



LOUISIANA
WHOLESALERS
ASSOCIATION OF

Louisiana Association
of Wholesalers
November 9-11, 2016



LAW 2016 Annual Convention

Golden Nugget

2550 Golden Nugget Boulevard
Lake Charles, LA 70601

Louisiana Association of Wholesalers
P.O. Box 82531, Baton Rouge, LA 70884
Phone: 225-767-7640 Fax: 225-767-7648
www.louisianawholesalers.org

TENTATIVE AGENDA

Wednesday, November 9, 2016

- 6:00 p.m. ~ 7:30 p.m. Welcome Reception (Willowick II & Terrace)
with hors d'oeuvres
- 8:00 p.m. ~ Until LAW Hospitality
with open bar

Thursday, November 10, 2016

- 8:00 a.m. ~ 9:30 a.m. Registration (Memorial Foyer)
Breakfast (Memorial I & II)
- 9:30 a.m. ~ 10:30 a.m. *A Different Kind Of Career: Undercover In The CIA* (Memorial I & II)
Professor James Olson, Senior Lecturer
George Bush School of Government and Public Service
- 10:30 a.m. ~ 11:30 a.m. *Recent Special Session & Task Force Updates* (Memorial I & II)
Jason M. DeCuir, Director of Public Affairs
Ryan, LLC
- 11:30 a.m. ~ 12:30 p.m. Lunch (Post Oak III)
- 12:30 p.m. ~ 1:30 p.m. *New FDA Regulations on Vapor* (Memorial I & II)
Steve Kottak, Director-External Relations Trade Marketing
R. J. Reynolds Tobacco Co.
- 1:30 p.m. ~ 1:45 p.m. Afternoon Break with refreshments (Memorial I & II)
- 1:45 p.m. ~ 2:45 p.m. *State Regulatory Update* (Memorial I & II)
Commissioner Juana Marine-Lombard
Louisiana Office of Alcohol & Tobacco Control
- 6:00 p.m. ~ 7:00 p.m. Cocktail Reception (Willowick I & II)
Dinner On Your Own
- 9:00 p.m. ~ Until LAW Hospitality
with open bar

Friday, November 11, 2016

- 9:00 a.m. ~ 11:00 a.m. Breakfast and Membership Meeting (Willowick I & II)
All Board and Associate Members Invited to attend the meeting

HOTEL INFORMATION

Who should attend?

This conference will be open to all wholesalers, vendors and manufacturers.

Hotel Accommodations

Golden Nugget
2550 Golden Nugget Boulevard
Lake Charles, LA 70601

Reservation Information

The room block discounted rate at the Golden Nugget for the nights of Nov. 8 ~ Nov. 11 is **\$109.00 + tax**.

Reservations can be made by calling (844) 777-4653. Be sure to mention the Louisiana Association of Wholesalers convention when making your reservations. The deadline to receive this rate is Monday, **October 17, 2016**. Reservations made after this date will be accepted based on hotel availability.

ROOMS ARE LIMITED, PLEASE BOOK EARLY!

About the Hotel

This lavish casino and golf resort is set on the Contraband Bayou waterfront in west Lake Charles.

The plush, modern rooms provide WiFi access, flat-screen TVs and iPod docks. There are 11 bars and restaurants, clothing stores, a marina and a pool with cabanas and bar service. Other activities include golf, tennis and the spa. The casino offers table games, slots and poker.



SPONSORSHIP OPPORTUNITIES

Platinum Level ~ \$2,000 and above

- Full page ad in the convention program
- Recognition in the LAW newsletter
- Two convention registrations
- Logo on all printed materials
- Associate membership for 2017
- Recognition throughout the convention

Plus one of the following designations:

- Welcome Reception Sponsor:** Sign placed at entrance and on tables at the Welcome Reception on Wednesday designating the company as the Welcome Reception Sponsor and recognition in the convention program.
- Welcome Gift Sponsor:** Sign placed with welcome gifts designating the company as the Welcome Gift Sponsor and recognition in the convention program.
- Hospitality Event Sponsors:** Sign placed in the hospitality venue on Wednesday & Thursday night designating the companies as the Hospitality Event Sponsors and recognition in the convention program.
*** 2 company designations available ***
- Keynote Speaker Sponsor:** Sign placed in speaker room recognizing the company as the keynote sponsor and recognition in the convention program. 2016 Keynote Speaker ~ Professor James Olson
*** 2 company designations available ***
- Thursday Cocktail Reception Sponsor:** Sign placed in the room during the cocktail reception designating the company as the Cocktail Reception Sponsor and recognition in the convention program.

