



FOR IMMEDIATE RELEASE: March 5, 2015

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

## NCSLA 2015 Annual Conference presents “*Regulating Alcohol In The 21<sup>st</sup> Century*”

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 14-17<sup>th</sup> at the Rancho Bernardo Inn, San Diego, California for its 2015 annual meeting and conference. Serving as conference host is the California Alcoholic Beverage Control and Director Timothy Gorsuch. “This year’s national conference occurs in beautiful San Diego, the state’s second largest city and considered the birthplace of California. There are so many things to see and enjoy in the San Diego area, from exciting amusement parks to catching a Padres game, or enjoying fine dining in the city’s historic Old Town and Gaslamp districts. The California ABC is excited to be hosting the conference, and we invite you to come to San Diego and enjoy everything the area has to offer,” declared Director Timothy Gorsuch.

The annual conference will be held at Rancho Bernardo Inn, 17550 Bernardo Oaks Drive in San Diego. This warm and welcoming resort nestled on 280 acres of green lawns, features spacious guest rooms, suites, and meeting space, along with an 18-hole championship golf course and luxurious day spa! This resort has it all, so plan to come early and/or stay after the conference to relax, rejuvenate, and play.

The annual conference theme is “**Regulating Alcohol In The 21<sup>st</sup> Century.**” Advancements in product innovation, technology, and operating structures present challenges within the regulatory confines of beverage alcohol, and require ongoing evaluation and adjustments by all stakeholders to keep up with the times. The business agenda will cover a number of diverse, current issues involving alcohol and marketing practices innovation, complex ownership structures and industry challenges, in addition to a special session on marijuana legalization. You’ll also learn about communication best practices and the preferences of various state regulatory agencies, plus spend creative time in breakout sessions working on real world solutions to the future COLA process changes, and draft legislation of ownership disclosures. All this and more over the course of three (3) days!

“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 educational and informative conference,” said Robert S. Hill, III, of Alabama. “I know of very few other opportunities where so many regulators and industry members convene. So come and experience firsthand the many benefits of NCSLA as you learn from industry experts and regulators alike.”

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! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details. *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 beneficial business sessions in addition to the valuable networking opportunities with colleagues and friends!

### **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.