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## **NCSLA 2013 Annual Conference Presents “Shine!”**

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 24-28<sup>th</sup> 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.

Firewater! Hooch! White Lightning! Mountain Dew! John Barleycorn! Juice! Moonshine! Call it what you want but you won’t want to miss this fascinating look into a unique piece of Americana on Thursday morning, June 27<sup>th</sup>.

As an American archetype, the “moonshiner” is a tale of two extremes. On one hand, he has been cast by legend as a folk hero who fights valiantly to eke out a meager subsistence in the hardscrabble “mountain” regions of this country by making moonshine from a homemade still while being unfairly dogged by “damn revenuers.” Developed and embellished through more than a century of American popular culture, this image has deep roots in the collective American psyche.

On the other hand, he is a lawbreaker that confounds federal, state and local agents that pursue him, avoids paying taxes, tends to engaged in other illicit activities and, at worst, can be ruthless in pursuit of his “bootlegging” trade. This view, however, is not the popular image of the “moonshiner” and has received little fanfare among the media, including on the Discovery’s “Moonshiners” series.

This panel presentation would examine the twin stories about “moonshining” and will discuss the current state of this uniquely American experience. In the course of the presentation, a discussion of American history and attitudes toward alcohol will be presented, along with a demonstration of a workable still. The audience will be left to distill for itself the truth about the charm versus the reality of “*Shine!*”

Lynn M. Walding, Executive Director Control States, Diageo, will moderate the discussion. The panel will be comprised of the following experts in the field:

- J. Neal Insley, Chairman, Virginia Department of Alcoholic Beverage Control & Chairman of the National Alcohol Beverage Control Association (NABCA)
- Joe Daniels, SAC, Enforcement Division, Oklahoma ABLE Commission
- Kent James, SAC, Enforcement Division, Oklahoma ABLE Commission

We look forward to a lively discussion and encourage audience participation throughout the presentation.

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