



# *Regulating Alcohol in Today's Dynamic Marketplace*

## *2017 Annual Conference – Denver, Colorado*

### **PANEL UPDATES**

Only four weeks remain until the conference kicks off! The theme this year is “*Regulating Alcohol in Today's Dynamic Marketplace*,” and the agenda will cover a number of diverse issues that demonstrate the dynamic marketplace of alcohol today.

Join us on Wednesday morning as the 2017 NCSLA Conference climaxes for an exciting last day of industry discussions. The first addresses the growing trend of manufacturers offering retail sales of alcoholic liquors from their facilities, and/or engaging in self-distribution in the panel titled, “*Is the Nose of the Camel under the Tent? Hybrid Licenses, a Response to the Craft Beverage Demand.*” The passage of the 21<sup>st</sup> Amendment and the end of Prohibition kicked off the current state-based alcohol policy designed for tier separation to avoid marketplace manipulation by the supply side. But, does allowing manufacturers to engage in activities normally reserved for other tiers renew those concerns for which the three-tier regulatory scheme was designed to prevent? What effect do these hybrid businesses have on State alcohol policy? What is the effect this licensing trend has on regulatory enforcement and revenue collection? Under *Granholm* and its progenies, can these hybrid licenses be limited to craft manufacturers; or does the nose of the camel include multi-national global producers in this trending business model?

Presenting this developing business practice and licensing trend are the following distinguished panelists:

- John “Jack” Cordrey, Commissioner, Delaware Alcoholic Beverage Control;
- Rick Garza, Director, Washington State Liquor and Cannabis Board;
- Craig Wolf, President & CEO, Wine & Spirits Wholesalers of America; and
- Chris Wright, Founder, Pikes Peak Brewing Company, Monument, Colorado.

Plan on joining moderator Jim Webster of Webster Powell, for an enlightening discussion of this emerging industry trend.

It's not too late to make plans to come to Denver, Colorado from June 11-14, 2017 for this year's annual meeting of the NCSLA! Visit [www.ncsla.org](http://www.ncsla.org) today and register to attend. *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 educational business sessions in addition to the valuable networking opportunities with colleagues and friends!

Keep up-to-date on conference logistics and state CLE approvals with the new [NCSLA Conference App](#). To learn more about it and get instructions for downloading the App, just click on the link.

Rooms are still available at The Westin Denver Downtown but not for long. The group rate of \$199 plus tax is only available until May 21<sup>st</sup> so don't miss out. If you haven't done so already, [reserve a room TODAY!](#)

NCSLA consistently offers the highest quality educational and informational programs at its Annual Conference. This year is no exception. Please join me in Denver this June for the conference highlight of the year. I hope to see you there!

Matthew Botting  
NCSLA President