



2026 ANNUAL CONFERENCE

Greenbrier Distillery

1414 Clinton Street

Nashville, TN

October 19 | Monday

- 11:30 – 1:00** **Lunch | Wine provided by Patricia Ortiz, Purveyor of the Zolo, Tapiz, and Wapisa Wineries**
- “FROM STILL TO STARTUP” – Adam Sinks, Moderator, Sinkers Wine & Spirits & Bluegrass Wine & Spirits**
Panelists: Andy and Charles Nelson, Belle Meade Bourbon | Mike Williams, former owner Tennessee Distilling Group
- 1:15 – 2:00** **Session 1: American Beverage Licensees | John Bodnovich, Executive Director**
- 2:00 – 2:45** **Session 2 | Evolving Landscape of Alcohol Regulation**
Tabatha Blackwell, Assistant Director, TN Alcohol Beverage Commission
- 3:00 – 4:00** **Session 3 | The State of Cannabis Retail: Trends and Challenges**
Sponsored by TORCH
Curtis Harrington, Belcher Sykes Harrington, Moderator
Panelists: Diana Eberlein, Chair, Coalition for Adult Beverage Alternatives | Scott Luginbill, VP Federal Affairs, Wine & Spirit Wholesalers of America
- 4:00 – 5:00** **Session 4 | Agave in the Fast Lane**
- 5:30 - 6:30** **Welcome Cocktail Reception | Sponsored by City Hive**
The Rux – 9th Floor, Cambria Hotel
- 7:00 - 9:00** **PAC Dinner - \$500 Per Guest | Greenbrier Distillery – 1414 Clinton Street**
Honorees: David McMahan, McMahan Winstead & Richardson | Brooke Porter, Market Basket Wine & Spirits | in Memoriam Eddie Conner, The Spirits Shoppe

October 20 | Tuesday

- 7:45 – 9:00** **Breakfast | Sponsored by TOAST | Bloody Mary Bar hosted by Dripping Springs Distilling & Skinny Gardens Bloody Mary**
- “Remaining Relevant in a Changing Beverage Culture”
Speaker: **Steven Grasse**, American advertising executive, author, distillery owner and founder of Quaker City Mercantile
- 9:15 – 10:15** **Session 1 | Sip Smarter: AI and Beverage Retail**
Josh Hammond, Busters Wine & Spirits, Moderator
Panelists: **Matt Moramarco**, Chief Data Scientist, bw166 | **Jackson Palmer-Kern**, Senior Manager-New Verticals, DoorDash | **Kemp Conrad**, Vice Chairman, Cushman & Wakefield – Commercial Advisors
- 10:30 – 11:30** **Session 2 | Beyond the Buzz**
Jason Pickle, President, Volunteer Botanicals, Moderator
Panelists: **Jen Hooper**, Vintage Wine & Spirits | **Nathan Yerbich**, Head of Non Alcohol Division, Lipman Brothers | **Becca Gardner**, Founder & CEO, Nkd Distillery
- 11:45 – 1:00** **Lunch | Sponsored by SCOTCH | Wine provided by Adair Family Wines**
- Fred Booker Noe, III**, Master Distiller, 7th Generation Beam Family
Whiskey Then and Now with Fred Noe | Moderated by **Brooke Porter**, Market Basket Wine & Spirits
- 1:30 – 2:30** **Session 3 | From Grain to Glass**
Panelists: **Ian Stirman**, Master Distiller, Ross & Squibb | **Allisa Henley**, Master Distiller, A.J. Bond | **Marianne Eaves**, Master Distiller, Forbidden
- 2:45 – 3:45** **Session 4 | Knowledge Behind the Counter**
Justin Shearin, Adair Family Wines
- 4:00 – 5:00** **Session 5 | Retail Advocacy 101 Protecting the Independent Retailer**
David McMahan & Anna Richardson
- 5:30 - 7:30** **Trade Show & Reception**
Presentation of Employees of the Year Awards sponsored by **Tennessee Crown**
Marathon Music Works | 1402 Clinton Street