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NCSLA 2014 Annual Conference Presents “Exploring Trade Practice Issues”

2014 is a special year for NCSLA as they celebrate the 80th anniversary of the National Conference of State Liquor Administrators in San Antonio at the annual conference, June 16-20, 2014. Serving as conference host is the Texas Alcoholic Beverage Commission and Administrator Sherry Cook.

The annual conference theme is “NCSLA – 80 Years: Just Getting Started.” Over the course of four days the business agenda will cover a number of complex and diverse issues that have evolved over the decades.

One panel you won't want to miss will explore the continued evolution and need for "tied house" laws and regulations in the modern age. These rules were originally enacted to deter unfair trade practices, particularly on the part of alcohol manufacturers and wholesalers. Recent formal investigations have confirmed that wholesalers and manufacturers sometimes offer retailers indirect financial incentives to promote their brands through priority placement of products on the bar and other means. Investigators see such incentives as trade practice violations by wholesalers and manufacturers, but operators from these tiers suggest that retailers drive these practices as they seek to improve their own bottom lines.

Both regulators and legislators may need to take a new look at trade practice law in light of economic changes, evolving technology, new business practices, and consumer demands. Has there been a shift in power from wholesalers/manufacturers to retailers? Are the penalties associated with the tied house rules structured properly to deter unfair practices at all levels?

Attend the panel discussion, “*Exploring Trade Practice Issues*,” on Tuesday, June 17, as they explore the tied house laws and present various approaches used by industry and enforcement agencies to expose and deal with these issues. It will feature moderator Marc Sorini, Partner at McDermott Will & Emery, and panelists: Edward Cooper, Vice President of Public Affairs and Community Relations, Total Wine & More; Craig Miller, Officer, Arizona Department of Liquor Licenses and Control; Mary Jane Saunders, General Counsel of The Beer Institute; and Craig Wolf, President and CEO, Wine & Spirits Wholesalers of America.

Start marking your plans NOW to come to San Antonio, Texas from June 16-20, 2014 for this year's annual meeting of the NCSLA! **Early registration ends May 2, 2014** so visit www.ncsla.org and register today to take advantage of the lowest conference rate! Watch for more exciting updates on the NCSLA 2014 Annual Conference to be broadcast in the coming weeks. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#) and join us for this historic conference in San Antonio!

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.