his own consulting business featuring clients such as the New York Football Giants. Bill is the liaison between the team and the MetLife Stadium Company which operates the \$1.6 billion MetLife Stadium. Bill also works as an expert witness in law suits that involve sports teams and venues.



Bill is a member of the Sports League Sports Council which works with the Department of Homeland Security on security issues involving the safety and security of sports and entertainment venues. He is on the Advisory Board of the National Center for Spectator Sport Safety and Security (NCS4) and is a Past President of the Stadium Managers Association.

Bill is an adjunct professor at Columbia University, teaching the Sports Facility and Event Management course in the School of Professional Studies (graduate program) since 2007. Bill has been a Master Trainer for the Techniques for Effective Management (TEAM) Coalition since 2001 and has conducted 38 "Train the Trainer" sessions for 650 individuals who return to their facilities to train event staff in alcohol management.