



Refuel Your Purpose. Reset Your Focus. Recommit to Excellence.

Sponsors/Exhibitors

Mississippi Alcoholic Beverage Control Driving Simulator

National Alcohol Beverage Control Association (NABCA)

ACT (Alcohol Compliance Training)

Oracle

System Automation

Orange Photonics

Serving Alcohol, Inc.

Computronix

Patronscan

Gov2Biz

Intellicheck

Armament Systems and Procedures (ASP)

Sunday, September 20, 2026- Early Registration and Networking Opportunity **4-6 p.m.**

Networking Suite 8pm-10pm

Monday, September 21, 2026 (Day One)

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

8:00-8:10 a.m. Exhibitor Presentation – System Automation

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

Welcome-Marc Haalman, NLLEA President

Invocation-Kelley Mayberry, NLLEA Vice President

Sponsor Welcome-National Alcohol Beverage Control Association (NABCA)

Presentation of Colors-Louisiana State Police Honor Guard

Pledge of Allegiance – President Marc Haalman will lead the Pledge of Allegiance

Singing of the National Anthem - Samantha Sevin, Student, College of Music and Media

Loyola University New Orleans

Fallen Officer Tribute – Deputy Sean Burbano, U.S. Marshals Service, Ceremonial Bagpiper

Opening Remarks – Chad Brown, Commissioner, Louisiana Office of Alcohol and Tobacco Control

10:15-11:30 a.m. Opening Plenary - Keynote Speaker – Dr. Leah Kaylor

Dr. Leah Kaylor is a licensed clinical and prescribing psychologist and nationally recognized sleep expert who has spent over six years serving within the FBI, where she provides specialized consultation on sleep, stress, and human performance. With advanced training in clinical psychology and psychopharmacology, her work focuses on the intersection of sleep, trauma, and high-stress occupations, particularly among law enforcement and first responders. Dr. Kaylor translates complex sleep science into practical, evidence-based strategies designed to optimize cognitive performance, emotional regulation, and overall health. **She is the author of the bestselling book *If Sleep Were a Drug: The Science of Sleep Optimization—Biohack Your Brain, Body, and Performance***, and a frequent speaker across the United States. Through her writing, speaking, and media contributions, she is committed to making the science of sleep accessible, actionable, and relevant for individuals operating in demanding, real-world environments.

11:30-12:00p.m. Book Signing with Dr. Leah Kaylor

12:00 - 1:00 p.m. Lunch Buffet (1hr)

12:30-12:40 p.m. Exhibitor Presentation - Oracle

Afternoon Workshops 1:30-2:30pm

Workshop 1 – OPMS and Kratom Products: Regulatory Compliance and Enforcement Considerations

This workshop will examine emerging enforcement and compliance challenges surrounding kratom products, featuring real-world experiences from Kansas and California. Kansas Alcoholic Beverage Control will highlight a six-month, multi-location investigation into the illegal sale of alcohol-infused OPMS kratom liquid extract shots, culminating in warranted enforcement actions at 12 locations across nine counties. The investigation uncovered deceptive practices involving manufacturers and vendors, as well as the knowing sale of products believed by some sellers to pose significant safety concerns.

The workshop will also explore California's approach to kratom regulation and compliance, including the challenges faced by regulators in a state where kratom is prohibited. Together, the presentations will provide attendees with practical insight into investigating kratom-related violations, identifying emerging product risks, navigating differing state laws, and addressing the growing enforcement challenges surrounding kratom and alcohol-infused products.

Bart Branyon, Chief and Darci Hamilton, Supervisory Agent, Kansas Alcoholic Beverage Control, Melanie Perry, Deputy Division Chief and Jason Stockbridge, Deputy Division Chief Department of Alcoholic Beverage Control

Workshop 2 – Alcohol-to-Go: Closing the Compliance Gap

The expansion of alcohol-to-go laws increased youth access to alcohol by creating new retail access points that traditional minor sting models were not built to address. Three years of Texas-based research using the Community Alcohol-to-go Research Tool (CART) found an overall ID verification failure rate of 90% at restaurant walk-in pickup sites. The real vulnerability is the handoff point itself and a lack of resources to support consistent compliance checks. To address this, Texans for Safe and Drug-Free Youth partnered with the alcoholic beverage commission, law enforcement agencies, and community coalitions to develop an operational model that includes documentation tools and training to support compliance enforcement efforts at curbside, walk-in, drive-thru, and delivery settings since each presents distinct enforcement challenges. This replicable four-role compliance check model not only engages law enforcement but also includes retailers and community members. These cross-sector partnerships are vital in increasing consistent enforcement and compliance.

