

# 2022 Beverage Alcohol Summit

A virtual event | March 16-17, 2022

## Speakers

### **Danny Brager**

**Owner/Operator, Brager Beverage Alcohol Consulting**

Danny is the former Senior Vice President of Nielsen's Beverage Alcohol Practice Area in the United States, where for close to 20 years he led teams that supported relationships with Nielsen's beer, wine and spirits clients (suppliers, importers, distributors, and retailers), as well as with key industry groups and the media. In that role, Danny provided data-driven analysis and insights, focused on the U.S. retail environment and consumer/shopper—who they are, what they buy, and why—and what to expect looking ahead. In September 2020, Danny introduced Brager Beverage Alcohol Consulting, offering analysis services to beverage alcohol companies seeking to translate market data into authoritative, fact-based insights in support of their brand and corporate goals.

### **Bob Budoff**

**Senior Vice President, State Government Affairs, DISCUS**

Bob is Senior Vice President of State Government Affairs at DISCUS. He has been with DISCUS since 1990 and served as its Assistant General Counsel until 2019. A graduate of Georgetown University Law Center (J.D.) and Hamilton College (B.A.), Bob has practiced law in the private and public sectors.

### **Alexi Cashen**

**CEO, Elenteny Imports and Co-Founder, CEO, St Hildie's**

Alexi Curlee Cashen is referred to as Chief Executive Optimist, spreading the gospel of empathetic customer service, sales panache and meticulous operations. She scours ideas and drives solutions, strategy and above all else – positivity! Celebrating 20 years of experience in the food and wine industry, Alexi's career is marked by a wealth of roles in hospitality, retail, wholesale and supplier positions. Starting out in the restaurant industry in her home state of Colorado, Alexi moved to New York City to season her career with positions at Craft Restaurant, Morrell & Company, Oriel Wines & Polaner Selections. Competitive and quick to see people and scenarios through different lenses, Alexi makes sales and marketing her expressed talent. Alexi's logistics prowess came with co-founding Elenteny Imports with colleague and friend, Tim Elenteny. In 2021, Alexi founded her own brand, St Hildie's Spiked Tincture Tonics, which are boozy craft tonics made with real ingredients and botanical tinctures. Alexi quickly boils down best practices and guides her teams and customers through the myriad details that make up the US alcohol three-tier distribution system. Alexi thrives on B2B technologies that improve operations and information.

**Margie Lehrman**  
**CEO, American Craft Spirits Association**

Margie A.S. Lehrman, CEO, has guided the American Craft Spirits Association (ACSA) since she joined the team in August 2015. ACSA is the only U.S. national non-profit trade group that is created and governed by craft spirits producers, with a mission to elevate and advocate for the community of craft spirits producers. Before joining ACSA, Margie was a senior attorney at Lehrman Beverage Law, PLLC, a firm that concentrates in the area of beer, wine and spirits law, where she now serves in an Of Counsel capacity. Previously, she served as Chief Operating Officer for the American Association for Justice (formerly the Association of Trial Lawyers of America), a membership organization with 50,000+ members at the time. Margie earned an undergraduate degree at Marymount College in Tarrytown, New York and the Sorbonne in Paris, France, graduating magna cum laude.

**Ryan Malkin**  
**Principal Attorney, Malkin Law**

Ryan Malkin is an attorney serving the alcohol beverage industry. Ryan is well versed in navigating the federal and state-by-state alcohol beverage laws, assisting clients large and small with industry specific agreements and crafting compliant marketing and sales programs. Prior to forming Malkin Law, Ryan was an attorney at Pernod Ricard USA. As attorney for Pernod Ricard USA, he guided sales and marketing teams through the intricacies of alcohol beverage laws. He is also a former Manhattan Assistant District Attorney. Ryan's passion for the alcohol industry began as a journalist specializing in travel and hospitality writing, with articles appearing in such publications as SmartMoney, Beverage Media, Wall Street Journal, and Esquire.

**Christopher Riano**  
**Of Counsel, Holland & Knight**

Christopher R. Riano is the president of the Center for Civic Education and is a nationally recognized and award-winning author and scholar in the fields of constitutional and public law. He has lectured on constitutional law, jurisprudence, and public/administrative law for dozens of organizations across the country, and he serves as a Lecturer in Constitutional Law and Government at Columbia University. His first book is "Marriage Equality: From Outlaws to In-Laws," co-authored with Professor William Eskridge of Yale Law School. Mr. Riano has extensive national experience in the fields of public and administrative law, and he currently serves as a Commissioner for the New York State Gaming Commission, and previously he served as the General Counsel for the New York State Liquor Authority, as well as a New York State Administrative Law Judge. Mr. Riano also maintains a practice at Holland & Knight LLP, where he is of counsel.

