



National Liquor Law Enforcement Association 38th Annual Conference "Bridging Tradition and Innovation: Advancing Alcohol Law Enforcement for Tomorrow"

Updated 07/18/25

Conference attire is business casual.

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

Exhibitors/Sponsors

Ohio Investigative Unit-Mobile Simulator

NABCA Computronix Livegy

Orange Photonics GLOCK

Acron Aviation/Driver Training Solutions

Sunday, November 16, 2025 - Early Registration and Networking Opportunity 6-8 p.m.

Monday, November 17, 2025 (Day One)

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

9:00-10:00 a.m. **Welcome & Opening Ceremonies (1hr)**

Welcome-Jim Diana, NLLEA President

Invocation-Marc Haalman, NLLEA Vice President

Presentation of Colors-Texas Alcoholic Beverage Commission

Singing of the National Anthem

Fallen Officer Tribute

Opening Remarks-Texas Alcoholic Beverage Commission

10:30-11:45 p.m. **Opening Plenary and Keynote Speaker Mike Gabler**



Mike Gabler is a powerful and moving speaker with a passion for living his best life. By day, he is a heart-valve specialist and endovascular pioneer with 20+ years of professional experience. Gabler, as Jeff Probst called him on the show, recently won the CBS reality television show, "Survivor" (Season 43) and chose to donate his entire \$1,000,000 prize to veterans struggling with PTS (Post Traumatic Stress), TBI (Traumatic Brain Injury), and to combat the alarming rate of veteran suicide. While he never had the honor of serving in the military, it was his honor to serve those who served us. Gabler exemplifies the Team Never

Quit ethos. His passion for winning is only matched by his determination and willingness to 'pay it forward.' He travels our great nation delivering impactful presentations at corporate events, Sales meetings, Executive retreats, Military & Law Enforcement events, sports team meetings, and much more. Gabler and his wife, Joanna, have been married for over 25 years and are the proud parents of two amazing daughters. He is an adventure seeker with a unique perspective that will take you and your organization to another level. His motto is: Life is short! Life is NOW!! LIVE IT!!!

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



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Afternoon Workshops 1:30-2:30pm

Workshop 1 – Navigating Alcohol Licensing, Compliance, and Records Management System considerations – an agency’s journey.

Effective liquor control regulation can be limited by an agency’s current software system. Learn the pros & cons of various options and lessons learned from New Hampshire Liquor Commission’s experience improving operations with modern technology. – Brian Bennett, Director of Strategic Growth, System Automation and Danielle Ellston, Deputy Chief, New Hampshire Liquor Commission Division of Enforcement and Licensing

Workshop 2 – Response to Resistance/Use of Force

Workshop 3 - Blue Hawai`i: Coordinated Enforcement within the Aloha State

Representatives from multiple alcohol law enforcement agencies operating across the State of Hawai`i explain the framework of alcohol regulation in Hawai`i and its four separate counties. Attendees will gain insight into how these agencies collaborate across geographic and administrative boundaries to uphold alcohol laws, ensure public safety, and navigate complex regulatory challenges. Through case studies, interagency coordination models, and real-world enforcement strategies, the session highlights the benefits and lessons learned from unified efforts in a decentralized jurisdictional environment. - Brandon Gonzalez, Administrative Officer County of Hawai`i – Department of Liquor Control, Jarrett K. Kaho`ohanohano, Deputy Director County of Maui – Department of Liquor Control

Leadership Track – Transformational/Situational Leadership -

Afternoon Snack Break in between workshops

Afternoon Workshops 2:45-3:45pm

Workshop 1- Technology Solutions - Computronix

Workshop 2 – TRACE -

Workshop 3- Alcohol Delivery Project – CO, CT, LA

Afternoon Workshops 4:00-5:00pm

Workshop 1- Vermont Alcohol Compliance program – Dedicated to the Modern Innovations in the Retail and Manufacturing Industry

The Vermont Department of Liquor and Lottery’s (DLL) Alcohol Compliance Program – Dedicated to the Modern Innovations in the Retail and Manufacturing Industry seeks to establish a 12-month compliance program. The program seeks to find if these changes in the retail sales market have any