Nicole Holt, Chief Executive Officer, Texans for Safe and Drug-Free Youth

Workshop 3 - Organized Cargo Theft in Alcohol Distribution: Case Studies & Mitigation Strategies

Over the last several years, the alcohol and broader wholesaling industry has been increasingly impacted by the threat of theft and cargo loss from organized crime rings. Ranging from break-ins at warehouses to fraudulent documentation presented at pickup, this issue has the possibility to threaten billions of dollars in product and profit. Additionally, there are major concerns for industry members across the three tiers based on who can be considered liable for instances of theft.

Furthermore, jurisdictional disputes and stolen products being sent overseas have resulted in difficulties in fighting back and protecting against this issue. Because of these reasons, the NLLEA Annual Conference serves as a preferred medium to convene public and private stakeholders for discussions on how these thefts have occurred in the past and best practices for bolstering defense in the future. The discussion will encompass key topics such as interagency collaboration, investigative practices and regulatory frameworks.

Paul Pisano, Senior VP of Industry Affairs & General Counsel, National Beer Wholesalers Association, Aniko Kasprian, Industry Education Technical Advisor, Office of Industry and

State Outreach, Alcohol and Tobacco Tax and Trade Bureau, Anthony Jimenez, Special Agent in Charge, Virginia ABC Bureau of Law Enforcement, and Giovanni Dal Bon, Director of Logistics, Sazerac

Workshop 4 – Take a Deeper Dive into the Science of Sleep with Keynote Speaker Dr. Leah Kaylor

Continue the conversation with Dr. Leah Kaylor on the science of sleep.

Afternoon Workshops 2:45-3:45pm

Workshop 1- Violent Crime Reduction – License to Interdict: Combatting Gun Violence at High-Risk Establishments

This presentation examines innovative approaches to reducing gun violence through focused enforcement at high-risk establishments. Our data-driven methods identify violence hot spots and potential intervention points by analyzing data collected from local crime maps. We explore the critical distinction between probable cause and reasonable suspicion in the context of enforcement actions at these locations, with guidance for Agents making field observations and articulating legal justifications. The framework addresses tactical considerations to minimize risk to Agents and offenders. Tactics include vehicle suppression techniques and appropriate response to resistance procedures when conducting operations in potentially volatile environments. Implementation strategies emphasize strong documentation practices, to include detailed comprehensive report writing that withstand legal scrutiny. The presentation continues with best practices for providing effective court testimony that clearly conveys the legal basis for enforcement actions. Two case studies will be presented at length which resulted in federal convictions with prison sentences. The presentation concludes with a discussion about how these methods can be used in various other cities, and states across the country.

Thomas French, Enforcement Agent, Ohio Investigative Unit, Cleveland District Office

Workshop 2-Challenges of policing and regulating alcohol in New Orleans' 24/7 venues

The New Orleans Metropolitan Area is among only a few areas in the US that allow alcohol sales 24 hours a day, or nearly 24 hours a day. Nowhere in the metro area is this more prevalent than the French Quarter, and the most famous street there, Bourbon Street. Spanning 85 square blocks and 0.5 square miles, the French Quarter has over 500 permitted alcoholic beverage establishments, which play host to over 15 million visitors every year. This, of course, brings unique challenges for both local and state agencies who enforce the laws and regulatory requirements for these businesses. Together we will explore the challenges of regulating these establishments, not only in the French Quarter, but in the New Orleans Metro Area, including:

- Routine Retail Inspections
- Underage Compliance Operations
- Illegal Vendors
- Targeted Enforcement
- ATC's role for Public Safety during Large Scale Events
- Criminal vs. Administrative – Where is the line?

