
NJ LICENSED BEVERAGE ASSOCIATION
91st ANNUAL CONVENTION

NOVEMBER 19 & 20, 2024



NJLBA

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Good Luck to Reggie Hyde, 2025 NJLBA President

*All the Best,
Jim Filler, NJLBA President, 2018 – 2024*

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President's Message

It is my honor and privilege to welcome you to the New Jersey Licensed Beverage Association's (NJLBA) 91st Annual Convention. As we recognize the industry's achievements this week over multiple decades, the Association today remains very much the same dedicated and committed organization started so many years ago. The NJLBA has and will continue to play an active and critical role in ensuring the value of our members' liquor licenses, while also remaining the strong and dedicated voice for the industry in both the State House and legislative halls. This week, as we gather here in Atlantic City, we represent the future of our industry, and I strongly believe it is a future filled with growth and prosperity, and that there is nothing we cannot overcome together.

This is a bittersweet convention for me, personally. My time as President of this Association is concluding. I have served in this position for three terms, and the past six years have been filled with the best and the worst of times for the hospitality industry. Little did I know when I stepped into this role in 2018 that in just a short year and a half, our livelihoods would be changed forever. As the pandemic took hold of our industry, we found ourselves facing challenges we never could have imagined. But, working together as an industry with a common goal, we found ways to keep our doors open. From cocktails-to-go and extension of premises permits to renegotiating credit and providing a constant flow of information to liquor licensees, we made it work. In the midst of our rebuilding efforts, however, we were met with a stream of industry reform bills ultimately designed to diminish the value of our liquor licenses and forever alter the way we do business. I am proud to say now, four years later, we successfully faced these legislative challenges head on, and along the way found reasonable compromises that ultimately will ensure the integrity and value of our liquor licenses.

The creation of the Coalition for Responsible Alcohol Licensing, a collaborative group of individuals representing all aspects of our industry, played an instrumental role in making this success possible. For the past two years, we have worked to slow down the Governor's proposed industry reforms and help our elected officials better understand our concerns and viewpoints.

Again, by standing together in the coming year, we can continue to voice our concerns to our representatives and the Governor's Office, as well as our fellow licensees. This week's robust agenda reflects the ongoing need for providing current information related to these legislative issues. Our Association's lobbyist, Jeff Warsh, will be available this week to update all attendees on these critical issues. I would like to personally thank Jeff for all he does for our Association and the industry. It has been my privilege to work closely with Jeff throughout my time as NJLBA President.

In closing, I would like to extend a special thank you to our Association Board members and the NJLBA staff, including our Executive Director Diane Weiss. It is an honor to work with each of you every day, and I thank you for your guidance and support. I would also like to recognize our Convention sponsors, our affiliate members, our Journal advertisers and industry partners who help to make this convention possible each year. 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 always successful.

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 91st Annual Convention. While the past few years have been challenging and have brought some difficult times to bars, restaurants and taverns, this convention — and our Association — have remained a true symbol of our industry's strength and resiliency. While rising food and beverage prices, continued staffing shortages and an array of legislation that would have devalued liquor licenses presented new issues for our members, I am proud to say we rose to these challenges. Licensees found new ways to reconfigure their businesses, and the NJLBA stood by every member, every day, to help find ways to ensure doors were kept open and businesses thrived. We will continue to support our members and always take the lead to defend your livelihood. Whether it is through representation on the Coalition for Responsible Alcohol Licensing, or our continued outreach to the Statehouse and Legislature, we will make sure our industry remains strong and vibrant for another 91 years.

This week's convention again reflects the changing needs of the hospitality industry, as well as the most pressing concerns and issues facing licensees today. You will find a copy of the agenda with all the training sessions, panel discussions and workshops in this journal. In addition, the convention provides a unique forum for meeting and exchanging ideas about these issues with legislative leaders, ABC staff, our executive board, our lobbyist and the Regional and County Directors. This is also an excellent time to talk with not only your fellow licensees, but those policymakers who play a critical role in our industry's future. I'm sure you will leave here this week with a wealth of new information and inspiration for your business and its' future.

