



Regulating Alcohol In The 21st Century

2015 Annual Conference – San Diego, CA

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 14-17th at the Rancho Bernardo Inn for its 2015 annual meeting and conference in San Diego, California. Serving as conference host is the California Alcoholic Beverage Control and Director Timothy Gorsuch.

The annual conference theme is “**Regulating Alcohol In The 21st Century**,” and the business agenda will cover a number of diverse and current issues over the course of three (3) days.

Can stakeholders work cooperatively to sustain a healthy business economy while also maintaining public health and safety? Don't be late for the Monday morning session on ***ALCOHOL INNOVATION AND ITS CHALLENGES***. You'll hear from regulators, a prevention specialist, and two innovators explore various forms and methods of consuming alcohol. They will take a closer look at alcohol interventions and the evidence, if any, of stifling innovation via regulations. Also, the panel will examine if the means used to consume alcohol influence the consumers' decision-making process in purchasing a product. There may be issues that participants will not agree on, but the panel guarantees a lively examination of alcohol innovations and the challenges it faces.

Moderator: Maureen Shanta, Captain, Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission

Panelists: Erik Smoot, Lieutenant, Oklahoma ABLE Commission
Susan Evans, Executive Liaison for Industry and State Matters, Alcohol and Tobacco Tax & Trade Bureau (TTB)
Mary Segawa, Public Health Education Liaison, Washington State Liquor Control Board
Barry Givens, CEO and Founder of *Monsieur*, Atlanta, Georgia
Steven Hollenkamp, Founder of *Cocktail Caviar*, Brooklyn, New York

Start making your plans NOW to come to San Diego, California from June 14-17, 2015 for this year's annual meeting of the NCSLA. **Today is the last day to take advantage of the lowest rates so don't delay any longer – register NOW!** Visit www.ncsla.org today for details, and watch for more exciting updates on the NCSLA 2015 Annual Conference to be broadcast in the coming weeks. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#) on the NCSLA website. You won't want to miss a minute of these educational and informative sessions in addition to the valuable networking opportunities with colleagues and friends!

I am honored to serve as President of NCSLA this year, and I invite all our members to join me in San Diego for this conference. I hope to see you there!

Bob Hill
NCSLA President