



# *Regulatory Strategies for an Innovative Marketplace*

*2018 Annual Conference – Waikoloa, Hawaii*

## **PANEL UPDATE – WEEK 11**

This is the eleventh update on the 2018 Annual Conference! Each week a session from the business program will be featured. The 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 #2: Through Community Collaboration, Can We Build a Consensus About Alcohol and Public Health?*

The 21st amendment to the U.S. Constitution gives primary authority for regulating alcohol availability to each of the States. Most States have created alcohol beverage control (ABC) agencies to exercise this authority, implementing State laws that regulate how alcoholic beverages are manufactured, packaged, distributed, sold and consumed. The general role of State ABC agencies is to license alcohol establishments; enforce alcohol laws and regulations; and adjudicate violations of these policies.

Many lifestyle choices carry potential risks and benefits and the consumption of alcohol is no exception. Scientific research has reported potential health benefits associated with moderate beverage alcohol consumption. Scientific research has also reported that excessive drinking may cause serious health problems and has been associated with an increased risk of certain types of cancers. For some, alcohol use provides social benefits. For others, it is seen as the cause of social harms. Industry members and public health professionals can find themselves at odds on these topics, with views ranging all across the spectrum.

Given these disparate views and the range of research available, how do we use what we know to come to a middle ground? What is the basis for the difficulties in doing so and how can we reach common goals?

Topics discussed will include the potential benefits and drawbacks of alcohol modernization platforms. What, if any, are the public health concerns regarding policies such as hours of sale and selling on Sundays, other innovative marketing practices, and the meaning of “drink responsibly?”

**Based upon the above, how can public health advocates, state regulators and the alcohol community work together?** It is the goal of this panel to find out! What we can agree on, what we will never agree on and how we can make a real difference. Join moderator Erik Smoot, Captain, Oklahoma ABLE Commission, and these knowledgeable panel members for this engaging discussion on the first day of the conference.

Mary Segawa – Public Health Education Liaison, Washington State Liquor and Cannabis Board

Ronald Kohler – Manager, The Greentree Group

Lynne Omlie – Senior VP, Distilled Spirits Council

Sarah Mariani – Administrator, Washington State Division of Behavioral Health and Recovery

For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA is pleased to announce that the Hawaii State Board of Continuing Legal Education has approved the 2018 Annual Conference for **ten (10) credit hours AND one (1) hour of Ethics** credit. NCSLA is working to obtain pre-approval from some other state authorities and will provide a Uniform Certificate of Attendance at the conference for submission to your local jurisdiction. We'll keep you apprised of state pre-approvals as they are received so watch for more details in the coming weeks.

There's still time to register for this year's annual meeting of the NCSLA in Waikoloa, Hawaii from June 17-20, 2018! Visit [www.ncsla.org](http://www.ncsla.org) today for details and make your plans soon. *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. I hope to see you there!

A. Keith Burt  
NCSLA President