NEW JERSEY LICENSED BEVERAGE ASSOCIATION
88TH ANNUAL CONVENTION
November 16th & 17th, 2021

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NEW JERSEY LICENSED BEVERAGE ASSOCIATION

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President's Message

I am honored to have the opportunity to welcome you to the New Jersey Licensed Beverage Association's (NJLBA) 88th Annual Convention. It has been two years since we met here in Atlantic City and the convention today is a symbol of how far we have come, both individually and as an industry since that time. In November 2019, I had just completed my first year as President of the NJLBA, and I was optimistic about the groundwork we had put in place for continued growth. When the world changed a few months later, we found ourselves facing challenges never before seen by our industry. Today, I am proud to tell you that we have met these challenges, and our industry's foundation is stronger than ever. In 2022, we will continue to work together to grow and prosper.

For more than eight decades, our Association has played a critical role in helping to maintain the integrity of our members' liquor licenses, while also ensuring that our voice resonates through the halls of the State Legislature. Throughout the past year and a half, our Association has remained open and ready to help the state's bars, restaurants and taverns maneuver through the many operational changes. Our voice has remained constant throughout the pandemic, as the board, executive director and staff worked diligently every day to provide our members with the latest information on Covid-19 protocols and to ultimately ensure that our businesses remained strong and viable.

The agenda for this week's convention reflects the continued need for providing current information related to the post-pandemic era, including legislative proposals currently facing the industry. With that in mind, our Association's lobbyist, Jeffrey A. Warsh, Esq., will be available to update all attendees on these critical legislative matters.

The legislative update is just one of many relevant topics on this year's robust convention agenda. Attendees will also have a chance to attend a new workshop where they can hear updates on a variety of accounting topics, as well as a seminar on the latest developments related to fraudulent identifications. In addition, we are honored to have John Bodnovich, the Executive Director of the American Beverage Licensees (ABL), provide the remarks for our luncheon on Wednesday afternoon. Director Bodnovich will be able to offer a national prospective on post-pandemic recovery for our industry.

The popular Division of Alcoholic Beverage Control (ABC) Seminar will return this year, with Director James Graziano and division staff participating in a panel discussion on current ABC topics, including any recent changes to our rules and regulations.

ServSafe and Techniques of Alcohol Management (TAM) classes will also be available to attendees. These classes, which are offered year-round by the NJLBA, are made possible by a grant to the Association from the State Department of Labor. These grant funds allow licensees and their employees to receive training on the latest developments in the hospitality industry, while also helping to ensure the integrity of our liquor licensees.

Finally, on Wednesday afternoon, the convention will feature two Interactive Mixology Demonstrations. Mixologists from Allied Beverage group and Fedway Associates will share their knowledge and skills with us, as we explore the latest trends in cocktails. These popular demonstrations are always a great time and a wonderful way to segue into our closing Gala Cocktail Reception and Dinner set for Wednesday evening. This year's dinner will include a special guest performance by Philadelphia radio personality and comedian Joe Conklin.

In closing, I would like to extend a special thank you to our Convention sponsors, our Allied members, our Journal advertisers and industry partners for helping to make the NJLBA's 88th Annual Convention possible. To all who attended the convention, in particular our members, thank you for taking time away from your businesses to join us this week. We know how difficult it is to leave your businesses at this time, and we sincerely thank you for your support. Your dedication to the Association has helped ensure that our conventions are successful every year.

I hope everyone enjoys the convention, and I look forward to meeting you this week.

