



Regulating Alcohol In The 21st Century

2015 Annual Conference – San Diego, CA

Dear NCSLA Member,

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will assemble June 14-17th at the Rancho Bernardo Inn for its 2015 annual meeting and conference in San Diego, California. Serving as conference host is the California Alcoholic Beverage Control and Director Timothy Gorsuch.

The annual conference theme is “**Regulating Alcohol In The 21st Century**,” and the business agenda will cover a number of diverse and current issues over the course of three (3) days.

Are you worried about the future of federal brand label approvals and its impact to your organization and the marketplace? *Don't freak-out!* Instead join us at 9:00 a.m. on Tuesday, June 16th for **COLA Freak-Out**, a panel discussion moderated by K. Renee Cowick, Chief Counsel of the North Carolina Alcoholic Beverage Control Commission.

This discussion will begin with the latest from Janelle Christian, a Compliance Specialist of the Alcohol and Tobacco Tax and Trade Bureau, on TTB's future role in label approval and automating the label approval process—short-term and long-term. *Spoiler alert:* changes are coming, but they won't be as dramatic as some have feared!

TTB's update will be followed by a lively point-counterpoint discussion between Steve Gross of the Wine Institute and Richard P. Mendelson of Dickenson Peatman & Fogarty on whether the public, the industry, and regulators really need pre-approval of alcoholic beverage labels.

And, if you haven't had enough on COLA changes, join us for something new: a breakout session led by Renee Cowick later that same morning will allow those who are interested to delve deeper into the issues raised by the panel in a smaller group discussion.

Start making your plans NOW to come to San Diego, California from June 14-17, 2015 for this year's annual meeting of the NCSLA! **Registration is now open** so visit www.ncsla.org today for details, and watch for more exciting updates on the NCSLA 2015 Annual Conference to be broadcast in the coming weeks. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#). You won't want to miss a minute of these educational and informative sessions in addition to the valuable networking opportunities with colleagues and friends!

I am honored to serve as President of NCSLA this year, and I invite all our members to join me in San Diego for this conference. I hope to see you there!

Bob Hill
NCSLA President