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CONTACT: Pamela Frantz, Executive Director
847-721-6410

NCSLA 2013 Annual Conference Presents “A Wholesaler Double-Header!”

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.

WHAT? *A dynamite mid-week double-header in Waikiki??!!* We have two tremendous reasons to keep your undivided attention on BOTH Tuesday AND Wednesday afternoons at the NCSLA Annual Conference. You won't even mind missing a few hours of the warm afternoon Hawaiian sun to see these dynamic panel discussions!

3 SEPARATE TIERS + 80 YEARS = A ROBUST INDUSTRY

The three tier system of 2013 is a different version than that of 1934, but its principles remain intact and are as relevant as ever. To some, the separation of those who make alcohol from those who distribute it and those who sell it to customers may not be perfect but the principles of the importance of the separation of the tiers remain. Across the country, most states laws still hold true to the separation of the tiers as a uniquely American alcohol beverage control mechanism that encourages product diversity and consumer choice while, at the same time, it promotes responsible consumption.

Nevertheless, the modern applications of the three tier system may have become a "stretched" version of its predecessor, now under constant pressure from many sources to create exceptions and blur the lines of the tiers making the tiers less independent from each other.

Is it important that the three tier system **not** be stretched to a breaking point? Is independence among the tiers important? Is a strong 21st Century version of the three tier system not only a benefit to liquor regulators but also to manufacturers, distributors, retailers and the public good? WHY?

Hear these and other questions discussed on Tuesday, June 25th, by a state regulator, a small brewer, a public health expert, and experienced industry lawyers. You will leave with a better understanding of today's imperfect, yet effective and vital version of the three tier system.

Be sure to be in your seat the very next afternoon to meet and experience some of the many executives who have built their distribution businesses into the successes they are today.

GREAT AMERICAN SUCCESS STORIES: THE WHOLESALERS

We have enjoyed the inspiring success stories of distillers, wineries, brewers and retailers at NCSLA annual conferences the last two years. Now it is the distributors' turn. Veteran distributor attorney Evan Lawson moderates a panel of distinguished leaders of spirits, wine and beer distributors on Wednesday, June 26th, who will give insight into what makes a successful distributor, including their unique experience meeting past and present industry challenges. The panelists are Brian Clark of Fun Beverage, Inc.; Tom Cole of Republic National Distributing Company; Robert Harmelin of Allied Beverage Group; and Vern Underwood of Young's Market Company. Each will give his unique perspective on how to achieve success in the distribution tier, and will discuss the important current industry issues of the day.

You will learn something important in both of these presentations. They cap off NCSLA's Trilogy of Great American Success Stories. So, double-header or decisive, two-game series, be there Tuesday and Wednesday afternoons for "Play Ball!" Not only must you be there; you won't want to regret later that you missed either one of these two panels.

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.