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impact in sales to minors over traditional compliance. The planned measurable outcome will be the collection of 12 months' worth of data related to minor compliance in and around self-service checkout, comingled alcoholic and non-alcoholic beverages, & new RTD/Alcohol products that are derivatives on existing non-alcoholic products. – Sgt. Jennifer Czachor, Sgt. Melanie Gaiotti, Sgt. Michael Welch, and Investigator Jennifer Norton

Workshop 2 – Financial Crimes -

Workshop 3 - Unlawful Interstate Shipments: Identification, Investigation and Action

This presentation addresses three critical issues facing alcohol law enforcement today; the unlawful interstate shipment of alcoholic beverages, the circumvention of Direct-to-Consumer (DTC) licensure laws, and most recently, the unlawful interstate sale and shipment of 200 proof Ethanol - Neutral Grain Spirits to consumers. This session will review investigative protocols and findings, as well provide an overview of the resulting enforcement data. - Chris Temple, Supervising Special Investigator, Massachusetts Alcoholic Beverages Control Commission

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*

Award Categories

John W. Britt Community Service

Innovative Alcohol Law Enforcement Program of the Year

Alcohol Law Enforcement Agent of the Year

Alcohol Law Enforcement Agency of the Year

Meritorious Service

Tuesday, November 18, 2025 (Day Two)

7:30 – 9:00 a.m.

Registration & Breakfast

Chief's Breakfast Meeting (eat 7:30-8/meet 8-9am)

- Exhibitor Introductions
- Enforcement Training Project-Terrance Merriweather



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9:15 – 10:45 a.m.

General Session- Jermaine Galloway – Tall Cop



Officer Galloway, a Texan, known nationally as the Tall Cop, has worked in substance abuse prevention and education for over 20 years. After playing Division I basketball and receiving his BA in Sociology from the University of San Francisco, he worked as a law enforcement officer for 18 years. His various assignments included: alcohol compliance and enforcement, CSI, DUI task force, officer mentoring, and a field training officer. In 2007, Jermaine started the company known as “Tall Cop Says Stop™”.

The Tall Cop has conducted trainings in every US state and Canada and currently devotes thousands of hours each year to training professionals and communities on drug and alcohol prevention, education, and enforcement. The Tall Cop is unique in that he spends hundreds of hours with “boots on the ground” highlighting drug culture in various communities. To date, Tall Cop has trained more than 800,000 professional and community members. He has trained across the U.S and in other countries such as Canada and the Bermuda Islands. The Tall Cop has conducted more than 8,400 community scans, identifying the drug culture and climate. His program, “High in Plain Sight”, is a nationally recognized program, that provides training, education, and enforcement strategies for community substance abuse issues.

Morning Workshops 11am-12pm

Workshop 1 – "Charitable Gaming in Transition: Regulatory Insights on Electronic Evolution and Future Trends"

As technology reshapes the charitable gaming landscape, state regulators are tasked with adapting oversight to meet new challenges and opportunities. This presentation examines the current state and future direction of charitable gaming, with a special focus on the growing use of electronic versions of traditional games, such as electronic pull tabs. The discussion will explore the benefits these innovations offer in terms of revenue generation, accessibility, and operational efficiency, as well as the risks they pose related to problem gambling, regulatory complexity, and enforcement. Attendees will gain a well-rounded understanding of:

- The regulatory considerations surrounding electronic charitable gaming
- Pros and cons of digitizing traditional games
- Strategies for ensuring compliance and integrity
- Legislative and policy trends shaping the future

This session aims to foster thoughtful dialogue about how regulators can strike the right balance between innovation and responsible governance. - James A. Jones Jr, Veteran and Fraternal Relations Manager, Arrow International



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Workshop 2 – Human Trafficking Investigations – Ron Swenson

Workshop 3 – Technology Solutions – Salesforce/Cloud Synaps

12:15 – 1:30 p.m. **Lunch Buffet (1.5)**

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

Exhibitor Presentations & Exhibitor Raffle

NLLEA Business Items

Sgt.-at-Arms Election

Counting of Votes/Glock Raffle

Announcing Sgt.-at-Arms – Kellette Mayberry, Secretary Treasurer

Swearing in of Board – Israel Morrow, Immediate Past President

In Coming President Closing, Marc Haalman

Agency/State Exchange

Afternoon Snack Break/Exhibitors during Business Meeting

Wednesday, November 19, 2025 (Day Three)