– **James Filler**, *President*

Executive Director's Message

As the Executive Director of the New Jersey Licensed Beverage Association (NJLBA), it's my honor to welcome you to our 88th Annual Convention. This has been a challenging and difficult time for our bars, restaurants and taverns, and the NJLBA convention is truly a sign of our strength and resiliency. As we emerge from the pandemic, the convention offers the perfect opportunity to join your fellow licensees and exchange thoughts and ideas on ensuring a strong and profitable future for our industry. During the past 20 months, the way we do business changed, and it's imperative for licensees to stay up to date on these changes. With that in mind, we have ensured that attendees at this year's convention will receive the latest information on rules, regulations and executive orders pertaining to Covid-19 and its continuing impact on liquor licenses. Our Board of Directors and Executive Staff will be available throughout the convention to provide any information you may need and answer your questions. On Wednesday afternoon, Division of Alcoholic Beverage Control (ABC) Director James Graziano and his staff will participate in a panel discussion on these current ABC topics and will also be available to answer any questions. Also, we will also have an accounting firm to discuss the tax ramifications of PP loans, federal and state grants and restaurant revitalization.

You will find a copy of the agenda with all the training sessions, panel discussions and workshops in this journal. Be sure to take the opportunity to attend the Mixology Demonstrations with Steve Fetti from Allied Beverage and Travis Smith from Fedway. You will not be disappointed.

In addition, the convention provides a unique forum for meeting and exchanging ideas with legislative leaders, ABC staff and members of the NJLBA, including our executive board, our Legislative Representative Jeffrey A. Warsh, Esq. and our Regional and County Directors. This is an excellent time to talk with not only your peers, but those policymakers who play a critical role in our industry's future.

I want to personally thank our convention speakers, convention sponsors, Affiliate Members, our Journal advertisers and industry partners for their support in making this convention possible. I would like to also thank NJLBA President Jim Filler, our Executive Board and County Directors for their hard work and dedication to the Association for the past year, as well as all of the convention attendees who took time out of their busy schedules to join us. I would also like to thank Ann Sczerbowicz our Office Manager for her daily dedication and assistance to the NJLBA members.

I look forward to meeting you all this week and having another successful convention. Wishing everyone a happy, safe and prosperous holiday season and New Year!

– **Diane M. Weiss**, *NJLBA Executive Director*

Annual "News from the Lobby"

The Lame Duck Session is Here – Again *by Jeffrey A. Warsh, Esq.*

New Jersey's current legislative session, the 218th Legislative Session, began on January 7, 2020 and will end, at noon, on January 11, 2022. Before the 218th Legislature turns the lights off, however, that most disturbing of all biennial phenomena will live and breathe again – the Lame Duck Session. The Lame Duck Session began the day after Election Day, 2021 (November 3, 2021) and will conclude at 11:59 a.m. on January 11, 2022 – with the swearing in of the 219th Legislature.

During the Lame Duck Session, it is common for bills that saw no real movement during the regular legislative session to suddenly fly through a rapid committee process and reach the Governor's desk. However, having met last week with the Executive Directors of the Senate and Assembly majorities, during this Lame Duck Session, no bills will be considered, during the Lame Duck, unless the bill saw some action/movement during the current session. Any bills not receiving a majority in the affirmative in both houses and the Governor's signature are dead bills and the process must, at the sponsor's discretion, start all over again in the new legislative session. In an environment like Trenton, with the big clock ticking loudly away, anything can happen... and it often does!

Complicating the NJLBA Trenton agenda is the fact that, as of this writing, it appears likely that the NJLBA in particular, and the liquor industry in general, has lost its great legislative champion – Senate President Steve Sweeney. We look forward to his rapid return in November of 2023. At this point in time, it appears highly likely that 17 year Senate veteran, and long-time Senate Judiciary Chairman Nick Scutari (D-Union) will assume the Senate Presidency during the 219th Legislature. The NJLBA has worked closely with Senator Scutari for years and wishes him the very best of luck as he assumes the Senate Presidency. While the Democrats did lose a few seats in the Assembly, they still have a solid majority and re-elected Assemblyman Craig Coughlin to his third consecutive term as Speaker of the General Assembly. We look forward to continuing our working relationship with Speaker Coughlin and his excellent staff.

The NJLBA and its Members must be ready, on a day's notice sometimes, to get to Trenton and testify or to get involved e-mailing your legislators.