Director Austin Johnson, III, Louisiana Office of Alcohol and Tobacco Control (ATC) and Sergeant Russell Philibert, New Orleans Police Department

Workshop 3- Building the Future of Alcohol Regulatory Enforcement: Introducing ACT (Alcohol Compliance Training) and the National Trainer Network

The Alcohol Compliance Training (ACT) Program was developed by the National Liquor Law Enforcement Association (NLLEA) in partnership with the National Alcohol Beverage Control Association (NABCA) to provide a standardized, professional training curriculum for alcohol regulatory, enforcement, and compliance personnel nationwide. This session will introduce attendees to the ACT curriculum, training delivery model, and implementation strategy while highlighting opportunities for agencies to host training, send personnel to training, and contribute subject matter experts as certified ACT instructors. Participants will learn how ACT strengthens regulatory enforcement capacity, promoting consistency across jurisdictions, and building the next generation of alcohol regulatory professionals.

Terrance Merriweather, NABCA, Israel Morrow, North Carolina Alcohol Enforcement Division, Todd Merlina, Pennsylvania Liquor Control Board

Workshop 4- State Alcohol Regulatory Funding: Findings, Thoughts, and Needs Over the Past Decade

In May 2024, J.T. Griffin and Pat Gagliardi authored *The Need for State Alcohol Regulatory Funding*, an updated analysis of a 2013 report on how states fund alcohol regulation. The update evaluates changes over the past decade, and highlights gaps and opportunities tied to alcohol sales. Drawing on data from multiple states, the report illustrates why a well-funded alcohol regulatory system is essential to public safety. While states differ widely in how they structure, fund, and administer alcohol regulation, several consistent themes emerge: the central role of law enforcement, the importance of preserving the three-tier system, and the need for stable, dedicated funding for state regulatory agencies.

This workshop will highlight the report's key findings, explore emerging funding trends and challenges, and outline practical considerations for policymakers and regulators. Participants will gain a clear understanding of why investing in state alcohol regulatory agencies is essential to public safety.

J.T. Griffin, Principal, Griffin Strategies, LLC, Pat Gagliardi, President of Gagliardi Associates, LLC.

Afternoon Workshops 4:00-5:00pm

Workshop 1- Running the Table: The Ellis County, Kansas Fatality Source Investigation

This presentation will review a source investigation conducted by the Kansas Alcoholic Beverage Control (ABC) initiated on December 14, 2025, involving a fatality accident resulting in the death of a passenger and serious injury to the driver. Both were underage college students unlawfully in possession, and under the influence of alcoholic beverages. We will explore various obstacles confronted by the ABC investigators and creative investigative techniques used to overcome those hurdles. This presentation will discuss the unraveling of a pronounced chain of violations conducted by three license types and illegal social hosting that culminated in 30 criminal charges, 17 license actions, and felony charging of the driver. All leading to a deadly and predictable pattern.

Bart Branyon, Chief and Wes Clark, Investigator, Kansas Alcoholic Beverage Control

Workshop 2 – Turning Data Into Action: Reducing Alcohol-Related Highway Crashes by Deterring Alcohol Purchases by Minors

Alcohol-related crashes remain a significant public safety challenge, and preventing underage access to alcohol represents an important opportunity for law enforcement and highway safety professionals to intervene before impaired driving occurs. This workshop will demonstrate how agencies can turn crash and enforcement data into targeted, measurable strategies that reduce underage alcohol sales and, ultimately, alcohol-related crashes. The workshop will begin by demonstrating how agencies can use crash data and other available intelligence to identify trends, establish enforcement priorities, and strengthen grant applications through their state Highway Safety Office. Participants will learn how **Juvenile Underage Drinking Enforcement (JUDE)** initiatives can be incorporated into data-driven enforcement strategies and supported through available highway safety funding. Presenters will highlight the analytical work of the **LSU Center for Analytics and Research for Transportation Safety**, demonstrating how data can guide agencies in developing **Operational Plans for Strategic Enforcement**. Rather than relying on broad or routine enforcement efforts, agencies can use available data to identify where targeted intervention is most likely to make a measurable difference. The workshop will also provide practical insight into investigative and enforcement strategies utilized by the **Louisiana Office of Alcohol and Tobacco Control** and law enforcement agencies throughout Louisiana. These approaches are designed to deter the illegal sale of alcoholic beverages to minors, strengthen compliance among alcohol retailers, and address behaviors that contribute to underage drinking and impaired driving. A key component of this workshop is its focus on **practical implementation**. Participants will learn how to maximize existing personnel, data, partnerships, and funding opportunities rather than assuming that effective enforcement requires additional staffing or significant local expenditures. The goal is to provide agencies with strategies they can take home and put into practice.

