



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.

Please join us in the afternoon of Day 1 on Monday for **TRADE PRACTICE INNOVATION USING SOCIAL MEDIA- NEW, EXCITING...AND LEGAL?** This panel will build on previous NCSLA panel discussions looking at the evolution of beverage alcohol advertising and in particular, the questions surrounding the use of social media by members of all tiers. As advertising continues to shift into the digital realm, how do regulators and the regulated work together to allow new technologies without running afoul of trade practice laws? Do these new tools pressure industry members to push the limits of trade practice regulations? Are there unintended consequences to changing trade practice rules? As new ideas and technologies for marketing emerge, how can industry members and regulators work together to ensure compliance? The panel will include a historical look at the evolution of trade practice regulation, a view into the latest social media marketing strategies and technologies as well as perspectives on the issue from both industry members and state regulators.

Jake Hegeman, Vice President of Legal and Regulatory Affairs at the Wine & Spirits Wholesalers of America will moderate the panel. Joining in the discussion around the evolution of trade practice and how existing law treats the emerging field of social media will be Commissioner Teri Quimby, Michigan Liquor Control Commission; Marc Sorini, Partner, McDermott Will & Emery; and Jeannie Bremer, Vice President, Compliance and Public Policy, The Wine Group. As an added bonus, this panel will feature a look *into the future* of advertising with Stuart Sheldon, Chief Advocacy Officer of Escalate, a marketing firm on the cutting edge of experiential and word of mouth advertising. Don't miss Stuart's predictions of where beverage alcohol advertising may be headed in the coming years!

Visit 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](http://www.ncsla.org) for logistics on the nearby alternate hotel, [Courtyard by Marriott San Diego Rancho Bernardo](http://www.marriott.com). The special group rate is only available through Sunday, May 31st, 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](http://www.ncsla.org) 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