



National Liquor Law Enforcement Association 37th Annual Conference *Back to Basics: Fundamentals of Alcohol Law Enforcement*

Updated 09/03/2024

Conference attire is business casual.

Beverages-coffee, tea and water provided throughout the conference.

Exhibitor Tables

NLLEA	Computronix
L3Harris	International Association of Human Trafficking Investigators
ADSi	

Sunday, November 17, 2024 - Early Registration and networking opportunity **6-8 p.m.**

Monday, November 18, 2024 (Day One)

7:30-8:45 a.m. **Registration & Breakfast (1.25hr)**

9:00-10:00 a.m. **Welcome & Opening Ceremonies (1hr)**
Invocation
New Hanover County Sheriff's Office, Presentation of Colors
Tammera Hill, NCDPS, Singing of the National Anthem
Fallen Officer Tribute
NLLEA President & North Carolina Dignitaries
Sheriff Ed McMahon

10:30-11:45 p.m. **Opening Plenary- Lieutenant Colonel Robert J. Darling, USMC (Ret)**
(1.25hr)

Lt. Col. Darling retired from the United States Marine Corps in 2007 with just over twenty years of active-duty service. After an impressive early career piloting attack helicopters in Desert Shield, Desert Storm, and as a presidential pilot with Marine Helicopter Squadron One, he was handpicked in October 2000 to work for the White House Military Office, Airlift Operations Department. It was in this position that, during the attack of September 11, 2001, he supported the President, Vice President, and National Security Advisor in the underground President's Emergency Operations Center (PEOC) and witnessed unprecedented leadership and decision making at the highest levels of our government. Lt. Col. Darling chronicles these developments in his book: *24 Hours Inside the President's Bunker, 9/11/01: The White House*, and shares the principles of crisis leadership and decision making with his audiences with an "edge of your seat" presentation that'll take you from the moment the attack was realized, to the courageous decisions made to stop it, to the safeguards and policies our country now has in-place in an attempt to prevent it from ever happening again. This presentation is designed to ensure we, as a nation, never forget the events of 9/11/01, and to inspire all leaders to take the necessary steps to protect and safeguard their employees, organizations, and their communities.

12:00 - 1:15 p.m. **Lunch Buffet (1.25)**
Announcements/Exhibitors



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Afternoon Workshops 1:30-5:00pm

Simulated Current Workshops

Workshop 1 –Licensee Inspections – 1:30-2:30, 2:45-3:45, and 4:00-5:00pm – Delaware Alcohol and Tobacco Enforcement (1hr.) each session-REGULATORY ONLY****

Workshop 2 – Source Investigations - 1:30-2:30, 2:45-3:45, and 4:00-5:00pm – North Carolina Department of Public Safety, Alcohol Law Enforcement Division (1hr.) each session-REGULATORY ONLY****

Workshop 3 - Hotel Suite – International Association of Human Trafficking Investigators - 1:30-3:00 and 3:15-4:45 – (1.5hr.) each session

Leadership Track

Workshop 4 – Leadership Track – 1:30-5:00pm – Israel Morrow-Leadership 101/Emotional Survival for Leadership, Kелlette Mayberry-Risk Management (FTO),- John Yeomans-Change Management (3.5hrs. with breaks)

This will be a unique opportunity for attendees who are interested in honing their leadership skills and learning from industry experts. The Leadership Track will take place on the first day of the conference, offering attendees a chance to dive straight into a rich learning experience. It will consist of a comprehensive 3-hour session that will cover a variety of topics essential for effective leadership. The session will kick off with 'Leadership 101', a segment designed to provide a solid foundation in leadership principles. This will be followed by 'Emotional Survival for Leadership', a topic that will explore the emotional challenges leaders often face and will provide strategies to handle them effectively. Next, the session will delve into 'Risk Management (FTO)'. This segment will equip attendees with crucial skills and knowledge required to identify, assess and manage risks within their organizations or teams. Understanding risk management is key for leaders to ensure the smooth operation of their organizations and to protect their interests. Finally, the Leadership Track will conclude with 'Change Management', a topic of great relevance in today's constantly evolving environment. Attendees will learn how to manage and adapt to change, a critical skill for any leader. In summary, the Leadership Track at the 2024 conference is a must-attend for those who aspire to be effective leaders. It will provide a wealth of knowledge and practical skills, all condensed into one powerful 3-hour session.

