



FOR IMMEDIATE RELEASE – May 2, 2013

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## **NCSLA 2013 Conference Presents “Speecheasy: Can Alcohol Advertising Survive the Age of Social Media? A First Amendment Perspective”**

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.

Whether you are on the social media cutting edge with posts and tweets and instant pix msgs exploding forth from the tips of your fingers, or you LOL when someone asks whether you'd "friend" them or answer their LinkedIn invitation, you won't want to log off of this timely panel, **Speecheasy: Can Alcohol Advertising and Tied-House Rules Survive the Age of Social Media? A First Amendment Perspective.**

Join us in a thought-provoking panel that explores the impact of social media on alcohol advertising and trade practice rules from a First Amendment perspective. Among other topics, you will:

- Learn how Twitter and other social media channels could trigger First Amendment limits on commercial speech regulation, and how this might impact regulators from a cost and enforcement perspective.
- Explore how social media presents a growing compliance challenge for supplier in-house counsel.
- Discover how the First Amendment could protect a supplier from liability for an apparent violation of existing Tied-House and trade practice rules.

Our panelists will also present you with live-fire examples of consumer social media posts and review the regulatory implications of each as the posts propagate across Twitter, Facebook and a supplier-controlled website.

Jerry Dinallo, Vice President and Assistant General Counsel of Diageo will moderate the discussion. Joining him on the panel are:

- Pete Kennedy, Shareholder, Graves, Dougherty, Hearon & Moody, PC
- Dexter K Jones, Assistant Chief of Field Operations, Texas Alcoholic Beverage Commission
- J. Daniel Davis, Esq.

We look forward to a lively discussion. Be prepared to ask questions, as our panel intends to encourage audience participation as part of their presentation.

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