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Hail to the Chief

Hello, NALCP! These are very exciting times for us as an organization. We have certainly come a long way from our initial gathering in Austin back in 2006 and where we go from here is really in the hands of you...our members. Recently, our associate members over at Sard & Leff, LLC in Atlanta, GA apprised the Officers and Directors of a very exciting opportunity for NALCP to potentially have an impact on reviewing and revising the alcohol beverage licensing process and the enforcement of the laws pertaining to the licensing, sale and regulation of alcoholic beverages in one of Georgia's fine cities. While it's too early to say what will actually come of this opportunity the Officers and Directors agreed that we should definitely explore the opportunity. I hope to have more news for you at the Conference in October.

Matthew

President-

Matthew Reilly

Secretary-

Lori Cottrell

Treasurer-

Robin Howard

VP of Communication-

Jennifer Maxey

VP of Recruitment and Membership-

Jill Valachovic

VP of Programming and Planning-

Becky McKeithan

President Elect –

Jake Schlueter

Board of Directors-

Ryan Bissett

Colleen Hunter

Courtney Mowry

Joanne Zern

Let's Talk!

Updates from the Communications Team.

Jennifer is currently working with Jill Valachovic, VP of Recruitment and Membership, and Associate Member, Andi Bahlinger's son Mark on designing a brochure for NALCP. This brochure will be used as a source of information for prospective members and associate members.

Your Communications Team always has its eyes and ears open to what's going on the world of licensing. We also welcome tips and news stories from our NALCP members. So, if you have any suggestions, helpful hints, or news items which you would like to contribute to the newsletter, please contact Jennifer at jenniferm@logansroadhouse.com

Sign up Here!

Recruitment and Membership

Jill Valachovic of Dave & Buster's is your Vice President of Recruitment and Membership. She has a great understanding of what the NALCP strives to accomplish with its members as well as its associate members. If you have any questions about membership please contact Jill at Jill_Valachovic@daveandbusters.com.

REMINDER: If you haven't submitted your 2011 membership form, please complete and send to Jill at your earliest convenience. If you haven't received your membership form, please contact Jill.

NEW MEMBERS

Catalina Restaurant Group
Fresh Market, Inc.
SBEEG Holdings, LLC

Show Me The Money!!

Financial News

Treasurer Robin Howard of Fresh & Easy Neighborhood Market Inc. reports that we currently have over \$73,000 in the bank, and the on-line registration fees just keep rolling in. She had a great time catching up with a lot of our members at the NCSLA conference in Vegas, and can't wait to see everyone in Philly this fall.

Let's Party!

2011 NALCP Conference News

Becky McKeithan, our VP of Programming and Planning has been working diligently on our upcoming conference to be held in Philadelphia, PA. Several notifications have been sent out recently, but here are a few highlights:

Very Important Dates:

October 12 thru October 14, 2011

Courtyard by Marriott Downtown Philly

Speakers:

State Administrators from Ohio, Delaware, Pennsylvania and New Jersey

National Alcohol Beverage Control Association

BMI – Music Licensing

Register online at:

www.licensecomplianceprofessionals.com

Conference Agenda can be found on our website as well

Becky can be reached at bmckeithan@applegoldgroup.net.

MEMBER SPOTLIGHT

I WOULD LIKE TO INTRODUCE BRYAN POFF

1) What prompted you to entertain the idea of forming a group of License & Compliance Professionals?

I didn't think of forming a group until I met Colleen Hunter. I realized that I wasn't alone, that there were other people like me toiling away on licenses and permits in other national restaurant companies. When I met Colleen Hunter it was like a home coming even though we had never met, we still had all these experiences in common. We had similar relationships with attorneys and regulators, we shared stories of sweating a license issuance for an opening, dealing with ridiculous violations, or trying to communicate important issues to company operations or officers who don't seem to appreciate it.

2) Was there one particular instance of thinking "I wish I knew somebody in the same position as me at another company to ask how they would handle this?"