Aaron B. Chabaud, Law Enforcement Liaison, Louisiana Highway Safety Commission
Joey McRae, Region 2 Director, Louisiana Office of Alcohol and Tobacco Control

Workshop 3 – After the Investigation, Now What? Preparing for Administrative and Criminal Hearings

An investigation does not end when the evidence is collected, it is only the beginning of the enforcement process. This session will guide regulatory and law enforcement professionals through the critical steps required to successfully prepare for administrative and criminal hearings. Participants will explore the legal and regulatory framework governing alcohol-related violations, learn how to build a strong case from the outset of an investigation, and gain a clear understanding of the administrative hearing process and license revocation procedures.

Through real-world case studies, attendees will examine common challenges, potential penalties for licensees, and proven strategies for presenting evidence and testimony effectively. The session will conclude with practical best practices that help ensure investigations withstand legal scrutiny and lead to successful enforcement outcomes. Whether you are new to administrative hearings or looking to strengthen your case preparation skills, this workshop will provide valuable insights to improve your effectiveness from investigation through adjudication.

Brandon Gonzalez, Administrative Officer, Department of Liquor Control, County of Hawaii

Workshop 4 - Artificial Intelligence in Alcohol Law Enforcement: Practical Tools for Modern Investigations

Hedy R. Kraft, Senior Vice President, Sales, TRULEO

President's Reception & Awards Ceremony 6:00 p.m. – 8:00 p.m. - Dinner being served at 6:30pm – Exhibitor Presentation 7:00pm - Awards Ceremony 7:15pm – 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

Honorary Recognition

Meritorious Service

Tuesday, September 22, 2026 (Day Two)

7:30 – 8:45 a.m.	Registration & Breakfast Chief's Breakfast Meeting (eat 7:30-8/meet 8-9am)
8:00 – 8:10 a.m.	Exhibitor Presentation – Orange Photonics

Morning Workshops 9:15am-10:15am

Workshop 1 – Navigating Your Way Through Leadership

A compass is vital for navigation, providing a reliable, battery-free way to find direction (North, South, East, West) crucial for safety in wilderness, maritime and aviation setting, and having a clear sense of direction, values, and purpose. Just as a physical compass helps travelers stay on course, a leadership compass helps leaders make decisions, guide others and decision-making, build trust, help navigate change, and encourage ethical behavior, especially when situations are uncertain or difficult.

Navigating Your Way Through Leadership is a transformational leadership development program designed for emerging, current, and aspiring leaders who want to strengthen their leadership presence and influence. Using the four pillars of effective leadership—**Self-Awareness, Communication, Intentional Leadership, and Culture**—participants will develop the skills and mindset needed to lead themselves and others with confidence.

Who Should Attend?

- New and emerging leaders
- Supervisors and managers
- Team leaders and project managers
- High-potential employees preparing for leadership roles
- Experienced leaders seeking to strengthen their impact

Israel Morrow, Assistant Director, North Carolina Alcohol Law Enforcement Division and NLLEA Past President and Sgt. At Arms

Workshop 2 – Transforming Alcohol Law Enforcement for the 21st Century

This presentation takes an honest look at how the Indiana State Excise Police rebuilt itself in 2026 — not by adding resources, but by finally organizing the ones it already had. Attendees will learn why a structure that asked every officer to handle everything from permit premise inspections, underage drinking details, to complex criminal investigations was holding the agency back, and how new executive leadership made the decision to change it. The presentation covers the creation of a dedicated Criminal Investigations Division, the development of a new uniform and plain clothes deployment model for large-scale public safety events, and the strategic partnerships and task force integrations that allowed the agency to maximize every resource available — from local and state law enforcement to federal agencies. Attendees will leave with a clear picture of what it actually takes to restructure a law enforcement agency while it is still running.

Superintendent David Miller, Captain Joshua Mosier, Captain Travis Thickstun, Captain Anthony McGail, and Lt. Brian Stewart, Indiana State Excise Police

Workshop 3 – Overcoming Obstacles in the Face of Rapid Growth: What to Do When State Leaders Dramatically Increase Responsibilities?

