



# *Regulating Alcohol in Today's Dynamic Marketplace*

## *2017 Annual Conference – Denver, Colorado*

### **PANEL UPDATES**

We'll be convening in Denver for the annual conference in two weeks! The theme this year is “*Regulating Alcohol in Today's Dynamic Marketplace*,” and the agenda will cover a number of diverse issues that demonstrate the dynamic marketplace of alcohol today.

In order to go forward you must understand where you have been. The three tier system of alcohol control has been used by regulators since the end of prohibition and it has worked thus far, but is it time to reassess its philosophical underpinnings? Don't miss the Monday afternoon deliberation of “***DOES THE HISTORICAL NEED FOR THE THREE TIER SYSTEM JUSTIFY ITS EXISTENCE TODAY?***” In this panel moderated by Nebraska Liquor Control Commission Executive Director Hobert Rupe (and well known history nerd), a group of brave industry lawyers will dare to touch the third rail of alcohol policy and look at whether some of the foundations of alcohol control have outlived their existence. Today many industry members believe that some separation remains necessary but are the prohibitions to stop tied house evils resulting in other inequities among industry members? Does the rapidly changing landscape of how consumers acquire their alcohol reduce the perceived evils of the past? These are just some of the issues our spirited panelists will discuss.

*Moderator:* Hobert Rupe, Executive Director, Nebraska Liquor Control Commission

*Panelists:*

Douglas Christman, General Counsel, BevMo!

Elizabeth DeConti, Attorney, GrayRobinson, P.A.

Jake Hegeman, VP, Legal and Regulatory Affairs, Wine & Spirits Wholesalers of America

Mary Tortorice, Chief Compliance Officer, Sazerac Company

It's not too late to make plans to come to Denver, Colorado from June 11-14, 2017 for this year's annual meeting of the NCSLA! Visit [www.ncsla.org](http://www.ncsla.org) today and register to attend. *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 educational business sessions in addition to the valuable networking opportunities with colleagues and friends!

Keep up-to-date on conference logistics and state CLE approvals with the new [NCSLA Conference App](#). To learn more about it and get instructions for downloading the App, just click on the link.

Did you forget to reserve a room at The Westin Denver Downtown? There may be some rooms still available so email Pam Frantz at [pfrantz@ncsla.org](mailto:pfrantz@ncsla.org) for assistance.

NCSLA consistently offers the highest quality educational and informational programs at its Annual Conference. This year is no exception. Please join me in Denver this June for the conference highlight of the year. I hope to see you there!

Matthew Botting  
NCSLA President