Yes, in essence that's where NALCP came from. I was working on my first application in Arkansas and was getting frustrated with the Sunday Sales Permit. I talked to the ABC, I talked to my local counsel and everyone was telling me that there is no way to have Sunday sales for the first few weeks after opening (unless we delayed). At Carino's we hadn't experienced this issue before and of course the opening is everything. I knew when I had to explain this to my company leadership; they were going to ask me if other national restaurants also couldn't sell on Sundays during their openings. So I decided to call Darden since there was an Olive Garden in the same city and they were our main competitor. I reached Colleen and after a clumsy introduction and explanation of what I was dealing with, I asked her "Is there any way to open with Sunday sales." She laughed out loud and said there's no way around it.

3) Who were the first companies/people you contacted and what kind of a response did you receive?

After Colleen and I started communicating we decided we should try to reach out to our counterparts at other companies. Colleen called Carrie Chadbourne at Outback and Bridget Holton at Applebee's. I called Michele Bibb at Brinker and Rosemary Delmonte at Red Robin. Some of the first introductions were a bit awkward considering none of us had done this before. I think some may have been challenged to get past the fact that we are industry competitors. My motto when making those calls was our companies may compete in the market, but we are on the same side in dealing with regulators. However, in the end everyone loved the idea of getting together and it worked.

4) When you first started NALCP, was your vision for it to be small, with only members or rapid growth as it is today with many members and associate members covering several areas of the industry?

My vision was for us to recruit as many national and regional multi-unit and multi-state restaurant companies as we could. I figured we would have members and associate members because I saw how it worked with the Texas Restaurant Association. Hotels were an obvious fit because they were On-Premises retailers too, but I was surprised how quick we opened up to other retailers. I wasn't opposed to Off-Premises retailers being involved; I just figured it would take a while before that came around. I remember when Whole Foods was first brought up for membership. and that wasn't a big leap since they also operated On-Premises.

My primary concern was that we stay a retailer organization, which everyone agreed. I remember when we made our first real showing at NCSLA and representatives of manufactures and wholesalers approached us expressing interest in joining. All of our members that were there quickly agreed that was a slippery slope and could cause concern from the regulators who were just opening up to us.

5) What are some key industry topics/areas you'd like to see NALCP address or be involved with?

I believe collectively we are the experts on alcohol licensing and compliance. As such I think we have the potential to be a great resource for regulators or licensing entities. Every state and every licensing jurisdiction periodically changes its forms, policies and procedures. Most regulators open proposed changes up to public comment, and I think we should be proactive to engage in those processes. I also think we should monitor changes in state legislatures around the country that affect what we do. Our associate members are most likely monitoring these changes already; they could be our eyes and ears around the country. I also think we should allocate funds to join and send representatives to other industry conferences and meetings like NCSLA, NABCA or ABI. Sending representatives will increase our profile as an organization and our attendees can report back on the topics and issues of these conferences thereby increasing our awareness.

6) Are there any specific conference moments you experienced which made you not only proud to be the founder of NALCP, but proud of how professionals have come together in an effort to advance our practice?

I'll always be very proud of our first meeting. The attendees of our first conference were truly enthusiastic, sharing ideas and many left with a new sense of purpose and appreciation for this profession. Several of those first attendees became the backbone of this organization today. However, my proudest moment was when we were awarded the best practices award by NCSLA. I felt like we had arrived, and were being recognized by the administrators/regulators, the very people we organized to work with.

7) Is there anything you would do differently if you could go back to the time of NALCP's inception and start over?

Not really, I do wish we could've found a way to work with the National Restaurant Association. I'm glad we went the way we did, we wouldn't be the same organization had we become an NRA group. They didn't seem to understand who we were at the time and we weren't comfortable letting them take over the organization. I still think we should engage the state restaurant associations during our conferences; they deal with lots of regulatory issues and most have a lot of insight into the history and lay of the land in their state.

8) How and when did you get into licensing?

My first job after graduating from college in 2000 was as an Accounts Examiner at TABC Headquarters in the Licensing Division. It was never my goal to work in state government, but I was living in Austin and the job market was bad so I applied for an opening at the TABC as a shot in the dark, I didn't really expect to get the job. The TABC was a great learning experience and I didn't have a clue how much it would affect my future. After 2 years I left to take over Licensing and Compliance for Johnny Carino's Italian, then a young Austin based company. I stayed with Carino's almost 5 years but was laid off when the economy turned and development ended. I loved my time at the TABC and Carino's and can't complain (too much) about my career in Licensing and Compliance.