I would like to take this opportunity to personally thank outgoing NJLBA President Jim Filler. It has been a privilege to work closely with Jim the past six years. His industry knowledge and strong leadership helped guide the Association through the pandemic and the many legislative challenges we faced during his three terms. Jim and the Executive Board and County and Regional Directors have worked tirelessly to protect the future of the alcohol beverage industry, and I thank each of you for your efforts. I also want to recognize our convention speakers and sponsors, Affiliate members, Journal advertisers and industry partners, as well as all attendees. A special thank you to Jessica Frost from BMI for traveling all the way from Nashville to be with us. Without each of you, this convention would not be possible. Also, I want to send a special thank you to our lobbyist Jeffrey A. Warsh, Esq., who continues to ensure our voice is heard every day in Trenton. Finally, thank you Lori and Anne, I could not have done this convention without you both.

I look forward to meeting you this week and to having another successful convention. I wish everyone a safe and prosperous holiday season and a happy and healthy 2025. Cheers!

– Diane M. Weiss, NJLBA Executive Director



State of New Jersey

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DIVISION OF ALCOHOLIC BEVERAGE CONTROL
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KIRSTIN L. KRUEGER
Interim Director

November 12, 2024

Dear Members of the New Jersey Licensed Beverage Association:

Thank you for the opportunity to address the members of the New Jersey Licensed Beverage Association (NJLBA) on the occasion of your Annual Convention. On behalf of the Division of Alcoholic Beverage Control, I want to thank the NJLBA for continuing to provide your expertise on the ever-evolving alcoholic beverage industry.

This year, the Division and the New Jersey alcoholic beverage industry addressed the new liquor license reform legislation. The NJLBA provided much needed feedback and assistance to the Division as we worked together to provide guidance to licensees and municipalities. While much has been accomplished, the Division will continue to rely on the NJLBA to partner on the issues that affect inactive licenses, intermunicipal transfers, and all other issues affecting on-premises consumption licensees.

The Division is working to update our regulations to address new areas of the law and changes in technology, and to ensure that existing legal requirements adapt to today's industry needs. In the next few months, the Division intends to propose new regulations on limited breweries and permits, and to issue guidance on the new expansion of premises legislation. The Division will also work with the Cannabis Regulatory Commission and relevant agencies as Hemp Beverage laws and regulations are enacted.

The Division values its relationship with the NJLBA, and looks forward to working on the important issues facing the industry and the people of the State of New Jersey in 2025.

Very truly yours,

KIRSTIN L. KRUEGER
Interim Director





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News from the Lobby

by Jeffrey A. Warsh, Esq.

With the US Federal elections (President, US Senate, US House) comfortably in our rearview mirror, the next political milestone is front and center: NJ will elect a new Governor and all 80 General Assembly seats are up for grabs on Tuesday, November 4, 2025. There are many exceptional candidates on both sides of the aisle and the June, 2025 gubernatorial primaries promise to be exciting. The NJLBA must engage with these candidates from both sides of the aisle. Stay tuned and please do your best to attend NJLBA fundraisers for our preferred candidates.

The NJLBA, and the NJ liquor industry in general, has just completed a two-year legislative term, unique in that Governor Murphy declared “license reform” to be his “number one legislative priority,” and then proceeded to try and force through the worst piece of legislation that our industry has ever seen. If the Governor succeeded with this legislative folly, over 7000 NJ owners of plenary retail consumption licenses would have completely lost their license value (NJ average license cost is approximately \$400K) and many would be placed on the road to financial ruin. To strenuously fight the Governor’s “plan,” the NJLBA founded the Coalition for Responsible Alcohol Sales, along with the NJ Wine & Spirits Wholesalers Association, and the Beer Wholesalers Association of NJ. We also convinced the NJ Restaurant and Hospitality Association to join us and fight. Our coalition engaged in an intense two-year legislative battle resulting in victory. The bill that did emerge relies on existing inactive on-premises licenses to get re-activated, thereby assisting in meeting NJ’s demand for on-premise opportunities – for both consumers and for industry entrepreneurs.

Unfortunately, the bill had some drafting lapses that will require the introduction and passage of a so-called “clean-up” bill to fix the lapses and other drafting errors. The NJLBA is closely working with legislative sponsors to accomplish the necessary language changes. It is our hope that we can get the clean-up bill introduced and passed by June, 2025 – at the latest. The sooner, the better.

