



AUSTIN, TEXAS

OCTOBER 14-17, 2025

20TH ANNUAL CONFERENCE AGENDA



Greetings, NALCP Members — and welcome to Austin!

We're thrilled that you could join us for the 20th Annual Conference of the National Association of Licensing and Compliance Professionals (NALCP) back in Austin, where it all began! We have three days of informative content, professional development, and fun planned for you. And in the spirit of looking back, we hope you dug up your old acid-washed jeans and neon colors, so we can celebrate our anniversary 80's style!

The last 20 years have seen tremendous challenges and evolution in our industry, and through it all, NALCP has steadily grown and increased our profile and reach as an organization. At this year's conference, we want to look back at the last 20 years, and celebrate how far we've come since that first, tiny conference at the Holiday Inn Express here in Austin. Whether you're a first-time attendee, or a seasoned veteran, we're glad you're here to share in the memories, toast to our victories, and collaborate to ensure another 20 years of success!

We're extremely excited about the lineup at this year's conference! As always, we're welcoming a strong contingent of regulators joining us for the popular Regulator Roundtables and the 2025 Legislative Recap sessions. These forums offer a unique opportunity to hear firsthand updates from across the country and get your questions answered by policy experts. We're heading "Back to the Future" with an informative session on the growing impact of Artificial Intelligence on our industry. Our session on navigating mergers and acquisitions will help ensure you know exactly "Who You Gonna Call" when large transactions have you seeing ghosts. We'll hear from a panel of experienced Members and Associate Members on how to grow your career and apply the lessons from the conference to your work. "An Afterschool Special" will help you understand whether your business needs to "Just Say No" to the multiplying non-alcoholic beverage options now available in the marketplace. Finally, we've got an extra-special, top-secret celebration of "NALCP's 20-year Excellent Adventure" that you won't want to miss. Of course, we'll keep the party going 80's style throughout the conference with a jam-packed social and networking agenda featuring an 80's-themed dinner and the always-exciting Trade Show.

We want to send a heartfelt thank you to this year's sponsors, and a very special shout-out to our hometown Austin 2025 Title Sponsors: Martin Frost Hill, and Brackin Schwartz & Associates. We wouldn't be here without you! We also want to recognize the invaluable contributions of our Regulator Liaison (Wendy Turk) and the NALCP Advisory Board (Theresa Russo, Dewey Brackin, Kevin Leff, and Mike Sard). We couldn't do any of this without you!

Let's raise a glass, toast to 20 years of NALCP and to 20 more years to come! Let's make our time here in Austin a source of reflection, celebration, education, collaboration, and new connections. Cheers!

Ryan Bissett
President
Whole Foods Market

Tina Kim-Torres
President Elect
Sprouts Farmers Market

Matthew Reilly
Secretary
BJ's Restaurants, Inc.

Rebecca McKeithan
Treasurer

Laura Carlson-Heideman
VP Membership
Inspire Brands/
Buffalo Wild Wings

Paula Butler
VP Planning
Darden Restaurants

Open
VP Communications

Colleen Lyons
Director
Darden Restaurants

Portia Bagby
Director
Lucky Strike
Entertainment

Donovan Pepper
Director

Robin Howard
Director

Jill Valachovic
Executive Director



TUESDAY, OCTOBER 14TH

TIME	EVENT
1:00PM – 5:00PM	Registration <i>Austin Marriott Downtown Lobby 304 East Cesar Chavez St Austin, TX 78701</i>



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WEDNESDAY, OCTOBER 15TH

TIME	EVENT
8:00AM – 9:15AM	Registration and Welcome Breakfast <i>Austin Marriott Downtown – Waller Ballroom</i>
9:15AM – 9:30AM	Welcome Remarks Thomas Graham – <i>Executive Director</i> , Texas Alcoholic Beverage Commission Yolanda Hall – <i>Deputy Executive Director</i> , Texas Alcoholic Beverage Commission Ryan Bissett – <i>President</i> , NALCP
9:30AM – 10:15AM	2025 Legislative Recap and Regulators Panel “Land of Confusion” (Session One) Moderated by: Wendy Turk – Fintech Description: Do you spend all your free time wondering what’s new in alcohol compliance and regulations? Join us for the first session of a two-part series recapping state-by-state new regulations impacting the industry. Today’s session will focus on the states A-M in the US. Join us tomorrow for the states N-Z. Panelists: State Regulators – To Be Announced
10:15AM – 10:30AM	Networking Break



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WEDNESDAY, OCTOBER 15TH

TIME	EVENT
10:30AM – 11:45AM	Regulator Roundtables – Session One Description: One of NALCP's most eagerly anticipated sessions - Regulator Roundtables! Spend up to 15 minutes at five tables of your choice. Simply listen and learn, jump in and ask questions you always wanted clarity on, or follow-up with a question about something new you heard during the Legislative Recap.

