



**LOUISIANA  
WHOLESALERS  
ASSOCIATION OF**

**2009 ANNUAL CONVENTION**

**NOVEMBER 11-13, 2009**



**Beau Rivage Resort & Casino**  
875 Beach Blvd. Biloxi, MS 39530

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

# Tentative Agenda

## Wednesday, November 11, 2009

- 7:00 a.m. - 1:00 p.m.      **Deep Sea Fishing Trip**  
*(Information on page 9, please register on page 11)*
- 3:00 p.m. - 4:00 p.m.      **Membership Meeting**
- 6:00 p.m. - 7:30 p.m.      **Welcome Reception** with hors d'oeuvres
- 7:30 p.m. - until              **Hospitality Suite** at the Beau Rivage

## Thursday, November 12, 2009

- 8:30 a.m. - 9:30 a.m.      **Registration** with Continental Breakfast
- 9:30 a.m. - 10:45 a.m.      **Panel Discussion on FDA Regulation:**  
Steve Kottak, R.J. Reynolds Tobacco Company  
Philip Morris Representative (TBD)
- 10:45 a.m. - 11:30 a.m.      **Earl Millet, Department of Revenue**  
"Tobacco Tax"
- 11:30 a.m. - 12:30 p.m.      **Lunch & Speaker:**  
**Commissioner Murphy Painter, Office of**  
*Alcohol and Tobacco Control*
- 12:30 p.m. - 3:30 p.m.      **Secretary of State Jay Dardenne,**  
"Why Louisiana Ain't Mississippi"  
*Jay Dardenne's presentation provides a look at Louisiana's geography, history, culture, characters, politics, and economy. His lively, funny, and entertaining presentation explains why Louisiana differs from every other state in America.*
- 5:00 p.m.- 7:00 p.m.      **Dinner Cruise**  
*(Information on page 9, please RSVP on page 11)*
- 7:30 p.m. - until              **Hospitality Suite** at the Beau Rivage

## Friday, November 13, 2009

- 9:00 a.m.                      **Farewell Breakfast**

# Additional Information

## Who should attend?

This conference is open to all wholesalers, vendors, and manufacturers.

## Hotel Accommodations

**Beau Rivage Resort & Casino**  
**875 Beach Blvd**  
**Biloxi, MS 39530**  
**(888) 383-7037**



The discounted rate for November 10 - 13, 2009 is **\$99 per night**. Please call the Beau Rivage at **(888) 383-7037** to make your reservations. Reservations need to be made by **October 16, 2009** in order to receive this rate and to be assured of room availability. Remember to mention the Louisiana Association of Wholesalers in order to get the discounted rate.

Beau Rivage, located directly on the white sand beach of the Mississippi Gulf Coast, is situated overlooking the Gulf of Mexico in historic downtown Biloxi. The hotel brings to the Gulf Coast a first-class experience defined by casual sophistication, outstanding service, and world-class amenities. This 32-story beachfront resort features 1,740 of the most luxurious rooms and suites offered in the Southeast. Other outstanding features include Twelve diverse restaurants, elegantly appointed health club, spa, salon & solarium, beautifully landscaped pool area, shopping promenade, 40,000 sq. ft. of flexible meeting space, 75,000 contiguous square feet of exciting casino action, and 18 Hole Championship Golf Course.

# Sponsorship Opportunities

## Platinum Level - \$2,000 and above

- Full page ad in the convention program
- Recognition in LAW newsletter
- Two convention registrations
- Logo on all printed materials
- Associate membership for 2010
- Thank you throughout the convention

### Plus one of the following 3 designations:

- A) Welcome Reception Sponsor: Sign placed at entrance and on tables at the Welcome Reception on Wednesday designating the company as the reception sponsor, and recognition in the convention program-**SOLD**
- B) Dinner Cruise Sponsor: Sign placed on the boat during the 2-hour dinner cruise on Thursday night, and recognition in the convention program- **SOLD**
- C) Welcome Gift Sponsor: Sign placed at the registration table designating the company as the welcome gift sponsor, and recognition in the convention program - **SOLD**

