



# 2024 ANNUAL CONFERENCE

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## October 21 | Monday

- 4:30 - 6:00  
6:00
- Welcome Cocktail Reception @ Greenbrier Distillery  
*Complimentary Bus Transportation to PAC dinner from reception*
- 7:00 - 9:00
- PAC Dinner - \$500 Per Guest  
**Hosted & sponsored by Jeff Lynch, Summit Financial Group**  
French Winemaker Emmanuelle Miller Chateau des Tourtes & Chateau Haut Beyzac of [Vignobles Raquenot](#) & Jeff Arnett [Company Distilling](#)

## October 22 | Tuesday

- 7:45-8:30
- Welcome Breakfast | **Sponsored by KEEF**
- 8:30-9:30
- Cannabis Briefing | [Curtis Harrington](#), [Blake Patterson](#), & [Diana Eberlein](#)
- 9:45 - 10:30
- Session 1** | Harnessing W&S Tech | [Calvin Webster](#)
- 10:45 - 11:45
- Session 2** | Membership Advantage Program | [Jeff Lynch](#)
- 11:45 – 12:30
- Lunch
- 12:30p - 1:30
- Barrel Industry Update | [Mike Williams](#)
- 2:00 - 2:45
- Session 3** | Zero Proof | [Johnny Costello](#), [Ritual](#) & [Rachel Fox](#), [French Bloom](#)
- 3:00 - 4:15
- Session 4** | WSET & Blind Tasting | [Phillip Patti](#)
- 6:00 - 7:30
- TN Distiller's Tasting & Reception

## October 23 | Wednesday

- 7:45 - 8:30
- Welcome Breakfast | **Sponsored by City Hive**
- 8:30 - 9:15
- Presentation from City Hive | [Haim Chasman](#)
- 9:30 - 10:15
- Session 5** | Social Media | [Avery Foster](#) & [Mokhlisur Rahman](#)
- 10:30 - 11:15
- Session 6** | eCommerce Landscape | [Jaci Flug](#)
- 11:15 - 11:45
- ABL Update | [John Bodnovich](#)
- 11:45 - 12:30
- Lunch
- 12:30 - 1:30
- TABC Update | [Dir. Russell Thomas](#)  
Closing Remarks | [David McMahan](#)