

OFFICERS ELECTED AT CONVENTION



Kim Gansert, Treasurer; Mel Gitler, President; Fred Barnes, Vice President; Bonnie Petrock, Secretary; Not Pictured – Sean Duffy, Sgt-at-Arms

At the recently held 74th annual Convention, Mel Gitler of Herbert's Billiards, Secaucus was unanimously elected President of the Association for the 2006-2007 term. Mel has been a long-time member of our organization and has served as Hudson County Director, PAC advisor, Convention Chairman, and in several officer positions. Mel has been a strong advocate to maintain a visible on-premise presence.

Elected to the position of Vice-President, Fred Barnes, is a former Passaic County Director, a former Regional Director and former Secretary. Fred owns Dingo's Den and Dingbat's in Clifton. Fred served as toastmaster at Jim Hill's testimonial dinner.

Bonnie Petrock, owner of Petrock's in Hillsborough, was elected to the position

of Secretary. Bonnie has been very active in the Association having served as Somerset County Director and most recently served as NJLBA Treasurer.

The position of Treasurer was filled by the election of Kim Gansert of Shore Gate Golf Club in Ocean View, site of the 2006 Battle of the Bars golf outing. Kim has been the Cape May County Director for the past two years.

Following in the foot steps of his illustrious father, Freeholder Terry Duffy, the Association elected Sean Duffy as Sergeant-at-Arms.

Jim Hill of the Knotty Pine Pub in Wharton will serve as immediate Past President.

NJLBA is governed by the Executive Committee made up of officers elected by the membership and by County Directors elected independently by each county. Monthly meetings are held on the second Wednesday of each month and members are encouraged to attend. Issues and challenges facing the industry are discussed. Policies and strategies are formulated to meet those situations. The more input available, the better the decision.

President Gitler appointed as Regional Directors, Joe Ardire, Crazy Kat Lounge, Deptford, Mike Marsh, Trio Tavern, Williamstown, Jim Filler, Dadz Bar & Grill, Mount Holly, Terry Duffy, Duffy's Tavern, Paterson and Robert Scerbo, The Exchange, Rockaway.

Letter from the Division of Alcoholic Beverage Control Director Jerry Fischer

It is my pleasure again this year to thank you, your staff and Association members for including Division staff and me at your convention at the Tropicana. It is always a pleasure to meet with you and discuss your concerns personally. We look forward to working with you in the upcoming year.

Last year I provided your membership with an update on the status of the ongoing departmental review of poker game activities on the premises of consumption licensees. As I advised last year, the Department of Law and Public Safety has not yet made a determination as to the legality of poker type games, such as "Texas Hold 'Em" on consumption licensed premises. As of this time, the issue continues under such departmental review. As I have announced in the past, if a determination is made on this issue, your Association will be promptly notified. If the decision should require licensees to adjust their current activities, I continue to be committed to providing ample notice and time to allow licensees to do so.

Pending the outcome of the departmental review, the Division continues to receive inquiries regarding these activities. Thus, I reiterate the following Division policy regarding poker game activities on consumption licensed premises. While poker tournaments have the potential to violate certain Division regulations, the Division has

informed licensees that it will not initiate prosecution of licensees conducting poker tournaments on licensed premises provided they are conducted in compliance with certain strict limitations. Specifically, licensees may not permit players or contestants to pay anything of value, including but not limited to chip fees, entry fees and seat reservations, or to require minimum food or beverage purchases or the like as a condition to participation. Additionally, only non-cash prizes of nominal value may be awarded to consumers as part of the event.

As in last year's message, I caution licensees to avoid activities that could result in disciplinary action against the license or even criminal charges. These activities and other future programs depend on the ability of the industry to scrupulously adhere to the constraints of the Division's regulations. In fact, I continue to encourage your Association to work on a set of procedures and training for its members with regard to these activities to ensure industry compliance with the Division's policy. Additionally, should any licensee have specific questions, I continue to encourage them to contact the Division.

I wish you, your staff and your membership a happy, safe and successful holiday season.