One of the other major issues facing our industry in general, and our particular on-premises sector, is how to handle the responsible sales of federally legal hemp-derived THC beverages. In August, 2024, Governor Murphy signed a hemp-derived THC products bill into law. This bill, now law, included holders of NJ plenary wholesale licenses as well as holders of plenary retail distribution licenses in the list of those who may legally sell these hemp-derived THC beverages. There is currently no provision for plenary retail consumption licensees to sell these hemp- derived THC beverages.

The hemp-derived THC beverages bill also had some major drafting errors that drifted into constitutionality issues and, consequently, various hemp industry parties challenged the law in Federal District Court. The decision was reached in September, 2024 and the judge struck down the portion of the law requiring that the only hemp-derived beverages that could be sold in NJ had to be manufactured “in this state.” The federal judge ruled that, because the hemp- derived products are federally legal, states are prohibited by the Dormant Commerce Clause to restrict the sale of interstate, hemp-derived THC products. The law contains some other legal problems as well, thus requiring a “clean-up” bill to have the proper language on the books.

As a “clean-up” bill is being drafted by an informal coalition of hemp and alcoholic bev-

continued on next page

News from the Lobby *continued*

erage players, the working draft, I'm happy to report, does include plenary retail consumption licensees as entities being able to carry and serve hemp-derived THC beverages. Stay tuned.

While the NJLBA typically finds itself in a defensive posture, beating back industry threats, I am pleased to report that we are working closely with a key legislator to introduce the following pieces of legislation:

- A bill to allow holders of plenary retail consumption licenses to conduct sports pools on their licensed premises, as long as the licensee (the house) does not take a cut.
- A bill to create a legal cause of action for licensees against underaged persons who get access to our licensed premises through the use of fake identification.

The NJLBA threat matrix continues to include many bills seeking to benefit various NJ producers of craft alcoholic beverages. From the craft brewers seeking selling outlets all over the State of NJ to the possibility of craft producers being able to cross-carry all of the other NJ craft alcoholic beverages, thus creating homegrown bars and liquor stores, the NJLBA has its defensive hands full. But, we also have our focused eyes clearly on seeking positive change for our continually challenged on-premises sector. Stay tuned and... please continue to answer the NJLBA calls for action. Please come to Trenton to testify. Please stay in close contact with your Mayors, Senators and Assembly members. And, as always, please contribute to the NJLBA PAC – the mother's milk of politics.

Cheers! See you in Trenton!



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Bonnie Petrock, Treasurer
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Monmouth – **Joseph Bossone**
Morris – **Jim Hill**
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Convention Agenda:

Tuesday, November 19, 2024

9:00 am	Registration Desk Opens – Atlantic 1
10:00 am to 3:00 pm	ServSafe Training – Atlantic Ballroom A&B
10:00 am to 1:00 pm	NJ Brass Training – Atlantic Ballroom C&D
5:00 pm	Hospitality Room Opens (Light Refreshments)

Wednesday, November 20, 2024

Resorts Conference Level – Horizon Ballroom

8:30 am to 10:30 am	Continental Breakfast
8:30 am	Registration Desk Opens – Horizon Ballroom Foyer
9:15 am to 9:45 am	Closed Session for NJLBA Executive Board and NJLBA Licensee Members Only NJLBA Business – Election of Officers
9:45 am	Welcome Address – General Session
10:00 am to 11:00 am	ABC Compliance Seminar Presented by Bowen Alcohol Compliance
11:00 am to 12:00 pm	Update on the Music Licensing Landscape Presented by Jessica Frost, Assistant Vice President of Customer Experience and Engagement, Licensing for BMI
12:00 pm to 12:30 pm	Update on ERC, Employee Benefits and Energy Plans Presented by Matthew T. Lulley, Vice President of Sales – Advanced Business Consulting
12:30– 1:15pm	Luncheon – Atlantic Ballroom Luncheon Speaker – Tim Delaney – Delaney Restaurant Realty

