

2025 General Managers Meeting Agenda

Asheville, NC

Sunday, March 16, 2025

2:00 – 6:00 pm	Meeting Registration is Open	Laurel Registration Desk
2:00– 5:00 pm	NC Association of ABC Boards- Board of Directors Meeting	Blue Ridge
3:00 – 5:00 pm	The Chemist Distillery Tour and Tasting- Transportation Provided	Chemist Distillery
5:00 – 8:00 pm	Hospitality Reception	Mt. Pilot

Monday, March 17, 2025

8:00 – 4:00 pm	Registration	Laurel Registration Desk
7:30 – 8:30 am	Continental Breakfast	Crowne Ballroom
8:30 – 8:40 am	Welcome & Opening Remarks Nancy Gooch, NCAABC Boards President	Crowne Ballroom
8:40-9:40 am	NC ABC Commission Update Chairman Hank Bauer, Greg Stallings and Stacey Grier	Crowne Ballroom
9:40-10:10 am	SPA's Panel Chairman Hank Bauer, Greg Stallings, Mike Yates and Meredith McCormack	Crowne Ballroom
10:10 – 10:30 am	Outreach, Website & Social Media- Ikzuri Garcia Banda- Durham County	Crowne Ballroom

10:30-10:50 am	Outreach, Website & Social Media- Lauren Iammatteo- New Hanover County	Crowne Ballroom
10:50-11:10 am	Outreach, Website & Social Media- Kayla Hickman & Cherise Walker- Mecklenburg County-	Crowne Ballroom
11:10-11:40 am	Asheville ABC Law Enforcement- Chief Al Bottego	Crowne Ballroom
11:40 –12:40 pm	Lunch provided	Crowne Ballroom
12:40-1:30 pm	Catapult HR Session- Cheryl Richards	Crowne Ballroom
1:30 – 2:00 pm	Economic Financial Forecast for 2025- 2026- Capital Management of the Carolinas- John Frye & Michael Morin	Crowne Ballroom
2:00 – 2:20 pm	Product Knowledge- “It’s More Than Just Whiskey”- BHAWK- Bradley Halling and Jessica Halling	Crowne Ballroom
2:20-2:40 pm	Product Knowledge- The Spirit of Asheville- The Chemist- Chris McLain	Crowne Ballroom
2:45 – 5:30 pm	NC Product Expo & Tasting Get to know your NC Products! Meet your local suppliers & distillers, taste their products. You must wear your name tag to attend the	Expo Center
6:00 – 8:00 pm 7:00 – 8:00 pm	Buffet Dinner with entertainment (Ticketed Event)	Crowne Ballroom

	<p>Alex Reymundo</p> <p>You must wear your name tag to attend the dinner</p>	
<p>Tuesday, March 18, 2025</p>		
7:00 – 4:00 pm	<p>Registration desk open for assistance</p>	<p>Laurel Registration Desk</p>
7:30 – 8:30 am	<p>Continental Breakfast</p>	<p>Crowne Ballroom</p>
8:30 – 9:00 am	<p>General Session- Legislative Update from Jon Carr and Jason Joyner</p>	<p>Crowne Ballroom</p>
9:00- 9:30 am	<p>NABCA Update- Terrance Merriweather & David Jackson</p>	<p>Crowne Ballroom</p>
9:30- 10:30 am	<p>EEOC Claims and FMLA- Tips to Avoid Surprises- Mimi Soule- Attorney</p>	<p>Crowne Ballroom</p>
10:30 – 11:00 am	<p>Breakout Session- Navigating ABC Store Design & Construction- DTW Architects- Paul Young</p>	<p>Mitchell & Roan</p>
10:30 – 11:00 pm	<p>Breakout Session- Store Upfitting Services- Design Plus- Rick Turner</p>	<p>Pisgah & Pilot</p>
11:00-11:30 am	<p>GM Breakout Single Store Boards- Madaline Herring available for questions</p>	<p>Mitchell & Roan</p>
11:00 – 11:30 pm	<p>GM Breakout Multiple Store Boards – Madaline Herring available for questions</p>	<p>Pisgah & Pilot</p>
11:30 - 12:30 pm	<p>Lunch</p>	<p>Crowne Ballroom</p>

<p>12:30 – 1:30</p>	<p>Driving Revenue by Focusing on the Wildly Important- Catapult- Shane McKenzie</p>	<p>Crowne Ballroom</p>
<p>1:30-2:00 pm</p>	<p>Emerging Check Fraud Trends- HPB Insurance -Deanna Snow & Melissa Thompson</p>	<p>Crowne Ballroom</p>
<p>2:30 – 5:00 pm</p>	<p>Trade Show <i>You must wear your name tag to attend the Trade Show</i></p>	<p>Expo Center</p>
<p>5:30 – 11:00 pm</p>	<p>Buffet Dinner w/Entertainment (Ticketed Event) DJ Molly Parti and Karaoke You must wear your name tag to attend the dinner</p>	<p>Crowne Ballroom</p>

* *This schedule is subject to change without notice*