



Alcohol Beverage Law in Wisconsin

Program dates start April 27. Register today!

7.5 CLE

Alcohol Beverage Law in Wisconsin

Top shelf guidance on alcohol beverage law

Detangling Wisconsin's complicated alcohol laws can be overwhelming, so business owners look to lawyers to help them through the regulatory maze. ***Alcohol Beverage Law in Wisconsin*** is your comprehensive guide to alcohol regulations, licensing, operational issues, and more.

Delve into alcohol licensing considerations in mergers and acquisitions. Additionally, agents from the Wisconsin Department of Revenue Alcohol and Tobacco Enforcement Unit will offer insights from a compliance and enforcement standpoint.

How you'll benefit

- Understand the complex three-tier regulatory framework and its exceptions
- Learn the retail license issuing process
- Pick up best practices for importing, supplying, and producing alcohol in Wisconsin
- Be ready to protect your client's liquor license throughout a business transaction
- Get insight on inspections and how to avoid common violations

Who should attend

- Municipal lawyers
- Government lawyers
- Commercial real estate lawyers
- Lawyers advising businesses
- Contract lawyers
- Liquor Licensing Review Board Members
- Public Officials

Be prepared to help your clients obtain and keep their liquor licenses with guidance from *Alcohol Beverage Law in Wisconsin*.

Register now!

Credits

This program will be submitted to the Wisconsin Board of Bar Examiners for **7.5 CLE credits**. It does not qualify for EPR credit.

Registration

ONLINE: www.wisbar.org/seminars

PHONE: (800) 728-7788

FAX: (608) 257-5502

MAIL: State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

State Bar CLE/PINNACLE Passbook Registrations:

Passbook Certificates must be received by the State Bar at least one business day prior to the event.

Registration Cancellations:

Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

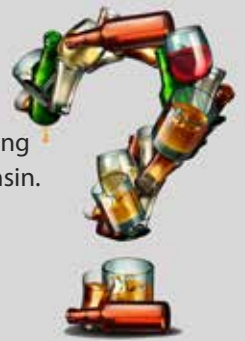
Course materials for those attending the seminar:

Course materials are provided in PDF format and are downloadable from *myStateBar* on wisbar.org up to two days prior to and 90 days after your seminar.

Interested in learning more?

Don't miss the companion webcast, ***Municipal Alcohol Policy through a Public Health Lens***. Examine how excessive drinking, COVID-19, underage, and binge drinking have converged to create a public health crisis in Wisconsin. Discover new recommendations to help municipalities reduce excessive drinking and how to use guidelines to best meet your municipality's alcohol licensing goals.

Program dates start May 3.



Schedule

8:30 AM Introduction to Alcohol Beverages Regulation

- Understand the 3-tier system
- Discover the jurisdictions that regulate alcohol law
- Gain an overview of licensing

Aaron R. Gary

9:00 AM Alcohol Beverage Licenses in Business Transactions

- Merger and acquisition considerations for commercial properties with liquor license interests
- “Class B” quota issues and what you can do to address them
- The transferability of liquor licenses

Richard L. Schmidt

9:50 AM Break

10:05 AM Importing Culture: Bringing Distilled Spirits, Wine, and Beer of the World to Consumers in the United States

- Constitutional foundations for jurisdiction over control and regulation
- The roles of various agencies when importing at the federal level
- Alcohol and Tobacco Tax and Trade Bureau (TTB) insights for importing into the U.S.
- The impact on U.S. imports under trade policy and politics

Robert M. Tobiassen

10:55 AM Suppliers, Wholesalers, and Retailers – Alcohol Beverage Trade Practices

- Limitations and restrictions in the interactions and dealings between each of the three tiers

Michael B. Wittenwyler

11:45 AM Lunch Break (on your own)

12:45 PM Inspection and Enforcement

Jason Lee, Rick Uhlig

1:45 PM Suspensions, Revocations, and Non-Renewals

- Pre-enforcement municipality considerations
- Licensee strategies for dealing with the municipality
- Statutory procedure
- Hearing strategy

