



A Capital Idea: Regulating for the Future, Building on our Past **2024 ANNUAL CONFERENCE – WASHINGTON, DC** **JUNE 16 – 19, 2024**

NCSLA is celebrating its 90th anniversary this year and you won't want to miss it! Here's a special preview of one of the sessions featured in the upcoming 2024 national conference program:

PANEL #3: Perspectives on the Rapid Growth of Non-Alcoholic and Low Alcohol in Beverages



We've all read the trades – consumers are increasingly seeking better-for-you options on their drinking occasions, with an increased focus on moderation. Surprising to no one, the beverage industry has responded with increased innovation in non-alcoholic offerings, including 0.0 and alcohol-removed products. But does the current regulatory scheme meet the needs of these projects? What do regulators and industry members need to know about this innovation? Join this panel on the first day of the conference as they explore this fast growing category through the lens of manufacturers, wholesalers, and regulators.

Moderator: **Shauna Barnes**, Founding Partner, Barnes Beverage Group

Panelists: **Tom Akras**, Director of Legal & Legislative Division, Maryland Alcohol Tobacco & Cannabis Commission
Brian Fink, Associate, Foster Garvey PC (NY)
Stephen Larson, Division Administrator, Alcohol & Tax Operations Division, Iowa Department of Revenue
Emily Pence, Chief People Officer, Best Day Brewing

REGISTRATION IS OPEN AT [2024 NCSLA ANNUAL CONFERENCE – WASHINGTON, DC](#). *Early registration ends Friday, May 10th*, so register today and enjoy this session and the many other informative panels that are planned for the [2024 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 at this celebratory event. We look forward to seeing you in June!

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NCSLA PRESIDENT, 2023-24
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