The NJLBA and its membership face real challenges from bills that aim to do the following:

- Create unlimited, cheap new wine and beer on-premises consumption licenses;
- Create unlimited, cheap new R1/R2 licenses for on-premises and off-premises consumption;
- Allow craft brewers and distillers to deliver direct to consumers;
- Allow craft brewers and distillers to serve food on their premises;
- Allow distillers to ship both into and out of New Jersey;
- Allow pocket licenses to move across municipal borders.

Right now, there are over 130 alcoholic beverage industry bills pending in the Legislature – all with negative impact on our licensed businesses. The list above sets out the most serious threats. Does the State of New Jersey actually believe that NJ's beleaguered licensed bars and restaurants will benefit from craft beer manufacturers being able to serve food and function like a bar? Brewery tap rooms were never supposed to become bars and restaurants, but that is exactly slowly, but surely, happening. How will licensed bars, taverns and restaurants recover and thrive again if they are forced to compete against brewers in a retail setting? How is it even remotely fair that the average on-premises license holder in New Jersey pays $350,000 for a license, while the craft brewers pay $993.00! This is an outrage that we simply cannot allow. We must dig-in.

continued on next page

News from the Lobby *continued*

Prior to the onset of the Covid 19 Pandemic, New Jersey's hospitality sector, while being New Jersey's long-standing and largest generator of economic activity, continued to face very difficult challenges. The number of inactive licenses soared to over 1300 (400 or so was the typical level of license inactivity for decades) and the level of credit default has risen to over 30% - the highest level in decades. These major indicators of industry health are ample proof that our industry had not yet recovered from the Great Recession that has reshaped the hospitality landscape. Then along came the Pandemic and a global hospitality sector disaster of epic proportions, which greatly magnified the difficulties the on-premise hospitality sector had already been experiencing since the Great Recession of 2008. How many more inactive licenses will there be once the dust clears? It is critical for the State of New Jersey to know this and to know this before it proceeds with dangerous and radical changes to our licensing system.

Get involved to the maximum you can – and then some. We need your active and engaged participation to protect your family businesses.

Happy Holidays from my family to yours!

New Jersey Licensed Beverage Association

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ANDREW J. BRUCK
Acting Attorney General

JAMES B. GRAZIANO
Director

November 9, 2021

Thank you for inviting me to address the 88th annual convention of the New Jersey Licensed Beverage Association ("Association"). It is my pleasure to work with the Association and its members to ensure a stable alcoholic beverage industry that protects the health, safety and welfare of all New Jerseyans.

As we begin to emerge from the COVID-19 pandemic, the Division of Alcoholic Beverage Control ("Division") pledges to continue addressing the issues facing your businesses. We understand how difficult the past 20 months have been, but working together, we tried to be responsive to your concerns and to adopt policies and programs that allowed you to emerge from this public health crisis. We look forward to continuing our steady, cooperative relationship as we face the many important regulatory issues that deeply impact the industry and the people of the State of New Jersey.

We at the Division realize that our actions have consequences for your members. Stability of the industry and your overall success are responsibilities we take seriously. It is in the interest of the Division and the Association to redouble our efforts to prevent underage drinking and to encourage responsible consumption of alcoholic beverages. As Director, I look forward to continuing our collaboration and wish each of your members great success in the future.

Very truly yours,

James B. Graziano
Director

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NJLBA Past Presidents' Club

This page is dedicated to the past presidents of the New Jersey Licensed Beverage Association.

We recognize not only these very dedicated individuals, but also those who have gone before us. All of these leaders gave so much of their time and expertise in founding and fostering our trade organization which represents the concerns and issues facing on-premise retailers and the beverage alcohol industry.