Afternoon Snack Break in between workshops

President's Reception & Awards Ceremony 6:30 p.m. – 8:30 p.m. - Dinner being served at 6:30pm - Awards Ceremony 7:30pm – all are welcome to attend - business casual attire*



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Tuesday, November 19, 2024 (Day Two)

7:30 – 9:00 a.m. **Registration & Breakfast**
Chief's Breakfast Meeting (eat 7:30-8/meet 8-9)-REGULATORY ONLY

9:15 – 10:15 a.m. **General Session - Closing the Loop: Using Counterfeit IDs to Improve Future Documents-Elaine Wooton, Forensic Document Examiner Department of Homeland Security, Homeland Security Investigations, Forensic Laboratory & Mark Baxter, Detective/Liquor Inspector Howard County Maryland Police Department**

High quality counterfeit driver licenses for all fifty states are circulating everywhere in the United States. To improve the likelihood of determining the authenticity of these documents, there is an endless, repeating pattern of creating and releasing a new design, waiting for the counterfeits to appear, watching the counterfeits improve, and then creating another new design. This process is inevitable - but having more information about the capabilities of the counterfeiters can lengthen the time that the counterfeit versions can be easily detected. Learn how the DHS Forensic Lab obtains counterfeit documents and analyzes them - providing vital assessments and technical support for new document design to the licensing jurisdictions - through collaboration with nearby agencies. This allows quick analysis of seized documents and in return, agencies receive relevant updates on recent counterfeiting techniques, methods to identify suspect security features, and overall insight on national counterfeiting trends.

Concurrent Workshops (1hr ea.) 10:30-11:30

Workshop 1 – Illegal Practices of Mobile Bars, Jeff Rodean, Detective, Idaho State Police, Alcohol Beverage Control REGULATORY ONLY

Mobile bars have become a staple of communities for the last several years, as they have changed the landscape of alcohol service, especially since the COVID-19 pandemic. However, many are not conducting business legally on paper as required by state laws. Specifically in Idaho, there are no licenses available exclusively for a mobile bar to conduct catering events. Rather, they must be an extension of a brick-and-mortar location that possesses a retail alcohol license such as a restaurant or bar. However, this is not always the case, as many mobile bars uncovered through investigations have illegally sold liquor, beer, and wine while operating as a separate business without the proper licensing. This can lead to a myriad of issues including overservice, serving minors, and criminal charges by all parties involved. This presentation will include case studies of illegal mobile bars uncovered in Idaho and subsequent court proceedings, as well as the guidelines Alcohol Beverage Control has instilled in conjunction with state law to ensure compliance moving forward.

Workshop 2 - Corrective Licensing and Licensing Compliance Programs: Addressing Nuisance Bars, Todd Merlina, Division Chief, Pennsylvania Liquor Control Board (PPCB), Bureau of Licensing, Administrative and Divergent Licensee Affairs Division-REGULATORY ONLY

This presentation will provide an understanding of the PLCBs program to approach problem licensed establishments. In 2023 the PLCB initiated the reinvention of authorities provided through legislation. This reinvention included presentations at monthly District Attorney and Chiefs of Police meetings throughout the state. These presentations create relationships to help understand liquor laws, timelines to address problem



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establishments, an explanation of the conduct/activity in and around licensed establishments that subject them to inspections and review for non-renewal and the potential results of a license being renewed with a Conditional Licensing Agreement and/or an Offer in Compromise. Due to the Corrective Licensing program only giving the PLCB the opportunity to review licenses during the renewal period, as part of the program, Law Enforcement is offered the option of coordinating meetings with owners and managers of establishments that are or becoming a problem for the community. A representative of the Bureau of Licensing attends these meetings to explain the Corrective Licensing and Licensing Compliance Programs and the responsibilities of liquor licensees.