## 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
- Thank you throughout the convention

### Plus one of the following 2 designations:

- A) Fishing Trip Sponsor: Sign placed on the boat during the deep sea fishing trip on Wednesday designating the company as the Fishing Trip Sponsor, and recognition in the convention program
- B) Lunch Sponsor: Sign placed around the lunch area on Thursday designating the company as the Lunch Sponsor, and recognition in 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
- Thank you throughout the convention

### **Plus one of the following 2 designations:**

- A) Thursday Breakfast Sponsor: Sign placed at the breakfast area on Thursday designating the company as the Breakfast Sponsor and recognition in the convention program.
- B) Friday Breakfast Sponsor: Sign placed at the breakfast area on Friday designating the company as the Breakfast Sponsor and recognition in the convention program.

## Bronze Level - \$500

- 1/4 page ad in the conference program
- Recognition in the LAW newsletter
- Listing on all printed materials
- Bronze sponsor recognition at conference
- Thank you throughout the convention

# Speaker Bios

## Jay Dardenne, Secretary of State

Jay Dardenne was sworn in as secretary of state of Louisiana in November, 2006, filling the remaining year on an unexpired term and ending a 15-year career in the State Senate. He was re-elected in the 2007 primary with 64 percent of the vote, receiving the largest number of votes cast for any candidate in a statewide election. Secretary Dardenne has championed increased early voting opportunities and helped win legislative approval of a pay raise for poll commissioners. He eliminated admission fees at all museums under his control and created the GeauxVote.com and GeauxBiz.com Web sites.

During his legislative service, he chaired the Senate Finance Committee and the Senate and Governmental Affairs Committee, which oversees ethics and election laws. In 2003, he was named National Republican Legislator of the Year. He is an active community volunteer, having hosted the Jerry Lewis Telethon for the Muscular Dystrophy Association for more than 25 years. He served for two years on the National MDA Board of Directors. In addition, Secretary Dardenne chaired the Local Organizing Committee for the National Senior Olympics and received the Community Leadership Award from Leadership Greater Baton Rouge. Secretary Dardenne conducts a presentation entitled “Why Louisiana Ain’t Mississippi,” a lively and colorful look at Louisiana’s culture, demography, history, music and politics.

He is an attorney and a graduate of Baton Rouge High School, Louisiana State University and the LSU Law Center. Secretary Dardenne is married to the former Cathy McDonald. They have two grown sons, John and Matthew.

## Steve Kottak

### Director External Relations – Trade Marketing, Reynolds American

Steve Kottak is director external relations for Reynolds American, Inc., the parent company of R.J. Reynolds Tobacco Company, Conwood Company, LLC, and Santa Fe Natural Tobacco Company, Inc.

Kottak joined Brown & Williamson Tobacco Corporation in 1988 as a sales representative in Virginia. He held various trade marketing management positions, including director of specialty markets, division sales manager and key accounts manager, prior to his promotion in 1996 to manager public and government affairs at the company’s Louisville, Kentucky corporate headquarters.

Following positions of increasing responsibility in the public and government affairs departments, Kottak was promoted to the position of corporate and regulatory affairs manager for British American Tobacco Australia in Sydney. In this role, Kottak created and led a new function and team to engage the retail and wholesale trade on legislative issues and was responsible for the region’s corporate communications department, which included markets in Australia, New Zealand and the South Pacific Islands.

After the completion of his international assignment and 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 communications and government relations departments. He assumed his current position in 2008.

A native of Louisville, 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.

# Speaker Bios

## Earl J. Millet Jr.

### Deputy Secretary, Louisiana Department of Revenue

Deputy Secretary Millet previously served as the Regional Tax Director for the New Orleans Region where he directed the activities of the largest regional office in the state. Earl is a seasoned executive with more than 25 years of management and leadership experience. He has also held the positions of Revenue Senior Agent, and Revenue Agent. As Deputy Secretary, Mr. Millet has broad authority to assist the Secretary of Revenue in running the day-to-day operations of the Louisiana Department of Revenue. He also serves as a board member for the Louisiana Tax Free Shopping program.

