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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 for its 2012 annual meeting and conference. Washington, D.C. is the host city for the Conference.

**“Trade Practices: Different State Approaches”** will explore the reasoning behind different state approaches to trade practice issues, using California, Connecticut, Illinois and Texas as examples. Issues explored will include differential pricing, retailer-branded private label, and supplier advertising mentions of retailers.

Regulators will also discuss a number of ordinary, traditional beverage alcohol marketing practices, e.g., consumer offers, sweepstakes and rebates. There seem to be any number of different approaches in the exercise of trade practice oversight, whether in the interpretation and enforcement of the enabling statutes, or the promulgation of regulations, policies and parameters by state regulators.

Regulators only enforce the law. True. But what they think the law is about, why it is what it is, and what their priorities and focus should be will interest you, whether you regulate, are regulated, or advise them. Don't miss the **“Trade Practices: Different State Approaches”** panel!

Join us for the 2012 renewal of NCSLA's annual meeting, and hear regulators' views of trade practices first hand. This is just one among the many presentations now scheduled during this 4-day conference that will provide insights into issues that affect you in your daily work.

Stay tuned for more exciting updates on the NCSLA 2012 Annual Conference. Start making your plans NOW to come to Washington, DC from June 20-24, 2012 for this year's annual meeting of the NCSLA! This year's meeting starts with the welcoming event on Wednesday evening, followed by the programs running each day from Thursday morning through Sunday morning. Visit [www.ncsla.org](http://www.ncsla.org) to make hotel reservations. Stay tuned for more details on conference registration to be broadcast in the next few weeks.

### **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](http://www.ncsla.org) for more information.