



2026
Mid-Atlantic Legislative Conference
May 27th & 28th

The
Greenbrier[®]
AMERICA'S RESORT



Mid-Atlantic Legislative
Conference

AGENDA

May 27th

Registration

11:00 AM - 2:00 PM

WVWA Board Meeting

12:00 PM - 2:00 PM

Panel Discussion

2:00 PM - 4:00 PM

Reception

6:00 PM - 7:00 PM

*“Dinner will be on your
own this evening”*

Regulatory Crossroads: The Fragmented Future of Hemp, Kratom & Emerging Cannabinoids

- The Patchwork Problem
 - Federal vs. State vs. Local Regulation
 - How inconsistent enforcement is shaping retail behavior
- Defining Product: What is Legal?
 - Delta-8, Delta-9, Delta-10, synthetics - where are the lines?
 - Kratom: Dietary supplement, controlled substance, something else?
- Retail Risk vs. Revenue Opportunity
 - Margin potential vs. legal exposure
 - Insurance, banking & liability concerns
- The FDA & Federal Outlook
 - Is federal regulation coming or continued ambiguity?
 - Potential pathways: regulation under FDA, DEA scheduling, or new frameworks
 - What business should prepare for in the next 12-24 months
- Consumer Demand & Behavior Trends
 - Who is buying these products & why?
 - Role of convenience stores vs. specialty/vape shops
- Testing, Safety & Public Health Concerns
 - Lack of standardized testing & labeling
 - Youth access & political pressure
- Industry Perspective: What Responsible Regulation Looks Like
 - What manufacturers want vs. what regulators are proposing
 - Lessons from cannabis legalization efforts

May 28th

Panel Discussion
8:30 AM - 10:30 AM

Industry Keynote and Luncheon
10:45 AM - 12:30 PM

Golf Outing
1:30 PM

**Reception -
Congressional Suite**
7:00 PM - 8:00 PM

**DINNER WILL BE ON YOUR
OWN THIS EVENING.**

**WVWA Board Members
will Dine in the Main
Dining Room Beginning at
8:00PM*

Nicotine in Transition: Regulation, Innovation & the Next Generation of Tobacco Alternatives

- The FDA Era: Where We Actually Stand
 - PMTA Process - what's working, what's not
 - Enforcement priorities
 - Impact on manufacturers, distributors and retailers
- The Decline of Combustibles & Rise of Alternatives
 - Cigarette volume trends vs. growth in nicotine patches, disposable vapes and heated tobacco products
 - Are we seeing true harm reduction or just product shifting?
- Illicit Market vs. Legal Market
 - Unauthorized vape products dominating shelf space
 - Price disparity and enforcement challenges
- Taxation & Revenue Pressures
 - State excise taxes: cigarettes vs. vape vs. oral nicotine
 - How tax disparities drive consumer behavior
 - The role of tobacco revenue in state budgets
- Retail Strategy in a Shifting Landscape
 - Shelf space allocation
 - How convenience stores compete with vape shops and online sellers
 - Age verification, compliance and operational burdens
- Consumer Trends & Demographics
 - Who is switching and to what?
 - Youth usage concerns vs. adult harm narratives
 - Brand loyalty vs. product experimentation
- Future Regulatory Scenarios
 - Potential flavor bans
 - Nicotine caps or product standards
- Manufacturer & Regulator Perspectives
 - Innovation vs. restriction - where's the balance?
 - Responsible product evolution
 - Collaboration between industry regulators