



A Blueprint To The Future

2016 Annual Conference – Chicago, Illinois

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 26-29th at The Westin Michigan Avenue, Chicago, Illinois for its 2016 annual meeting and conference. Serving as conference host is the Illinois Liquor Control Commission and Executive Director U-Jung Choe.

The annual conference theme is “**A Blueprint To The Future,**” and during the conference a variety of current issues will be discussed over the course of two and a half days. So come join us in Chicago where NCSLA originated 82 years ago!

Have you heard about the latest fundraising trend – Crowd Funding or Social Media Funding? This “hot topic” will be featured in the new *REGULATOR ACADEMY* on Wednesday, June 29th, in a session titled, “**SOCIAL MEDIA FUNDING: BUSINESS NIGHTMARE OR DREAM COME TRUE?**”

Internet-based fundraising is exploding throughout the investment community, with scores of social media funding platforms springing up online every day, including Kickstarter, Go Fund Me and Indiegogo. The causes range from individuals seeking donations to help pay for personal medical bills to new upstart businesses in need of an infusion of capital.

A quick search of a few social media platforms produced 851 funding requests from 650 potential breweries, 143 wineries, and 58 distilleries throughout the United States. Clearly, the beverage alcohol industry is not immune from social media funding. As a regulator, should you care? As an industry rep, should you be concerned how your client is raising capital and how new equity owners need to be disclosed to the regulators?

The Security Exchange Commission recently issued new rules allowing businesses to sell equity to, or borrow money from, their supporters in the community. Under these new guidelines, a company can raise up to \$1 million in any 12-month period from friends, followers, customers and the community via SEC-registered funding portals. Individual investors will be permitted to invest between \$2,000 to \$100,000 — depending on their annual income and net worth — in a 12-month period across all crowd-funded offerings. Does such a contribution pose a potential compliance problem or, alternatively, present a tied-house concern? Should it be a problem?

The following experts will help guide us through these and other timely questions:

Moderator: Robert Wiest, Deputy Commissioner OABCC, State of Delaware
Panelists: Jim Ebel, Co-Founder, Two Brothers Brewing Company, Chicago, Illinois
John A. Hinman, Partner, Hinman & Carmichael LLP
Joshua Segal, Partner, Lawson & Weitzen, LLP

This presentation is a continuation and expansion of the panel discussion that was held this past fall at the 2015 NCSLA Northern/Southern Regional Conference in Baltimore, Maryland. While the original panel first alerted the audience to the social media phenomenon and revealed the many minefields it presents to regulators, this “hot topic” presentation will enable the panel to further explore this trend posed by innovation and change.

Don't miss this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details, and watch for more exciting updates on the NCSLA 2016 Annual Conference to be broadcast in the coming weeks.

Need a room at The Westin Michigan Avenue Hotel? The **room block at the government rate is sold out** but there are still rooms available at the NCSLA group rate of \$239/night plus taxes. The cut-off date for the NCSLA group rate has been extended to Wednesday, June 8th, so make your reservation soon before the block of rooms is gone!

Not a member of NCSLA? Joining is easy - just complete the [online application form](#) on the NCSLA website. You won't want to miss a minute of these beneficial business sessions and the valuable networking opportunities with colleagues and friends!

It has been an honor to serve as President of NCSLA this year, and I invite all our members to join me in Chicago for this educational and informative conference. I hope to see you there!

Jerry Waters, Sr.
NCSLA President