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## NCSLA 2014 Annual Conference Presents

### *“Starting with the Basics: Simplifying the State Label Approval Process”*

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 at the annual conference, June 16-20, 2014. Serving as conference host is the Texas Alcoholic Beverage Commission and Administrator Sherry Cook.

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.

State budgets continue to decrease, while at the same time industry members are producing new brands and brand extensions at rates greater than ever seen before. The resulting impact on state label approvals is to be expected – there are increasing delays in obtaining such approvals and the costs of complying with and administering the requirements continue to rise. Join this panel on Friday, June 20, as they go back to the basics and ask why there are brand/label approval requirements, review the different approaches taken by states above and beyond the federal COLA requirement, and debate the resulting benefits and burdens. The take-away will be a recommendation from the panel on how to reduce complexities and costs in the label approval process that can be a win/win for regulators and the industry. Don't miss it!

Mr. Chris Wittman, Assistant General Counsel-Commercial of MillerCoors will moderate the discussion of these experienced, qualified panelists: Damon Larry, Assistant Bureau Chief, Florida Division of Alcoholic Beverages and Tobacco; K. Renee Cowick, Chief Counsel, North Carolina Alcoholic Beverage Control Commission; Deborah Ringo, Senior Regulatory Manager, Diageo North America; and Kimberly Frost, Shareholder, Martin, Frost & Hill, P.C.

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

#### **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.