



FOR IMMEDIATE RELEASE

CONTACT: Pamela Frantz, Executive Director  
847-721-6410

## NCSLA Celebrates 80<sup>th</sup> Anniversary at the “Alamo City” in June, 2014

2014 is a special year for NCSLA as they celebrate the 80<sup>th</sup> anniversary of the National Conference of State Liquor Administrators in San Antonio during the annual conference, June 16-20, 2014. Serving as conference host is the Texas Alcoholic Beverage Commission and Administrator Sherry Cook. “This year’s national conference occurs in the heart of San Antonio, on the Riverwalk, with plenty of activities to embrace the traditions of San Antonio and the State of Texas. The TABC is excited to be hosting the NCSLA annual conference and we invite you to come to San Antonio and let us show you our proud heritage,” declared Administrator Sherry Cook.

The annual conference will be held at the Westin Riverwalk Hotel, located on the *Paseo del Rio* as it's known in Spanish, in the city's central entertainment district with easy access to cultural hot spots, historic sites, shops, bars, restaurants and other attractions. The Alamo, located downtown, is Texas' top tourist attraction. Because of the mission, San Antonio is often called the "Alamo City."

The annual conference theme is “**NCSLA – 80 Years: Just Getting Started.**” Over the course of four days the business agenda will cover a number of complex and diverse issues that have evolved over the decades. Experience firsthand the many benefits of NCSLA as you learn from industry experts and regulators about the history and challenges of post-prohibition rules, and the advancements and successes of regulating production, sales, and service of beverage alcohol in this age of modernization and technology. Some of the featured panel presentations include discussions of trade practices, sponsorships, redefining the beverage alcohol landscape, cider, jurisdictional challenges, effect of liquor laws and multi-state operators, marijuana (the next frontier), and much more! You won’t want to miss a minute of these educational and informative sessions so come and celebrate the legacy of NCSLA with friends and colleagues in the “Alamo City!”

“Since NCSLA was founded in 1934, its mission continues to educate and serve the needs of its members through open communication, in furtherance of effective alcohol policies within our communities and nation,” stated NCSLA President Anne Hutchison. She continued, “I am honored to be President as NCSLA celebrates its 80<sup>th</sup> anniversary and invite all our members to join us for this historic conference in San Antonio!”

Start marking your plans NOW to come to San Antonio, Texas from June 16-20, 2014 for this year’s annual meeting of the NCSLA! Registration will open in March so visit [www.ncsla.org](http://www.ncsla.org) and watch for details. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#) and join us for this historic conference in San Antonio! Stay tuned for more exciting updates on the NCSLA 2014 Annual Conference to be broadcast in the coming weeks.

### **About National Conference of State Liquor Administrators, Incorporated:**

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit [www.ncsla.org](http://www.ncsla.org) for more information.