Members of this distinguished club are: ** Deceased*

*	Rocco Buinno	1949 - 1953
*	A. H. Geltzeiler	1953 - 1955
*	Kenneth McCormick	1955 - 1956
*	A.H. Geltzeiler	1956 - 1958
*	Joseph Zimmerman	1958 - 1960
*	H. George Buckwald	1960 - 1962
*	M. Garret Pal	1962 - 1964
*	J. Walter Doll	1964 - 1967
*	Joseph Kayto	1967 - 1969
	Peter Vanola	1969 - 1971
	Arthur Mitchko	1971 - 1973
	Peter Vanola	1973 - 1975
*	Harry Kandell	1975 - 1977
*	Ben Risoldi	1977 - 1979
	Jerry Lynch	1979 - 1981
*	Jerry Bertekap	1981 - 1983
*	Carmen Giletto	1983 - 1985
	Dominic Bossone	1985 - 1988
*	Harold Freundlich	1988 - 1990
*	James Fordyce	1990 - 1992
*	Theresa Sorgento	1992 - 1994
	Paul Bechtel	1994 - 1996
*	Lewis B. Rothbart	1996 - 1998
*	Joseph Ardire	1998 - 2000
	Robert Scerbo	2000 - 2001
*	Frank Zanotti	2001 - 2002
*	Richard Bellshot	2002 - 2004
	James Hill	2004 - 2006
	Melvin Gitler	2006 - 2008
	Fred Barnes	2008 - 2014
	James Bennett	2014 - 2018

Agenda

Tuesday, November 16, 2021

9:00 am	**Registration Desk Opens** – Resorts Conference Level
10:00 am to 3:00 pm	**ServSafe Training** – Atlantic 7
10:00 am to 1:00 pm	**Techniques of Alcohol Management** (TAM)- Atlantic 8
7:00 pm to 9:00 pm	**Welcome Reception** – Irish Pub, Atlantic City 164 St. James Place, AC - (one block from Casino)

Wednesday, November 17, 2021

8:00 am to 9:00 am	**Registration Desk Opens** – Horizon Ballroom Foyer Resorts Conference Level - Horizon Ballroom
8:00 am to 9:00 am	**Continental Breakfast**
9:00 am to 9:30 am	**Closed Session** NJLBA Executive Board and **NJLBA Licensee Members Only** – NJLBA Business
9:30 am	**Welcome Address** – General Session – Open to All Attendees
9:45 am to 10:15 am	**Legislative Update** – with NJLBA Lobbyist Jeffrey A. Warsh, Esq., Partner MBI Gluck Shaw
10:15 am to 10:45 am	**Fake ID Training** – Joseph Vasil, Document Fraud Specialist
10:45 am to 11:00 am	**Break** – Coffee/Tea
11:00 am to 11:30 am	**Hiten Patel, Accountant** – Withum Accounting Firm
11:30 am to 12:30 pm	**Division of Alcoholic Beverage Control Seminar**
12:30 pm to 2:00 pm	**Luncheon** – Speaker – John Bodnovich, Executive Director – Ocean Ball Room B American Beverage Licensees (ABL)
2:00 pm to 2:45 pm	**Mixology Demonstration** – Tower Conference Level (take elevator)
	Two Sessions:
	Session One – 2:00 pm to 2:45 pm Mixology Demonstration with Allied Beverage Group – Green Room Mixology Demonstration with Fedway Associates - Directors Room
	Session Two – 3:00 pm to 3:45 pm – Repeat Above (rotate)
6:00 pm to 8:00 pm	**Gala Cocktail Reception and Dinner**- Atlantic Ball Room
8:00 pm	**Comedian** – Joe Conklin Joe has been a constant in Philadelphia radio for more than 30 years. He is known for his spot-on impressions. His standup routine is legendary, as he skewered some of the country's top politicians,pro athletes, sports executives and film stars.

