



NCSLA Reconnect: Rethink and Redesign the Future **2021 Annual Conference – Reno, Nevada**

PANEL UPDATE – Week 11

Only three weeks remain until we gather in Reno! The annual conference theme, “*NCSLA Reconnect: Rethink and Redesign the Future*,” accentuates the organization’s and industry’s resolutely positive outlook and the continuing need for resiliency in the future. While the business agenda gives equal time to many issues of importance, this week’s update centers around two COVID-19 panels that will kick-off Day 2 of the 2021 Annual Conference. The first panel will cover economics, and the second, regulatory developments.

COVIDNOMICS

It is the question that we all want a solid answer to: Did Americans drink more, less or about the same during the pandemic?

Bright and early on Saturday morning, August 28, the dynamic **Lester Jones** of the National Beer Wholesalers Association, will lead an insightful discussion with **Steve Gross** of the Wine Institute and **David Ozgo** of the Distilled Spirits Council of the United States on the impact of COVID-19 on alcohol sales around the country. How did the pandemic change consumer patterns in actual numbers? Will these changes stay? This session is only 30 minutes long and will set the stage for the remainder of Day 2's panels and should not be missed!

COVID MASH UP

What would a post-2020 alcohol beverage industry conference be without a COVID panel? Even if you think you’ve heard it all by now, the ever-evolving nature of regulation during the pandemic warrants discussion. With the Delta variant spreading rapidly, we are starting to see some renewed restrictions. How far will they go?

This panel promises 90 minutes of lively discussion from regulators and industry members on how the pandemic impacted, and is continuing to impact, the alcohol beverage industry. Among other things, our panelists will discuss issues such as the status of temporary relief, including what relief was made permanent, to-go privileges, deliveries and curbside pickups, enforcement issues and more. We are closely watching how federal, state and local governments are responding to the new infection spikes so that we can provide you with the most current and relevant information.

On Saturday morning, please join moderator, **Carrie Bonnington**, Partner at Pillsbury Winthrop Shaw Pittman and the head of Pillsbury’s national Wine, Beer & Spirits Law

practice, and these diverse panelists as they address a topic that would have been nearly impossible to imagine the last time we met in person:

The Regulators

Steven Barker – Deputy Director and General Counsel, Oklahoma ABLE Commission

Rod Diaz – Chief Counsel, Pennsylvania Liquor Control Board

Eric Hirata – Director, California Department of Alcoholic Beverage Control

Stephanie Strauss – Government Relations Officer, Iowa Alcoholic Beverages Division

The Industry

Robert Budoff – Senior Vice President for State Regulatory Affairs, Distilled Spirits Council of the United States (DISCUS)

Colleen Lyons – Senior Director, Licensing & Liquor Compliance, Darden Restaurants

There is still time to make your plans to come to Reno, Nevada from August 26-29, 2021 for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details and register soon. **The cut-off date at the Peppermill Resort is Thursday, August 5th, so [reserve a guest room](#) by then to get the NCSLA special group rates.**

Need CLE accreditation? NCSLA already has approval from California and Pennsylvania, and is working to obtain pre-approval from other state authorities. We'll keep you apprised of other state approvals as they are received.

Not a current member of NCSLA? Just complete the [online application form](#) on the NCSLA website and enjoy these beneficial and educational business sessions in addition to the valuable networking opportunities. Don't miss this homecoming event of the year - I hope to see you there!

Anna Hirai

NCSLA 2021 Conference Organizer