



Regulatory Strategies for an Innovative Marketplace

2018 Annual Conference – Waikoloa, Hawaii

PANEL UPDATE – WEEK 1

Welcome to this week's Panel Update for the 2018 NCSLA Annual Conference! Each week a session from the business program will be featured. This year's 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 #1: DISRUPTION AND THE BEVERAGE ALCOHOL INDUSTRY

Disruption is occurring across all sectors of the economy and, in the wake, established market leaders, products and alliances are being displaced. Perhaps no bigger example exists than Sears, Roebuck and Company, colloquially known as Sears.



Sears began in 1886, ironically as a mail order catalog company, before it began opening retail locations in 1925. The company soon became the largest retailer in the United States, a title it held until surpassed in October 1989 by Walmart. Continuous decline has followed as Sears has been slow to react to competitors and consumers who have taken to online orders.

The beverage alcohol industry, despite insulation provided by a web of federal, state and local regulations, is no more immune from the forces of change than Sears. In fact, startup companies are launching new businesses now, based on the latest technological innovation, with the intent to challenge and replace existing businesses in our industry.

The opening panel presentation, titled "*Disruption and the Beverage Alcohol Industry*," will examine how "disruptive innovation" – in the form of the latest innovations and new products, channels, media, regulations and consumers – is impacting our industry and what steps are being taken to safeguard against, or to even embrace, disruption in the beverage alcohol industry.



Lynn Walding, Diageo's Executive Director for Control States, will lead a panel of industry experts, including **Gerald Dehrmann**, Senior Vice President of Public Affairs & Government Relations for Walmart,



as well as **Nidhi Kumar**, General Counsel & Senior Vice President for Drizly, as they discuss the intersection of competition, innovation and regulation. Rounding out the panel, and adding a regulator's perspective, will be **Patrick Maroney**, Liquor and Tobacco Enforcement Director for the Colorado Department of Revenue. Finally, the audience will be an active participant in the presentation through the use of the SLIDO app, yet another technological innovation changing how we interact.

Please join the "*Disruption*" panel on Monday, June 18th at 9:45 AM for a one-hour conversation about what the future holds for the beverage alcohol industry. Attend this session and don't let what happened to Sears, happen to your business!

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 in a pacific paradise. I hope to see you there!

A. Keith Burt
NCSLA President