The Wellhofer Scholarship Committee Honors It's Many Recipients:

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1974	Dean J. Vanover
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1976	Michael Passarelli
1977	Kathleen Coughlin
1978	David Figueroa
1979	Frank Lazar
1980	Sean Hogan
1981	Elizabeth Grehl
1982	Karen Marachese
1983	Janet Farrell
1984	Jacqueline Collins
1985	Elizabeth Askew
1986	Wayne Haddad
1987	Vicki Pezzuti
1988	Lisa Coxson
1989	Louis Olave
1990	Shazel Fitzpatrick
1991	Christy Boyle
1992	Phillip Wylykanowitz
1993	Steven Otto
1994	George Chewkanes
1994	Jason Garby
1995	Anthony Esposito
1995	Timothy Urie
1996	Anna Baginski
1996	Shaun Deignan
1997	Takiya Wilson
1997	Catherine Ponte
1998	Kenneth Graff
1998	Darren Bacon
1999	Thomas Watson
1999	Lillian Ponte
2000	Eric Buzby
2000	Geneva Moody
2001	Katherine Brandes
2001	Francis Jakubiec
2002	Elisa Balka
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2013	Amelia Edwards
2014	Timothy Flynn
2014	James J. Bennett, Jr.
2015	Aine Filler
2015	John Walton Little IV
2016	Mason Shuemate
2016	Julia Weise
2017	Katelyn Connelly
2017	Clark Edwards
2017	William Little
2018	Ryan Ellery
2018	Makenzie Friend
2018	Robert Lynch
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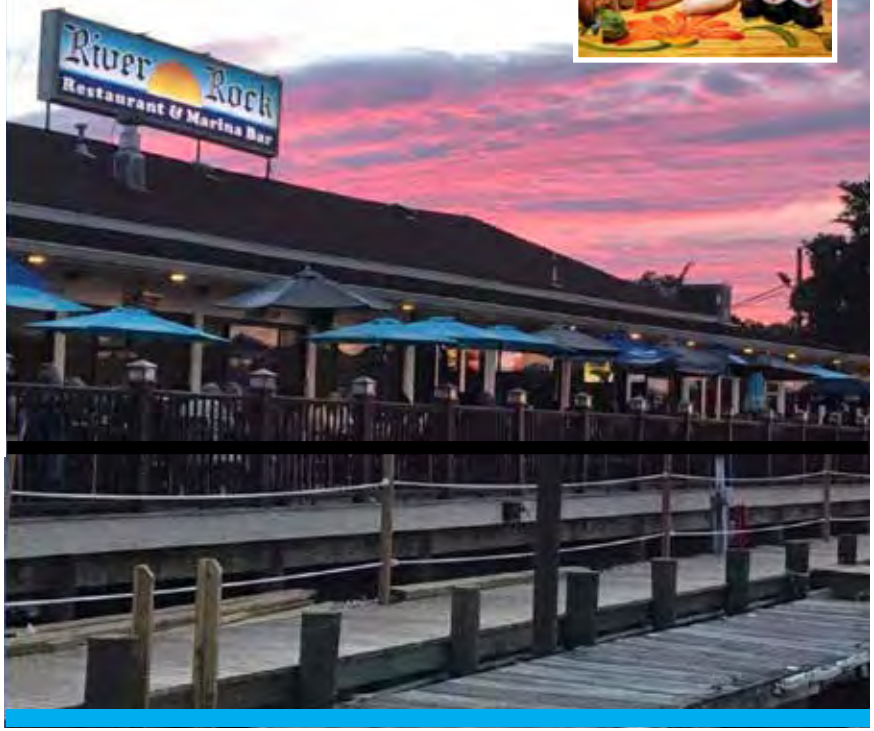