Mr. Millet is specifically assigned responsibility over the following operating divisions:

- Policy Services Division
- Tax Administration Division
- Criminal Investigations Division
- Public Affairs Division
- Office of Charitable Gaming Division

Mr. Millet is a native of New Orleans and holds a bachelor's of Science degree from Xavier University of Louisiana, majoring in Accounting. He is a Certified Public Accountant and a Certified Public Manager. He is a former member of the Special Olympics Advisory Committee as well as a participant in a host of other community service organizations. Under his leadership, he coordinated the agency's annual Super Tax Day event, which assisted low to moderate income citizens in filing their federal and state individual income tax returns. He also coordinated the department's "mobile tax service" project, which on-site assistance to businesses and tax preparers in the resolution of taxpayers' state tax account matters via a wireless Tablet PC.

## Murphy J. Painter

### Commissioner, Office of Alcohol & Tobacco Control

Murphy J. Painter is presently the Commissioner of the Office of Alcohol & Tobacco Control for the State of Louisiana, Department of Revenue. He has been in public service for over thirty years, all in the field of Law Enforcement with 17 years as a deputy sheriff, fourteen of those as Chief Criminal Deputy, 4 years with the Louisiana Department of Justice, and twelve years in Alcohol & Tobacco Regulation. During the last years Murphy has professionalized the Office of Alcohol & Tobacco Control aided by the passing of legislation that increased the budget and number of employees threefold. Compliance with underage access laws for both alcohol & tobacco products have gone from the worst in the United States to the best documented compliance rates in the United States during this tenure and are still today in 2007. The mainstay of this effort is the unique mandatory Louisiana Responsible Vendor Program. Murphy's education and training includes an Associate degree in Law Enforcement from Southeastern University, a Bachelor Degree from LSU in Criminal Justice, a Master of Public Administration also from LSU and a graduate of the FBI National Academy, Quantico, Virginia. He is Past Louisiana President of the FBI National Academy Associates, Past Region Two Representative for the FBI National Academy Associates, Past President of the National Conference of State Liquor Administrators, Past Executive Secretary/Treasurer for the National Conference of State Liquor Administrators and presently a member of the American Society for Public Administrators where he received the 2002 "Ethics in Practice Distinguished Service Award". The State's Responsible Vendor Program has been recently recognized by the National Conference of State Liquor Administrators, receiving a National Award for "Innovations in Adjudications". Murphy also presently serves as the Chairman of the Governor's DWI Task Force and as a member of the Governor's Drug Policy Board Task Force. Publications include "Social and Economic Control of Alcohol: The 21<sup>st</sup> Amendment in the 21<sup>st</sup> Century", Taylor & Francis Publishers, 2007., "A State Program that Works", Journal of Public Affairs and Issues, 2004., "The Last Word: The Lesser of Two Evils", Ethics Today, American Society for Public Administration Newsletter (5:2) (Winter 2002).



**RJ**Reynolds

## Deep Sea Fishing Trip Information

**Wednesday, November 11, 2009**

**7:00 a.m. - 1:00 p.m.**

Join us for a 6-hour deep sea fishing trip to the barrier islands to fish for Red Fish, Spanish Mackerel, King Mackerel, Trout, Shark, Jack Crevalle, and more!

**Fee: \$150 per person**

Lunch included



**Fee includes:** Fishing license, Bait, Tackle, Ice

**If you would like to participate in the deep sea fishing trip, please indicate on the registration form on page 11.**

Food and beverages will be provided on the boat during the trip. The deckhand on board will clean your fish at the end of the trip. Please bring a styrofoam ice chest to put your fish in to take them with you.