After the 2025 legislative session, the Tennessee Alcoholic Beverage Commission was required to implement two new programs, adding significant responsibilities and a major expansion of its workforce. First, the commission inherited an unsuccessful intoxicating hemp program with a substantial license base from another state agency, and second, state lawmakers placed the commission in charge of the state's growing underage nicotine vaping crisis. This panel will provide valuable insight into:

- How to successfully navigate the legislative process by securing proper funding, staff, and other considerations.
- How to develop and execute a growth plan.
- How to implement new programs in a timely manner without neglecting current duties or compromising morale.
- Ways to avoid unforeseen issues and ways to adapt to challenges.

Bond Tubbs, Chief Law Enforcement Officer; Kim Boleyn, Special Agent in Charge; Heath Luttrell, Assistant Special Agent in Charge; and Aaron Rummage, Director of Legislation, Policy, and Communication- Tennessee Alcoholic Beverage Commission

Workshop 4 –

10:30-11:45 a.m. **General Session- "Expanding the Enforcement Mission: State Leadership Perspectives on Alcohol, Hemp, Cannabis, Vape, THC Products, and Emerging Threats"**

As the regulatory landscape continues to evolve, alcohol enforcement agencies are increasingly being called upon to address a broader range of emerging products and illicit markets. This executive leadership panel will examine how state agencies are expanding their enforcement missions to include hemp, cannabis, vape products, THC-infused beverages, kratom, financial crimes, and other emerging public safety challenges. Panelists will discuss evolving authorities, resource demands, interagency partnerships, and innovative strategies for protecting communities while adapting to a rapidly changing regulatory environment.

Marc Haalman – Moderator, Deputy Chief of Field Operations, Virginia Alcoholic Beverage Control, Bureau of Law Enforcement, NLLEA President

Panel: Chief John Yeomans, Delaware Alcohol and Tobacco Enforcement, NLLEA Past President, Bryan House, Director, North Carolina Department of Public Safety, Alcohol Law Enforcement Division, Captain Kirk Grothaus, Idaho State Police, Alcohol Beverage Control and Greg Croft, Senior Enforcement Commander, Ohio Investigative Unit, NLLEA Past President

12:00 – 1:00 p.m. **Lunch Buffet (1 hr.)**
12:30 – 12:35p.m. **Exhibitor Introductions**

1:15-3:15p.m. **NLLEA Business Meeting: (2hours)**

NLLEA Business Items

Treasurer Report – Chris Temple

President Report-Marc Haalman

Sgt.-at-Arms Presentations & Election

Counting of Votes – Chris Temple, Secretary/Treasurer and Israel Morrow, Sgt.-at-Arms

Announcing Sgt.-at-Arms – Chris Temple, Secretary/ Treasurer

Swearing in of Board – Jim Diana, Immediate Past President

In Coming President Closing - Kelley Mayberry

Agency/State Exchange

****Afternoon Snack Break – 2:15-3:00pm***

Wednesday, September 23, 2026 (Day Three)

7:30 – 8:45 a.m. **Breakfast**

9:00 – 10:00 a.m. **General Session – TTB Overview and Insights**

This session provides a clear, accessible overview of the Alcohol and Tobacco Tax and Trade Bureau (TTB), including its core functions, current priorities, and recent updates. After laying the groundwork, we will take a deeper look at several topics frequently raised by state regulators and agents: how alternating proprietorships and alternating premises operate, how TTB determines product classifications under federal law, and how states can use TTB's laboratory when questions arise about a product. Attendees will come away with a better understanding of federal processes, practical insights to support their work, and a sense of TTB's commitment to collaboration with state regulators and agents.

**Janelle Christian, Director, Office of Outreach and Aniko Kasprian, Industry Education
Technical Advisor Alcohol & Tobacco Tax & Trade Bureau**

10:15-11:30 a.m. **General Session – TTB Trade Practice Case Study-Closed Door Session for
State Alcohol Regulatory Agency Staff, Licensing and Commissioners & Enforcement Officers,
Agents, and Inspectors**

This training session will describe the development, investigation, and results of a Federal civil trade practice investigation, and provide tips for identifying trade practice issues and methods used to conceal violations.

**Brent Wachholder, Assistant Director, Trade Investigations Division
Peter Olsen, Special Operations Investigator
Michael Puckett, Special Operations Investigator**

11:45-12:00 p.m. **Closing Remarks-NLLEA President, Executive Board and Past Presidents**