



News Release

PROTECT AND SERVE – THE THEME OF NABCA’S 77TH ANNUAL CONFERENCE

Presentations focus on this dual mandate of beverage alcohol control agencies

ALEXANDRIA, VA (March 6, 2014) – Control Systems are charged with multiple and diverse tasks. With a dual role to protect citizens and communities from the harmful and illegal use of beverage alcohol and to serve their customers in an efficient and modern business environment, how can these perceived contradictions actually be complementary? NABCA presents workshops and seminars around this topic during its 77th Annual Conference in Marco Island, Florida, May 19-22, 2014.

“Whether government or private, the business environment is continually changing and being prepared to proactively address this flux is a key function of the education NABCA provides at conferences,” said Jim Sgueo, president and CEO. “Our theme, to “Protect and Serve,” gets at the heart of many of our agencies’ missions.”

Leading the keynote is the FBI’s sixth director, Robert S. Mueller, who will discuss the critical issues of national security, leadership in the 21st century, and the key role transformation plays in today’s business arena. As the Bureau’s former director under President’s Barack Obama and George W. Bush, Mueller took the FBI from a domestic crime-fighting force and law enforcement agency to a counterintelligence service with a key role in combating terrorism.

On day two, keynote speaker, artist and author Erik Wahl presents, “The Art of Vision,” to share his message on creativity, leading change and innovating leadership. His book is titled, “Unthink: Rediscover Your Creative Genius.”

“These powerful keynotes along with peer presentations about serving today’s customers, the three-tier system and the craft production trend address the social responsibility control systems and our partners must perform to protect and serve our citizens and communities from harmful and illegal use of beverage alcohol,” said Jeff Anderson, NABCA’s board chairman.

For more information about the 2014 Annual Conference or more information about NABCA, visit www.nabca.org.

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ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA’s mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.