



# *A Blueprint To The Future*

*2016 Annual Conference – Chicago, Illinois*

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 26-29<sup>th</sup> at The Westin Michigan Avenue, Chicago, Illinois for its 2016 annual meeting and conference. Serving as conference host is the Illinois Liquor Control Commission and Executive Director U-Jung Choe.

The annual conference theme is “**A Blueprint To The Future,**” and during the conference a variety of current issues will be discussed over the course of two and a half days. So come join us in Chicago where NCSLA originated 82 years ago!

Broader than just technology or automation, INNOVATION is the way we bring to bear new ideas. New and original processes, services and analysis can transform our agencies, the alcoholic beverage industry, as well as the citizens we serve. Yet, without a Research and Development function, government innovation usually occurs incrementally, through practice - if at all.

Don't miss this lively and engaging look at “**INNOVATION vs. REGULATION – CHANGE IS INEVITABLE, GROWTH IS OPTIONAL.**” These two forces often oppose each other. Perhaps there is a way to innovate within the confines of the regulatory environment. Our panelists from across the beverage alcohol industry will explore the limitations and opportunities presented by innovation and tackle the following questions:

- How can regulatory agencies innovate when existing laws were designed on old technologies?
- How can regulatory agencies innovate to accommodate a rapidly changing industry?
- How can regulatory agencies innovate when funding is limited or unavailable?
- What are the benefits and challenges of innovation?
- How can I recognize opportunities for innovation?

These are just some of the questions which the panel, comprised of the following individuals, will address:

*Moderator:* Sherry Cook, Executive Director, Texas Alcoholic Beverage Commission  
*Panelists:* Amy Harrison, Director, Licensing Division, Texas Alcoholic Beverage Commission  
Jill Valachovic, President, National Association of Licensing and Compliance Professionals (NALCP)  
Mark Bordas, Region Vice President State Affairs, Anheuser-Busch Companies, Inc.

Start making your plans NOW to come to Chicago, Illinois from June 26-29, 2016 for this year's annual meeting of the NCSLA! **Take advantage of the lowest rates and register by May 13, 2016.** Visit [www.ncsla.org](http://www.ncsla.org) today for details, and watch for more exciting updates on the NCSLA 2016 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 beneficial business sessions in addition to the valuable networking opportunities with colleagues and friends!

It has been an honor to serve as President of NCSLA this year, and I invite all our members to join me in Chicago for this educational and informative conference. I hope to see you there!

Jerry Waters, Sr.  
NCSLA President