



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

PANEL UPDATE – WEEK 3

Welcome to the third weekly 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.

Towards Liquor Control: Myths, Realities, and Current Relevance

An important conversation for anyone involved in shaping alcohol policy, or for those who advise policymakers, *Towards Liquor Control: Myths, Realities, and Current Relevance* will examine the celebrated 1933 treatise that is often described as the “Bible” of post-Prohibition alcohol regulation. But like the Bible itself, *Towards Liquor Control* is subject to different interpretations, debates about how literally it should be taken, and controversy over its continued relevance.

Don’t miss the opening session on Friday morning as moderator **Marc Sorini** (General Counsel, the Brewers Association and Principal, AlcoStar Consulting) and panelists **Alicia Cronbach** (Principal, Cronbach Law Group, Napa, CA), **John Hinman** (Partner, Hinman & Carmichael, San Francisco, CA), and **Paul Pisano** (Sr. Vice President Industry Affairs and General Counsel, National Beer Wholesalers Association), explore the myths, realities, and relevance of one of the seminal books on alcohol regulation in the United States.

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 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