**Kaj Rozga**  
**Counsel, Davis Wright Tremaine LLP**

Kaj Rozga is a former Federal Trade Commission attorney with a breadth of antitrust experience representing clients in litigation, cartel, and transactional matters. While with the FTC's Bureau of Competition, Kaj was a member of trial teams that brought a pair of successful hospital merger challenges and was involved in the review of healthcare, consumer products, and technology deals. Kaj manages complex civil litigation of federal antitrust claims, defends corporate and individual clients in grand jury investigations before the Department of Justice, and represents companies in a wide range of industries in merger reviews conducted by the FTC and DOJ.

**Adena Santiago****Counsel, McDermott Will & Emery**

Adena assists companies on the three tiers of the alcohol beverage industry – licensing, labeling and compliance – and has industry experience in all 50 states, which is critical in this heavily regulated sector. For nearly two decades, Adena has counseled clients on liquor licensing and compliance, representing hotels, restaurants, distillers, brewers, wineries and distributors that need licenses to launch or expand their businesses. She also advises clients on marketing and advertising compliance, franchise protection, labeling regulations and transaction agreements and due diligence. She has extensive knowledge concerning licensing violations and all matters involving beverage formulas. Adena has experience with state, local and federal regulatory agencies, including the Alcohol and Tobacco Tax and Trade Bureau (TTB).

**Dale Stratton****Independent Consultant; President, Wine Market Council**

Dale Stratton brings more than 35 years of experience in the beverage alcohol industry to his role as an independent consultant. Dale recently retired from Constellation Brands where he was the Vice President, Commercial Insights working across their beer, wine and spirits divisions. While at Constellation Brands he oversaw consumer and shopper insights, consumer affairs, business analytics, market research, category management initiatives and the wine sensory program. Dale's extensive work linking consumer and shopper insights and market analysis with business objectives and strategies enable him to translate insights into action. Dale is currently involved in projects with Azur Associates, Emetry, Wine Market Council, and Wine & Spirits Wholesalers of America's SipSource Report. Prior to joining Constellation Brands, Dale spent 22 years working at E. & J. Gallo, where he began his career. Dale holds a bachelor's degree from Colorado State University and an Executive MBA from Tuck School of Business at Dartmouth College.

**Chris Thiemann****Distilled Spirits Program Manager, TTB**

Christopher Thiemann is the Distilled Spirits Program Manager in the Regulations and Rulings Division of the Alcohol and Tobacco Tax and Trade Bureau (TTB). Chris has been with TTB since 2008, when he joined as a Presidential Management Fellow, and he also spent time in the Office of Global Health Affairs in the Office of the Secretary of Health and Human Services. Chris has recently been leading TTB's initiative to modernize its regulations related to labeling and advertising of alcohol beverages. Chris has a B.A. from Columbia University and J.D. and M.B.A. degrees from The Ohio State University.

**Dave Wulf****Deputy Administrator, Alcohol and Tobacco Tax and Trade Bureau at U.S. Department of the Treasury (TTB)**

Mr. David M. Wulf is the Deputy Administrator at the Alcohol and Tobacco Tax and Trade Bureau (TTB). Mr. Wulf is a seasoned senior executive who joined TTB from the Department of Homeland Security (DHS), where he served as Associate Director of the Cybersecurity and Infrastructure Security Agency (CISA) and as the acting Deputy Assistant Secretary for Infrastructure Protection. He started his career in the Bureau of Alcohol, Tobacco and Firearms (ATF), where he served in a number of leadership positions, including Chief of the Office of Regulatory Affairs, Director of the National Center for Explosives Training and Research, and Senior Counsel for Field Operations. He also served as the acting Deputy Assistant Director of ATF's Office of Public and Governmental Affairs.

## Sovos ShipCompliant Event Hosts

### **Larry Cormier**

**VP, General Manager, Sovos ShipCompliant**

As general manager of Sovos ShipCompliant, Larry sets the strategy for the product roadmap and directs the company's customer-facing activities. With 25+ years of executive leadership in the creation of cloud computing, software-as-a-service and e-commerce platforms, Larry combines a strong customer-first focus with a deep appreciation for the power of software to simplify complex processes.

### **Alex Koral**

**Regulatory General Counsel, Sovos ShipCompliant**

Based in Boulder, Colorado, Alex is Regulatory General Counsel for Sovos ShipCompliant, where he serves as lead legal researcher for beverage alcohol regulation and has become a leading expert in DtC shipping laws and interstate distribution of alcohol and a mainstay at Sovos ShipCompliant webinars and conferences. He has spoken at many industry events including meetings for the National Council of State Liquor Administrators, National Liquor Law Enforcement Association, DISCUS, Brewers Association and others. Alex has been in the beverage alcohol arena since 2015, after receiving his J.D. from the University of Colorado Law School.