Horizon Ballroom

1:15 pm to 2:00 pm	Division of Alcoholic Beverage Control Seminar Presented by Interim Director Kirstin Krueger and staff
2:00 pm	Break – Snacks and coffee in the room
2:00 pm to 2:45 pm	NJ Labor Laws Rules , Presented by Rob Kirkland, Bureau Chief of Inspection for Strategic and General Enforcement, NJ Department of Labor and Workforce Development
2:45 pm – 3:30 pm	Legislative Update , Presented by NJLBA Lobbyist Jeffrey A. Warsh, Esq., Partner MBI
3:30 pm	Fake ID Seminar , Presented by Joe Vasil of Vasil ID Training LLC, Document Fraud Specialist <i>Certificate of completion will be provided to attendees after the convention.</i>

Atlantic Ballroom

6:00- 8:00 pm	Cocktail Reception and Buffet Dinner Introduction of 2025 Executive Board
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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

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1945	Emanuel Rubin	1996	Shaun Deignan
1946	George K. Godlewski	1997	Takiya Wilson
1947	Gerald Massa	1997	Catherine Ponte
1948	Robert M. Lawrence	1998	Kenneth Graff
1949	William H. Murphy	1998	Darren Bacon
1950	Frederick Tremello	1999	Thomas Watson
1951	Robert H. Pine	1999	Lillian Ponte
1952	Raymond Hargrove	2000	Eric Buzby
1953	Eric Reinhardt	2000	Geneva Moody
1954	David Gfroerer	2001	Katherine Brandes
1955	Norman A. Webster	2001	Francis Jakubiec
1956	Martin Stempel	2002	Elisa Balka
1957	Bruce A. Hudson	2002	Brian Bacon
1958	Norman Farber	2003	Eric McCormick
1959	Alvin Matson	2003	Gregory J. Buzby
1960	Berwin Guttormsen	2004	Shawn Peterson
1961	Albert A. Metz	2004	Jacklyn L. Buckingham
1962	Myron Smorodsky	2005	Michael Balka
1963	Charles Matlock	2005	Ryan Buzby
1964	Ronald Seamans	2006	Christina Rotsides
1965	Joseph A. Scarola	2006	Michele Russo
1966	Robert W. Eldridge	2007	Melissa Nogiewich
1967	Joseph A. Brown	2007	Michael Pappa
1968	Barry Speronello	2008	Taylor Kurilew
1969	Edward Teeple	2008	Sean O'Connor
1970	Edward Gekosky	2011	Benjamin Nogiewich III
1971	William Cummings	2011	John M. Nogiewich
1972	Salvatore R. Bruno	2012	Joseph T. Bossone
1973	Gerard DeLucry	2012	Demetris Rotsides
1974	Dean J. Vanover	2013	Jodi DiSilvestro
1975	Kathleen Hennigan	2013	Amelia Edwards
1976	Michael Passarelli	2014	Timothy Flynn
1977	Kathleen Coughlin	2014	James J. Bennett, Jr.
1978	David Figueroa	2015	Aine Filler
1979	Frank Lazar	2015	John Walton Little IV
1980	Sean Hogan	2016	Mason Shuemat
1981	Elizabeth Grehl	2016	Julia Weise
1982	Karen Marachese	2017	Katelyn Connelly
1983	Janet Farrell	2017	Clark Edwards
1984	Jacqueline Collins	2017	William Little
1985	Elizabeth Askew	2018	Ryan Ellery
1986	Wayne Haddad	2018	Makenzie Friend
1987	Vicki Pezzuti	2018	Robert Lynch
1988	Lisa Coxson	2018	Olivia Miller
1989	Louis Olave	2019	Grace Little
1990	Shazel Fitzpatrick	2019	John McGovern
1991	Christy Boyle	2020	Mara Galvin
1992	Phillip Wylykanowitz	2021	Kara Mulligan
1993	Steven Otto	2021	Lauren Mulligan
1994	George Chewkanes	2021	Dylan McGovern
1994	Jason Garby	2022	Frank Garruto
1995	Anthony Esposito	2023	Satina Garruto
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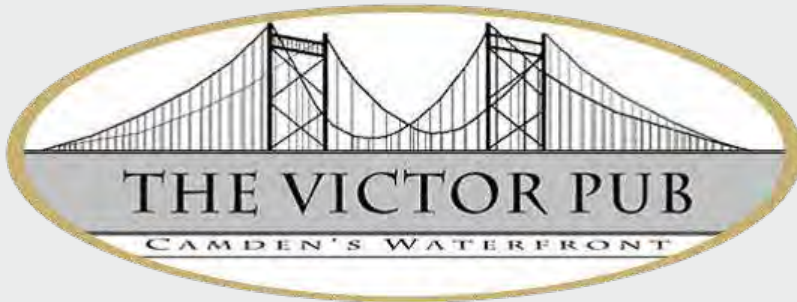
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The logo for Harpoons On The Bay features a stylized sunset with two palm trees in the foreground. Below the sunset, the words "HARPOONS" and "ON THE BAY" are written in a large, bold, serif font, with a horizontal line passing through the middle of "ON THE BAY". Below this, the words "PARADISE FOUND" are written in a smaller, green, sans-serif font. Underneath that, the names of the proprietors and their affiliation are listed in a smaller, orange font. At the bottom of the logo section, the tagline "...the cooler side of Cape May" is written in a green, cursive font.

