



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

### **PANEL UPDATE – WEEK 6**

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.

#### ***Flipped and Faked - The Rise of Secondary Markets (and Counterfeit Alcohol)***

Secondary alcohol markets have exploded in recent years. The internet, social media, and modern shipping have fostered this growth.

Various industry studies estimate billions a year in lost profits. Taxes that are not collected on sales made outside of legal channels, result in millions in lost tax revenue as well.

At the same time as the secondary markets have flourished, there has been an increase in consumer demand for some hard-to-find alcohol products - wines, scotch whiskies and more recently bourbons. In addition to the unlicensed resale of legitimate products, counterfeiters are taking advantage of online secondary markets.

International secondary markets have seen many cases of poisonous, tainted alcohol. Is it inevitable that tainted alcohol hits the illegal US secondary markets as well?

Join us Friday morning, August 27, for a discussion on how industry members and regulators are addressing this trend. **Russell Thomas**, Executive Director of the Tennessee Alcoholic Beverage Commission, will serve as moderator and be joined by these proficient experts: **Maureen Downey**, Founder of Winefraud.com; **Jeff Hardy**, Director-General of TRACIT; **Steve Humphress**, Assistant Attorney General, Kentucky Office of Attorney General; **Jeff McKenzie**, Partner and Beverage Alcohol Team Co-leader, Dentons Bingham Greenebaum LLP, Louisville, KY; and **Mary Tortorice**, General Counsel for Sazerac Co.

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