



# BLURRED LINES IN THE AGE OF ALCOHOL INNOVATION

## 2022 ANNUAL CONFERENCE – OVERLAND PARK, KANSAS

### JUNE 19 – 22, 2022

From the esteemed 2022 Program Planning Committee, here's a special preview of one of the sessions featured in the upcoming 2022 NCSLA Annual Conference Program:

#### **SESSION #7: Hot Topics**

On Tuesday morning, **Andrew Vallejos**, Director of the Alcoholic Beverage Control Division of the New Mexico Regulation and Licensing Department, will moderate this very interesting and informative panel. The panelists will introduce us to some of the hot items that regulators and industry members should be aware of, some of which are straight out of the headlines.

**Chris Thiemann** will be discussing some of the current trends that are on the radar of TTB.

As giants of the non-alcoholic beverage industry, such as Coca-Cola and Pepsi, are getting into the alcoholic beverage side of the business, there are many questions, such as tied house considerations, trade practices, and merchandising. **Micki Hackenberger** will be presenting on these challenging issues, and more, as she explores the cross-over between the alcoholic and non-alcoholic categories.

The Treasury Report on competition specifically identified areas of consideration within the alcoholic beverage regulatory framework. It has received a lot of media attention and it seems that not everyone agrees on what it means or whether it is correct. To help cut through the noise, **Jim Webster** will discuss areas of significance and what they may mean for state alcohol regulators and the industry.

Who knows what NFTs even are? Non-Fungible Tokens are digital representations of ownership of digital assets (for example art or NBA highlights) or physical assets (like wine). They have unique identifying codes and exist on a blockchain, ostensibly allowing folks to trade securely without physical possession of the goods. With several alcoholic beverage companies and service providers looking to offer NFTs it is important for regulators to be aware of what they represent and figure out if they are, or should be, regulated in some way. **Erin Kelleher** will help guide us through the head-scratching as she seeks to educate and inform on this new age of digital commerce. We'll explore the age-old questions of ownership, sale and shipping - is there really anything new under the sun?

For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA is pleased to announce approval from California, Iowa, Kansas, Missouri, Nebraska, and Pennsylvania. NCSLA will provide a Uniform Certificate of Attendance for submission to your local jurisdiction.

**REGISTRATION IS STILL OPEN AT [2022 NCSLA ANNUAL CONFERENCE - OVERLAND PARK, KANSAS](#).** Register today and enjoy this session and the many other informative panels that are planned for the [2022 NCSLA Annual Conference Business Agenda](#).

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in Kansas in June!

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