

NEW JERSEY LICENSED BEVERAGE ASSOCIATION

89TH ANNUAL CONVENTION

November 15 & 16, 2022





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NEW JERSEY LICENSED BEVERAGE ASSOCIATION

With gratitude for your continued
dedication to our industry.

President's Message

I am honored to have the opportunity to welcome you to the New Jersey Licensed Beverage Association's (NJLBA) 89th Annual Convention. The past three years have been a challenge for the hospitality industry, and this week's convention truly represents how far we have come, both individually and as an industry since March 2020. 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. Now three years later, I am proud to say we have met the challenges and emerged stronger than ever before. Today, as we gather in Atlantic City, we represent the future of our industry, and it is a future filled with growth and prosperity, but only if we work together.

Next year, we will celebrate a landmark event, our 90th convention. While much has changed since our inception nearly nine decades ago, some things have remained constant. The Association has and will continue to play an active and critical role in ensuring the integrity of our members' liquor licenses, while also remaining the strong and dedicated voice for the industry in both the State House and legislative halls. Even during the pandemic, our Association remained open and ready to help the state's bars, restaurants and taverns maneuver through the many operational changes. We did not waiver in our support for the industry, further helping to ensure that our businesses remained strong and viable.

As we approach the end of the year, the NJLBA has remained steadfast in our efforts to prevent the creation of new inexpensive liquor licenses and, we will continue to do so in 2023. Standing together, we must voice our concerns to our legislators, as well as our fellow licensees. The agenda for this week's convention reflects the continued need for providing current information related to these 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. The popular Division of Alcoholic Beverage Control (ABC) Seminar will return this year, with an informative panel discussion on current ABC topics. A new workshop entitled "How Do You Influence?" is sure to provide all attendees with new ideas and innovative ways to do business in the new year.

ServSafe and NJBrass classes will also be available to all attendees. Offered year-round by the NJLBA, these classes are made possible by a grant to the Association from the State Department of Labor. The 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.

One of the highlights of this year's convention is sure to be the much anticipated event featuring our special guest, Kelsey Grammer, owner of Faith American Brewing Company. From 3 p.m. to 5 p.m. on Wednesday afternoon, Mr. Grammer will join us for a Faith Ale beer tasting. This is sure to be a fantastic time for all and a wonderful way to segue into our closing Gala Cocktail Reception set for that evening.

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 89th Annual Convention possible. I would also like to personally thank our Executive Director, Diane Weiss, for her continued dedication and commitment to this Association. We appreciate everything that Diane and her staff do every day, for all of us. I would also like to send a special thank you to Jeffrey Warsh, our lobbyist and legislative liaison, for his untiring efforts to help support our industry. To all who attended the convention, in particular our members, thank you for taking time away from your businesses to join us this week. 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 89th 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. We have emerged from a pandemic and now face legislative challenges that could change the industry as we know it. The NJLBA will continue to take the lead and work tirelessly to defend the value of your licenses. I applaud all of our members for continuing to pivot and reconfigure their businesses. By doing this, you have kept your doors open, your staff employed and your local community supported.

We are very excited about this year's convention. The agenda is packed with a variety of workshops and discussions that will help you continue to develop new and innovative ways to do business in the post-pandemic world. A copy of the agenda is included in this journal.

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 would like to send a special thank you to our special guest Kelsey Grammer, founder of Faith American Brewing Company, for joining us today with his wonderful Faith American Beer. I hope to see everyone at a special beer tasting with Mr. Grammer on Wednesday afternoon. It is sure to be one of the highlights of this year's convention.

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! Cheers!

– Diane M. Weiss, NJLBA Executive Director



News from the Lobby

by Jeffrey A. Warsh, Esq.

With the dust still settling from the virtual stampede of donkeys and elephants in the U.S. Senate and House Chambers, New Jersey eyes begin to focus on the next race: control of the New Jersey Legislature is up for grabs in November of 2023 – with all 120 legislators in both the Senate and the General Assembly standing for election.

In our world, the NJLBA – and the hospitality sector in general – continues to face difficult challenges. The number of inactive licenses has soared to 1385 and the level of retailer credit default has risen to over 32% – the highest level in decades. The national average finds 41% of restaurant, bar and tavern owners are not able to pay their rent. Food costs have increased 91%, along with increases in insurance premiums, labor costs, as well as pronounced labor shortages. We are in the middle of a nasty economic whipsaw.

Despite these dire economic conditions, there are many pieces of highly damaging legislation pending in Trenton that daily threaten to vaporize the already thin and cracking ice.

While we in the industry know all too well that the rules governing the sale of alcoholic beverages change regularly and that many major changes have occurred since the Repeal of Prohibition (witness the end of Fair Trade in 1979), some legislators operate under the misinformed notion that New Jersey's system has not substantially changed since 1933. It is this mistaken notion that is the genesis of a host of ill-advised bills currently pending in the State House. From bills permitting the issuance of thousands of new on-premise consumption licenses; to permitting breweries to operate restaurants on their premises; to licensing BYOBs, the list is 15 pages long – filled with bills that will negatively impact our businesses.

Back in late April, 2022, the NJLBA's sources revealed that both the Governor and the General Assembly Majority were in the process of assembling a package of legislation to completely change our industry as we know it. Confirmed by a senior Majority Assemblyman, the package would seek, among other things, to sign into law bills to:

- Allow municipalities to issue as many Plenary Retail Consumption Licenses as they desire at a cost of somewhere between \$500.00 to \$50,000.00;
- Allow craft brewers to have kitchens and unlimited special events;
- Allow craft producers of any category to carry the products of every other NJ craft producer in all alcoholic beverage categories (Full-range craft bars and liquor stores);
- Eliminate the 2 License Limitation on package goods stores;
- Allow full Direct to Consumer (DTC) sales of beer, wine and spirits;
- Create new classes of on-premise consumption licenses for beer & wine consumption.

Often, even with bills containing grave economic impact, the NJLBA is informed on a Thursday afternoon that the bills will be heard the following Monday at 1pm. This places a premium on acting NOW to defend our interests – rather than wait until the NJLBA receives official notice of a bill hearing.

In May, 2022, upon the receipt of the information that a bad package of bills was heading our way in the General Assembly, the NJLBA embarked on an intensive and unprecedented legislative outreach effort, including in-person and Zoom meetings with legislators and staff. To date, we have covered 80% of the New Jersey Legislature and their staffs, as well as the Governor's Office. This effort has proven to be successful and will continue for the foreseeable future.

We clearly stand at one of the most pivotal points in the history of our industry. We must dig-in; we must survive this coming onslaught.

continued on next page

What can, and must, you do?

- Give some thought to which elected officials you know: while Senators and Assemblyman are critical, so too are councilmen, mayors, freeholders and county executives. All elected officials at the county and local levels are key influencers in the legislative process. A mayor brings real credibility to a legislator when she demonstrates that a wine and beer licensing bill will hurt local businesses and destabilize her downtown. Prepare a list of your key contacts and communicate this information to Diane Weiss and/or myself.
- Contribute to the NJLBA PAC. If you have been a contributor, it is in your self-interest to write a larger check. If you have not made an NJLBA PAC contribution, please take a hard look at the challenges immediately ahead and make the decision to join the effort. Write a check.
- Do your best to recruit new NJLBA Members. United We Stand. The NJLBA will assist you in every way possible to provide the reasons why it makes sense to join the NJLBA – including being at your side while you make the membership pitch.
- Answer calls to action when they come. While the NJLBA's Executive Board is dedicated and effective, it certainly helps our cause when we fill the Statehouse corridors with an overflowing crowd of impacted and angry licensees. Most times, we receive as little as 3 days notice to mobilize against bad bills. We need you to turn out and to fill your car with as many licensees as you can legally fit.

Together we can, and must, meet our collective challenges head-on.

From my family to yours, I wish all of you a happy, healthy and successful holiday season.

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Kelsey Grammer

Founder of Faith American Brewing Company



New Jersey Licensed Beverage Association 2022 Executive Committee

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Robert Lynch, Vice President
Alisha Miller, Vice President
Marco Giancarli, Vice President of Legislative Affairs
Bonnie Petrock, Treasurer
Sherwood Brown, Secretary
Sam Sarin, Sgt-At-Arms
James Bennett, Immediate Past President

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NJLBA Staff

Diane M. Weiss, Executive Director • **Ann Sczerbowicz**, Office Manager

Lobbyist & Counsel

Jeffrey A. Warsh, Esq., MBI Partner

In Remembrance of Our Friend and Long Time NJLBA Member

Nicholas A. Balka

February 18, 1934 – December 20, 2021

The New Jersey Licensed Beverage Association (NJLBA) extends its deepest sympathy to the friends and family of our long time member Nicholas A. Balka. Nick was the owner and operator of The Chestnut Inn, in Edison, New Jersey. He served as the former President of the Middlesex County Licensed Beverage Association, Middlesex County NJLBA Director and the Chair of the Wellhofer Scholarship Foundation. Nick was very dedicated to the scholarship program and to assuring that all scholarship winners were truly deserving of this honor. His quick wit and amusing stories will be missed by all who knew him. We will miss your dedication, your support and most of all, your friendship, Nick.

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 15, 2022

- 9:00 am** Registration Desk Opens – Atlantic 1
10:00 am to 3:00 pm ServSafe Training – Atlantic Ballroom C&D
11:00 am to 2:00 pm NJ Brass Training – Atlantic Ballroom A&B
5:00 pm Hospitality Room Opens

Wednesday, November 16, 2022

- 8:30 am** Registration Desk Opens — Horizon Ballroom Foyer Resorts Conference Level — Horizon Ballroom
8:30 am to 10:00 am Continental Breakfast
9:00 am to 9:45 am Closed Session: NJLBA Executive Board and NJLBA Licensee Members Only — NJLBA Business
9:45 am Welcome Address — General Session, Open to All Attendees
9:45 am to 10:00 am Bear Robotics — Philip Marion (Robot Demonstration)
10:00 am to 10:30 am Legislative Update
 with NJLBA Lobbyist Jeffrey A. Warsh, Esq., MBI
10:30 am to 11:30 am How do you Influence?
 Presented by Nick Lalwani, CEO & Founder —
 Create by Influence
11:30 am Break
11:45 am to 12:30 pm Division of Alcoholic Beverage Control Seminar
12:30 pm – 1:30 pm Luncheon — Atlantic BallRoom
 Return to Horizon Ballroom
1:30- 2:00 Hiten Patel — Withum Accounting Firm —
 Update on latest Tax Issues, Employee Retention Credits
2:00 -2:30 pm Speaker Adam Zellner, President, Greener by Design
2:30 pm- 2:45 pm Speaker — John Fifis, Owner, Ponzios,
 Chairman Delaware Valley Purchasing Group
3:00 pm – 5:00 pm Faith American Ale Tasting Event with Kelsey Grammer
6:00 pm Cocktail Reception — Atlantic Ballroom
 with Special Guest Kelsey Grammer



The Wellhofer Scholarship Committee Honors It's Many Recipients:

