



# News Release

FOR IMMEDIATE RELEASE

## **NABCA SENIOR VP OF POLICY AND COMMUNICATIONS RETIRES**

*Steve Schmidt oversaw the association's public policy and the communications/membership teams*

ARLINGTON, VA (NOVEMBER 16, 2022)—Since 2006, Steven Schmidt has led the National Alcohol Beverage Control Association's (NABCA) Public Policy and Communications Departments. He will retire on Dec. 2.

Schmidt was employed as Director of Education and Community Services at the Pennsylvania Liquor Control Board for 12 years before former NABCA CEO Jim Sgueo brought him on board to enhance the Association's mission by building relationships and developing resources to inform alcohol policy and research.

Schmidt has served as policy, and public health/safety liaison to the Board of Directors and provided valuable assistance to NABCA members.

As a member of the executive team, he was involved in growing NABCA's national influence with the public policy community and was liaison to international control system partners in Canada and Europe. Schmidt oversaw the educational awards programs where NABCA control jurisdiction members could secure dollars to develop, implement and communicate programs that addressed alcohol harms and the value of regulation and policy to important stakeholders.

"Steve has played a vital role with NABCA, creating lasting positive impacts with constituents across the country as well as the NABCA family. He has not only provided genuine counsel and guidance but has also helped NABCA achieve significant success across various mission critical programs. His ability to foster relationships goes well beyond NABCA staff, extending to industry suppliers, public health and safety advocates, governmental organizations, and untold communities within NABCA's member jurisdictions," said NABCA President/CEO Neal Insley.

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## SchmidtRetires-Add 1

“I am forever grateful for the support and friendship of NABCA’s past and present leadership, staff, membership, and our many partners throughout the US and world,” said Schmidt. “The many accomplishments and positive experiences of the past 16 years have been driven by our shared belief that control systems and alcohol regulation are critical to protecting public health/safety while ensuring responsible and efficient distribution and sales of alcohol. I have no doubt that NABCA has a bright and successful future because of the passion and dedication of its leadership, staff, members, and partners,” he said.

Schmidt plans to enjoy much more time with family and friends, as well as teach and engage with issues important to him. He resides in York, PA, with his wife of 32 years, Melinda Zellers Schmidt. They have two adult children, son Taylor and daughter Maura.

NABCA’s CFO, Eddie Wirt, will now lead the communications and policy departments.

For more information about NABCA, visit [www.nabca.org](http://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 Arlington, 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.

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