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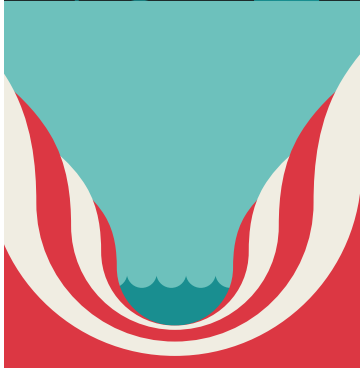
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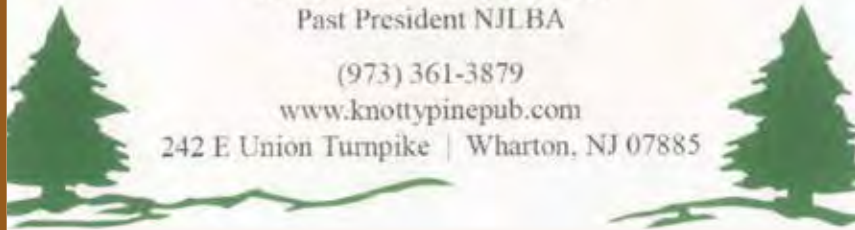
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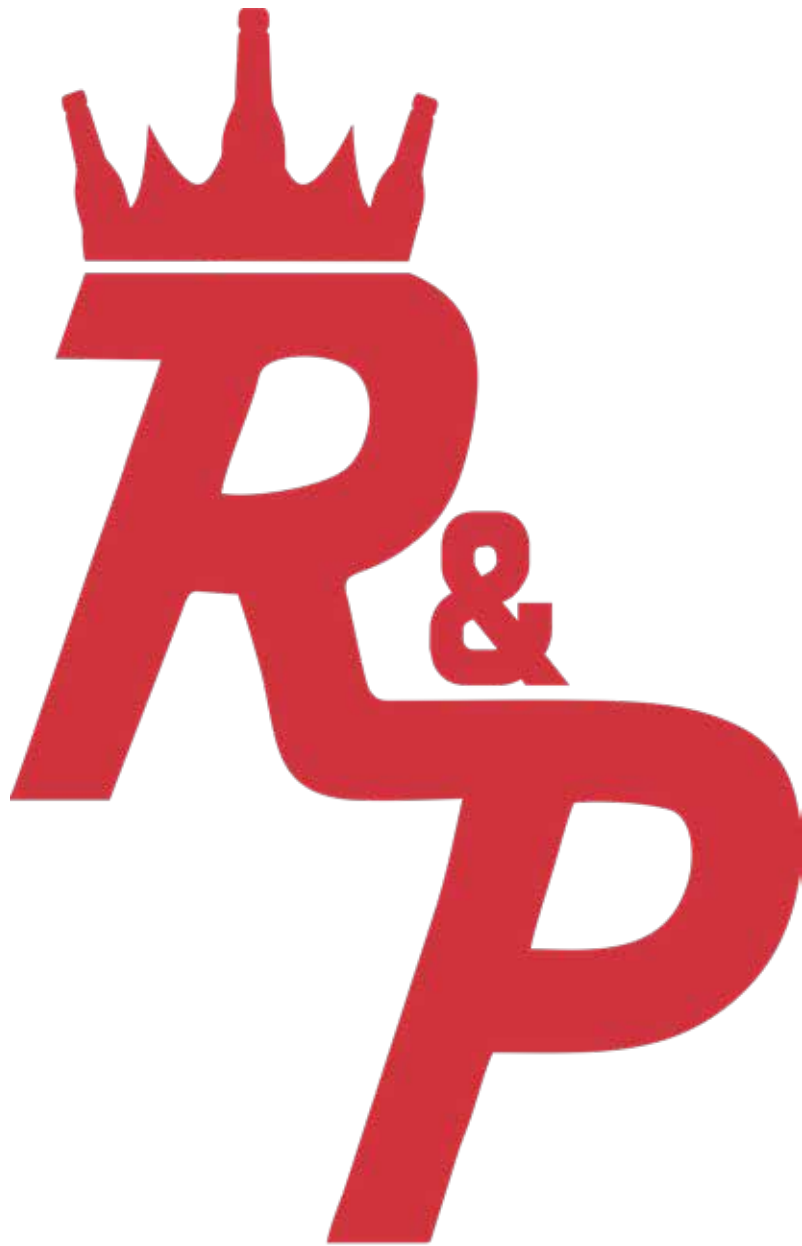