Gold Level ~ \$1,500

- 1/2 page ad in the convention program
- Recognition in the LAW newsletter
- One convention registration
- Logo on all printed materials
- Recognition throughout the convention

Plus one of the following designation:

- Thursday Breakfast Sponsor:** Sign placed in the breakfast area on Thursday designating the company as the Breakfast Sponsor and recognition in the convention program.
- Thursday Lunch Sponsor:** Sign placed in the lunch area on Thursday designating the company as the Lunch Sponsor and recognition on the convention program.

SPONSORSHIP OPPORTUNITIES

Silver Level ~ \$1,000

- 1/4 page ad in the convention program
- One convention registration
- Recognition in the LAW newsletter
- Listing on all printed materials
- Recognition throughout the convention

Plus one of the following designations:

- A) Thursday Afternoon Break Sponsor: Sign placed in the afternoon break area on Thursday designating the company as the Afternoon Break Sponsor and recognition in the convention program.
- B) Friday Membership Meeting Breakfast Sponsor: Sign placed in the breakfast area on Friday designating the company as the Breakfast Sponsor and recognition in the convention program.

Bronze Level ~ \$500

- 1/8 page ad in the conference program
- Recognition in the LAW newsletter
- Listing on all printed materials
- Recognition throughout the convention

To be featured in the convention program, we must receive your ad & logo by Friday October 24, 2016.*

Thank You To Our Current 2016 Sponsors!

PLATINUM SPONSORS



Altria
Altria Client Services



GOLD SPONSOR



BRONZE SPONSOR



Sponsors as of 8/25/2016

REGISTRATION

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 E-mail: _____
 Phone: _____ Fax: _____

Registration

Amount

Total

Member Registration	\$350	\$ _____
Additional Registrants From Member Company	\$250 x _____ =	\$ _____
Name: _____		
Name: _____		
Non-Member Registration & Additional Registrants From Non-Member Company	\$400 x _____ =	\$ _____
Name: _____		
Name: _____		
Guest Registration (includes all convention functions)	\$175	\$ _____
Name: _____		
Sponsorship Amount (See pages 3-4)		\$ _____
To be featured in the convention program, we must receive your ad & logo by Friday, October 24, 2016.		
Thursday Night Cocktail Reception - Please RSVP: _____ Person(s)	FREE	
Registration Total		\$ _____

Method Of Payment:

MasterCard Visa AMEX Discover Check (Make payable to LAW)

Amount Enclosed: \$ _____

CC Account Number: _____ Exp. Date: _____

V-Code _____ (3-5 digit number on the back of your credit card)

Signature: _____

Billing Address (if different than above): _____

Submit completed form to:

Mail: LAW, P.O. Box 82531, Baton Rouge, LA 70884 Fax: 225-767-7648

Questions? Contact Marissa Ruffino at the LAW Office, 225-767-7640 or via email marissa@tatmangroup.com

2016 KEYNOTE SPEAKER



PROFESSOR JAMES S. OLSON received his law degree from the University of Iowa in 1969. He is a Senior Lecturer at the George Bush School of Government and Public Service, where he teaches courses on intelligence, national security, and international crisis management. He served for over 25 years in the Directorate of Operations of the Central Intelligence Agency, mostly overseas in clandestine operations. In addition to several foreign assignments, he was Chief of Counterintelligence at CIA headquarters in Langley, Virginia.

Professor Olson's overseas assignments were located in the U.S.S.R, Austria, and Mexico. He speaks French, German, Russian and Spanish. Professor Olson has experience in international affairs, economics, trade negotiations, intelligence support to the military and the law enforcement community, counterintelligence, counterterrorism, counternarcotics, and technical collection systems; senior intelligence advisor to several U.S. ambassadors; extensive liaison with the State Department, Treasury Department, FBI, Pentagon, NSC, NSA, DEA, INS, and U.S. Congress.

Professor Olson has been awarded the Intelligence Medal of Merit, the Distinguished Career Intelligence Medal, the Donovan Award, and several Distinguished Service Citations. He is the recipient of awards from the Bush School and the Association of Former Students for excellence in teaching. Professor Olson is the author of *Fair Play: The Moral Dilemmas of Spying*, published by Potomac Books in 2006.

2016 SPEAKERS



STEVE KOTTAK is the director of external relations-trade marketing for R.J. Reynolds Tobacco Company. In this role, he leads the Local Government Affairs team and provides support on federal and state legislative/regulatory issues.

Kottak joined Brown & Williamson Tobacco Corporation in 1988 as a sales representative in Virginia and held various trade marketing management positions prior to joining the government relations department at the company's Louisville, Kentucky corporate headquarters. In 2004, Kottak was promoted to the position of corporate and regulatory affairs director for British American Tobacco in Sydney, Australia.

