



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: Mike Williams, former owner Tennessee Distilling Group | Drew Holcomb, Founder and Partner, Sweetens Cove Whiskey
- 1:15 – 2:00** **Session 1: Federal Update | John Bodnovich, Executive Director, American Beverage Licensees**
- 2:00 – 2:45** **Session 2 | Evolving Landscape of Alcohol Regulation**
Tabatha Blackwell, Assistant Director, TN Alcohol Beverage Commission | Dr. Pritesh Kumar, Hemp Regulatory Advisor, TN Alcohol Beverage Commission | Bond Tubbs, Chief Law Enforcement Officer, 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**
Wine Provided by Winesellers Ltd.

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
- “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 | Jim Finnegan, Regional Sales Manager, Three Spirit
- 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**
Jason Eskind, President, Best Brands, Moderator
Panelists: Ian Stirsman, 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**
Ryan Donnelly, Senior VP Wine Sales / Partner, Athens, Moderator
Panelists: Justin Shearin, Adair Family Wines | Shelly Louallen, Head of Grapes & Gatherings, Bluegrass Beverages | Chris Jones, VP, Regional, SGWS Central, Constellation Brands
- 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