Workshop 3 –Beverage Girl Operations in Florida, Uncovering Human Trafficking, Major Claire Espada-Diaz, Florida Division of Alcoholic Beverages and Tobacco, Bureau of Law Enforcement, Southern Region

The investigation of several locations licensed to sell alcoholic beverages in south Florida revealed nearly 500 women working/trafficked as Beverage Girls to pay off their debt for being smuggled into the United States. Some of these women owe as much as \$50K for their illegal entrance and many arrived from locations as distant as Eastern Europe. Florida ABT has developed a methodology to quickly identify these women and provide them the opportunity to speak to agents outside of their groups. These successful “meetings” have provided intelligence on how Beverage Girl operations are structured and managed. Working with task forces comprised of local and federal authorities, the owners of four licensed locations in south Florida have been indicted to date.

Workshop 4/Hotel Suite – 10:30-12:00pm- International Association of Human Trafficking Investigators (1.5)

12:00 – 1:30 p.m. **Lunch Buffet (1.5)**

1:45-5:00p.m. **NLLEA Business Meeting: (3.25)**

- Exhibitor Presentations & Exhibitor Raffle (1:45-2:45) 1hr.
- State Exchange (2:45-3:45) 1hr. **NLLEA MEMBERS ONLY**
- NLLEA Business Items (3:45-5:00) 1.25 hrs.
- Sgt.-at-Arms Election **NLLEA MEMBERS ONLY**
- Swearing in of Board

3:30-5:00pm **Workshop- Hotel Suite – International Association of Human Trafficking Investigators (1.5)**

Afternoon Snack Break/Exhibitors during Business Meeting



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Wednesday, November 20, 2024 (Day Three)

7:30 – 8:45 a.m. Breakfast

Concurrent Workshop and General Sessions

International Association of Human Trafficking Investigators (1.5) – 9-10:30am and 10:45-12:15pm

9:00 – 10:15 a.m. **TTB- Aniko Ritchie is the Industry Education Technical Advisor in the Office of Outreach**

10:15-11:30a.m. **General Session-Integrating Cannabis and Liquor: Charting a Regulatory Path**

11:30-12:00 p.m. **Closing-NLLEA Executive Board and Past Presidents**

Conference Speakers

Sheriff Ed McMahon, the New Hanover County Sheriff's Office



Sheriff Ed McMahon began his law enforcement career in 1988 with the Vermont State Police, where he rose to the rank of Senior Trooper. In 1991, he and his family returned to Wilmington, where he joined the New Hanover County Sheriff's Office.

Sheriff Ed has worked in both the Patrol Division and the Detective Division, as a Deputy, Detective, Sergeant, Lieutenant, and Assistant Division Commander. In 2003 he was promoted to the rank of Captain and assigned to head the Judicial Services Division.

In 2007 Ed was promoted to Chief Deputy, serving in that position until 2009, when Sheriff Sid Causey retired, and he was appointed to Sheriff. Ed was elected by the people of New Hanover County to serve as their Sheriff in 2010, 2014, 2018 and again in 2022. In 2013, Sheriff Ed was appointed to the Seventh Congressional District Homeland Security Task Force and

graduated Chief Executive Leadership Training at the Southern Police Institute.

Sheriff Ed married his college sweetheart, Teena, in 1982, and they have two married children, Shaun and his wife Sara, and Taryn and husband Josh. They are the proud grandparents of Braylee, Camdyn, Tenley, Sadie, Kylan, Kenzie and Cooper whom they adore.

Sheriff Ed says, "What an honor and a privilege it is to serve and protect the citizens of this great county. I give God the glory for His blessings on my life. I want to be a humble and available leader, serving with Professionalism, Responsibility, and Accountability. I would ask that each citizen joins with me in praying for God's wisdom each day, as I make decisions that affect each and every life that I serve."



