

- Legislative Update
- First Annual Spring Trade Show

March 2014

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2014 Free Training for NJLBA Members

The New Jersey Licensed Beverage Association has received a grant from the New Jersey Department of Labor to conduct free training for our members and their staff. Below is a listing of classes that are being offered. Please note there is a minimum requirement for each class. Please contact Anastasia at the NLBA to schedule a class. When you call please have your TAX ID number available.

Techniques of Alcohol Management (TAM)

This course is structured to offer a variety of problem-solving techniques as they relate to businesses selling beverage alcohol for consumption on and off licensed premises. A TAM trained alcohol server is one who has learned to balance the responsible sale of beverage alcohol with the day-to-day service of his/her customers. As a TAM participant you receive a: comprehensive, professionally administered seminar, work book to take home, personalized certification card for everyone obtaining a passing grade on the final test, and possible discount on insurance offered by certain companies.

Minimum of 25 students per class session.

ServSafe and ServSafe Recertification

New Jersey retail food rules (chapter 24, Sanitation in Retail Food Establishments and Food and Beverage Vending Machines) requires that if a food establishment is classified as a "Risk type 3 food establishment" there must be at least one certified food protection manager on site who is responsible for food safety operations. Through the ServSafe training program, food managers will become knowledgeable of the latest FDA Food Code and New Jersey's food safety regulations. This comprehensive course will cover all of the required elements of safe food handling. The course will cover origins of food contamination, personal hygiene and overall employee involvement in safe food handling. Upon successful completion of the course, the managers will obtain food safety certification that is valid for five years. **For those managers that have already taken the ServSafe class**

but need to be recertified we also have the ServSafe Recertification class available. Servsafe is also offered in Spanish. The new mandate for all Risk 3 establishments, that takes effect in January 2015, will require one person per SHIFT to be certified in an accredited program.

Minimum of 10 students per class session.

ABC Licensee and Management Bootcamp

This is an essential seminar necessary to help a licensee, managers, bartenders and other staff members navigate the strict and complex rules and regulations that govern the business of operating a liquor license. The comprehensive class will explain not only where the laws came from and define what they mean, but it will also educate you on how to avoid violations and teach you what to do if you receive one. The material will be presented by an experienced alcoholic beverage control defense attorney and a retired member of law enforcement. This pairing of instructors will offer diverse approaches to surviving in this highly regulated business.

Minimum of 25 students per session.

**Drink Responsibly.
Drive Responsibly.**

News From the Lobby

by Jeffrey A. Warsh, Legislative Agent

The November 2013 elections, predictably, produced no structural changes in Trenton. Governor Christie was handily reelected and the Democrats held their majorities in both the State Senate and in the General Assembly. Senate President Steve Sweeney was reelected as Senate President and Assemblyman Vincent Prieto(D-Hudson) was elected Speaker of the General Assembly. We, at the NJLBA, have congratulated the winners and sent consolations to the unsuccessful.

The Lame Duck legislative session (from the day after Election Day until the new Legislature was sworn in on January 14, 2014), where bills - good and bad - have been known to make the normally long transition from inactive bill to the Governor's Desk in a matter of days, concluded without any action taken on a host of dangerous pending alcoholic beverage licensing legislation.

Now all eyes are on the 216th Legislative Session - a two-year period concluding at noon on January 16, 2016. The list of pending legislation with major impact on our hospitality sector is long indeed. From bills creating wine and beer on-premises licenses for less than \$2000 to bills creating so-called "smart growth" zones which will receive new retail licenses to bills allowing big box wholesale clubs and grocery chains to dominate the retail distribution sector, our industry is still operating under the constant threat of destructive legislation. These bills, and others too numerous to list here, are designed to end our industry as we know it and replace it with new rules and new licenses which, if passed, will destroy family-owned businesses all over New Jersey, will damage New Jersey's consumers and substantially decrease New Jersey's essential hospitality sector generated tax revenues.

The NJLBA is an essential bulwark in the line of defense against destructive legislation. In order to be most effective

in protecting our industry, we must be vigilant. What does this mean?

