

2003-4 Alcohol Policy Distance Education Series

LIQUOR LICENSING 101

Part 2: An Overview of Federal & Provincial Alcohol Advertising Regulations

October 28, 2003, 10-11:30 AM (EST)

Speakers

(in alphabetical order)

Nicole Bellam

Nicole Bellam is the Director of the Advertising Clearance Division of Advertising Standards Canada. Nicole joined Advertising Standards Canada as Director of the Clearance Division a little over a year ago. She has more than 20 years of experience in advertising. Most recently as Group Account Director, Vice-President, she has worked with a wide range of large national and international clients in agencies in Montreal and Toronto, including McKim, FCB and Draft Worldwide. Nicole holds a Bachelor of Arts Degree from Concordia University. She is fluently bilingual.

Scott Berry

Scott has been with the Alcohol and Gaming Commission of Ontario since 1998. He joined the Sector Liaison Branch in July 2003, having previously worked in the Licensing and Registration and Hearings Departments. He is a graduate of the University of Toronto.

Janet Feasby

Janet Feasby is Director of Public Affairs and Communications with Advertising Standards Canada (ASC), the advertising industry's national self-regulatory body. She has an extensive background in regulatory affairs, policy development and government relations. Prior to joining ASC in 1999, Feasby spent ten years in the Ontario government as Manager, Gaming Policy with the Alcohol and Gaming Commission of Ontario, and as Senior Policy Analyst with the Ministry of Consumer and Commercial Relations. Before joining government in 1989, she held the position of Senior Consultant with Henry R. Ross Consultants in Toronto, specializing in advertising copy review and government relations from 1978 to 1986. Feasby holds a B.A. in Political Studies and a LL.B from Queens University at Kingston.

Jean Larivière

Jean Larivière is an Analyst in the ASC's Children's, Alcoholic Beverage, and Food Sections. Jean holds a Bachelor's Degree in History and Communications from the University of Ottawa. Before joining ASC in 1999, he was Artistic Director for both the Student Federation of the University of Ottawa and the Manotick Theatre Festival, Managing Editor for SFUO Publications, and Tour Marketing and Production Manager for the Paquin Entertainment Group.

Elizabeth McGregor

Elizabeth joined the newly created Sector Liaison Branch of the Alcohol and Gaming Commission of Ontario (AGCO) in 2001. She has been with the Government of Ontario in various capacities and in a number of ministries since 1989 including the Legislative Assembly of Ontario, Ministry of the Environment, the Ministry of Intergovernmental Affairs and the Ministry of Consumer & Business Services. Elizabeth is a graduate of Queen's University, Kingston, Ontario.