1945	Emanuel Rubin	1995	Timothy Urie
1946	George K. Godlewski	1996	Anna Baginski
1947	Gerald Massa	1996	Shaun Deignan
1948	Robert M. Lawrence	1997	Takiya Wilson
1949	William H. Murphy	1997	Catherine Ponte
1950	Frederick Tremello	1998	Kenneth Graff
1951	Robert H. Pine	1998	Darren Bacon
1952	Raymond Hargrove	1999	Thomas Watson
1953	Eric Reinhardt	1999	Lillian Ponte
1954	David Gfroerer	2000	Eric Buzby
1955	Norman A. Webster	2000	Geneva Moody
1956	Martin Stempel	2001	Katherine Brandes
1957	Bruce A. Hudson	2001	Francis Jakubiec
1958	Norman Farber	2002	Elisa Balka
1959	Alvin Matson	2002	Brian Bacon
1960	Berwin Guttormsen	2003	Eric McCormick
1961	Albert A. Metz	2003	Gregory J. Buzby
1962	Myron Smorodsky	2004	Shawn Peterson
1963	Charles Matlock	2004	Jacklyn L. Buckingham
1964	Ronald Seamans	2005	Michael Balka
1965	Joseph A. Scarola	2005	Ryan Buzby
1966	Robert W. Eldridge	2006	Christina Rotsides
1967	Joseph A. Brown	2006	Michele Russo
1968	Barry Speronello	2007	Melissa Nogjewich
1969	Edward Teeple	2007	Michael Pappa
1970	Edward Gekosky	2008	Taylor Kurilew
1971	William Cummings	2008	Sean O'Connor
1972	Salvatore R. Bruno	2011	Benjamin Nogjewich III
1973	Gerard DeLucry	2011	John M. Nogjewich
1974	Dean J. Vanover	2012	Joseph T. Bossone
1975	Kathleen Hennigan	2012	Demetris Rotsides
1976	Michael Passarelli	2013	Jodi DiSilvestro
1977	Kathleen Coughlin	2013	Amelia Edwards
1978	David Figueroa	2014	Timothy Flynn
1979	Frank Lazar	2014	James J. Bennett, Jr.
1980	Sean Hogan	2015	Aine Filler
1981	Elizabeth Grehl	2015	John Walton Little IV
1982	Karen Marachese	2016	Mason Shuemate
1983	Janet Farrell	2016	Julia Weise
1984	Jacqueline Collins	2017	Katelyn Connelly
1985	Elizabeth Askew	2017	Clark Edwards
1986	Wayne Haddad	2017	William Little
1987	Vicki Pezzuti	2018	Ryan Ellery
1988	Lisa Coxson	2018	Makenzie Friend
1989	Louis Olave	2018	Robert Lynch
1990	Shazel Fitzpatrick	2018	Olivia Miller
1991	Christy Boyle	2019	Grace Little
1992	Phillip Wylykanowitz	2019	John McGovern
1993	Steven Otto	2020	Mara Galvin
1994	George Chewkanes	2021	Kara Mulligan
1994	Jason Garby	2021	Lauren Mulligan
1995	Anthony Esposito	2021	Dylan McGovern
		2022	Frank Garruto

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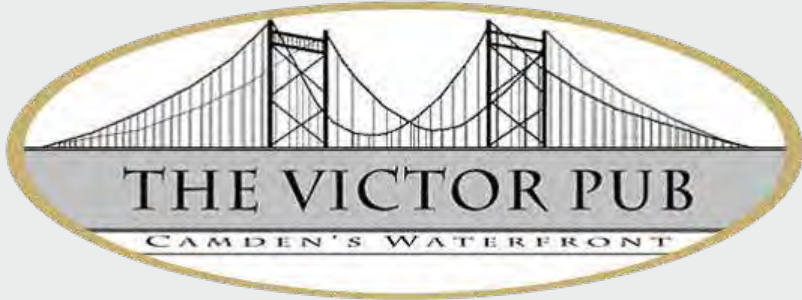