## Dinner Cruise Information

**Thursday, November 12, 2009**

**5:00 p.m. - 7:00 p.m.**

Join us for dinner and cocktails on a 2-hour cruise along the Biloxi and Gulfport coast on the 110-ft "Gulf Islander" vessel.



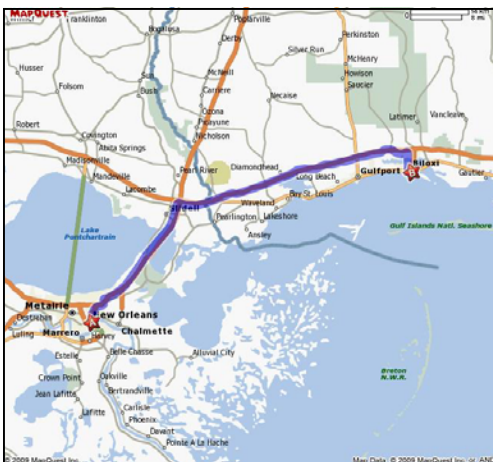
*Cruise will include dinner catered by Lookout Restaurant, cocktails, and music by Eddie McDaniels.*

**Included in your convention registration fee!  
Please RSVP on the registration form on page 11.**

# Directions to Beau Rivage

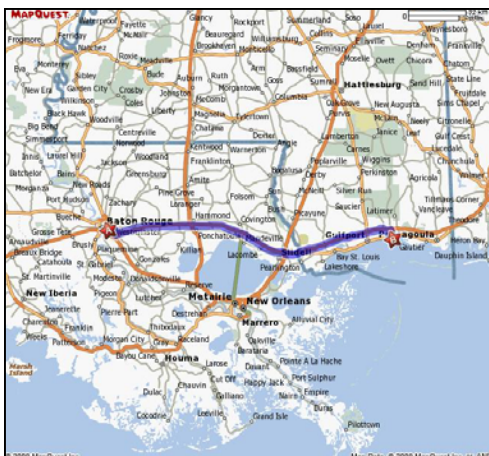
## From New Orleans:

- From New Orleans: Keep left at the fork on I-10 E to continue toward I-10 E and merge onto I-10 E toward Bay St. Louis
- Merge onto I-110 S/MS-15 S via EXIT 46A toward BILOXI/KEESLER A.F.B..
- Merge onto US-90 E/BEACH BLVD via EXIT 1A toward OCEAN SPRINGS
- Turn LEFT onto MAIN ST.
- Turn RIGHT onto HOWARD AVE.
- Turn RIGHT onto MAYCOCK ST.



## From Baton Rouge:

- Take I-12 East towards Hammond
- Take exit 85C on the left to merge onto I-10 E toward Bay St Louis
- Merge onto I-110 S/MS-15 S via EXIT 46A toward BILOXI/KEESLER A.F.B..
- Merge onto US-90 E/BEACH BLVD via EXIT 1A toward OCEAN SPRINGS
- Turn LEFT onto MAIN ST.
- Turn RIGHT onto HOWARD AVE.
- Turn RIGHT onto MAYCOCK ST.



# Registration

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registration Type	Amount	Total
Member registration	\$350	\$ _____
Additional registrants from member company	\$250 x _____ =	\$ _____
Name: _____		
Name: _____		
Non-member registration	\$400 x _____ =	\$ _____
Spouse registration <i>(includes all convention functions)</i>	\$175	\$ _____
Name: _____		
Deep Sea Fishing Trip <i>(information on pg. 9)</i>	\$150	\$ _____
Sponsorship amount <i>(see pg 4-5)</i>		\$ _____
Thursday Night Dinner Cruise <i>(Please RSVP)</i>	_____ person(s)	FREE
Registration total		\$ _____

## Payment Information

### Method of payment:

\_\_\_ MasterCard    \_\_\_ Visa    \_\_\_ AMEX    \_\_\_ Discover    \_\_\_ Check

Amount Enclosed: \$ \_\_\_\_\_

CC Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ (3-5 digit number on the back of your credit card)

Signature: \_\_\_\_\_



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