



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!

The next generations of consumers are making purchasing decisions based on hand held devices. No need to visit the traditional brick and mortar retailer. Malls across the country saw fewer consumers this last Black Friday, while on-line retailers, like Amazon, had record sales. Social media, social networking, social apps...are regulators prepared to address the complexity of our alcohol beverage laws and rules under a new marketing platform that defies the traditional path alcohol takes to get to the consumer?

Come and learn from this panel discussion titled, “**CENTENNIALS, MILLENNIALS AND BABY BOOMERS...OH MY! TECHNOLOGY IS CHANGING EVERYTHING! ARE YOU PREPARED?**” led by Director Rick Garza of the Washington State Liquor and Cannabis Board on Monday morning, June 27. Are marketing practices used with this new technology in conflict with our three tier system and tied house laws that restrict the relationship between suppliers, distributors and retailers? How are suppliers, big and small, being impacted by these new consumers and what changes can be made to state/federal legal requirements to accommodate a digital marketplace?

Four panelists representing state regulators, the industry and a marketing firm will explore this brave new world and how best to navigate the future.

Moderator: Rick Garza, Director, Washington State Liquor and Cannabis Board

Panelists: Holly Phillips, Special Investigator, Minnesota Department of Public Safety
Bahaneh Hobel, Partner, Alcohol Beverage Counsel, Dickenson, Peatman and Fogarty
Hobert Rupe, Executive Director, Nebraska Liquor Control Commission
Kelly Martin, VP of Compliance, Direct Wines Inc.

Start making your plans NOW to come to Chicago, Illinois from June 26-29, 2016 for this year’s annual meeting of the NCSLA! **Registration is now open** so 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. *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 in addition to 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