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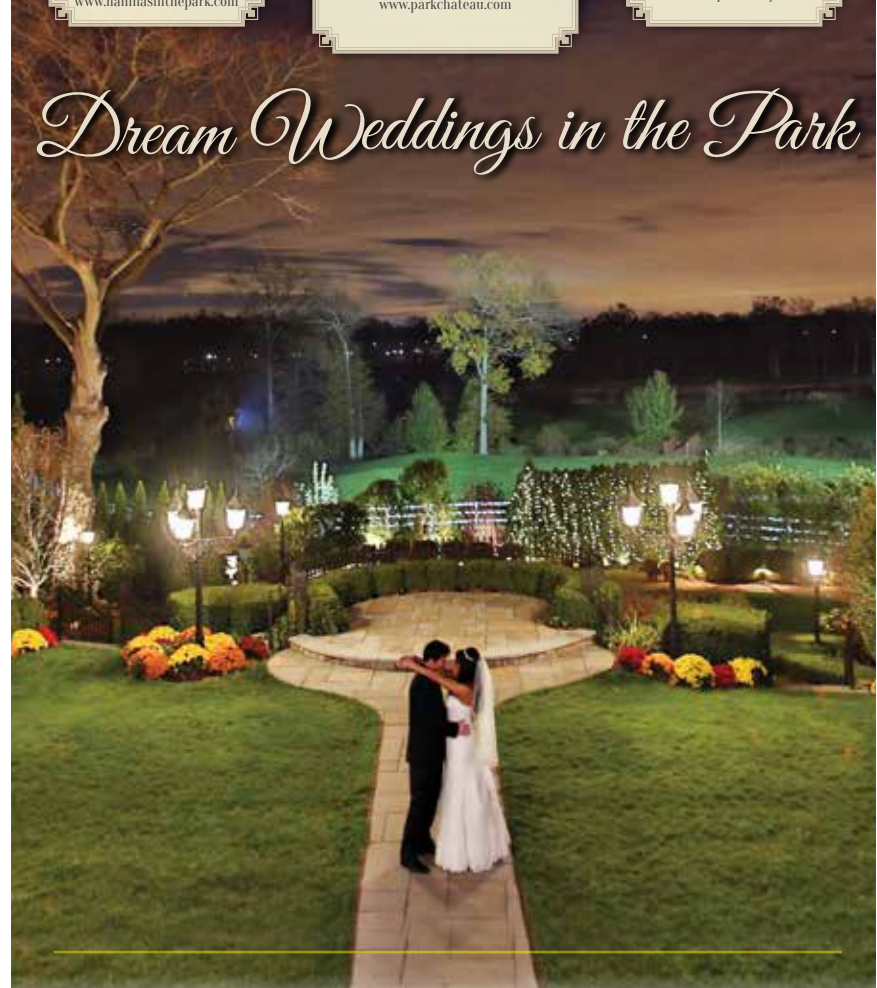
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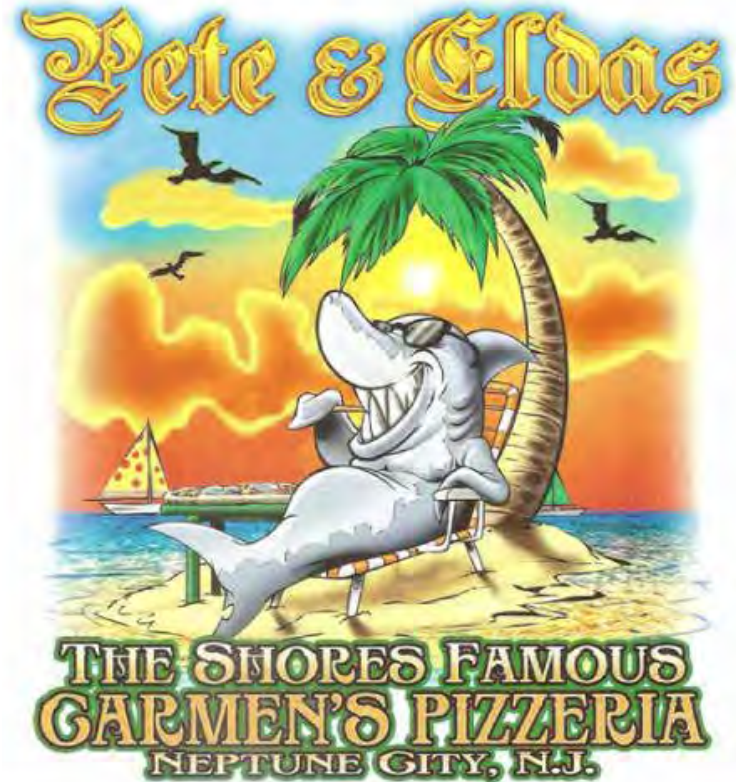
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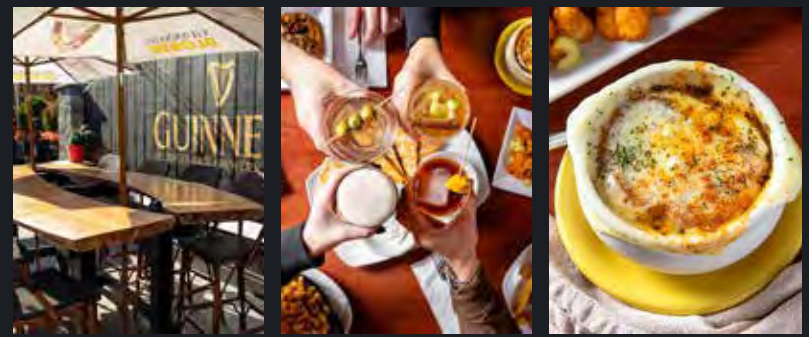
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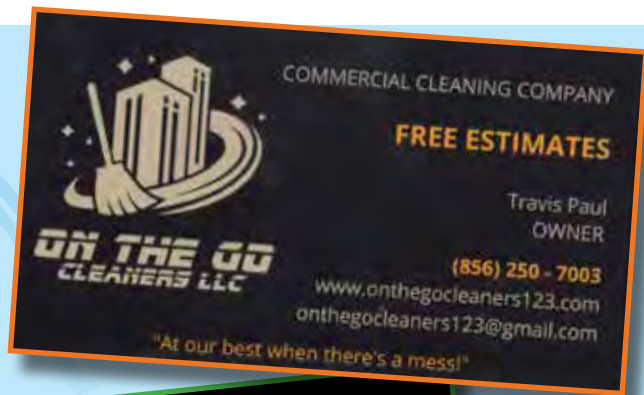
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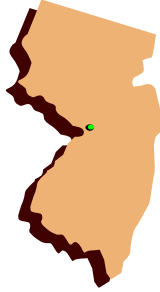
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