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Lieutenant Colonel Robert J. Darling, USMC (Ret)



Lt. Col. Darling retired from the United States Marine Corps in 2007 with just over twenty years of active-duty service. After an impressive early career piloting attack helicopters in Desert Shield, Desert Storm, and as a presidential pilot with Marine Helicopter Squadron One, he was handpicked in October 2000 to work for the White House Military Office, Airlift Operations Department. It was in this position that, during the attack of September 11, 2001, he supported the President, Vice President and National Security Advisor in the underground

President's Emergency Operations Center (PEOC) and witnessed unprecedented leadership and decision making at the highest levels of our government.

Michael J. Loiseau, Lieutenant, Public Information Officer, Delaware Division of Alcohol & Tobacco Enforcement



Michael Loiseau has worked with the Division of Alcohol & Tobacco Enforcement (DATE) since 2004. As the Public Information Officer, he currently oversees the Division's community outreach and messaging to the public. Lieutenant Loiseau also acts as the Legislative Liaison for matters regarding alcohol legislation and their effects on the Division. He also represents the Division for all matters before Delaware's Alcoholic Beverage Control Commissioner, serving to prosecute all violations against liquor licenses. During his time with the Division, he has also served in a number of roles including alcohol and tobacco field enforcement operations, evidence custodian, social media manager, sUAS (drone) pilot, and as a field training officer. Recently Lt. Loiseau has developed and implemented a training academy for DATE's new hires, which introduces them to alcohol enforcement and regulations for Delaware. He is currently a member of the NLLEA's Professional

Development Committee.



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Jim Diana, Lieutenant, State of Delaware, Department of Safety and Homeland Security



Lieutenant Jim Diana began his law enforcement career in October 1986 with the City of Wilmington, Delaware Police Department. During his career, Jim served in the Uniform Patrol Division, Community Policing Unit, Criminal Investigations Division, and the Human Resources Division. In September 2007, Jim obtained the rank of Sergeant. In March 2008, he was transferred to the Human Resources Division where Jim served as the Academy and Recruitment Supervisor for the Department until May 2010 overseeing three Wilmington police academies. He was also a member of the Wilmington Police Department Special Weapons and Tactics (S.W.A.T.) team for seven years. Jim received several departmental awards and citizen letters of commendation including the Delaware Chapter of the American Society for Industrial Security Law Enforcement Officer of the Year Award 1993. Jim retired from the Wilmington Police Department in May 2010 and

became an Agent with the State of Delaware, Division of Alcohol and Tobacco Enforcement (D.A.T.E.). In February 2012, he was assigned to the Delaware State Police, Division of Gaming Enforcement as an investigator and remained there until September 2014 when he was promoted to the rank of Lieutenant where he currently supervises a squad of investigators. Jim is a graduate of Brandywine College of Widener University in Delaware with an associate's degree in criminal justice earned in 1992. He is also a graduate of the Delaware State Police Leadership Development Program. Jim represents D.A.T.E. on the Southern New Castle County Communities Coalition (SN4C) to support their mission "to prevent youth substance use and abuse in order to produce healthy, stable, family-oriented communities." In addition to his police work, Jim serves as a law enforcement liaison for the Delaware Special Olympics Summer Games Planning Committee and is an Executive Committee member of the Delaware Law Enforcement for Special Olympics.

Israel Morrow, Assistant Director for Operations, North Carolina Department of Public Safety, Alcohol Law Enforcement, NLLEA President



Assistant Director Morrow began his career with the North Carolina Alcohol Law Enforcement Division in January 2005. As a Special Agent, AD Morrow was assigned to the Southeast Raleigh Redevelopment Area where he focused on violent crimes occurring at or around ABC-licensed establishments. In 2010, AD Morrow was assigned to the Raleigh/Durham FBI Safe Streets Task Force. Since that time, AD Morrow has served as both an Assistant Special Agent in Charge and a Special Agent in Charge, along with being a Special Response Team Leader. In February 2020, he was named Assistant Director for Operations, where he oversees eight district offices statewide as well as the Gaming Section, K-9 Program, Technical Surveillance Unit and the Special Response Team. AD Morrow has fifteen years of experience working in illegal outlet investigations, illegal ownership investigations, Source

Investigations, Summary Suspensions and unsuitable to hold ABC permits at problematic locations. AD Morrow received his undergraduate degree in Business Administration from Catawba College and his master's degree from Pfeiffer University in Business Administration with a concentration in



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Strategic Leadership. He received his Advanced Law Enforcement Certificate in 2012 and is a graduate of the West Point Leadership Academy and the FBI-LEEDA Executive Leadership Program.

