



News Release

FOR IMMEDIATE RELEASE

NABCA's 78th Annual Conference Focuses on Consumers

"Caring for the Customer" is this year's theme

ALEXANDRIA, VA (April 16, 2015) – As control systems adapt to customers' needs for information-rich decisions through abundant brand options and the use of modern technology, private and public entities will succeed by surpassing set standards. NABCA addresses "the customer" during its 78th Annual Conference in Phoenix, Arizona, May 18-21, 2015.

During the conference, business sessions, seminars, and workshops will provide tools and techniques that concentrate on the theme, "Caring for the Customer," to keep them top of mind. "We must also recognize that our customer base extends beyond our distribution points or cash registers to include our communities, business partners, policymakers, each other, and the good causes we support," said Jeff Anderson, NABCA's board chairman.

Keynote speakers, author Steven Levitt and photojournalist Dewitt Jones, will cover how to better understand consumers and the world we live in. Session and seminar subjects will include brand loyalty, regulating marijuana like alcohol, how alcohol beverage market share is changing, and how to talk to the media about alcohol policy.

"Conference attendees will network and conduct business with each other as they learn new practices that will help them create memorable experiences for their customers," said Jim Sgueo, NABCA president and CEO.

For more information about the 2015 Annual Conference or NABCA, visit www.nabca.org.

###

Contact: Margaret Barchine, APR
703-578-4200-Office; 703-907-9636-Cell
maggie.barchine@nabca.org

ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

4401 Ford Avenue, Suite 700, Alexandria, VA 22302

Alabama | Idaho | Iowa | Maine | MD - Montgomery County | Michigan | Mississippi | Montana | New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming