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NCSLA 2013 Annual Conference Presents “Beyond Traditional Retailers: New Business Models for Selling Alcohol Beverages”

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, and Administrator Greg Nishioka.

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.

The age of convergence has come to the alcohol industry as licensees seek to push the boundaries of established regulatory restrictions. At the forefront of these changes is the growing consumer demand for artisan, hand-crafted products that has resulted in producers and consumers, long separated by the three-tiered licensing system, pushing to connect directly in a fashion similar to that which led to the wine explosion of the last century.

As technology continues to evolve, the expansion of mobile devices into the business arena is providing applications previously unimaginable. The alcohol beverage industry’s response to the supersonic speed of applied and integrated technology has far-reaching effects for licensees and regulators alike.

Unconventional and innovative concepts are changing the landscape of traditional retailing. Twenty-First Century demands on licensing will shape the industry in an unprecedented manner. Regulators, businesses, and stakeholders working together are forging into uncharted territory as they evaluate the safety, viability, and ramifications of new frontiers in alcohol beverage licensing.

Don’t miss this innovative discussion on Wednesday morning, June 26th! Moderated by Michael Brewer, President of Alcoholic Beverage Consulting Service, this thought-provoking panel titled “***Beyond Traditional Retailers: New Business Models for Selling Alcohol Beverages***”, will examine the implications of true, “out-of-box” thinking in alcohol beverage licensing. Michael is an expert in alcohol beverage licensing who has worked in the industry for nearly twenty years. Michael is joined by panelists Mr. Farshad Allahdadi, Director of the License Services Division for the Oregon Liquor Control Commission, Ms. Amy Harrison, Licensing Division Director for the Texas Alcoholic Beverage Commission, and Mr. Jerry W. Waters, Sr., Executive Director of the Office of Regulatory Affairs for the Commonwealth of Pennsylvania Liquor Control Board.

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.