



FOR IMMEDIATE RELEASE: March 23, 2017

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

NCSLA presents “*Regulating Alcohol in Today’s Dynamic Marketplace*”

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 11-14th at The Westin Denver Downtown Hotel, Denver, Colorado for its 2017 annual meeting and conference. Serving as conference host is the Colorado Liquor & Tobacco Enforcement Division and Director Patrick Maroney. “We are honored to host this year’s annual conference, as this is a great opportunity for all members of the industry to engage, share ideas and build partnerships that enhance liquor regulation and public safety. In between business discussions, we are thrilled to showcase some of Colorado’s unique attractions, from the stunning views of the Rocky Mountains to our 300 days of sunshine. We look forward to welcoming attendees to the Mile High City,” stated Director Maroney.

The annual conference will be held at The Westin Denver Downtown, 1672 Lawrence Street, and is centrally located in vibrant LoDo, near the famous 16th Street Mall and a mere 5 blocks from Union Station, the arrival station from Denver International Airport. Enjoy a guided walking tour of Denver’s architectural treasures, take in some culture at the Denver Art Museum or Denver Center for Performing Arts, or opt for a swim with the sharks at the Downtown Aquarium. Take a stroll down Larimar Square, one of the most historic blocks in downtown, and discover locally-owned shops and a blossoming culinary scene – downtown’s most exciting things to do and see are all nearby.

The annual conference theme is “**Regulating Alcohol in Today’s Dynamic Marketplace,**” and the business agenda will cover a number of diverse issues that demonstrate the dynamic marketplace of alcohol today. Some of the featured panel presentations include discussions on the economy of the alcohol industry, the three tier system in today’s marketplace, tied house laws and evolving trade practices, modernization and innovation of the digital world, enforcement processes and priorities, hybrid licenses, plus TWO ethics sessions.

In addition to our cornerstone sessions on ethics and the *Legal Update*, you’ll hear from motivational speaker, Tim Gard, who consistently inspires positive and lasting change with the use of humor as a skill at both work and home. All this and more over the course of two and a half days! And for those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA will obtain pre-approval from some state authorities along with providing a Uniform Certificate of Attendance for submission to your local jurisdiction. Visit the NCSLA website for periodic updates on approved jurisdictions.

But wait, there’s more! *NCSLA will unveil a new Conference App at this annual meeting.* To learn more about it and get instructions to [download the App](#), just click on the link or visit the [2017 Annual Conference](#) page on the NCSLA website for logistics and registration.

“NCSLA consistently offers the highest quality educational and informational programs at its Annual Conference. This year is no exception. No other conference offers the opportunities to learn from so many experts in the field, and to meet with regulators and colleagues from across the country. Please join me in Denver this June for the conference highlight of the year,” said NCSLA President Matthew Botting of California.

Start making your plans NOW to come to Denver, Colorado from June 11-14, 2017 for this year’s annual meeting of the NCSLA! **Registration is now open** so visit www.ncsla.org today for details. *Not a current 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, non-profit corporation founded in 1934, in Chicago, Illinois, NCSLA is composed of state regulators as active members, and associate members consisting of manufacturers, wholesalers, retailers, law firms, associations, and other service-related organizations in the alcoholic beverages sector. Currently, regulatory agencies from 41 of 50 states and the District of Columbia are active NCSLA members. The primary focus of NCSLA is education on historical and current issues related to the regulation of alcoholic beverages. Visit www.ncsla.org for more information.