



Transitioning to the “New” Normal

2020 Combined Regional Virtual Conference

PANELS SHOWCASE: NOVEMBER 9, 2020

Welcome to this week’s showcase of the 2020 Combined Regional Conference titled, *Transitioning to the “New” Normal*. Each week leading up to the virtual conference program sessions will be featured.

SESSION #1: WHAT IS THE “NEW” NORMAL? THE INDUSTRY PERSPECTIVE



Predictions, predictions, predictions...None of us can tell the future, but what is for sure, is that we are living in a drastically different world right now than when this year started. Who would have thought a wine tasting would ever go virtual, let alone NCSLA?!? Despite our wish to return to “normalcy”, we continue to see a need – at all tiers – to adapt to this ever-changing environment. What lies ahead is unclear, as we shift to a more technologically-driven and contact-less economy.

Please join moderator **Nick Bergman** (Buchman Law) and esteemed panelists, **Jay Hibbard** (DISCUS), **Alison Herman** (SGWS), **Katie Doyle** (Washington Hospitality Association) and **Bahaneh Hobel** (Dickenson, Peatman & Fogarty), to help “kick-off” the conference with a discussion of what, *we think*, will be the “new” normal...

SESSION #2: WHAT IS THE “NEW” NORMAL? THE REGULATORS PERSPECTIVE



Who would have ever thought 2020 would bring so much change to the liquor industry? Every state encountered unique circumstances in trying to keep our industry afloat during the pandemic. Rules changed on the fly, certain statutes were either suspended or modified by executive orders, heck, even our federal regulatory partner sent out guidance regarding certain issues in order to assist the industry during these difficult and unprecedented times.

On Monday, November 9th, please join the moderator, **John Cocca**, Director of the Arizona Department of Liquor Licenses and Control, and these “battle-tested” panelists as they share their experiences on what happens when a pandemic impacts the government’s ability to regulate alcohol. “THE REGULATORS PERSPECTIVE.”

- **Gary Meyerhoff**, General Counsel, New York State Liquor Authority
- **Russell Thomas**, Executive Director, Tennessee Alcoholic Beverage Commission
- **Stephanie Strauss**, Government Relations Officer, Iowa Alcoholic Beverage Division
- **Rick Garza**, Director, Washington State Liquor and Cannabis Board

Registration is now open so visit www.ncsla.org today for details. Please join me in November for an informative and educational business program.

Anna Hirai
NCSLA President