



Exclusively protecting the interests of our on-premise retail consumption licensees.



Join the NJ Licensed Beverage Association at our 93rd Annual NJLBA Convention

November 18-19, 2026

Hard Rock Casino & Hotel • Atlantic City • NJ

See Pages
2 & 3 for 11/18
FREE TRAINING
Opportunities

Convention Registration Options:

- ☐ **11/18 — Yes, I Will Attend the Complimentary Cocktail Reception at the Hard Rock Casino Lobby Bar** — 6:00pm - 8:00 pm
- ☐ **11/19 — Full Registration** — **\$395** (first attendee) — **\$375** (each additional attendee) includes registration, breakfast, lunch and gala cocktail reception
- ☐ **11/19 — Breakfast & Lunch** includes registration, breakfast & lunch — **\$200** per attendee
- ☐ **11/19 — Gala Cocktail Reception** — **\$275** per attendee

Attendee(s) _____

Total Number of Attendees _____

Business/Organization _____

Billing Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

- **11/18 Member Training Lunches** from page 2 (\$50 ea.) \$ _____
- **11/18 Non-Member Training** from page 2 (\$100 ea.) \$ _____
- **11/19 Attendee Registrations** from above (subtotal) \$ _____

Payment Method:

Total Amount Due:

\$ _____

☐ **ONLINE** (njlba.org/pay) ☐ AmEx ☐ Discover ☐ MasterCard ☐ Visa ☐ Check (payable to NJLBA)

Credit Card Number _____ Expiration Date _____ Sec. Code _____

Registration Submission Options:

- **Via Mail:** NJLBA, 206 West State Street, Trenton, NJ 08608
- **Via Fax:** 609.394.6732 or **Via Email:** dianeweiss@njlba.org
- **Online:** Upload this completed form with your online payment*

Pay Online* at: NJLBA.org/payments

*includes a 3% processing fee

Please contact the NJLBA at 609.394.6730 with any questions.

Payment must be received at time of registration.

NO REGISTRATION REFUNDS.

HOTEL ACCOMMODATIONS:

Securing your spot at the **Hard Rock Casino Hotel** is easy.

- **Online Reservations:** Book your room at <https://book.passkey.com/go/GLBA26Z>
- **Phone Reservations:** Call the hotel directly at 609-499-6860 using Attendee Block Code: GLBA26Z
- **Room Cutoff Date:** **November 4, 2026**
- **The Fine Print:** A first-night deposit is required upon booking. Free cancellation is available up to 48 hours prior to check-in.



**Scan QR to
Book Your
Room(s)!**



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Free Member Training Registration:

Wednesday, November 18, 2026

Training is provided **free** for NJLBA members. (add lunch for \$50)

Non-members: \$100 per class/per person (includes lunch)

Pre-registration is required by 11/16/26. **Space is Limited — Register Early!**



NJBRASS and Conterfeit Identification Training

10:00 a.m.-1:00 p.m.

☐ **Yes**, I want **lunch** for my staff (Member \$50 ea. **or** Non-Member \$100 ea.)

Attendee 1	_____	\$ _____
Attendee 2	_____	\$ _____
Attendee 3	_____	\$ _____
Attendee 4	_____	\$ _____
Attendee 5	_____	\$ _____
Attendee 6	_____	\$ _____
Attendee 7	_____	\$ _____
Attendee 8	_____	\$ _____
Attendee 9	_____	\$ _____
Attendee 10	_____	\$ _____
Attendee 11	_____	\$ _____
Attendee 12	_____	\$ _____
Attendee 13	_____	\$ _____
Attendee 14	_____	\$ _____
Attendee 15	_____	\$ _____

Total Number of **Counterfiet ID** Attendees _____

Total Number of **NJBRASS** Attendees _____

TOTAL TRAINING AMOUNT DUE \$ _____





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Training Descriptions

Wednesday, November 18, 2026 – 10:00 a.m.-1:00 p.m.



NJBRASS

(NJ Best Practices for Responsible Alcohol Service System)

A new and innovative program developed for New Jersey liquor license holders by the NJLBA, the law enforcement community and former ABC investigators, this course provides bartenders and wait staff with the tools needed to put in place responsible hospitality practices.

A comprehensive training program, this course helps employees develop a better understanding of local, state and federal alcohol laws, as well as the significant responsibilities that come with serving or selling alcohol. After attending this class, a NJBRASS trained employee will be able to recognize and mitigate a wide range of potential problems, including dealing effectively and professionally with intoxicated patrons and those under the legal drinking age. The demand for alcohol server training continues to increase in New Jersey, as employers recognize the ongoing need to have both current and new employees educated on the responsible service and consumption of alcohol. An asset to any bar, restaurant or tavern, the individuals who attend these classes will also help to ensure a safe and secure environment for all patrons, making it a win-win-win for the employees, business owners and the community at large.



Counterfeit Identification Training

This course is designed to educate the wait staff, security guards, hosts and hostesses and bartenders to detect and deter fraud by recognizing counterfeit/fraudulently obtained driver's licenses and other government forms of identification for the purposes of preventing the use of fake IDs to access alcohol. This "hands on" training program will establish proper methods to detect fake IDs in seconds. Also, the employee will be able to handle and inspect genuine and counterfeit IDs for side by side comparison. The training will also include the proper use of a UV light and magnifier for the purposes of observing security features embedded in the IDs along with a section concerning NJ Alcoholic Beverage Control rules and regulations. The training is crucial to prevent underage drinking, prevent underage intoxicated driving and will empower the employee with the knowledge to do their jobs effectively. All attendees will receive a certificate of completion.