- **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 downtown. Prepare a list of your key contacts and communicate this information to Diane Weiss and/or myself.

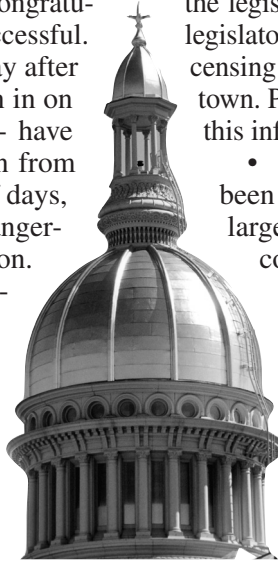
- **Contribute to the NJLBA PAC.** If you have been a contributor, it is in your self-interest to write a larger check. If you have not made an NJLBA PAC contribution, please take a hard look at the challenges immediately ahead and make the decision to join the effort. Write a check.

- **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.

Since 1933, the NJLBA has been a major force on behalf of New Jersey's beleaguered hospitality sector. With your increased effort and determination, we can be an even stronger force to control our own destiny. **Get Involved!**



NJLBA Officers 2014-2015

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Reporter

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Representing the on-premise licensed beverage retailer, "the heart of the hospitality industry"

Editor: Diane M. Weiss

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FIRST ANNUAL SPRING TRADE SHOW WEDNESDAY, APRIL 2, 2014 TRUMP TAJ MAHAL, ATLANTIC CITY

*This event is a statewide showcase of liquor, beer,
wine and trade support products & services.*

YOU ARE CORDIALLY INVITED TO ATTEND

THIS SHOW IS OPEN TO TRADE ONLY.

NO ONE UNDER 21 WILL BE ADMITTED!

The NJLSA & NJLBA extend an open invitation to:

- ▶ MEMBERS OF THE NJLSA, NJLBA AND LICENSE HOLDER MEMBERS OF AARA & NJRA
- ▶ ANY AND ALL OFF-PREMISE AND ON-PREMISE LICENSEES AND THEIR EMPLOYEES
- ▶ ANY AND ALL WHOLESALE MANAGEMENT, SALESPERSONS & SUPPLIER REPRESENTATIVES

Register ONLINE TODAY to attend the show by visiting:

<http://myprereg.com//Events/NJLS14>

The process is simple and will take less than 3 minutes! Avoid long lines on-site. Your confirmation print out is bar coded so your badge can be printed onsite with a simple scan!

HOTEL ACCOMMODATIONS & RESERVATIONS

Book your room at Trump Taj Mahal before March 9 to receive the special group rate of \$79 to \$99 per night (plus taxes and fees) for April 1 & 2. Reservations booked after the block is full or after March 9 are on a space availability basis at current rates. Book early to get the best rate! Registrants must identify themselves with the Group Code ALIQR4 in order to receive the discounted rate. Book online by visiting <https://resweb.passkey.com/go/liquor2014> or by calling 1-800-825-8888.

"DRINK RESPONSIBLY, DRIVE RESPONSIBLY"



NEW JERSEY LICENSED BEVERAGE ASSOCIATION
206 W. STATE STREET
TRENTON, NJ 08608

LOOKING AHEAD TO UPCOMING EVENTS

- April 2, 2014** First Annual Spring Trade Show with the
NJLSA and NJLBA
Trump Taj Mahal, Atlantic City, NJ
- April 30, 2014** Wellhofer Scholarship applications due
- June 23, 2014** Bar A Golf /NJLBA Golf Outing
The Pine Barrens Golf Club, Jackson, NJ
- June 25, 2014** Wellhofer Scholarship Picnic
Oak Tree Lodge, Wall Township, NJ
- October 2, 2014** 3rd Annual NJLBA Cape May Golf Outing
Shore Gate Golf Club, Ocean View, NJ
- November 2014** 81st Annual Convention
Atlantic City

NJLBA Board Meetings
Second Wednesday of each month.
Visit www.njlba.org for dates and locations.
All members are welcome to attend meetings.

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*Jeffrey A. Warsh, Of Counsel
former ABC Staff Attorney*

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