



Working Together – We're More Than OK!

2023 ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA

JUNE 11 – 14, 2023

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

PANEL #6: Modernization – Is it a Bad Word?



"Our goal is to modernize it but retain the historical flavor."



The term “modernization” is frequently used in the alcohol beverage industry. But what does it really mean? For some, it means we need to modernize our regulatory systems to align with today’s business realities. That we need to update our laws and rules to help make clear what activities are and are not permissible. That it’s important to balance regulatory goals like limiting youth access, preventing overconsumption, and ensuring an orderly marketplace, with business goals like managing operations effectively, achieving sales targets and staying afloat. Others see the term “modernization” as a threat to the three-tier system. That the laws and rules should be interpreted or updated to further restrict certain industry practices and that the term is really used to further efforts to create more exceptions, thereby opening opportunities for the very evils the tied house laws were implemented to protect against.

Our seasoned panelists will offer their perspectives on modernization, including routes to achieving, roadblocks and the resulting balancing act.

Moderator: **CARRIE BONNINGTON**, Partner, Pillsbury Winthrop Shaw Pittman LLP (CA)

Panelists: **MICHELLE STONE-PRINCIPATO**, Director, Colorado Department of Revenue, Liquor Enforcement Division

JANELLE CHRISTIAN, Director, Office of Industry and State Outreach, Alcohol and Tobacco Tax and Trade Bureau (TTB)

KELLY DIGGINS, Vice President, Deputy General Counsel, Constellation Brands

CHERYL MURPHY DURZY, Founder & CEO, Liberation Distribution (LibDib)

REGISTRATION IS NOW OPEN AT [2023 NCSLA ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA](#).
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

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