



**85th Annual Convention Agenda
New Jersey Licensed Beverage Association (NJLBA)
Caesars Atlantic City
November 13-14, 2018**

**All meeting rooms are located on the 3rd floor
(Access to the 3rd floor from the Centurion Tower)**

Tuesday, November 13, 2018

9:30 am	Registration Desk Opens
10:00 am to 3:00 pm	ServSafe Training
11:00 am to 2:00 pm	Techniques of Alcohol Management (TAM)
7:00 pm to 9:00 pm	Welcome Reception - Venus Bar 3 rd floor

Wednesday, November 14, 2018

8:30 am	Registration Desk Opens -3 rd floor pre-function space
8:00 am to 9:00 am	Continental Breakfast
9:15 am to 10:00am	Closed Session NJLBA Executive Board and NJLBA Licensee Members Only
10:00 am	Welcome Address - General Session, Open to All Attendees
10:15 am to 11:00 am	Legislative Update with NJLBA Lobbyist Jeffrey A. Warsh, Esq., Partner MBI Gluck Shaw
11:00 am	Exit Strategies: Presenter Suresh Prakash and Thomas Acerra, Mass Mutual
11:15 am to 11:30 am	Break
11:30 am- 11:45 am	Paid Sick Leave and Overtime Rules: Presenters Joseph Dill & Ken Calabrese Paychex, Payroll/Benefits/HR/Insurance
11:45 am	Sexual Harassment in the Workplace: Presenter David Epstein, Esq., Post, Polak, Goodsell & Strauchler,P.A.
12:45 pm	Luncheon – Speaker Scott Rudder, President, New Jersey CannaBusiness Association

2:00 pm-2:30 Website Design and On Line Marketing

Presenters: Robert and Jeana Hankh

Topic to be presented:

1. Avoid Online Gimmicks
2. Online Marketing Essentials
 - Grow your business with customer loyalty programs that bring your customers back week after week
 - Engage and motivate your customers to visit you regularly with social media strategies that work
 - Reach customers with a custom mobile-friendly website that looks good on EVERY device
 - Rank high on Google with our SEO strategies
 - Make a beautiful first impression with stunning video and photography
3. Free Prize Giveaway

2:30-3:30 pm ABC Seminar – Presented by the NJ Division of Alcoholic Beverage Control

3:30 Update on Fake ID's – Presenter Joseph Vasil, Document Fraud Expert

4:00 pm NJLBA Hospitality Room Opens

BALLROOM

6:00 pm Gala Cocktail Reception, Dinner and Awards Ceremony
Comedian Vinnie Brand – Stress Factory Comedy Club