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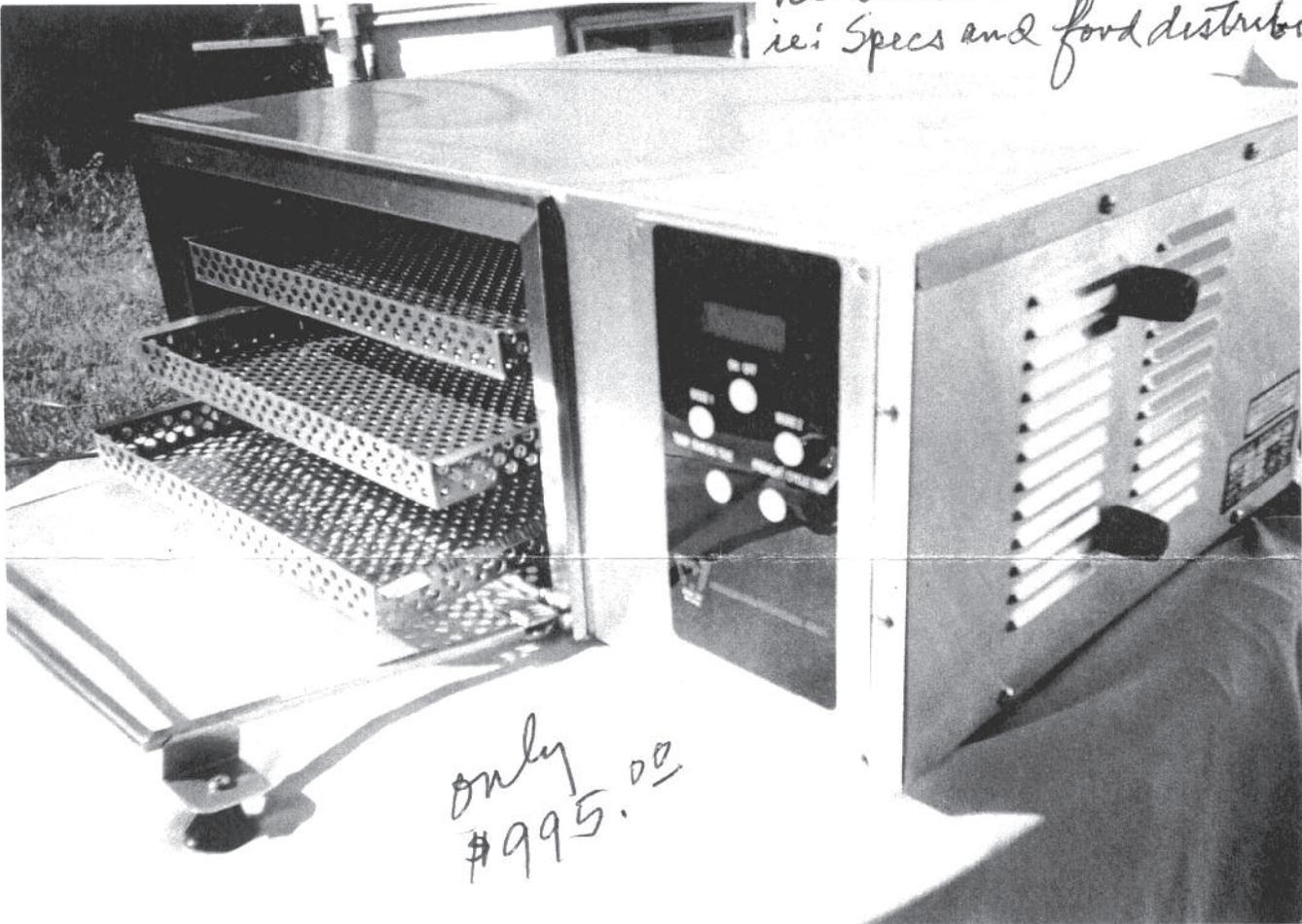
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Music Heals and Unifies America During Crisis

In times of crisis, anger and grief, the American people seek the comforting and unifying power of music to ease the collective pain of the nation. The phenomenon was especially evident after the terrorist attacks in New York and Washington, D.C., when songs of patriotism, hope, and platonic love surged in popularity for radio and television broadcasts and public gatherings.