Kellette Mayberry, Agent in Charge, Ohio Investigative Unit, NLLEA Sgt. At Arms



Agent in Charge Mayberry began her career with the Ohio Investigative Unit (OIU) in August 2007. As an Enforcement Agent she was assigned to the Columbus and Athens District Offices. She was promoted to Assistant Agent in Charge in 2015 and Agent in Charge (AIC) of OIU's Central Office in 2022. As an AIC she has focused on development and implementation of her organization's risk management plan, streamlining policy & procedure, recruitment and hiring, training, continuing education, finance & logistics, enforcement initiatives as well as developing and maintaining partnerships with other local, state and federal law enforcement agencies.

AIC Mayberry's academic accomplishments include a Bachelor of Arts degree in Criminology from The Ohio State University (2007). She completed the Penn State University's Police Executive Development Program and the Ohio Association of Chiefs of Police Supervisor Training and Education Program. She earned a Master of Science in Strategic

Leadership from the University of Charleston, WV (2021), graduating with honors.

John Yeomans, Chief, State of Delaware, Department of Safety and Homeland Security, NLLEA Past President



John Yeomans was appointed as Chief of the Delaware Division of Alcohol and Tobacco Enforcement (DATE) in 2011 where he oversees the regulation and enforcement of alcohol, youth access to tobacco, and the marijuana laws in Delaware.

In 2023, John was tasked with developing Delaware's first Marijuana Enforcement Team to regulate the adult recreational use marketplace and develop a task force model for enforcement of marijuana laws in Delaware through collaboration with the Department of Agriculture, the Division of Public Health, and the Division of Revenue.

Prior to his appointment as Chief, John Yeomans retired as a Captain from the Delaware State Police in 2007 after 25 years of service. During his tenure with the Delaware State Police, John Yeomans held a variety of roles including Troop Commander, Director of Human Resources,

Director of Public Information Office, Internal Affairs, Homicide, Executive Staff Support, Criminal Investigations, and Patrol. He co-founded and served as team coordinator for the State Police Critical Incident Stress Management Team, which provides support for both sworn and civilian personnel involved in traumatic job-related incidents.

Following his retirement with the Delaware State Police, John served as Business Development Officer and National Sales Director for the Government Services Division of Appriss Inc until 2010. In this role, John worked with law enforcement agencies, courts, corrections departments, and victims' advocacy groups across the United States to develop and manage offender tracking systems. Leveraging his years of experience in law enforcement and leadership, John helped Appriss, Inc. provide innovative technology solutions for public safety organizations.

John holds a Bachelor of Arts Degree in Criminal Justice from the University of Delaware and a Master of Science Degree in Human Resource Management from Wilmington University. John is a graduate of the Senior Management in Policing Institute at Boston University and Southern Police



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Institute Leadership and Command College, University of Louisville, where he received the Dean's Scholar Award for academic excellence. In addition to his duties as Chief of Police, John has served as an adjunct professor at Wilmington University since 1990 where he instructs graduate-level courses in organizational leadership, strategy, and decision-making. John maintains strong ties to Delaware's law enforcement community as a member of the International Association of Chiefs of Police, the Delaware Association of Police Chiefs, and the National Liquor Law Enforcement Association. John actively serves on the Delaware Impaired Driving Task Force, Teen Driver Task Force, and the Bail Enforcement Board of Examiners, and is currently the statewide coordinator for FBI-LEEDA Law Enforcement Leadership Development training. John continues to work with federal, state, and local law enforcement organizations daily to address a variety of public safety concerns.

Elaine Wooton is a Senior Forensic Document Examiner at the US Department of Homeland Security's HSI Forensic Laboratory.



