



NCSLA Reconnect: Rethink and Redesign the Future **2021 Annual Conference – Reno, Nevada**

PANEL UPDATE – Week 7

Welcome to this week's update on the 2021 Annual Conference! Each week a session from the business program will be featured. The annual conference theme, "*NCSLA Reconnect: Rethink and Redesign the Future*," accentuates the organization's and industry's resolutely positive outlook and the continuing need for resiliency in the future. While COVID-19 will continue to play a central role in this and future conferences, the business agenda gives equal time to many other issues of similar importance.

Responsible Drinking & Changing Social Norms

The alcohol beverage industry has had a long-standing commitment to promoting responsible drinking through marketing campaigns, in-market programs and initiatives, and consumer education platforms and resources. Recent trends also suggest that younger adults are increasingly making the decision to explore movements, such as "sober curious" and "dry January." These trends along with the growing importance of eCommerce are requiring the alcohol beverage industry to react to these changing social norms. Thus, industry members have begun to pivot, increasingly using technology and even partnerships to both connect and support consumer education.

Don't miss this interactive panel on Friday afternoon moderated by **Jill Kiefer** (Executive Director, TEAM Coalition) that will focus on social marketing campaigns and related programming that is helping to promote responsible drinking and move the social norms needle. Participants on this panel include **Dorothy ("Dottie") Taylor** (State Supervisor, Missouri Division of Alcohol & Tobacco Control), **Colleen Lucas** (Vice President, Better World, Anheuser-Busch), **Sara Cooley-Broschart** (Public Health Education Liaison, Washington State Liquor and Cannabis Board), and **Ana Fitzgibbons** (Director, Diageo in Society).

Only seven weeks remain before we gather in Reno, Nevada from August 26-29, 2021 for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details and register soon for the lowest rate. *Not a current member of NCSLA?* Just complete the [online application form](#) on the NCSLA website and enjoy these beneficial and educational business sessions in addition to the valuable networking opportunities. Don't miss this homecoming event of the year - I hope to see you there!

Anna Hirai
NCSLA President