



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

### **PANEL UPDATE – WEEK 2**

Welcome to this week's update on the 2021 Annual Conference! Each week a session from the business program will be featured. 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 COVID-19 will continue to play a central role in this and future conferences, the business agenda gives equal time to many other issues of similar importance.

### **Coupons and Rebates**



The third panel on Saturday morning brings together a state regulator, and wholesaler and retailer representatives to debate the benefits and risks of alcoholic beverage "Coupons and Rebates."

The alcohol beverage marketplace can be hyper-competitive. If inflationary pressures force prices higher, supplier promotional departments may offer special pricing through coupons and product scan discounts to counteract high prices. If legal in a given State, a retailer may choose to accept supplier coupons and rebates to offer a more competitive price. Meanwhile, the watchful eye of the regulator must clarify what actions related to coupons and rebates are legal and which are not legal.

Join moderator Rick Haymaker, Legal Counsel for the Illinois Liquor Control Commission, and the following panelists representing all sides of the issue as they discuss whether supplier to retailer coupons and rebates can encourage a competitive alcohol beverage marketplace without becoming "pay to play" inducements.

- JIM FARRELL, President & CEO, BMI Brand Services, Mesa, AZ
- JOSHUA HARRISON, Prosecutor, Indiana Alcohol and Tobacco Commission
- ELKE HOFFMAN, Managing Member, Elke A. Hoffman Law, PLLC, New York, NY
- JEREMY KRUIDENIER, Executive Director and General Counsel, Wine and Spirits Distributors of Illinois

Start making your plans NOW to come to Reno, Nevada from August 26-29, 2021 for this year's annual meeting of the NCSLA! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details. *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 President