



# *Regulatory Strategies for an Innovative Marketplace*

*2018 Annual Conference – Waikoloa, Hawaii*

## **PANEL UPDATE – WEEK 4**

Welcome to the fourth update on the 2018 Annual Conference! Each week a session from the business program will be featured. The annual conference theme is “*Regulatory Strategies for an Innovative Marketplace,*” and the agenda will cover a number of diverse and timely topics confronting the industry and marketplace of alcohol today.

### ***PANEL #15: May The Force Be With You - State Task Forces and Their Impact on Alcohol Legislation and Regulation***

*“For my ally is the Force, and a powerful ally it is.”*

Many public and private organizations use task forces to complement the work and education of standing committees and agencies. If designed and executed well, a task force can be very effective at developing positions on highly complex and controversial issues, such as modernizing how the marketing, sale, and distribution of alcohol is governed. Without key elements, however, a task force could result in a net loss of confidence and resources.

Join the presentation on Wednesday morning titled, “*May The Force Be With You - State Task Forces and Their Impact on Alcohol Legislation and Regulation.*” Moderator **Steve Humphress**, General Counsel, Kentucky Department of Alcoholic Beverage Control, and panelists **Stephen Larson**, Administrator, Iowa Alcoholic Beverages Division, and Co-Chair of Iowa’s 2016 Alcohol Task Force, **Jeffrey Kelley**, Director, Field Enforcement Division, Office of the Comptroller of Maryland, and **Christopher Herrington**, Director of Legislative & Governmental Affairs, Pennsylvania Liquor Control Board, will explore the elements critical for building a successful collaboration.

They will also discuss the potential challenges and how a task force may be productive by educating a legislature on an issue and guiding it to a desired position. Each Jedi will discuss their respective states’ processes and compare their experiences. By the session’s conclusion, audience members will have a list of lessons learned and best practices from these master Jedi!

*“To be Jedi is to face the truth, and choose. Give off light, or darkness, Padawan. Be a candle or the night.”* Will you be a source of light, or darkness?

Start making your plans NOW to come to Waikoloa, Hawaii from June 17-20, 2018 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 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!

It has been an honor to serve as President of NCSLA this year. Please join me this June as we showcase an educational business program and make lasting memories. I hope to see you there!

A. Keith Burt  
NCSLA President