



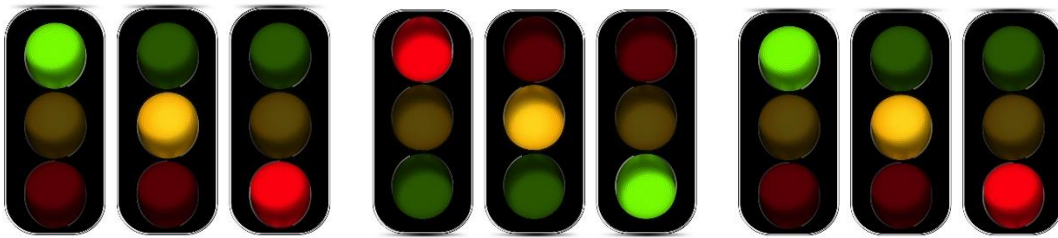
Working Together – We're More Than OK!

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 #7: Social Media & Online Advertising: Red Light / Green Light



The ever-changing world of social media, online advertising, and influencers can be difficult to keep track of, never mind trying to manage the regulations related to them! The panel will examine what suppliers, distributors, and retailers can say online, how it may differ from state to state, and how to stay within TTB and FTC regulations; as well as discuss the recent TTB and state-issued circulars related to social media advertising.

What happens when marketing teams or their influencers go rogue or want to push the envelope? The panel members will share real-world examples of social media advertising and encourage audience engagement via the conference app in real time. *What's a red light and why, how it could be made a green light, and maybe even more importantly, what are yellow lights and how to address them?*

This is sure to be an engaging panel with plenty of time for Q&A, moderated by **MATTHEW CHERRY**, Marketing Practices Attorney at the Texas Alcoholic Beverage Commission. Joining him on the panel will be **GINNA WINFREE BURRELL**, Partner, Gullett Sanford Robinson & Martin in Tennessee; **ROGER CLAYTON**, Senior Counsel at Strike Kerr & Johns, California; **BOB BUDOFF**, Senior Vice President of Legal and Regulatory Affairs at DISCUS; and **TOM AKRAS**, Director of the Legal and Legislative Division, Maryland Alcohol and Tobacco Commission.

REGISTRATION IS 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](#).

For those who need to fulfill Continuing Legal Education (CLE) requirements, **NCSLA has obtained approval from Pennsylvania, in addition to California, Iowa, Missouri, and Oklahoma** and is working on pre-approval from other state authorities. We will provide a Uniform Certificate of Attendance at the conference and on the NCSLA website and meeting app for submission to your local jurisdiction, and keep you apprised of state approvals as they are received.

Last call...don't miss out on the group rates at the Omni Oklahoma City Hotel. The Omni graciously extended the cut-off date and you have until tomorrow to get the group rates. [**Make your reservation online or by phone**](#) by **Friday, May 26th**, to secure a room at the conference venue.

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

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STATE MEMBER, HAWAII-HONOLULU LC