Arkansas

Arkansas Alcoholic Beverage Control

Christy Bjornson – Regulatory Administrator
 Kesha Zaffino – Staff Attorney
 Drew Cousins – Staff Attorney
 Brandye Ward – Office Manager

Arizona

Arizona Department of Liquor Licenses and Control

Risa Williams – Investigations Lieutenant

California

California Alcoholic Beverage Control

Robert DeRuyter – Assistant General Counsel
 Francisco Robles – Chief Deputy Director

Colorado

Colorado Department of Revenue Liquor and Tobacco Enforcement Division

Michelle Stone-Principato
 Joseph Gaffney – Policy Advisor IV

Hawaii

County of Maui Department of Liquor Control

Layne Silva – Director, Maui County

Iowa

Iowa Department of Revenue Alcohol & Tax Operations Division

Lisa Gibson – Public Service Manager
 Chuck Crabtree – Revenue Service Specialist III
 Tiffney Brown – Revenue Service Specialist III

Kansas

Kansas Alcoholic Beverage Control

Debby Beavers – Director
 Audra Shughart – Licensing Manager

Louisiana

Louisiana Office of Alcohol and Tobacco Control

Ernest Legier – Commissioner

Maryland

Alcohol, Tobacco, and Cannabis Commission

Tom Akras – Director, Legal and Legislative Division

Minnesota

Minnesota Department of Public Safety Alcohol and Gambling Enforcement

Bridget Roddy – Assistant Special Agent in Charge
 Kellie Murray – State Program Administrator Supervisor

North Carolina

North Carolina Alcoholic Beverage Control Commission

Missy Welch – Director of Programming

Virginia

Virginia Alcoholic Beverage Control Authority

Chris Linton – Deputy Chief of Administration
 Hannah Ragnauth – License & Records Manager

U.S. Department of Treasury Alcohol and Tobacco Tax and Trade Bureau (TTB)

Aniko Ritchie Kasprian – Industry Education Technical Advisor



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WEDNESDAY, OCTOBER 15TH

TIME	EVENT
11:45AM – 1:00PM	Networking Lunch
1:00PM – 2:00PM	Weird Science of AI Moderated by: Stephen Jamieson – Solomon, Saltsman & Jamieson (CA) Description: Join us for an insightful panel discussion on the transformative role of AI in licensing and compliance. As organizations integrate AI into their operations, questions around regulation, risk management, and ethical considerations become increasingly crucial. This panel will explore how AI is being leveraged to enhance compliance processes, automate licensing workflows, and ensure regulatory adherence while maintaining transparency and trust. Panelists: Harlan Powell – Powell Junia (IL) Jonathan Bing – Greenberg Traurig (NY) Mike Laszlo – Clark Hill (CO)
2:00PM – 2:15PM	Networking Break
2:15PM – 3:15PM	NALCP's Excellent Adventure Moderated by: William S. Preston, Esquire Description: Time travel with historical NALCP legends as they offer their thoughts about the past, present and future for the alcohol industry. Phone booth optional. Panelists: Abraham Lincoln Joan of Arc Socrates Sponsored by: Wyld Stallyns



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WEDNESDAY, OCTOBER 15TH

TIME	EVENT
3:15PM – 4:30PM	Roll Call & Awards Please designate one individual from your organization to introduce all team members present. Followed by 2025 NALCP Awards.
5:30PM – 7:00PM	Meet & Greet <i>Fareground Austin</i> 111 Congress Avenue Austin, TX 78701



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THURSDAY, OCTOBER 16TH

TIME	EVENT
8:00AM – 9:00AM	Networking Breakfast
9:00AM – 10:00AM	Afterschool Special: Just Say No! Moderated by: Tara Ellis – Balch & Bingham (AL, MS) Description: As the demand for alcohol-free alternatives surges, businesses face new challenges in navigating this evolving landscape. From non-alcoholic beer, wine, and spirits to mocktails, THC-infused beverages, and ready-to-drink (RTD) innovations, the alcohol-free movement is reshaping consumer preferences and regulatory frameworks. Panelists: Joe Devlin – Upton, Connell & Devlin (MA) Julie Cook – Wegmans Food Markets Matt Martin – Addison Law (TX) Melani Johns – Strike Kerr & Johns (CA)
10:00AM – 10:45AM	2025 Legislative Recap and Regulators Panel “Everybody Wants to Rule the Industry” (Session Two) Moderated by: Wendy Turk – Fintech Description: Final session of state-by-state recaps of new regulations coming to a state near you. Today’s session will focus on the states N-Z in the US. As an added bonus, we’ll take a peek at what DIDN’T pass (...because we just might see it again and again until it passes). Panelists: State Regulators – To Be Announced



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THURSDAY, OCTOBER 16TH

TIME	EVENT
10:45AM – 11:00AM	Networking Break
11:00AM – 12:00PM	Regulator Roundtables – Session Two Description: Join us for Round Two of Regulator Roundtables! Interact with regulators and get answers to the rest of your burning questions.