7:30 – 8:45 a.m. Breakfast

9:00 – 10:00 a.m. **General Session – Alcohol Theft and Organized Crime – Ron Swenson**

10:15-11:45a.m. **General Session- Cannabis Beverages: Hemp, Intoxicants, and the Evolving National Landscape for Adult Beverages**

This session will review the emerging market for hemp-infused beverages, with a focus on public health, safety, and regulatory policy considerations. It will cover the history and evolution of the product category with a closer look at some novel regulatory approaches that different states have taken. Additionally, it will address some of the challenges facing the industry, regulators, and public health professionals in addressing this emerging market. - Steven Crowley, Cannabis & Education Policy Analyst, Oregon Liquor & Cannabis Commission

11:45-12:15 p.m. **Closing Remarks-NLLEA President, Executive Board and Past Presidents**



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NLLEA Executive Board

Jim Diana, Lieutenant, Delaware Division of Alcohol & Tobacco Enforcement, NLLEA President



Lieutenant Jim Diana began his law enforcement career in October 1986 with the City of Wilmington, Delaware Police Department. He then 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 became the Academy and Recruitment Supervisor for the Department. From March 2008 to May 2010, Jim was the Supervisor for 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 numerous department awards and commendations, to include 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 supervised a squad of investigators until July 2024. With the legalization of marijuana in Delaware, Jim has been selected to lead D.A.T.E.'s Marijuana Enforcement Operations.

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 and recipient of the FBI Law Enforcement Executive Development Association (FBI-LEEDA) Trilogy Award.

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.

Marc Haalman, Special Agent in Charge, Virginia ABC Bureau of Law Enforcement, NLLEA Vice President



Marc Haalman has been with the Virginia ABC Bureau of Law Enforcement since 2004 where he began his career in law enforcement. He currently serves the Bureau of Law Enforcement as the Special Agent in Charge of Compliance overseeing the units that work with manufacturers, wholesalers, importers and direct to consumer shippers in the alcoholic beverage industry. He previously was a Senior Special Agent with the Compliance Unit in the Richmond metro area from 2011 until 2015. Prior to that, I was a Special Agent in the Richmond region for 7 years. SAC Haalman was the Accreditation manager for the Bureau of Law Enforcement in 2015 when the Bureau received its initial state accreditation award from the Virginia Law Enforcement Professional Standards Commission (VLEPSC). SAC Haalman serves on several internal committees at the VA ABC as well as Chair of the NLLEA Professional Development Committee.

SAC Haalman's academic accomplishments include an associate degree in the administration of criminal justice from the Community College of Allegheny County, and a bachelor's degree in business administration from the University of Pittsburgh – Johnstown. He is also a graduate of the University of Richmond's Professional Executive Leadership program as well as a recipient of the FBI LEEDA Trilogy award.



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Kellette Mayberry, Agent in Charge, Ohio Investigative Unit, NLLEA Secretary/Treasurer



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.

Chris Temple, Supervising Special Investigator, Massachusetts Alcoholic Beverages Commission, NLLEA Sgt.-at-Arm



Chris received his BS and MS from Northeastern University and his MBA from University of Massachusetts Amherst and has been with the Massachusetts Alcoholic Beverages Control Commission Investigation and Enforcement Division since 2012. Currently, he directs three Division Units that address the Unlawful Interstate and International Shipment of alcoholic beverages into the Commonwealth, Direct to Consumer enforcement operations, as well as the Retail Delivery Unit that addresses unlawful sale and delivery of alcoholic beverages to underage students. During his career he has been responsible for directing several Industry level and Tied-House investigations, as well as numerous Illegal Ownership investigations that he guided through successful prosecution. Chris also serves as an Enforcement Division

Training Officer in charge of field training and as the Division's liaison with municipal, state, and federal law enforcement agencies.

Israel Morrow, Assistant Director for Operations, North Carolina Department of Public Safety, Alcohol Law Enforcement Division, NLLEA Immediate Past 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 is 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 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.



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Conference Speakers

Danielle Ellston, Deputy Chief, New Hampshire Liquor Commission, Division of Enforcement



Deputy Chief Danielle Ellston has been with the New Hampshire Liquor Commission – Division of Enforcement and Licensing for 17 years. The Division is a law enforcement agency with the primary responsibility of the regulation and compliance of Title XIII: Alcoholic Beverages. Starting her career in 2008 Deputy Chief Ellston worked her way through the ranks being promoted to Deputy Chief in 2022. During her time at the Division, Deputy Chief Ellston assisted with the development of a regulatory points system that was passed into the law in 2024, assisted the agency in obtaining CALEA accreditation, and most recently was the project manager on the development of a new paperless records management system that balances both regulatory and criminal reporting requirements in a single platform.

