



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

PANEL UPDATE – Week 9

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.

E-Commerce Innovation/Alcohol Business Perspectives

We have all heard how e-commerce has accelerated during the pandemic by 4-7 years, and we nod our heads in agreement because we see ourselves purchasing more digitally. What exactly does all this e-commerce innovation look like in the alcohol industry? Are the challenges companies facing now so different from before the pandemic started 18 months ago? And what does all this change mean for the industry as we look into the future?

Please join us on August 27th, Friday afternoon as we demystify how e-commerce has evolved for all three tiers due to sheltering-in-place. You will hear the challenges producers, wholesalers, retailers, and regulators are facing now. And we will also take out the crystal ball and predict where this change may be heading. On the panel will be: **Ernest Legier**, Commissioner of the Louisiana Office of Alcohol and Tobacco Control; **Randy Ornstein**, Director of Alcohol from goPuff; **Tracy Ariail**, SVP, eCommerce and Digital from Republic National Distributing Co.; and **Dora Czczotka**, Associate Digital Content Manager from Infinium Spirits. Moderating will be **Jo Moak**, Sr. VP and General Counsel from Wine & Spirits Wholesalers of America.

There's still time to make your plans to come to Reno, Nevada from August 26-29th for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details and **register by Thursday, July 22nd, before the early bird rate expires.**

For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA is pleased to announce approval from California and Pennsylvania. NCSLA is working to obtain pre-approval from some other state authorities and will provide a Uniform Certificate of Attendance at the conference for submission to your local jurisdiction. 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