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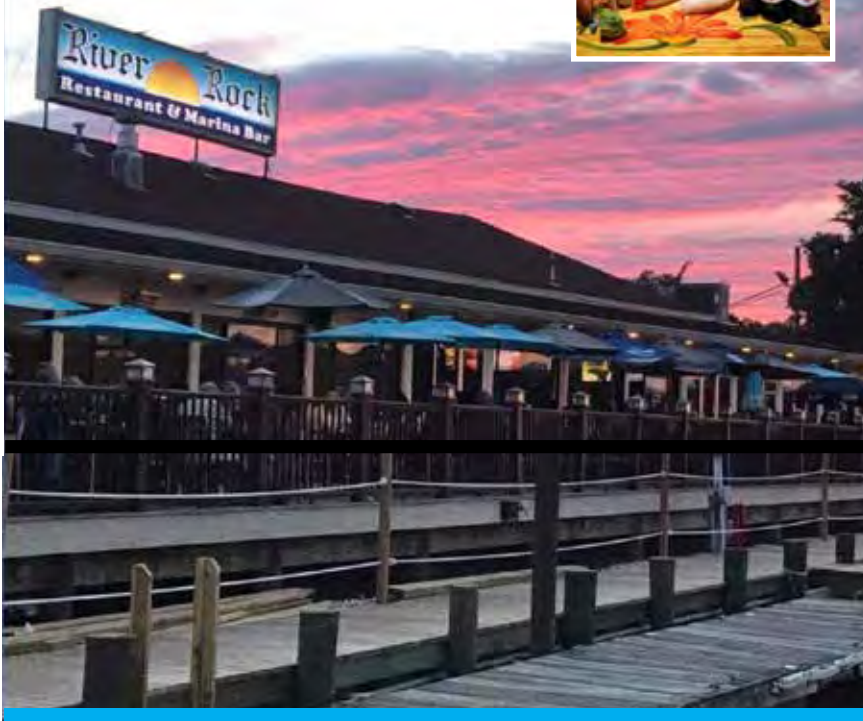
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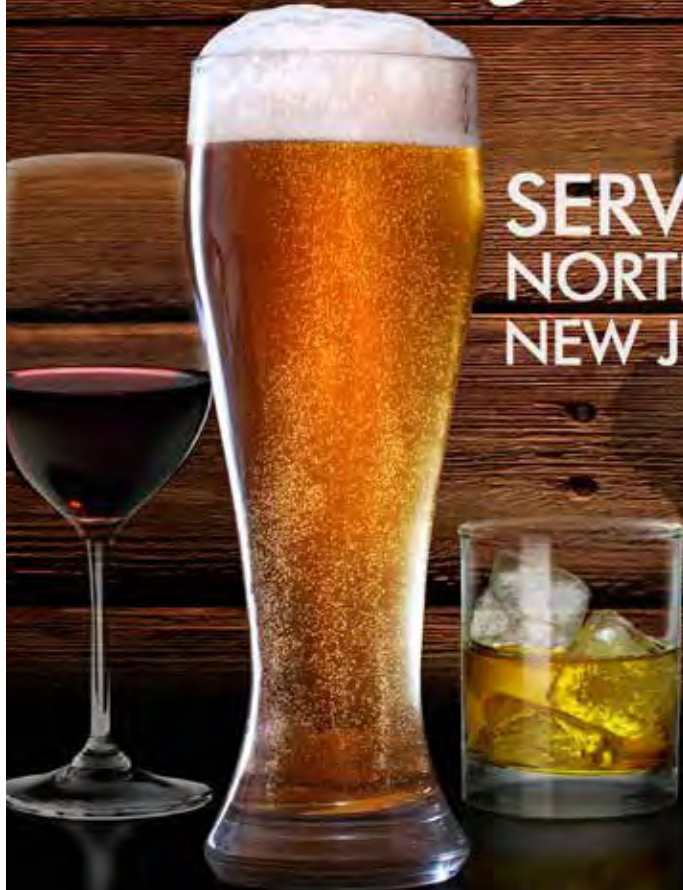
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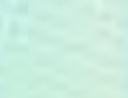


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