



NEW JERSEY LICENSED BEVERAGE ASSOCIATION, INC.

*The Original Tavern, Bar and Restaurant Association of New Jersey
established 1933*

Executive Committee

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Dear NJLBA Member:

We are pleased to announce that the New Jersey Licensed Beverage Association's (NJLBA) annual convention will return to Atlantic City in 2021, marking a major milestone in the industry's continued pandemic recovery. This year, the Association will celebrate its 88th convention on November 16th and 17th at Resorts Hotel and Casino. Open to all members of the alcoholic beverage industry, the convention will offer a variety of breakout sessions and training classes designed specifically for individuals working in New Jersey's liquor industry. Included on this year's agenda will be a State Division of ABC seminar and fraudulent identification training, as well as updates on industry legislation. Attendees will also receive the latest information on rules, regulations and executive orders pertaining to Covid-19 and its continuing impact on New Jersey's liquor licensees. This two-day event is the perfect opportunity to join your fellow licensees and exchange thoughts and ideas on ensuring a strong and profitable future for the state's alcoholic beverage industry.

At this time, we would like to invite you to place your business advertisement in our 88th Annual Convention Journal. If you have not advertised before, please consider participating in this year's journal. This informative publication is distributed to all Convention attendees, as well as the entire NJLBA membership, and it can also be found on our website at www.njlba.org after the convention. For your convenience, we have enclosed a journal advertisement contract. If you placed an ad in the convention journal in previous years, a copy of that ad will be emailed to you.

In addition, you will soon be receiving your NJLBA Convention registration materials and a detailed agenda. If you plan on attending, please reserve your room as soon as possible. The room rate is \$59.00 per night, and the group cutoff date is **November 8, 2021**. You can contact Resorts via phone at 609-340-6300. The group name is New Jersey Licensed Beverage Association, and the **Group Code is VNJLB21** or online at https://resortsa.com/reztrip.com/classic/en/special_offer?action=show&controller=landing&locale=en&rate_code%5B%5D=VNJLB21&rate_code%5B%5D=VNJLB21&starting_page=special_offer.

If you have any questions, please feel free to contact Ann Sczerbowicz at 609-394-6730 or via email at or annsczerbowicz@njlba.org. Your participation in this year's convention will help keep the alcoholic beverage industry strong and ready to meet future challenges. We thank you for your continued support, and we look forward to seeing you in November at Resorts.

Sincerely,

Diane
Diane M. Weiss
Executive Director

James
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NJLBA President

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