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NCSLA 2013 Conference Presents “I Really Meant To Be A Jerk”

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 24-28th on the island of Oahu at the Sheraton Waikiki Resort in Honolulu, Hawaii for its 2013 annual meeting and conference. Serving as conference host is the Honolulu Liquor Commission.

The annual conference theme is “**Evolve, Adapt, Endure.**” Our business agenda will cover a number of diverse issues that demonstrate the need, application and importance of this philosophy.

Alcohol beverage regulators and industry members are always looking for ways to make teens and family members pay attention to the health and safety risks of underage drinking. The County Liquor Commissions in Hawaii have developed impactful programs utilizing members of their local communities. Come see their outstanding work on Thursday morning, June 27th, and take new ideas home to your communities!

You will learn about the “Be a Jerk” Campaign, a unique program aimed at encouraging adults to say, “NO,” when those underage ask for alcohol beverages. You will also experience “If I Neva Do D.A.T.,” a powerful video showing the painful consequences of a night of teen partying. This video is an extraordinary example of the impact of the message when it is delivered by teens and their families to their own community.

In addition to education programs, enforcement programs are important tools in the prevention of underage drinking. You will hear about Maui’s minor decoy program.

It all takes money, so you will learn a bit about the ups and downs of Federal grant administration as well. Don’t miss this informative and inspirational presentation, “***I Really Meant To Be A Jerk***”!

Moderator: Katie Jacoy, Western Counsel, Wine Institute (lucky to cover Hawaii!)

Panelists: Wiwik Bunjamin-Mau, SPF-SIG Project Coordinator and Community Organizer, Department of Community Services, Honolulu

Traci Fujita Villarosa, Esq., Deputy Director, County of Maui, Department of Liquor Control

Jan Yokoyama, Hawaii County Liquor Adjudication Board Member

You can still register for this important Conference! Bring home a valuable nugget of useful information that may help prevent young people where you live from making the mistake of a lifetime.

Make your plans **NOW** to come to Honolulu, Hawaii from June 24-28, 2013 for this year’s annual meeting of the NCSLA! There is still time to register so visit www.ncsla.org today for details. Watch for more exciting updates on the NCSLA 2013 Annual Conference to be broadcast in the coming 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 for more information.