



FOR IMMEDIATE RELEASE

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NCSLA Goes to Washington, D.C. In June 2012!

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will convene June 20-24th at the world-famous Mayflower Renaissance Hotel in Washington, DC for its 2012 annual meeting and conference. Serving as conference host is the District of Columbia Alcoholic Beverage Regulation Administration (ABRA), Fred Moosally, Director.

You must not miss Benj Steinman, President of *Beer Marketing Insights* and well-known industry reporter, leading a direct and frank conversation with federal officials from the Alcohol and Tobacco Tax and Trade Bureau (TTB), the Federal Trade Commission (FTC), and the Food and Drug Administration (FDA), agencies that regulate virtually all aspects of the national beverage alcohol industry.

From this one panel, among the many presentations now scheduled during this 4-day conference, you will hear directly from the regulators about the current issues that affect your business, such as:

- Interaction Among Federal Agencies, Now and in the Future,
- Interaction Between Federal and State Agencies,
- FDA - FTC authority,
- Industry responsibility efforts and Public Health focus,
- FDA - TTB Labeling Memorandum Of Understanding (MOU),
- FDA's caffeinated alcohol beverage decision,
- Marketing and industry self-regulation of labeling, advertising, and product composition.

This upcoming national election may or may not be the most important in our lifetime, but you don't want to miss this opportunity to see federal officials answer questions from this experienced alcohol beverage industry reporter, Benj Steinman.

Stay tuned for more exciting updates on the NCSLA 2012 Annual Conference and visit www.ncsla.org for details. Start making your plans NOW to come to Washington, DC from June 20-24, 2012 for this year's annual meeting of the NCSLA!

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.