Ms. Wooton primarily focuses on the analysis of counterfeit US Driver Licenses, as well as the examination of other US and international travel and identification documents, handwriting, shredded documents, printer ribbons and more. She has a Master of Forensic Sciences degree, is board-certified, and has provided expert witness testimony on numerous occasions.

Mark Baxter is a 24-year police veteran and currently a sworn detective.



As his county's only Liquor Inspector, he investigates and analyzes counterfeit documents, as well as violations of alcoholic beverage laws by citizens and licensed businesses. He instructs police officers, police recruits, and civilians from across the country in the detection of counterfeit identity documents and is recognized by the Maryland Courts as a Subject Matter Expert on counterfeit driver licenses.



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Detective Jeffrey Rodean, Idaho State Police Alcohol Beverage Control



Detective Rodean began his career with the Idaho State Police in 2017. With ten years of restaurant experience before entering law enforcement, he always had a passion for alcohol enforcement and education. He was promoted to Detective of Alcohol Beverage Control in April of 2023. During his first year in ABC, Detective Rodean began investigating illegal mobile bar activity and helped establish procedures and guidelines for enforcement and regulation moving forward.

Todd Merlina, Division Chief, Pennsylvania Liquor Control Board (PPCB), Bureau of Licensing, Administrative and Divergent Licensee Affairs Division, NLLEA Past President



Todd has been involved in the oversight of the alcohol industry for over 38 years. His career has included undercover investigations and prosecution throughout the Commonwealth of Pennsylvania as both an officer and a supervisor. In his current position as Chief for the PA Liquor Control Board Nuisance Bar Program Todd works with District Attorney's, Law Enforcement and Community groups to hold Liquor Licensees accountable for their actions, and the actions of their staff and patrons. In his career Todd was involved with developing The PA State Police Bureau of Liquor Enforcements' alcohol education program "CHOICES", assisted in adapting the nationally recognized program "Cops in Shops" to PA, developed and managed the Age Compliance Program, initiated and coordinated investigative procedures for illegal gambling, Small Games of Chance, alcohol manufacturers, and managed

the PLCB's Reducing Underage and Dangerous Drinking Grants to Law Enforcement, Universities and Community Groups. Throughout his career Todd has traveled the country presenting on "Creating a Greater Awareness of Alcohol Enforcement." Todd believes that a better understanding of the history of the alcohol industry, the laws and the authority and resources available can help create safer communities.

Major Claire Espada-Diaz, Florida Division of Alcoholic Beverages and Tobacco, Bureau of Law Enforcement, Southern Region

Claire Espada-Diaz serves as Florida's Southern Region Major for the Division of Alcoholic Beverages and Tobacco, Bureau of Enforcement. In this role, Major Espada-Diaz manages six (6) District Offices from Tampa to Miami. Major Espada-Diaz has been with the Bureau for 14 years and during her service has led her team in successful major cases ranging from Tied House Evil violations to organized cargo theft investigations totaling millions of dollars in recoveries. While managing high profile cases, Major Espada-Diaz and her team still accomplishes the Bureau's work of educating licensees and deterring underaged access to alcoholic beverages and tobacco products.



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Captain Alex Morales, Diaz, Florida Division of Alcoholic Beverages and Tobacco, Bureau of Law Enforcement

Aniko Ritchie, Industry Education Technical Advisor in the Office of Outreach at TTB



Aniko Ritchie is the Industry Education Technical Advisor in the Office of Outreach at TTB. Previously, Ms. Ritchie was part of the Office of Special Operations group, where she worked as a Special Operations Investigator for four years working in FAA Trade Practice cases. Ms. Ritchie was also an investigator for the Western II District for 6 years, primarily focusing on wine and tobacco. Before joining TTB, Aniko served in the United States Air Force and was a Special Agent for the Department of Homeland Security. Ms. Ritchie's primary area of expertise is in the alcohol industry. Ms. Ritchie has a BA in International Relations and Foreign Policy and an MS in Criminology with a focus on Forensic Profiling.