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NCSLA Introduces New Logo and Website

September 5, 2012 - The National Conference of State Liquor Administrators, Incorporated (NCSLA) unveiled its new logo at the annual conference in Washington, D.C. late June and is now launching a new website. The new logo graphic is more versatile and allows branding in all mediums, including social media.

The website utilizes modern features such as slide shows and videos, and provides an exclusive forum for members to socialize with other members through the new [NCSLA LinkedIn Group](#). The site is essentially an online database driven application or “app”. It has many advanced functions such as an encrypted, secure, login system enabling members to access classified reports and other useful resources. Features also include a current directory of State officials and associate members that has users from all over the world, a calendar of industry events, and a repository of valuable resources on award-winning best practices, white papers, and archived presentations. There are now over 150 documents and reports in the secure members’ area and over 50 on the public side.

The website’s primary functions are twofold – communication and membership growth. It focuses on conference awareness and enables online registration for members. It also elucidates the value and benefits of membership for prospective new members and provides for on-line enrollment. “It’s a vast improvement from the old website and will allow our members to better communicate with one another while staying informed on current state and industry news, and NCSLA conferences,” said Rick Garza, NCSLA President.

[TactiCom, Inc.](#) developed the new NCSLA website and logo. They have also managed NCSLA network systems and applications since July, 2011. [Daniel McDonnell](#), TactiCom’s Chief Technology Officer presented to the NCSLA board members at the board meetings in Miami and Washington, D.C. Through these meetings and a series of webinars, board members discussed, reviewed and made the choices and decisions that created the logo, website and online applications. In June, Daniel McDonnell presented a preview of the website and discussed social media at the NCSLA 2012 annual conference in Washington, D.C. Visit www.ncsla.org today and see the difference!

About National Conference of State Liquor Administrators, Incorporated:

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit www.ncsla.org for more information.