“Music is a means of communication that helps express our emotions and fears,” said Al Bumanis, a music therapist and spokesperson for the American Music Therapy Association. “Music is a healing experience, and historically, music has been used in major life events, from prehistory – that’s how people cope with these events.”

“On a more negative note,” Bumanis added, “that’s also how people march into war. Music is a powerful societal influence in the life of every human being. Music therapy is a profession that’s based on that power.”

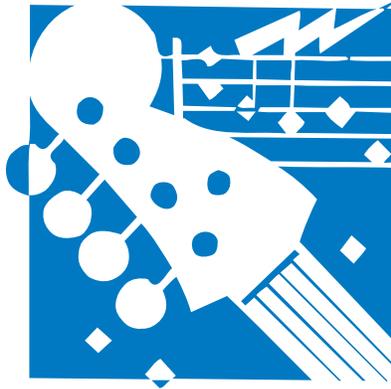
It was during an international crisis that Lee Greenwood wrote “God Bless the USA” to deliver a message of concern and pride to his country and the world. His song has become a contemporary patriotic anthem, resurfacing repeatedly for America’s milestones in the 18 years since the song was composed. “I wrote it on a piano in the back of my bus shortly after the Soviet Union shot down a Korean airliner in the fall of 1983,” said Greenwood. “This was an atrocity that had to be answered.”

Greenwood said lingering feelings of remorse from the Vietnam War 20 years earlier, as well as an overwhelming sense of national pride were among his emotions when he composed the song. “It was a way of saying we are sorry for blaming the military for Vietnam,” he said. “We should have welcomed the soldiers home. We needed to heal this nation about Vietnam.

“God Bless the USA” originally reached the top ten on the country music charts in 1984 and again rapidly climbed the music charts after the recent attacks on the World Trade Center and Pentagon.

The song also was on the country charts in 1991, during the Persian Gulf War.

“The song is being used at burials, memorials, Thunderbirds, air shows, boot camp, Eagle Scout and Boy Scout gatherings, even pageants,” Greenwood said. He performed it in person at the “Prayer for America” ceremonies in Yankee Stadium on



September 22. “It’s just amazing how people say it gets their emotional level up and makes them feel good about who they are...Americans.” Greenwood said.

Music became a rallying point in efforts to raise money for the families of victims in the terrorist attacks, as dozens of musicians and actors came together for a two-hour telethon. “America: A Tribute To Heroes,” on September 21. Watched by more than 60 million people, the telethon has generated more than \$150 million in contributions.

Among the patriotic and stirring selections in the telecast credited entirely or partially to BMI songwriters were John Lennon’s “Imagine”, performed by Neil Young; “Bridge Over Troubled Water” by Paul Simon; Faith Hill’s rendition of “There Will Come A Day”, composed by Bill Luther and Aimee Mayo with Chris Lindsey; “Hero”, performed by Mariah Carey, a song which she co-wrote with Walter Afanasieff; “New York State of Mind”, written and performed by Bill Joel; “I Believe in Love”, sung by the Dixie Chicks, written by Natalie Maines and BMI’s Mary Stuart; “Fragile”, written and performed by Sting; and “Safe and Sound” written and performed by Sheryl Crow.

“I believe every artist there participated out of a feeling of helplessness and concern for our country,” said Crow. “I wanted to play “Safe and Sound” because it was a song that was written out of my own concern for the future of our world. Because of this, I felt it could be a song of healing.”

BMI is a non-profit making performing rights organization representing 300,000 songwriters, composers and copyright owners and a repertoire of approximately 4.5 million songs.

NJLBA members receive a 10% discount from BMI

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Legislative Affairs Report

NEW JERSEY LICENSED BEVERAGE ASSOCIATION
TRENTON, NEW JERSEY
by Barbara McConnell

NOVEMBER 15, 2006

Upon taking office, Governor Corzine made “Property Tax Reform” one of his highest priorities. He called the State Legislature into special session to develop comprehensive solutions to sustainable property tax relief, and asked that they file a report by November 15.

