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CONTACT: Pamela Frantz, Executive Director
847-721-6410

NCSLA Goes to Washington, D.C. In June 2012!

The National Conference of State Liquor Administrators, Incorporated (NCSLA) will convene June 20-24th at the world-famous Mayflower Renaissance Hotel for its 2012 annual meeting and conference. Washington, D.C. is the host city for the Conference.

The NCSLA Executive Committee and 2012 Conference planners are proud to present the "Great American Retailer Success Stories". Roger Berkowitz, President and CEO of Legal SeaFoods, Christina Minardi, Regional President of Whole Foods, and DC's own Chef Geoff Tracy will surprise, gladden and inspire you with their success stories.

Retail is where the important decisions are made in our business. Thousands of times every day, licensed retailers must determine whether to serve -- an adult celebrating a new job, a possibly intoxicated driver, a 40th birthday celebrant, a couple celebrating a Fiftieth Anniversary, or an under-aged purchaser. Retail is critical to society's ongoing acceptance of the hospitality industry as well as to everyone in the business. In that sense, it is the fulcrum balancing our entire industry. These successful retailers sell intoxicating beverages to real consumers, not as their primary source of revenue but as an important aspect of their business. You will not want to miss any of these extraordinary individuals!

Legal SeaFoods has served fresh seafood meals for over 62 years. When it was a market, they were served on paper plates and eaten at picnic tables inside an admired fish market opened by George Berkowitz in 1950. His son, Roger, started working there as a ten-year old. In 1968, the Berkowitz' first restaurant opened, and it grew into a casual dining restaurant chain featuring quality seafood dishes with 32 restaurants located in 11 different states along the Eastern Seaboard, including one at 704 7th Street, between "G" and "H" Streets, not far away from our Conference venue in Washington. Roger has run Legal SeaFoods since 1992. Now, it's a fish company in the restaurant business where, "If it isn't fresh, it isn't legal."

Whole Foods started out in 1980 with one small store in Austin, Texas. Today, it's the world's leader in natural and organic foods, with more than 310 stores in North America and the United Kingdom. Known for having the finest natural and organic foods available, maintaining the strictest quality standards in the industry, and for its unshakeable commitment to sustainable agriculture, Whole Foods brings excitement and fun to grocery shopping. Christina Minardi, born in Patterson, NJ, grew up in a bakery run by her family since 1927. Christina's passion for food brought her to Whole Foods Market where she worked her way from assistant store team leader to Northeast Regional Vice President -- and in 2005, President -- overseeing all store operations, purchasing, marketing, team member services, real estate development and store design throughout Connecticut, New York and New Jersey. Christina well knows why, for 11 consecutive years, her company has been named by FORTUNE magazine one of the "100 Best Companies to Work For" in America.

A Georgetown University graduate, Chef Geoff Tracy also graduated first in his class from the Culinary Institute. He opened two of his four restaurants before he was 30. Today, with 200 employees and four restaurants in Washington, DC, Maryland and Virginia, Geoff oversees kitchen and dining room operations, and manages the concept, marketing, finances and growth of all Chef Geoff operations, each of which has a different alcohol beverage licensing structure.

This year's Great American Success Stories panel will be moderated by Robert D. Skene, Esq. of the Skene Law Firm. Rob began his career in the alcohol beverage industry some 25 years ago as a licensing administrator with the New York State Liquor Authority. Rob worked for the legendary law firm of Buchman & O'Brien, where he eventually became a partner, and now heads his own firm where he and his ten associates, of counsel and paralegals exclusively practice in the area of alcohol beverage regulatory control for all tiers of the industry on a local, regional and national basis.

Start making your plans NOW to come to Washington, DC from June 20-24, 2012 for this year's annual meeting of the NCSLA! Conference registration is now open so visit www.ncsla.org today for details! And don't forget to make a hotel reservation -- rooms are going fast!!! Watch for more exciting updates on the NCSLA 2012 Annual Conference to be broadcast in the coming weeks.

About National Conference of State Liquor Administrators, Incorporated:

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit www.ncsla.org for more information.