Brian Bennett, Director of Strategic Growth, System Automation



With over 15 years of regulatory management software experience, Brian contributes his industry knowledge, leadership, and passion for improving government efficiencies with new products, key partnerships, and initiatives. He champions citizen-centric solutions using best-of-class technology by driving awareness, engagement, and positive outcomes within state agencies, licensing boards, and commissions with Evoke, System Automation's cloud-native, low-code application platform purpose built for government regulation.

Jennifer Czachor, Sergeant, Vermont Department of Liquor and Lottery



Sergeant Jennifer Czachor has served with the Vermont Department of Liquor and Lottery's Office of Compliance and Enforcement since 2021. She was promoted to the rank of Sergeant in 2023 and currently oversees a team of investigators responsible for enforcing Vermont's liquor and tobacco laws. In this role, she provides leadership, training, and operational support to ensure consistent and effective regulatory enforcement. Prior to joining the Department, Sergeant Czachor served in municipal law enforcement, where she gained extensive experience in patrol operations, criminal investigations, community policing, and as a canine handler. Her work in the canine unit enhanced her investigative skills and strengthened her ability to work in high-pressure, collaborative environments. This well-rounded background in frontline law enforcement has been instrumental in her transition to regulatory enforcement, where she remains committed to public safety, compliance education, and fostering strong working relationships with licensees across the state.



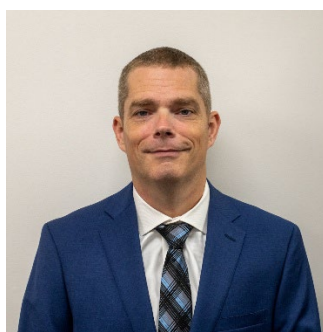
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Melanie Gaiotti, Sergeant, Vermont Department of Liquor and Lottery



Melanie Gaiotti is a dedicated public servant with over 29 years of law enforcement experience, specializing in regulatory compliance and enforcement. Since 1998, she has worked for the Vermont Department of Liquor and Lottery, serving as a Sergeant since 2012. A graduate of the Vermont Certified Public Manager Program, Melanie brings strong leadership and a commitment to professional growth. She holds an AAS in Criminal Justice and a BA in Psychology, blending analytical insight with extensive field experience. An avid educator, she has trained professionals across the U.S., Canada, and Japan, and is passionate about public engagement and collaborative problem-solving.

Michael Welch, Sergeant, Vermont Department of Liquor and Lottery



Michael Welch is a seasoned law enforcement professional with over 22 years of experience. He currently serves as a Sergeant with the Vermont Department of Liquor and Lottery, where he has dedicated more than a decade as an Investigator before advancing to his current role in field supervision. Michael holds a bachelor's degree in criminal justice from Norwich University and has previously served as both Captain and Chief Deputy at the Orange County Sheriff's Office in Vermont.

Jennifer Norton, Investigator, Vermont Department of Liquor and Lottery



Jennifer Norton began her law enforcement career in 2016 with the University of Vermont Police Services, where she served as a patrol officer. During her tenure, she held several key roles, including Field Training Officer, Non-Lethal Use of Force Instructor, and Death Investigator, and contributed to the agency's recruitment and hiring efforts. In 2021, Norton joined the Vermont Department of Liquor and Lottery as an investigator, serving the Northwest region of the state. She brings a strong academic foundation, holding a Bachelor of Science in Health Science from Johnson State College and a master's in education with a concentration in Athletic Administration. Norton has earned numerous professional certifications, including FBI Crisis Negotiation and FBI LEEDA, and is a certified instructor in Tactical First Aid and CPR. She has also completed nearly 150 hours of specialized training in Financial Crimes and currently teaches report writing at the Vermont Police Academy.



