



A Blueprint To The Future

2016 Annual Conference – Chicago, Illinois

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 26-29th at The Westin Michigan Avenue, Chicago, Illinois for its 2016 annual meeting and conference. Serving as conference host is the Illinois Liquor Control Commission and Executive Director U-Jung Choe.

The annual conference theme is “**A Blueprint To The Future,**” and during the conference a variety of current issues will be discussed over the course of two and a half days. So come join us in Chicago where NCSLA originated 82 years ago!

Chicago is home to some of the greatest shows on Earth. So be sure to catch what promises to be the hottest show in town, **PUBLIC RELATIONS AND DAMAGE CONTROL**, which will be featured on Wednesday, June 29th.

Some organizations sit back and watch what happens, others simply wonder WHAT HAPPENED?!? And then there are those organizations that simply make things happen. It's not enough in today's environment to stand back and watch the landscape unfold. Instead, successful organizations are constantly engaged in the process and, through their involvement, help shape the future, as well as their destiny.

This panel will discuss how to avoid pitfalls and traps; how to stockpile credibility and goodwill; how to recognize you are in a hole; and, if you are in a hole, how to stop digging and start climbing out. The panel, comprised of five distinguished regulators, will share useful tips on how to get the right word out, as well as how to succeed at the PR game.

So, don't miss this exclusive engagement and what promises to be the hottest ticket in town, featuring the following cast of characters:

Moderator: Jeffrey Kelly, Director, Maryland Field Enforcement Division

Panelists: Dean Argo, Government Relations Manager, Alabama ABC Board;
Dexter Jones, Assistant Chief of Audit and Inspections, Texas Alcoholic Beverage Commission
Ranee Niedermeyer, Director, Government Affairs & Communication, Oregon Liquor Control Commission
Brian Smith, Communications Director, Washington State Liquor and Cannabis Board

And, I am excited to announce that this presentation will kick-off the NCSLA “**REGULATOR ACADEMY.**” The Association will use the Academy to help state officials improve their skills, keep current on hot topics and promote interaction among and with their colleagues. This brand new certification program for state regulators will debut three (3) sessions on the final day of the 2016 Annual Conference. More details will be unveiled prior to the conference, so please stay tuned!

Start making your plans NOW to come to Chicago, Illinois from June 26-29, 2016 for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details, and watch for more exciting updates on the NCSLA 2016 Annual Conference to be broadcast in the coming weeks. *Need a room at The Westin Michigan Avenue Hotel?* The **room block at the government rate is sold out** but there are still rooms available at the NCSLA group rate of \$239/night plus taxes. The cut-off date for the NCSLA group rate is Sunday, June 5th, so make your reservation soon before the block of rooms is gone!

Not a member of NCSLA? Joining is easy - just complete the [online application form](#) on the NCSLA website. You won't want to miss a minute of these beneficial business sessions and the valuable networking opportunities with colleagues and friends!

It has been an honor to serve as President of NCSLA this year, and I invite all our members to join me in Chicago for this educational and informative conference. I hope to see you there!

Jerry Waters, Sr.
NCSLA President