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## Esteemed Hawaiian Culturist Commences NCSLA 2013 Conference

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.

“*Aloha e na hoaloha apau, e welina mai me ke aloha a ku'u 'aina aloha o Hawai'i Nei, ka 'aina kaulana na ali'i, na mo'olelo, na po'e.* Aloha and warm greetings to all friends across the globe, and know that you are welcomed to my beloved homeland of Hawaii, a land famous for its chiefs, its stories, and its people.” A cordial invitation extended to NCSLA members and guests alike from Hawaiian culturist, Kainoa Horcajo, who will be the opening presenter at the annual conference.

Famous is the hospitality of the Hawaiian people and because of that the spirit of Aloha is carried throughout the world by those in good spirits and festive nature. You will learn why the Hawaiian people were so concerned about hospitality, hosting, and a good party. How did their culture and the values that guided it shape the positive outlook of a whole nation and become a beacon of interconnectedness, family, and peace the world round? How did a culture with no alcohol prior to Western contact survive the arrival of Western man and rum, and how did that culture incorporate and adapt to the changing environment? And how did the people of a tiny island chain in the middle of the Pacific Ocean obtain such a great wine selection?

Kainoa Horcajo, cultural practitioner and constant student, wants to connect you to the pulse of the islands and transport you on a journey that shaped the islands into what it is today. On that journey, you will learn the role alcohol played in Hawaii's transformation, and in turning Hawaii into the biggest tourist destination in the world. “*E hele mai i ka po le'a o Halali'i!* Come to Hawaii for a great time and joyous experiences!”

Don't miss this informative and engaging introduction to the Aloha State from Kainoa's unique cultural and historical perspective. His blend of oral history and archival information will set the stage for a week of discussion in line with this year's conference theme of “**Evolve, Adapt, Endure**”.

Start making your plans NOW to come to Honolulu, Hawaii from June 24-28, 2013 for this year's annual meeting of the NCSLA! Visit [www.ncsla.org](http://www.ncsla.org) today for details, and check back in mid-March to register. 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.