



# *Regulating Alcohol in Today's Dynamic Marketplace*

## *2017 Annual Conference – Denver, Colorado*

### **PANEL UPDATES**

Welcome to this week's edition of *Panel Updates*! Each week a session from the 2017 Annual Conference business program will be featured. The annual conference theme is "*Regulating Alcohol in Today's Dynamic Marketplace*," and the agenda will cover a number of diverse issues that demonstrate the dynamic marketplace of alcohol today.

On Tuesday morning state regulators and industry representatives will explore modern technology-based activities and how the states are evaluating them during the "*Modernization & Innovation - The Digital World, Coming of Age*" panel.

Technology is infiltrating every aspect of the alcohol beverage industry. The digital world has opened up new ways to market alcohol beverages, to make virtual-sales and to learn more about what consumers are buying. Regulators and industry members are being asked to evaluate new activities and models. To do so, they must apply laws that, generally speaking, were implemented many, many years before the internet and apps were even contemplated.

So how do regulators and industry members evaluate modern technology-based activities? What are the most significant concerns when evaluating? How do they account for further changes in technology that are bound to occur in the near future? Should states be re-thinking how they currently evaluate technology relating to alcohol beverages?

Join moderator Carrie Bonnington, Partner, Pillsbury Winthrop Shaw Pittman LLP, and these knowledgeable panel members as they discuss those questions, and more, in the context of several real-world examples.

Renee Metz – Chief Counsel, North Carolina Alcoholic Beverage Control Commission  
Wes Geiselman – Counsel to the Director, New Jersey Division of Alcoholic Beverage Control  
Lonette Merriman – Associate General Counsel, Constellation Brands, Inc.

Start making your plans NOW to come to Denver, Colorado from June 11-14, 2017 for this year's annual meeting of the NCSLA! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today and take advantage of the lowest rate by May 3, 2017. *Not a current 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!

For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA will obtain pre-approval from some state authorities along with providing a Uniform Certificate of Attendance for submission to your local jurisdiction. Keep up-to-date on state pre-approvals and conference logistics with the new [NCSLA Conference App](#). To learn more about it and get instructions for downloading the App, visit the [2017 Annual Conference](#) page on the NCSLA website.

NCSLA consistently offers the highest quality educational and informational programs at its Annual Conference. This year is no exception. Please join me in Denver this June for the conference highlight of the year. I hope to see you there!

Matthew Botting  
NCSLA President