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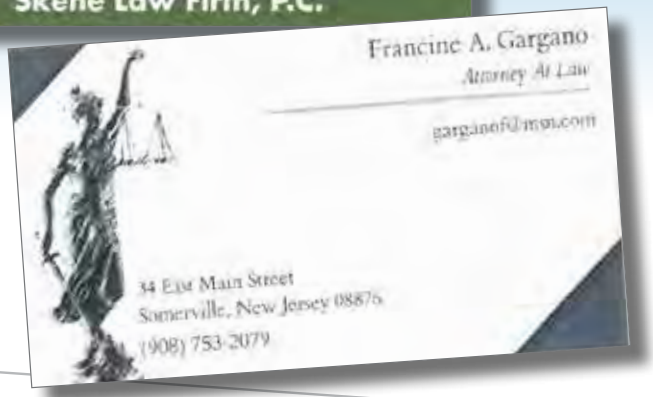
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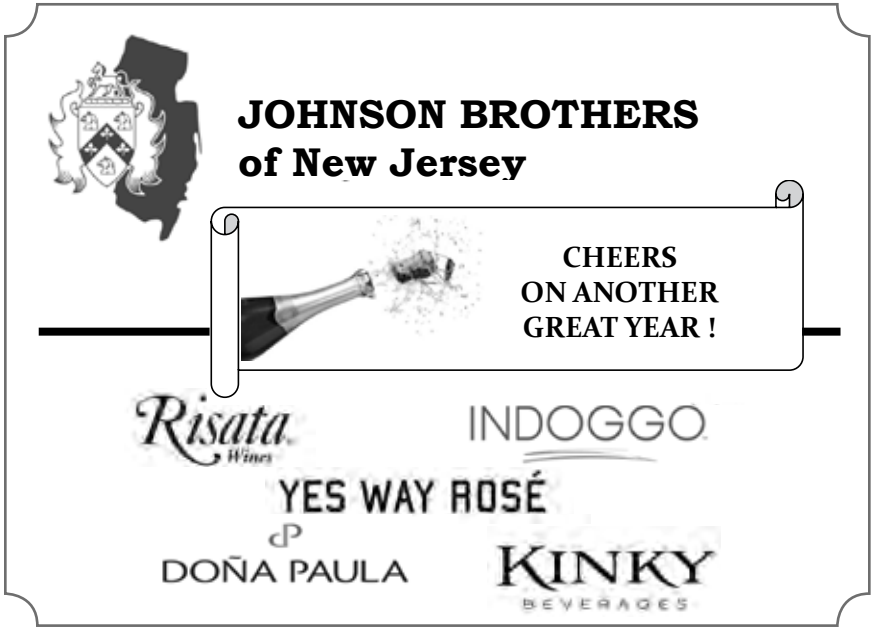
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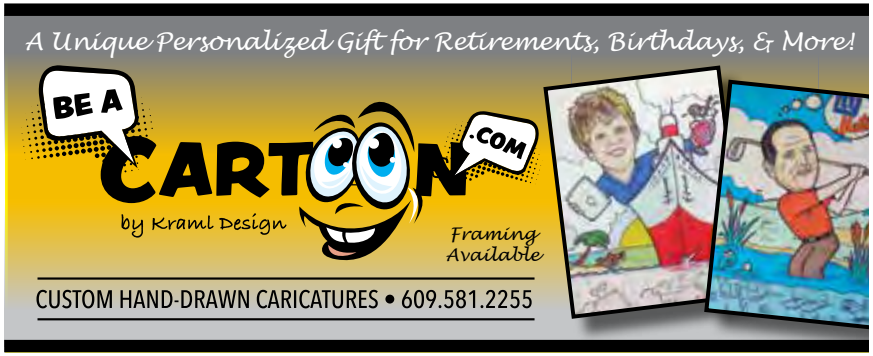
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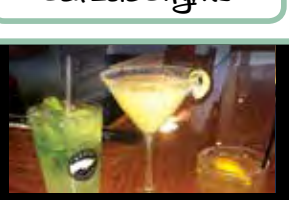

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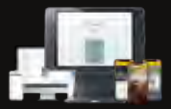

