



## ***A Capital Idea: Regulating for the Future, Building on our Past*** **2024 ANNUAL CONFERENCE – WASHINGTON, DC** **JUNE 16 – 19, 2024**

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**NCSLA is celebrating its 90<sup>th</sup> anniversary this year and you won't want to miss it!** Here's a special preview of one of the sessions featured in the upcoming 2024 national conference program:

### **PANEL 4: CROSS-OVER BEVERAGES – MARKETING and TRADE PRACTICES**

As beverage companies continue to look to expand their portfolio offerings by leveraging similar brands and product lines across both alcoholic and non-alcoholic offerings, as well as expanding into infused products such as ice pops, distinct issues arise for state regulators and industry members. Assuring consumers and minors are not confused as to the alcoholic nature of the products and considering unique issues for maintaining separation and distinctiveness between tiers is essential. In this panel on Monday afternoon, hear from both state and federal regulators, and industry members on how they are addressing and thinking about these products from sales, to retail positioning, slotting fees, and public health concerns.

**Moderator:**

ALVA MATHER, Partner, McDermott Will & Emery (DC)

**Panelists:**

JANELLE CHRISTIAN, Director, Office of Industry and State Outreach, Alcohol and Tobacco Tax and Trade Bureau (TTB)

MARC HAALMAN, Special Agent in Charge, Compliance, Virginia Alcoholic Beverage Control Authority

JEREMY KRUEDINIER, Executive Director and General Counsel, Wine and Spirits Distributors of Illinois

SGT. BRIAN STEWART, Trade Practice Unit, Indiana Alcohol & Tobacco Commission

**REGISTRATION IS OPEN AT [2024 NCSLA ANNUAL CONFERENCE – WASHINGTON, DC](#).** *Early registration ends Friday, May 10<sup>th</sup>, so register today and enjoy this session and the many other informative panels that are planned for the [2024 NCSLA Annual Conference Business Agenda](#).*

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country at this celebratory event. We look forward to seeing you in June!

***ERNEST LEGIER***

*NCSLA PRESIDENT, 2023-24*

*STATE MEMBER, LOUISIANA*

***CARRIE BONNINGTON***

*2024 PROGRAM PLANNING CO-CHAIR*

*PARTNER, PILLSBURY LAW*

***LILY FAN***

*2024 PROGRAM PLANNING CO-CHAIR*

*STATE MEMBER, NEW YORK*