

October 18, 2017

Wednesday

10:00 a.m.—Noon

Alcohol Culture & Licensing Trends

Twenty years ago, a municipal block with multiple bars was seen as economic development. That's not necessarily true today. Alders, council members and municipal staff are often the first to see how alcohol licenses affect municipal service costs. This topic— economic growth vs. prudent control, is a difficult bundle of considerations to unpack. This panel will present a variety of perspectives from experts who work with multiple aspects of the issue.



James Schmitt

Mayor

City of Green Bay

James J. Schmitt was elected the 41st Mayor of Green Bay in April 2003 and was re-elected in April 2007, April 2011, and again in April 2015—making him the second longest serving Mayor in Green Bay's history. Schmitt is a graduate of St. Norbert College and Harvard University's John F. Kennedy School of Government's Senior Executives in State and Local Government. Schmitt and Dona, his wife of more than 25 years, reside in the City's historic Astor Neighborhood. Mayor Schmitt serves on the Advisory Board of both the U.S. Conference of Mayors and the League of Wisconsin Municipalities. In the private sector, Schmitt was president of Famis Manufacturing Inc. and received the Green Bay Area Chamber of Commerce Small Business Entrepreneur of the Year award.



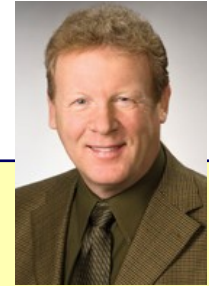
Julia Sherman

Senior Outreach Specialist,
Alcohol Policy Project

University of Wisconsin Law School

Julia Sherman began her work in alcohol policy at the American Medical Association's Office of Alcohol and Other Drug Abuse in Chicago and later served as the national Field Director for the Center on Alcohol Marketing and Youth at Georgetown University. In 2009 Julia chaired the Alcohol, Culture and Environment Work Group of the Wisconsin State Council on Alcohol and Other Drug Abuse and authored its final report, *Changing Wisconsin's Alcohol Environment to Promote Safe and Healthy Lives*.

Previously, Julia served as Director of the Assembly Democratic Caucus Staff and Deputy Director of the Senate Democratic Caucus Staff in the Wisconsin Legislature. She is a graduate of Marquette University.



Pete Madland

Executive Director

Tavern League of Wisconsin

Pete Madland is the Executive Director of the Tavern League of Wisconsin; a trade association representing 5000 small businesses in Wisconsin. Pete was in the Bar/Restaurant business for over 20 years and served as the league's president for six years. He also serves on the boards of the American Beverage Institute and the American Beverage Licensees.

The Tavern League of Wisconsin serves its members by providing a legislative voice in Madison and Washington while also providing educational services, legal information and promoting the industry on behalf of its members. Because of its many legislative successes and innovative programs such as "SafeRide", the Tavern League of Wisconsin is considered the premiere trade association of its type in the country.

Tips, Trends & Tactics

**The 119th League Annual Conference
October 18-20, 2017
Radisson Paper Valley
Appleton**

