



Regulatory Strategies for an Innovative Marketplace

2018 Annual Conference – Waikoloa, Hawaii

PANEL UPDATE – WEEK 7

Welcome to this week's 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 #4: Direct to Consumer Sales in the Internet Age

Since the U.S. Supreme Court's decision in *Granholm v. Heald*, many states have reviewed and/or modified their laws concerning the out-of-state direct-to-consumer (DtC) shipment of wine from wineries. But the DtC story isn't over...in fact, it's just beginning. Thanks in part to the growth of e-commerce and the increase in small, local suppliers, the conversation about DtC sales and out-of-state DtC shipping continues. In addition to legislative initiatives, the issue is permeating legal and regulatory arenas; the retail marketplace; and amongst common carriers. Enforcement can also be challenging and expensive, and some states have recently signaled their intent to more actively enforce existing laws and address DtC shipping.

On Monday afternoon this panel will discuss the current state of DtC laws, enforcement, and what the future holds for DtC alcohol sales and shipping. How well are states enforcing their current laws for direct shipping and what impact is DtC having on in-state brick-and-mortar retailers? Will there be a "Granholm" case for retail DtC? Will pressure from distillers and new market entrants affect the broader DtC conversation? Will the largest e-retailer, which is also now a national brick-and-mortar grocery retailer, change the calculus? What tools do states have to address these questions? The answers to these questions and more will be explored by this panel of experts.

Moderator:

John Bodnovich, Executive Director, American Beverage Licensees

Panelists:

Matthew Botting, General Counsel, California Alcoholic Beverage Control

Jake Hegeman, Vice President, Legal & Regulatory Affairs, Wine & Spirits Wholesalers of America

Dustin Pickens, Senior Attorney, Regulatory Affairs, Federal Express Corporation

Bill Tomaszewski, General Counsel, Wine.com

Start making your plans NOW to come to Waikoloa, Hawaii from June 17-20, 2018 for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details and **register by April 30th to get the lowest rate.** *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