William S. Cole

2:35 PM Break

2:50 PM Representing Alcohol Beverage Manufacturers

- Permits required to start an alcohol beverage manufacturer in Wisconsin
- Cross-tier ownership rules that may limit who is allowed to own a manufacturer
- Licensing issues with tap rooms, tasting rooms, restaurants, & brew pubs
- Rules for self-distribution and working with wholesalers
- Trade practice restrictions that impact how manufacturers interact with other tiers of the industry such as retailers and wholesalers

Jeffrey M. Glazer

3:40 PM Legislative Update

Melissa L. Schmidt

4:15 PM Program Concludes

Following start time, schedule will vary slightly from above listed times.

Dates

Live Webcast

Wednesday, April 27, 2022

Webcast Replays

Tuesday, May 3, 2022

Friday, May 13, 2022

Thursday, May 19, 2022

Tuesday, May 24, 2022

Monday, June 6, 2022

Thursday, June 16, 2022

Wednesday, June 29, 2022

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Faculty

Program Chair & Presenter

Aaron R. Gary

Wisconsin Legislative Reference Bureau
Madison

Presenters

William S. Cole

Axley Brynelson LLP
Madison

Jeffrey M. Glazer

OgdenGlazer LLC
Madison

Jason Lee

Wisconsin Department of Revenue:
Alcohol & Tobacco Enforcement
Madison

Melissa L. Schmidt

Wisconsin Legislative Council
Madison

Richard L. Schmidt

Boardman & Clark LLP
Madison

Robert M. Tobiassen

National Association of Beverage
Importers (NABI)
Washington, D.C.

Rick Uhlig

Wisconsin Department of Revenue:
Alcohol & Tobacco Enforcement
Green Bay

Michael B. Wittenwyler

Godfrey & Kahn, S.C.
Madison

Book Sale!

Alcohol Beverages Regulation in Wisconsin

SAVE 20% on *Alcohol Beverages Regulation in Wisconsin*.* It provides a comprehensive review of the laws and regulations affecting alcohol beverage regulation, organized in an easily accessible manner. **Plus, all seminar attendees receive a free two-week trial of the Books UnBound® version.**

Use **discount code CA3289** when you order online at wisbar.org or by calling (800) 728-7788.

Print Book: #AK0363; 1,264+ pp.; 2 vols.; 2nd ed. 2016 (Incl. 2018-19 & 2020-21 supplements)
Member: ~~\$255~~ \$204 **Nonmember:** ~~\$319~~ \$255.20

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Additional Learning Opportunities

Drafting More Effective Contracts 2022

In addition to style and structure tips, experienced practitioners will discuss common issues that arise in negotiating and constructing contracts. You'll receive practical advice on drafting indemnity clauses, covenants not to compete, warranties and disclaimers, and more. **6 CLE**

CLE OnDemand Seminar: #CA3283D; **Member:** \$269 | **Nonmember:** \$349

Securities, Mergers, and Acquisitions in Wisconsin

Whether your business clients are buying, selling, or merging, you'll find guidance in this book packed with relevant case law, checklists, language, and practice tips. It will help you become familiar with legislation on corporate takeovers and the statutes governing stock sales in Wisconsin. (Includes 2018-19 and 2020-21 supplements)

Print Book: #AK0243; 328 pp.; 3rd ed. 2016; **Member:** \$175 | **Nonmember:** \$219
Books UnBound Subscription: #AE0243_SUB; **Member:** \$189 | **Nonmember:** \$236.25

Business Law Forms Library

With the Business Law Forms Library, you'll have high-quality forms at your fingertips wherever you have an internet connection. Customizable and fully searchable by title and keyword, the forms bank will help you save time and improve accuracy.

Online subscription: #FSFB2000 | **Members only:** \$99/year
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Priority Code: **S 4 0 7 0 B**

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