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Ronald J. Swenson, Chief of Enforcement Division



Swenson is an agency veteran with over 30 years of law enforcement experience, 19 of which have been with TABC. He oversees TABC's Enforcement Division, which includes the Law Enforcement and Ports of Entry departments. He first joined TABC in 2005 as an agent stationed at the Odessa office, where he was assigned to long-term undercover narcotic investigations. He also worked as the regional education agent, during which he taught TABC courses to local law enforcement, civic groups and alcohol retailers. Before Swenson was appointed Chief of Enforcement in 2023, he was serving as deputy chief of law enforcement for TABC's Investigations

Bureau, which includes special investigations, financial crimes, criminal intelligence, digital forensics, victim services, and the agency's Target Responsibility for Alcohol-Connected Emergencies (TRACE) unit. Swenson also served with the Horizon City Police Department, in El Paso County, for 11 years before coming to TABC. He spent most of his time with Horizon City in a Leadership capacity. Swenson is a graduate of the FBI National Academy - 212th session, the Texas Department of Public Safety's Covert Operations School (COPS), and the Governor's Executive Development Program (GEDP). He holds a Texas Commission on Law Enforcement (TCOLE) Master Peace Officer Certificate as well as a TCOLE instructor certification. He also serves on several task force boards, including the Austin-area FBI Joint Terrorism Task Force (JTTF) Executive Board, the Texas Violent Gang Task Force, and the Texas Human Trafficking Prevention Coordinating Council.

James A. Jones, Veteran and Fraternal Relations Manager, Arrow International

James A. Jones Jr. retired from the Pennsylvania State Police at the end of 2020, concluding a distinguished 31-year career in law enforcement. Most notably, he served as the Director of Operations for the Bureau of Liquor Control Enforcement (BLCE), where he oversaw enforcement operations across the Commonwealth and played a key role in training officers in liquor and gambling law. During his tenure, he held a variety of leadership positions, including Commander of one of BLCE's nine District Enforcement Offices and Western Section Commander. He was recognized as an expert in unlawful gambling by the Commonwealth Court and is a past President of the National Liquor Law Enforcement Association. Following his retirement, Mr. Jones transitioned to the commercial charitable gaming industry, working in compliance roles as both a consultant and in-house advisor. He currently serves as the Veteran and Fraternal Relations Manager for Arrow International, the world's largest manufacturer of charitable gaming equipment and supplies. In this role, he works closely with veterans' organizations, fraternal groups, and regulatory agencies to support responsible gaming practices, ensure compliance, and advocate for effective oversight. Additionally, Mr. Jones works with charitable organizations across the country to help modernize charitable gaming legislation, bridging the gap between regulatory enforcement, nonprofit fundraising, and evolving technology to promote sustainable, lawful, and impactful charitable gaming.



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Steven Crowley, Cannabis & Education Policy Analyst, Oregon Liquor & Cannabis



Commission

Steven Crowley has been with the Oregon Liquor & Cannabis Commission for over a decade. He is currently the Cannabis & Education Policy Analyst, and has had previous experience focusing on cannabinoid hemp, cannabis processing. He currently co-chairs the Cannabinoid Hemp Committee for the Cannabis Regulators Association ([CANNRA](#)).

NLLEA Professional Development Committee

Chris Temple, Committee Chair, MA Alcoholic Beverages Control Commission
Xavier Casares, TX Alcoholic Beverage Commission
Michael Loiseau, DE Division of Alcohol & Tobacco Enforcement
Sheena Kelley, NJ Dept. of Law, and Public Safety Division of Alcoholic Beverage Control
Brant Mendenhall, IN State Excise Police
Kurt Alexander, MS Alcoholic Beverage Control
Brett Vandiver, MS Alcoholic Beverage Control
Jason Stockbridge, CA Department of Alcoholic Beverage Control
Matthew Stemple, NC Alcohol Law Enforcement Division
Melanie Gaiotti, VT Department of Liquor Control
David Leslie, SC Law Enforcement Division
Jeffrey Rodean, ID State Police Alcohol Beverage Control
Matthew Jones, IA Alcoholic Beverages
Ryan Blaney, VA ABC Bureau of Law Enforcement
Brandon Gonzalez, HI Department of Liquor Control
Rusty Elliott, CO Liquor Enforcement Division
Travis Kling, OH Investigative Unit
Marc Russell, DE Division of Alcohol & Tobacco Enforcement



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Thank you for taking the time to join us at the 38th Annual NLLEA Conference. We hope you found the content valuable to your profession and most of all we hope you made some new connections and friends during your stay.