



FOR IMMEDIATE RELEASE

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## **NCSLA Goes to Washington, D.C. In June 2012!**

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will convene June 20-24<sup>th</sup> at the world-famous Mayflower Renaissance Hotel in Washington, DC for its 2012 annual meeting and conference. Serving as conference host is the District of Columbia Alcoholic Beverage Regulation Administration (ABRA), Fred Moosally, Director.

Do You WANT the TRUTH? Can you HANDLE the TRUTH? Then you can't arrive late for the Conference! WHY?!?!??

Chris O'Rourke, Vice President and General Counsel of Moet Hennessy USA, Inc., will present on the first day of this year's conference the panel discussion titled "SOCIAL MEDIA: CONNECTING WITH YOUR TARGET AUDIENCE IN THE 21<sup>st</sup> CENTURY", our in-person, face-to-face dialogue with **Social Media** experts from Google, a marketing and advertising agency, and state-level beverage alcohol regulators from Oregon and Maryland. Join us as they discuss the concept of "Zero Moment of Truth", and how state regulators can use available tools to reach the right audience at the right time with the right message in this social media age, as retailers and industry members are now doing!

In these recent years, **Social Media** has changed our lives both personally and professionally. We've all gotten reacquainted with friends, relatives and former coworkers whom we haven't seen or heard from in years. With a mere tap, we enjoy pictures of loved ones on "smart phones," along with phone numbers and addresses of everyone we know, would like to know better, and even a few we may wish we'd never met.

And, of course, we have never before been so well-acquainted with consumer brands, which are increasingly using social media to better connect with their audience.

Join us from Day 1 of this year's NCSLA annual meeting and discover whether YOU ARE CONNECTING WITH YOUR TARGET AUDIENCE. This is just one among the many presentations now scheduled during this 4-day conference that will provide insights into issues that affect you in your work.

Stay tuned for more exciting updates on the NCSLA 2012 Annual Conference and visit [www.ncsla.org](http://www.ncsla.org) for details. Start making your plans NOW to come to Washington, DC from June 20-24, 2012 for this year's annual meeting of the NCSLA!

### **About National Conference of State Liquor Administrators, Incorporated:**

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit [www.ncsla.org](http://www.ncsla.org) for more information.