Illinois

Chicago Department of Business Affairs and Consumer Protection
Shannon Trotter – Local Liquor Control Commissioner

Maryland

Montgomery County Alcoholic Beverage Services
Joe Cannon – Compliance Manager

Massachusetts

Massachusetts Alcoholic Beverages Control Commission
Kyle Gill – General Counsel

Massachusetts - (Cambridge)

City of Cambridge License Commission
Nicole Murati Ferrer, Esq. – Chair

Massachusetts - (Boston)

City of Boston Licensing Board
Kathleen M. Joyce, Esq. – Executive Director, Mayor's Office of Consumer Affairs
Chairwoman, Boston Licensing Board
Chairwoman, Boston Cannabis Board

Nevada

City of Las Vegas
Minerva Gomez – Business License Section Manager

New York

New York State Liquor Authority
Amy Male – Asst Director, Division Licensing Services
Maureen Hughes – Deputy Commissioner of Licensing

New Jersey

New Jersey Dept. of Law and Public Safety, Division of Alcoholic Beverage Control
Alyssa Wolfe – Counsel to the Director, Division of Alcoholic Beverage Control

Oklahoma

Oklahoma ABLE Commission
Erik Smoot – Enforcement Captain

Ontario (Canada)

Alcohol and Gaming Commission of Ontario
Devin Sookdeo – Manager, Liquor Eligibility
Stephanie Balaban – Manager of Liquor Eligibility

Pennsylvania

Pennsylvania Liquor Control Board
Andrew Stuffick – Director, Bureau of Licensing

Tennessee

Tennessee Alcoholic Beverage Commission
Tabatha Blackwell – Assistant Director

Texas

Texas Alcoholic Beverage Commission
Thomas Graham – Executive Director
Yolanda Hall – Deputy Executive Director
Andrea Maceyra – Chief of Regulatory Affairs
Jose Pineda – Director of Licensing
Sarah Fricke – Deputy Director of Licensing
Joshua Alexander – Director of Audit and Investigations

Utah

Department of Alcoholic Beverage Services
Brian Swan – Deputy Director, Legal & Regulatory Affairs

U.S. Department of Treasury

Alcohol and Tobacco Tax and Trade Bureau (TTB)
Aniko Ritchie Kasprian – Industry Education Technical Advisor



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THURSDAY, OCTOBER 16TH

TIME	EVENT
12:00PM – 1:00PM	Networking Lunch <i>Waller Ballroom</i>
1:00PM – 2:00PM	Business Meeting/Elections – Members Only <i>Waller Ballroom</i>
2:00PM – 4:00PM	Associate Member Trade Show <i>Moontower Ballroom</i>
7:30PM – 11:30PM	Fast Times at NALCP High 20th Anniversary Dinner Event and Celebration <i>Brazos Hall 204 E. 4th Street Austin, TX 78701</i>



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FRIDAY, OCTOBER 17TH

TIME	EVENT
8:30AM – 9:30AM	Networking Breakfast
9:30AM – 10:15AM	Ghost Mergers...Who You Gonna Call? Moderated by: Marbet Lewis, Spiritus Law Partners (FL) Description: Mergers and acquisitions drive growth and transformation but pose complex licensing and compliance challenges. This panel will highlight the vital role of compliance professionals in managing risk, ensuring continuity, and navigating regulatory, due diligence, and integration issues. Panelists: Ashley Scheele – Alvarez & Marsal Kaitlynd Kruger – Flaherty & O'Hara (PA) Laura Jorgensen – Nordstrom Melissa Schad – Avalara
10:15AM – 10:30AM	Networking Break
10:30AM – 11:30AM	Don't Stop Believin' and Achievin' Moderated by: Arianne Turnier – License Pro Description: The conference may be over, but your growth is just beginning! This panel explores next steps in your licensing and compliance career, from certifications and networking to applying new insights. Industry leaders will share strategies for continuous learning and long-term success. What's next for you? Panelists: Kristina Dickens – Christopoulos Dickens (IL) Stephanie Meier – Amazon Portia Bagby – Lucky Strike Entertainment Kimberly Strother-RaceTrac
11:30AM – 12:30AM	Closing Remarks and Farewell Lunch



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ADDISON, CLOW & MARTIN



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JAVS Fingerprints • Jeffcott Law LLC • Liquor License Advisor • Oklahoma Beverage Law
Phillips Murrah PC • Pillsbury Winthrop Shaw Pittman LLP • R.E. Tuck Duncan, Attorney at Law
Shuttleworth & Ingersoll • Whitefield & Eddy Law • Wyatt Tarrant & Combs, LLP