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NCSLA 2013 Conference Presents “COLA Changes on the Horizon”

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 does the future hold for the ubiquitous Certificate of Label Approval—the “COLA”—that single piece of paper upon which every alcohol beverage sold in America depends for its legitimacy and that state liquor authorities also use for their regulation of alcohol sales and distribution? A panel of distinguished regulatory and industry professionals will explore the answers to that very question on Wednesday morning, June 26th, at the NCSLA 2013 conference.

This important panel was created in response to the TTB’s current, ongoing and substantial overhaul of the label pre-approval process. Because suppliers, wholesalers, marketers, vendors, state agencies, and others depend on the COLA for different purposes, any changes being made by TTB to this critical tool will have a substantial impact on how the alcohol beverage industry brings products to markets and regulates those products.

Attendees of “*COLA Changes on the Horizon*” will be brought up-to-date on the pace of change to the COLA process, hear informed discussions of the implications of potential changes in the COLA process and have the opportunity to join the discussion and ask questions of the panelists.

Serving as moderator is Jeff Carroll, Vice President, ShipCompliant. His panelists include: Susan Evans, Executive Liaison for Industry Matters, Alcohol and Tobacco Tax and Trade Bureau; Deborah Ringo, Senior Regulatory Manager, Diageo North America; and Debbi Beavers, Licensing Supervisor, Kansas Alcoholic Beverage Control Division.

The panelists, in collaboration with NCSLA, will be conducting research and collecting feedback on this important topic in advance of the conference. Feedback is welcome and can be sent to COLApanel@shipcompliant.com.

Start making your plans NOW to come to Honolulu, Hawaii from June 24-28, 2013 for this year’s annual meeting of the NCSLA! **Registration is open now** so visit www.ncsla.org for details and register early to take advantage of the lowest rates! 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.