Right on target, the co-chairs of four major committees filed over 400 pages, containing 98 specific recommendations or courses of action to provide overburdened middle-income homeowners with new levels of immediate property tax relief and long-term structural reforms that are hoped to strengthen accountability, improve public schools, pare governmental redundancies, and curb wasteful and abusive spending practices.

It was noted that the four Joint Committees held 41 hearings in just over 100 days, took testimony from 440 individuals, reviewed more than 8,000 pages of documentation, and received nearly 4,000 e-mails from the public. While the recommendations are simply a blueprint for action, it is now up to the Legislature to craft them into law.

Major recommendations include:

- 20% direct relief for most New Jersey homeowners
- Tax caps to control property tax increases
- Lays groundwork for state Comptroller
- The committee said that a Constitutional Convention unnecessary if reforms are enacted.

Under **Government Consolidation & Shared Services** the committee recommended establishing a “stick versus carrot” system of rewarding municipalities that spend tax dollars wisely; saving money by moving school board and fire district elections to November; and centralizing certain state services to promote greater efficiency from state government.

Under reform recommendation **for New Jersey’s pension system**, the committee recommended limiting defined pension plans to full-time, career employees and creating a new contribution program for all new parttime employees, elected officials, and full-time appointed officials. Other recommendations would prohibit public officials convicted of crimes involving abuse of their office from collecting retirement benefits; and designating one job for one pension which would prohibit “double dipping”.

Perhaps the most significant of the recommendations came under the committee on **Public School Funding Reform**. Here, a new school formula would be based on needs of students, not geographic location; and a formula that would be weighted to benefit senior citizens.

Of great interest to the business community is that it appears the industry has been successful in preserving the Uniformity Clause under New Jersey’s Constitution which assures that business cannot be taxed at a higher rate than residential properties.



ABL Convention Las Vegas

After three months of miserable New Jersey winter weather, how about spending March 4-7, 2007, at the 5th annual American Beverage Licensees' (ABL) Convention in the most exciting city in the world, Las Vegas? This annual gathering of beverage retailers offers licensees an opportunity to hear from industry executives, share experiences with fellow hospitality business people from all across America and have an opportunity to attend the biggest trade show in the country.

The Convention starts off with a cocktail reception sponsored by rums of Puerto Rico. Tito's handmade vodka is sponsoring a Texas Hold 'Em tournament with cash prizes. (Last year, Somerset County Director, Ken McCormick was one of the winners). Heineken USA is again sponsoring the Welcome Party which is a great opportunity to network in a relaxed social environment.

Charlie Merinoff CEO of the Charmer Sunbelt Group, one of the country's leading distributors of alcoholic beverage will provide his perspective on the industry at the Monday general session. Kelley Spillane, senior Vice President, U.S. sales for ABL Preferred Brand, Castle Brands, will treat attendees to a seminar

featuring Micaela and Virgilio Pallini, the family founders of Sambuca Romano and Pallini Limoncello. After that presentation, Brian Fischer, Vice President of Charmer Sunbelt Group will be addressing the convention on "Our Image and Our Future".

At Monday's dinner ABL's highest honor the Top Shelf award will recognize posthumously Herman Merinoff, former co-chairman of the board, Charmer Sunbelt Group.

Tuesday morning Mark Brown, President and CEO of Sazarc Company will discuss the complex battles that retailers face every day and the potential trends set to develop over the coming decade. Following that presentation, an industry panel will discuss the three tier system, tax issues and responsibility issues.

Complimentary shuttles are provided on Tuesday afternoon so you can attend the Night Club & Bar Trade Show to be introduced to new products to improve your bottom line. The Convention concludes with the Anheuser Busch reception and dinner.

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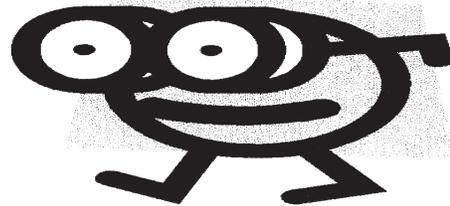
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NO, I **Do Not** plan to attend the NC&B Trade Show.

