



Regulation Matters

2019 Annual Conference – Louisville, Kentucky

PANEL UPDATE – WEEK 8

Only four weeks remain until the 2019 Annual Conference and the excitement is mounting. For the past two months we've been featuring a business session from the program each week. This year's theme is "*Regulation Matters*," and the agenda will cover a number of diverse and timely topics confronting the beverage alcohol industry and marketplace.

In this week's update, we are pleased to inform you that NCSLA will be highlighting "**Diversity in the Industry**" at the Annual Conference on Monday afternoon, June 17th. This panel will look at the changing demographics in our industry and showcase three individuals who have come from diverse backgrounds and are making noteworthy contributions to the industry.

Joining the panel are: DEBORAH BRENNER, founder and CEO of Women of the Vine & Spirits in San Francisco, CA; ANDREA WILSON, Master of Maturation and Executive Vice President – General Manager at Michter's Distillery in Bardstown, KY; and CASSANDRA L. HICKS, Deputy Superintendent, Ohio Division of Liquor Control. The Panel will be moderated by NICHOLAS BERGMAN of Buchman Law Firm, LLP.

During this session, we will see how the alcoholic beverage industry, its customer base and the people who work in it, are comprised of persons from an intersection of cultural identities. Fostering greater diversity can help businesses maintain relevance and improve viability. A successful business should be representative of the multi-faceted, makeup of our world and continue to grow to include a range of persons and perspectives. To this end, we will consider business strategies to help recruit and retain people of diverse backgrounds and experiences.

Start making your plans NOW to come to Louisville, Kentucky from June 16-19th for this year's annual meeting of the NCSLA! Visit www.ncsla.org today for details and [register soon](#). **By the way, the group block at the Seelbach Hilton has nearly reached capacity. A few shoulder dates are still available if you'd like to contact them or you can put your name on a "wait list."** Not to worry though, NCSLA has another block of rooms (both Government Per Diem and Group rates) directly across the street at the **EMBASSY SUITES DOWNTOWN, 501 South Fourth Street**. You can [reserve a hotel room online](#) or call. Details can be found on the **Annual Conference page at www.ncsla.org**. *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 opportunities to meet with colleagues from across the nation!

This will be an enriching event that you don't want to miss. Please join me in "Derby City" this June for an informative and educational business program. I hope to see you there!

Jeffrey A. Kelly
NCSLA President