

2025 Annual Meeting Agenda

Greensboro NC

Sunday, July 27, 2025

2:00 – 6:00 pm	Registration	Registration Desk 6
3:00 – 5:00	Ethics-	Auditorium 2
2:00 – 5:00 pm	Fainting Goat Distillery Visit	
3:00 – 4:30 pm	NC Association of ABC Boards- Board of Directors Meeting	?
5:00 – 8:00 pm	Hospitality Reception	Club Fifth

Monday, July 28, 2025

7:00 – 4:00 pm	Registration	Registration Desk 6
7:00 am- 8:00 am	Continental Breakfast	Guilford Ballroom
8:00 am – 8:15 am	Welcome- by: Nancy Gooch, President, NC Association of ABC Boards	Guilford Ballroom
8:15 am – 9:00 am	NC ABC Commission Hank Bauer, Greg Stallings, NC ABC Commission Graham Thompson, LB&B	Guilford Ballroom
9:00 am - 9:30 am	New ABC Boards and Mergers Jon Carr, Attorney & Lobbyist, Jordan Price Law Offices Chuck McGrady	Guilford Ballroom

9:30 – 10:30 am	History of Alcohol in NC- Danny Sellers, Alcohol Management LLC	Guilford Ballroom
10:30 am – 11:30 am	Breakout Session: General Managers and Staff- Summary of GM Duties with Schedule of Yearly Events Danny Sellers, Alcohol Management LLC Nancy Gooch, President, NC Association of ABC Boards & GM, Siler City ABC Board	Guilford Ballroom
10:30 am – 11:30 am	Breakout Session: Board members Ten Habits of High-Performing Boards Responsibilities, Evaluation Process Peg Carlson- Retired Professor, UNC School of Government- Public Leadership and Organizational Development. Director, Center for Public Leadership and Development.	Auditorium II
11:30 am 12:30 pm	Lunch	Guilford Ballroom

12:30 pm – 1:15 pm	Jason Cashman SGWS Customer Development Manager – NC/VA Store resets, Planograms, Merchandizing	Guilford Ballroom
1:15 pm – 2:00 pm	NABCA President & CEO Neal Insley NABCA May National Conference Update	Guilford Ballroom
12:00 – 2:30 pm	NC Spirits Association Meeting – Walter Jordan Open to members of the NC Spirits Association	Auditorium II
2:00 pm – 2:30 pm	Holladay Distillery Presentation Master Distiller- Kyle Merklein	Guilford Ballroom
2:30 pm – 3:00 pm	Fainting Goat Spirits Presentation Bill and Andrew Norman	Guilford Ballroom
3:00 pm – 5:00 pm	Trade Show	Guilford Ballroom
5:30 pm – 7:30 pm	90 Years of Spirited Service! & ABC System Celebration Reception Mike DeSilva, NC ABC Commission	Guilford Ballroom
Tuesday, July 29, 2025		
7:00 – 4:00 pm	Registration desk open for assistance	Registration Desk 6
7:00 am - 8:00 am	Breakfast Buffet	Guilford Ballroom

8:00 – 8:45 am	<p>Business Meeting</p> <p>Open to all ABC Board Members and General Managers</p> <ul style="list-style-type: none"> • Campaign Speeches, Elections of 2025-2028 Directors of Districts I, II, III, & IV and General Managers Director of Districts I & II <p>Election and Ballot to Amend Bylaws</p>	Guilford Ballroom
8:45 – 9:30 am	<p>Legislative Update</p> <p>Jon Carr, Attorney & Lobbyist, Jordan Price Law Offices</p> <p>Jason Joyner, Lobbyist- Joyner Government Affairs</p>	Guilford Ballroom
9:30 am – 10:30 am	<p>Breakout Session:</p> <p>Board Members-</p> <p>Miles Davis, Bertie County ABC Board Member</p> <p>Ike Wheeler, Wake County ABC Board Member</p>	Auditorium II
9:30 am – 10:30 am	<p>Breakout Session-</p> <p>General Managers-</p> <p>Mimi Soule, Owner & Employment Attorney, Soule Law Firm</p>	Guilford Ballroom
10:30 – 11:30	US Economy Forecast and Update	Guilford Ballroom

	<p>Michael Morin, CFA & Vice President, The NC Capital Management Trust</p> <p>John Frye, CPA, CPFO & Vice President, The NC Capital Management Trust</p>	
11:30 – 12:00	<p>HPB Insurance</p> <p>Michelle Thompson, Pinnacle Financial Partners, Senior Vice President Commercial Insurance Advisor</p>	Guilford Ballroom
12:00 – 1:00	Lunch	Guilford Ballroom
12:00 – 1:15	Board of Directors Meeting	
1:00 – 2:00 PM	<p>Uncle Nearest</p> <p>Victoria Eady Butler, Master Blender</p>	Guilford Ballroom
2:00 pm - 2:30 pm	<p>Mi Campo Tequila</p> <p>Natali Villarruel, Brand Ambassador</p>	Guilford Ballroom
2:30 pm – 3:00 pm	<p>Greensboro ABC Board</p> <p>Niegel Sullivan, GM Greensboro ABC Boards</p> <p>Inventory management and how to get this through reporting. As things are normalizing to pre-COVID levels in sales, we are working harder to bring down inventory levels to help better manage cash flow.</p>	Guilford Ballroom

3:00 pm – 5:30 pm	Trade Show	Guilford Ballroom
6:00 pm – 11:00 pm	Dinner w/ entertainment DJ and Photobooth	Guilford Ballroom

Already Planned Presentations