Following the merger between Brown & Williamson Tobacco Corporation and R.J. Reynolds Tobacco Company in 2004, Kottak returned to the company's headquarters in Winston-Salem, North Carolina to join the public and government affairs department. He assumed his current position in 2008.

A native of Louisville, Kentucky, Kottak earned an MBA degree from the University of Louisville in 1998 and a bachelor's degree in Marketing from the University of Dayton in 1988.

2016 SPEAKERS



JASON M. DECUIR, MBA, JD, LLM, oversees controversy and appeals, dispute resolution and legislative matters within Ryan's Advocacy Practice. He represents clients in the business and industry sector, spanning several states, primarily in the Southeast. Ryan, LLC is a leading global tax services firm with the largest indirect and property tax practices in North America. Prior to Ryan, Mr. DeCuir served as Chief of Staff, Assistant Secretary and Executive Counsel at the Louisiana Department of Revenue (LDR) during his tenure from 2011 – 2014. In these roles, he was an advisor to three Secretaries and to the Governor on legal and policy issues affecting state taxation.

While at LDR, Mr. DeCuir was responsible for the Litigation, Policy Services, Criminal Investigation, and Public Affairs Division. He also oversaw all legislative matters with respect to tax policy and was actively involved with national organizations such as FTA, MTC, COST and SEATA. Prior to departing LDR, Mr. DeCuir played a prominent role in reforming the structure for tax appeals in the State of Louisiana, increasing the state's COST scorecard from that of a "D-" to a "B". In 2013, Mr. DeCuir was tasked by Governor Jindal to help spearhead his tax reform efforts.

At Ryan, Mr. DeCuir continues to play an active role tracking tax policy at state capitols across the country, while representing clients from all industry sectors. Mr. DeCuir is known for his unique negotiating style and cultivating his broad base of

relationships to deliver results for clients. He continues to specialize in dispute resolution, legislative advocacy and government relations.

In August of 2015, Mr. DeCuir was appointed to The Louisiana Sales Tax Streamlining and Modernization Commission, where he was asked to make recommendations on how to improve the administration of dual sales tax collection for state and local government to better position Louisiana for the possibility of Federal law changes related to remote sales, while enhancing Louisiana's economic competitiveness. In December of 2015, Mr. DeCuir was named to Louisiana Governor-Elect John Bel Edwards's fiscal transition team to help advise him on budgetary and tax issues pertaining to the state deficit, K-12 funding, higher education, improved access to healthcare and evaluating the state and local tax structure, as he prepared to take office in January of 2016.

Most recently, in 2016, Mr. DeCuir was appointed to serve on the Louisiana Task Force on Structural Change in Budget and Tax Policy by Louisiana Speaker of the House, Taylor Barras. The Task Force was created in the First Extraordinary Session of 2016 (HCR 11) and is a 13 member commission that will make recommendations for changes to the state's tax laws, in an effort to modernize and enhance the efficiency and fairness of the Louisiana's current tax structure.



JUANA MARINE-LOMBARD was appointed by Governor John Bel Edwards to serve as Commissioner of the Louisiana Office of Alcohol and Tobacco Control in December of 2015.

Commissioner Marine-Lombard, a native of New Orleans LA is both an attorney and has an MBA from Loyola University. Prior to her appointment as Commissioner, Marine-Lombard served as a criminal magistrate commissioner for Orleans Parish for five years. Additionally, Marine-Lombard served four years on the New Orleans city Alcohol Beverage Control Board. Commissioner Marine-Lombard is married and has five children.

THURSDAY NIGHT COCKTAIL RECEPTION



Join Us at 6:00 p.m. for the
Thursday Night Cocktail Reception
in Willowick I, II & The Terrace.

