



Dear NCSLA Member,

On behalf of the NCSLA Executive Committee, I'm pleased to announce that registration is now open to NCSLA members for the *first* combined regional virtual conference. This complimentary 3-day program's theme is *Transitioning to the "New" Normal* and will include two (2) sessions each day on November 9, 10, and 12, 2020. Check out the [business program](#) and all-star lineup of [presenters](#).

The **November 9th program** continues the discussion of the COVID-19 crisis from the NCSLA 2020 Annual Virtual Conference with deliberation of "*What is the New Normal?*" You'll hear both the industry perspective and the regulators perspective so be sure to join these distinguished panelists as they contemplate what the "New Normal" might look like and when it may occur.

The **November 10th program** will cover two current topics of interest. Day 2 begins with a session led by Jeff Giametta of Davis Wright Tremaine LLP on "*Blurred Product Lines*" and discusses new products that don't fit into the current regulatory framework. This panel will delve into the shifting products and consumer perceptions, and debate how best to regulate them going forward. The second session will cover the "*Current Landscape of On Demand Delivery Laws.*" Join moderator Tom Kerr of Strike Kerr & Johns and a group of diverse panelists as they present the viewpoints of regulators, lawmakers, retailers, and third party delivery platforms in addition to an overview of current state laws governing alcohol delivery.

After observing Veterans Day on November 11th, we'll reconvene on **November 12th** and start with an engaging ethics session guided by Clay Byrd of Adams & Reese LLP on the subject of "*Lobbyists & Lawyers...the Lines of Three Tier Representation.*" If you need CLE accreditation you can't afford to miss it! The program will close with a fast-paced hour of regulatory updates from state regulators across the country. This will be reminiscent of the "roll call" of the states so get ready for a national tour of state alcohol regulation!

Make your plans to join us and [register today!](#) Just click on the link and login now with your NCSLA credentials to register for the conference. In early November you will receive an email with a unique link to the virtual conference site to complete your profile and select the sessions you would like to attend. This will be an enriching event that you don't want to miss.

Anna Hirai
NCSLA President