



Regulating Alcohol In The 21st Century

2015 Annual Conference – San Diego, CA

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 14-17th at the Rancho Bernardo Inn for its 2015 annual meeting and conference in San Diego, California. Serving as conference host is the California Alcoholic Beverage Control and Director Timothy Gorsuch.

The annual conference theme is “**Regulating Alcohol In The 21st Century**,” and the business agenda will cover a number of diverse and current issues over the course of three (3) days.

Since Prohibition, policy and legislation have largely focused on regulation of access (time, place and manner). At the dawn of a new century, the complexity of alcohol’s role in our culture remains, but perhaps with a new sense of urgency. Consumers, particularly millennials, demand convenient access, value and a wide selection of buying choices. However, the model alcohol control laws that grew out of the recommendations of *Toward Liquor Control*, that form the basis for current law and policy are considered to be intrusive and out-of-date by millennials and others.

The panel on the “**INEQUITY of ON-PREMISE and OFF-PREMISE**” will explore the imbalances between these retail licenses, such as company quotas, hours of operation, point-of-sale limitations and the policy behind the current laws. Are these inequities justified? Do these laws create an unlevel playing field within the retail tier? Is this shifting public sentiment sufficient to swing the pendulum of control from society to individual responsibility?

Plan to attend this discussion on Tuesday afternoon, June 16, and join these distinguished panelists: Stephen Larson, Administrator, Iowa Alcoholic Beverages Division; Howard Tyler, Director, Georgia Alcohol and Tobacco Division; Gerard Dehrmann, Vice President – Public Affairs and Government Relations, Wal-Mart Stores, Inc.; Jay Lerdal, Product Manager, ServSafe, National Restaurant Association; and moderator, James Webster, Webster Powell. This is sure to be an enlightening discussion of access issues, alcohol control policies and the law, so don’t miss it!

Time is running out so visit www.ncsla.org TODAY and make plans to come to San Diego, California from June 14-17, 2015 for this year’s annual meeting of the NCSLA. The room block is ***sold out at Rancho Bernardo Inn***, but check the [NCSLA website](http://www.ncsla.org) for logistics on the nearby alternate hotel, [Courtyard by Marriott San Diego Rancho Bernardo](http://www.marriott.com).

Watch for the last exciting conference update to be broadcast next week. *Not a member of NCSLA?* There’s still time to join! Just complete the [online application form](http://www.ncsla.org) on the NCSLA website.

We have a terrific business program of educational and informative sessions at this conference, in addition to the valuable networking opportunities with colleagues and friends. I am honored to serve as President of NCSLA this year, and I hope to see you there!

Bob Hill
NCSLA President