



## ***Working Together – We’re More Than OK!***

**2023 ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA**

**JUNE 11 – 14, 2023**

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Here’s a special preview of one of the sessions featured in the upcoming 2023 NCSLA Annual Conference Program:

### **PANEL #4: Industry Perspectives on Direct-to-Consumer Shipping of Beverage Alcohol**



***“The sky is not falling Chicken Little.”***

Join us on Monday afternoon as industry members offer support why Direct-to-Consumer (“DTC”) shipping is the commonsense solution for the current marketplace. They will provide facts in response to concerns raised by the state regulators in the preceding panel about DTC shipping. The panel will show that claims of DTC shipping being unmanageable, states losing tax revenue, and minors abusing DTC with impunity – do not hold up under scrutiny. In fact, there are multiple reasons why DTC offers states a positive return for this privilege.

You will hear from our panel experts on the current state of DTC shipping, the positive impacts that it has had on the industry following the hard-fought successes of wineries to secure wine shipping privileges in 47 states, and the current efforts by distilleries to obtain the same DTC privileges. Panelists will also discuss the Uniform Law Commission’s (“ULC”) Uniform Alcohol Direct-Shipping Compliance Act.

*What is fueling the desire for DTC shipping?* Consumers’ increased demand for convenience and choice, tourism and brand building opportunities for producers, additional income and avenues to greater market access by craft producers, plus the post Covid-19 landscape’s acceleration of these trends.

The world of commerce is changing dramatically, and the marketplace needs to adapt to meet consumer demands in support of effective pathways to allow consumers to safely get what they want, rather than limiting competition and limiting consumer choice.

**Moderator:** STEPHEN HUMPHRESS, Assistant Attorney General, Kentucky Office of Attorney General

**Panelists:** STEVE GROSS, Vice President, State Relations, Wine Institute  
MARGIE LEHRMAN, Chief Executive Officer, American Craft Spirits Association  
CHRIS O'ROURKE, Vice President Legal and General Counsel, Moet Hennessy USA

**REGISTRATION IS NOW OPEN AT [2023 NCSLA ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA](#).** *Early registration ends April 28<sup>th</sup>* so register today and enjoy this session and the many other informative panels that are planned for the [2023 NCSLA Annual Conference Business Agenda](#).

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in June!

**STEPHANIE STRAUSS**  
NCSLA PRESIDENT, 2022-23  
STATE MEMBER, IOWA

**ANNE JUNIA**  
2023 PROGRAM PLANNING CO-CHAIR  
PARTNER, POWELL JUNIA PC

**ANNA HIRAI**  
2023 PROGRAM PLANNING CO-CHAIR  
STATE MEMBER, HAWAII-HONOLULU LC