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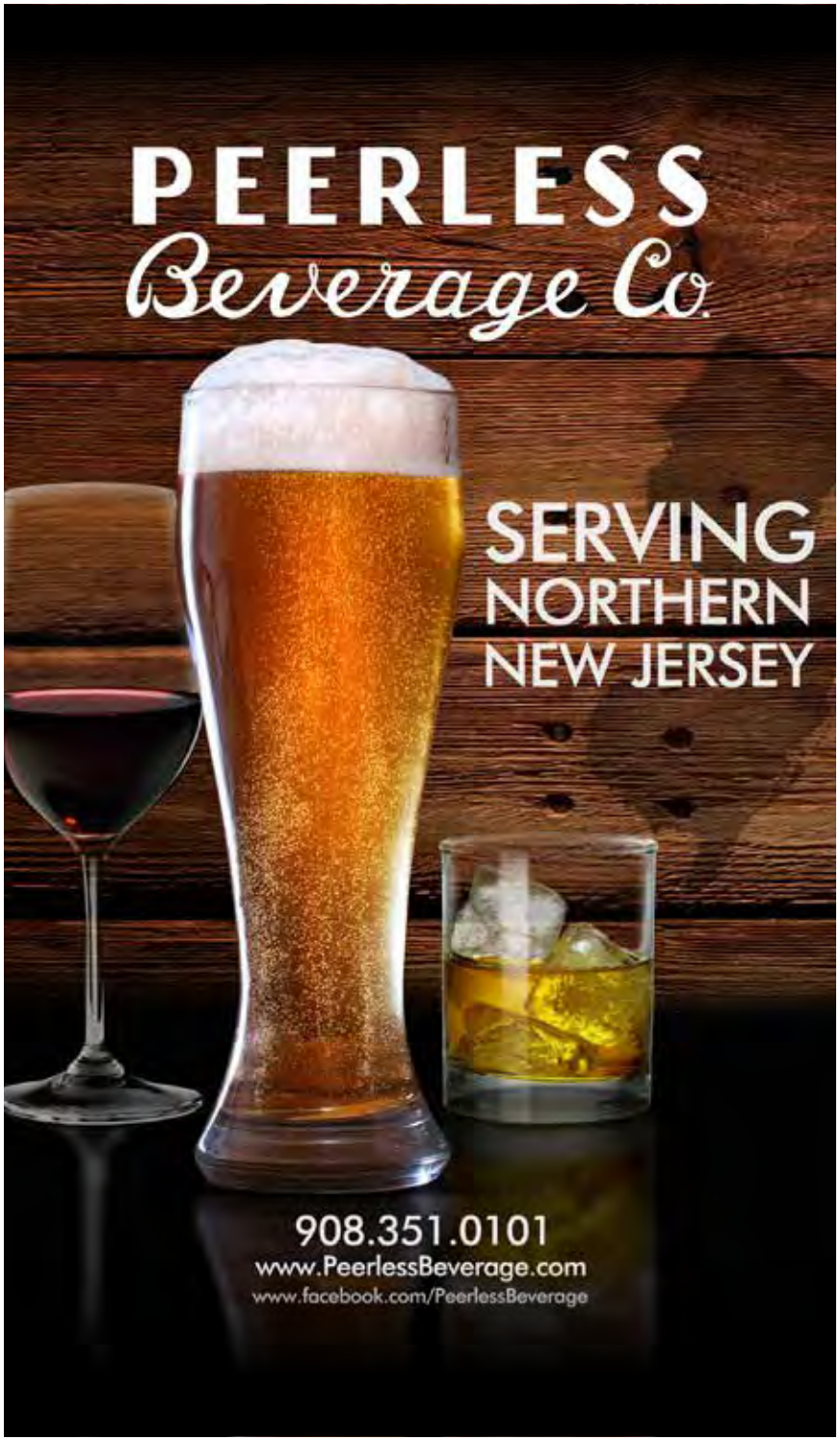
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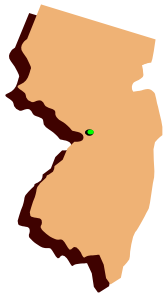

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