



# ***A Capital Idea: Regulating for the Future, Building on our Past***

## **2024 ANNUAL CONFERENCE – WASHINGTON, DC**

### **JUNE 16 – 19, 2024**

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 11: Gen Z Effects- Societal Trends and Their Impact on Alcohol Marketing**

### Who is Gen Z?

|   |  |  |  |
|---|--|--|--|
|    | <b>Gen Z Values</b><br>environmentalism & sustainability, acceptance & diversity, transparency, and authenticity.  |    | <b>Being quick 'wid' it'</b><br>Keeping up with the trends is crucial to earning credibility.                          |
|   | <b>Self Care</b><br>Listening to yourself and acting on what you need in that moment. It's about doing what feels right and not punishing yourself for it. |   | <b>Brain Breaks</b><br>Inauthentically aligning with social justice & environmental issues can have a negative effect. |
|  | <b>Uniqueness</b><br>Brands & people that offer something truly different.   |  | <b>Kindness</b><br>Being nice is cool. Being exclusive, narcissistic, mean, or aloof doesn't fly.                      |

Gen Z, also known as Zoomers, are changing the way in which products are promoted and sold. They are a unique generation, raised during the ascendancy of social media and they possess an identifiable set of preferences when it comes to purchasing and consuming goods. Alcohol is no exception. This panel will explore what makes Gen Z tick, how they have changed marketing, and how some of those changes create challenges in the alcohol market with respect to advertising and enforcement.

**Moderator:** NICHOLE SHUSTACK, Partner, Nutter McClennen & Fish LLP (MA)  
**Panelists:** SANDY ANAOKAR, Chief Marketing Officer, Mahou USA  
COURTNEY ARMOR, Chief Legal Officer, DISCUS  
MATTHEW CHERRY, Senior Counsel, Texas Alcoholic Beverage Commission

**REGISTRATION IS NOW OPEN AT [2024 NCSLA ANNUAL CONFERENCE – WASHINGTON, DC](#).** Register today and enjoy this session and the many other informative panels that are planned for the [2024 NCSLA Annual Conference Business Agenda](#). Also, don't forget to reserve a guest room at the Grand Hyatt. The group blocks are filling up so [click here](#) for details to book a room online or by phone before the cut-off date of May 28<sup>th</sup>!

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  
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