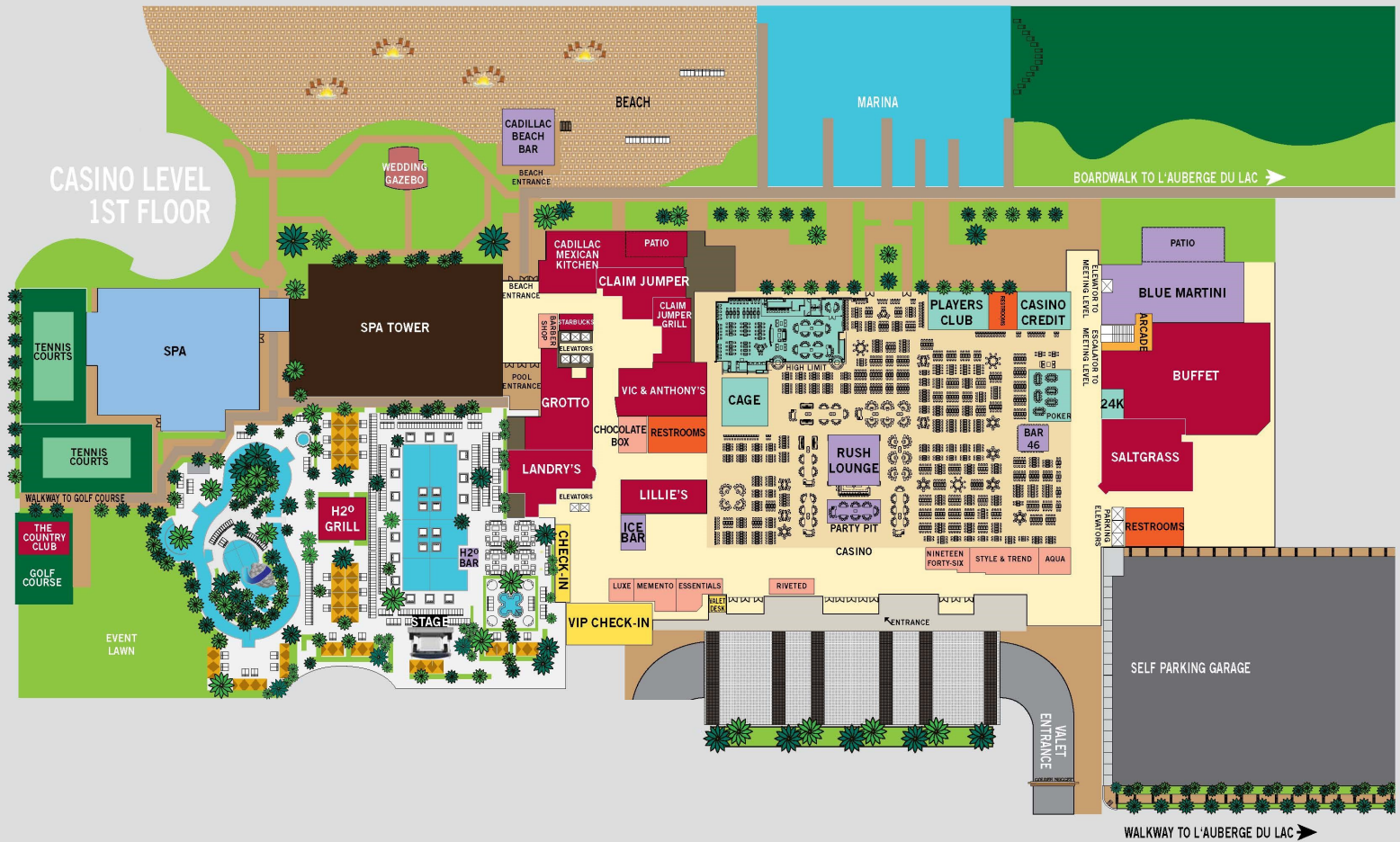
Dinner will be on your own.
There are many dinner options
at the Golden Nugget.
Please see the next page for
a list of onsite restaurants.



Willowick I & II



GOLDEN NUGGET AMENITIES



RESTAURANTS

- CADILLAC
MEXICAN KITCHEN AND TEQUILA BAR
- CLAIM JUMPER
- CLAM JUMPER GRILL
- COUNTRY CLUB RESTAURANT
- GROTTTO
- H2O GRILL
- LANDRY'S SEAFOOD HOUSE
- LILLIE'S
- SALTGRASS STEAK HOUSE
- STARBUCKS
- THE BUFFET
- VIC & ANTHONY'S

BARS & LOUNGES

- BAR 46
- BLUE MARTINI
- CADILLAC BEACH BAR
- CADILLAC
MEXICAN KITCHEN AND TEQUILA BAR
- H2O POOL + BAR
- ICE BAR
- RUSH LOUNGE
- PARTY PIT

RETAIL

- AQUA
- CHOCOLATE BOX
- ESSENTIALS GIFT SHOP
- LUXE
- MEMENTO
- NINETEEN FORTY-SIX
- RIVETED
- STYLE & TREND

OTHER

-  ARCADE
-  CASINO
-  GAZEBO
-  LOFT SUITES
-  24K, CAGE, CREDIT
-  MEETING ROOMS
-  SPA
-  CABANAS
-  DAYBEDS
-  RESTROOMS

WEDNESDAY & THURSDAY NIGHT HOSPITALITY

Wednesday, November 9, 2016
8:00 PM - Until



Thursday, November 10, 2016
9:00 PM - Until





P.O.Box 82531
Baton Rouge, LA 70884