



# *Regulating Alcohol In The 21<sup>st</sup> Century*

*2015 Annual Conference – San Diego, CA*

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 14-17<sup>th</sup> 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 21<sup>st</sup> Century**,” and the business agenda will cover a number of diverse and current issues over the course of three (3) days.

It seems like every day a new class action lawsuit is filed accusing a manufacturer of false advertising and misleading label claims. Now the alcoholic beverage industry and regulators are asking themselves all kinds of questions. An expert panel will explore the following questions and more at 9:30 a.m. on June 17<sup>th</sup> during ***HOW DECEPTIVE CAN A LABEL BE?***

- What does “handmade” mean? What’s a “small batch”? What makes something a “craft” beer?
- Does a TTB COLA or state label registration approval mean that the puffery on a label has been evaluated and determined to be true?
- Do TTB and a state’s prior approval of labels give alcoholic beverage producers a better defense in the current spate of consumer class actions than Coca-Cola had in the *Pom Wonderful* case?

This panel will feature moderator Kimberly Frost, shareholder at Martin Frost & Hill, and panelists: Susan Evans, TTB’s Executive Liaison for Industry and State Matters; Ginna Winfree, Assistant Director of the Tennessee Alcoholic Beverage Commission; Christine Scheuneman, partner at Pillsbury Winthrop Shaw Pittman LLP in Los Angeles; and Robert Lehrman, founder of Lehrman Beverage Law in Virginia.

Visit [www.ncsla.org](http://www.ncsla.org) TODAY and make your plans to come to San Diego, California from June 14-17, 2015 for this year’s annual meeting of the NCSLA. The room block is ***sold out*** at Rancho Bernardo Inn, but check the [NCSLA website](#) for logistics on the nearby alternate hotel, [Courtyard by Marriott San Diego Rancho Bernardo](#). The special group rate is only available through Sunday, May 31<sup>st</sup>, so reserve soon!

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