



Regulatory Strategies for an Innovative Marketplace

2018 Annual Conference – Waikoloa, Hawaii

PANEL UPDATE – WEEK 3

This is the third update in the series on the 2018 Annual Conference. Each week a session from the business program will be featured. The annual conference theme is “*Regulatory Strategies for an Innovative Marketplace,*” and the agenda will cover a number of diverse and timely topics confronting the industry and marketplace of alcohol today.

PANEL #14: HERE, THERE AND EVERYWHERE - WHEN ALCOHOL IS THE NORM

In 1933, John D. Rockefeller was quoted as saying, “Only as the profit motive is eliminated is there any hope of controlling the liquor traffic in the interest of a decent society.” However, as Nobel Prize winner Bob Dylan put it, “the times, they are a-changin’,” and new innovations continue to bring an increased number of requests for expansion of access to alcohol. The alcohol industry continues to look for ways to incorporate new ideas, promote products more widely, and expand access.

How should regulatory agencies and state legislatures assess new proposals in order to support the industry yet maintain “a decent society”? On Wednesday morning, a diverse panel of experts will share their knowledge and experience in addressing “*Here, There and Everywhere: When Alcohol Is the Norm.*” How do we balance economic development and consumer demands with what we know from research about social norms, messaging, public health impacts, and implications for treatment and recovery?

Previous NCSLA Keynote Speaker Jason Kilmer, Ph.D., University of Washington associate professor, student affairs professional, and researcher, will serve as moderator. He will be joined by these distinguished panelists:

- Rick Garza, Director, Washington State Liquor and Cannabis Board;
- Linda Major, Ph.D., Assistant Vice Chancellor of Student Affairs, University of Nebraska-Lincoln, and leader in using environmental strategies to reduce high risk drinking in college communities;
- Nicole Reid, Co-owner of The Manifest Honolulu and leader in Chinatown redevelopment; and
- Christine Trout, Commissioner, Kentucky Department of Alcoholic Beverage Control.

Start making your plans NOW to come to Waikoloa, Hawaii from June 17-20, 2018 for this year’s annual meeting of the NCSLA! **Registration is now open** so visit www.ncsla.org today for details. *Not a current 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 in addition to the valuable networking opportunities with colleagues and friends!

It has been an honor to serve as President of NCSLA this year. Please join me this June as we showcase an educational business program and make lasting memories. I hope to see you there!

A. Keith Burt
NCSLA President