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IGNITION INTERLOCK DEVICES, THE NEXT THREAT

“If we can’t stop drunks from driving, we’ll stop vehicles from driving drunks” stated Glynn Birch, National MADD President at the kick-off of the self-described “audacious campaign to eliminate drunk driving” by requiring all vehicles to have ignition interlock devices.

With the current technology, ignition interlock device require drivers to blow into a device that determines the amount of alcohol in the driver’s system. If the amount of alcohol in the driver’s system exceeds a pre-determined level, the car won’t start. It is predicted that in the near future, advanced technology will allow the steering wheel to act as the device to determine alcohol level in the driver’s system.

A total of 45 states allow or mandate ignition interlocks for some repeat offenders. New Mexico is the only state that requires them for all repeat offenders. Some states require them for first time offenders with high alcohol levels.

While the entire alcohol beverage industry remains universally opposed to drunk driving and has worked long and hard to be part of the solution, this campaign causes legitimate concerns for the responsible adults who choose to drink responsibly prior to driving. Our Association supports the 60 million adults who choose to drink responsibly, safely and legally before driving. This

campaign seemingly aims to blur the line even more between “drunk driving” and “drinking and driving” and raises many red flags.

Over the last few years, several legislative bills have been introduced to require ignition interlock devices to be installed on automobiles of first offenders. NJLBA has fought

those proposals on the basis that same were unfair, expensive and punished the wrong people. As technology advances and becomes less invasive, car manufacturers will be installing pre-set alcohol detection ignition interlock devices as a matter of standard procedure. Pre-set detection devices will effectively bring the BAC level down quicker than legislation. This is one fight we can’t, as an industry, afford to lose.

NJLBA has fought those proposals on the basis that same were unfair, expensive and punished the wrong people.

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Behind the Bar

by David T. Kratt

ARE YOU GOOD AT FISHING FOR COMPLIMENTS?



I think one of the best compliments we could get working behind the bar is when a coworker tells you that some customers came in to see you one night but you weren't working. Try coming up with a nicer compliment than that one.

How about making good tips when you are working?

Those compliments are keepers, also.

So, are you using the right bait? Here are a few examples:

Funny little quips –

Try finding humor in the circumstance or situation.

For example, what's so funny about martinis?

A customer ordered a martini. You ask, "Would you like olives, a lemon twist or gummy worms with that?" Another customer asked if you make a good dry martini. You say, "My martinis are so dry that they had to replace the urinals with dust pans."

Is this humor a bit corny?

Maybe, but it's your effort that's appreciated.

Doing the "instead of" instead –

A regular customer you're use to seeing on a certain weekend night strays from his etched-in-stone routine. Instead of saying nothing, you say, "What are you doing out on a school night?" Instead of focusing solely on pouring a draft, you ask a customer who had just been serviced by the other bartender, "How are you tonight?" then cast your smile and say something like, "Good to see you," before walking away.

Do you just watch your bobber or keep on casting?

Instead of acting like you don't recognize a customer who recently started coming into your bar, you say, "It's a vodka and soda, isn't it?" Instead of doing nothing, you wave to a regular customer sitting at a table. Instead of grabbing her empty glass without saying a word, you say, "I'm on it," when she asked for

another drink. Instead of simply watching them leave, you shout, "Good night folks!" before the couple walks out the door.

Keep them talking –

That's great if you got the gift of gab or you're good at telling the long-winded "fish" stories. But if not, you can still learn how to ask the good questions and be the active listener. You can also learn how to initiate a conversation, which is way better than waiting for customers to talk to you. In fact, no one knows it, or even bothers to think about it, but who brought up the topic that turned into a conversation feeding frenzy at one end of the bar? You know who did. You did. But now you're thinking that it would be nice to enjoy the conversation, except, you're too busy making drinks.

Oh well....

Then, when you reeled in his attention away from the conversation enough to ask him if he would like another drink, he said, "You know, I stopped in for just one, but I think I'll have another."

Now that's a pretty nice compliment, also.

Better get the net!

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LOOKING AHEAD TO UPCOMING EVENTS

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June 27, 2007

Wellhofer/Wilinski Scholarship Foundation Picnic/
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Oak Tree Lodge, Wall Township

October 8-10, 2007

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