

15th Responsible Retailing Forum Conference, April 2017

Conference Presenters & Panelists



Brenda Armstrong is Prevention Program Manager in the Santa Cruz (CA) County Health Services Agency's Alcohol and Drug Program. Over the past 18 years, she has managed multiple collaborative projects, a Community Coalition, and the Friday Night Live Youth Program that engages youth as active leaders and resources in their communities, focusing on enhancing wellbeing in the community and reducing the public health impacts of alcohol and other drugs. Brenda is nationally recognized for Project CURB (Communities United to Reduce Bingeing), is a certified trainer in The Seven Challenges Reduction of Suspension Project, and is an international trainer for Communities Mobilizing for Change on Alcohol (CMCA). Brenda has a BA in Business Administration from Sacramento State University.

Beth Bagwell, MPA, is the executive director of the International Town & Gown Association. She has 15 years of teaching experience and has worked in the nonprofit sector for over a decade. She holds a Master's Degree in Public Administration with a concentration in Nonprofit Management from Clemson University. Ms. Bagwell also has a Bachelor of Arts Degree in Elementary and Early Childhood Education from Lander University in Greenwood, SC. Her work in the public sector and post-graduate position at the Strom Thurmond Institute of Government and Public Affairs at Clemson University helped prepare her for her current position with the ITGA.



Division Chief Kathleen Barnes has served 23 years with the Department of Alcoholic Beverage Control (ABC). She began her law-enforcement career as an investigator and served in the El Monte and Riverside district offices. She promoted to the ranks of Supervisor and Supervising Agent in Charge in the desert regions of San Bernardino and Riverside Counties, the Special Operations Unit and Riverside district office. She was promoted to Deputy Division Chief in 2012 and was responsible for the various districts with in Southern California.

Division Chief Barnes has served as a department Equal Opportunity (EEO), Background and Internal Affairs investigator since 2007. She shared the responsibility of formulating and implementing the department's initial formalized field training officer program. Together with her Northern division counterpart they developed the critical elements required to effectively and consistently evaluate an agent's work performance.

Division Chief Barnes obtained her Bachelor of Arts degree in Criminal Justice from California State University San Bernardino.



Matthew Botting was appointed to the position of ABC General Counsel in August, 2008. Mr. Botting has over 20 years of state government legal experience. He was ABC's Chief Legal Counsel from 2000-2004 before he left for a short time to work in private practice. Mr. Botting returned to ABC in 2005 where he served as a Staff Counsel III until his appointment to General Counsel. Prior to joining ABC in 2000, Mr. Botting was a Deputy Attorney General with the California Department of Justice. He obtained his Bachelor of Laws and Bachelor of Commerce (Economics) degrees from Otago University in New Zealand before relocating to the United States.

Mr. Botting is the current President of the National Conference of State Liquor Administrators (NCSLA)

Adam F. Chafetz, President & CEO, Health Communications, Inc. (Provider of the TIPS Programs) was involved in the development and initial implementation of the *TIPS (Training for Intervention Procedures)* program over 30 years ago. He spent over fifteen years traveling the United States training members of the hospitality industry and since then, has worked to continually adapt the TIPS curriculum to the changing needs of its audiences.

Based on his initial work developing the core *TIPS for On Premise* program, Mr. Chafetz has overseen the development of nine additional programs, each targeted to specific venues where alcohol is sold or consumed. In addition, Mr. Chafetz led the development of eTIPS, a popular online alcohol server and seller certification program, and Certification Manager, a web-based tool that allows various entities to track, monitor, and manage their certification training efforts. As HCI's premier programs, the TIPS and eTIPS programs have certified over 3.2 million people worldwide and have become widely recognized in the industry as the foremost responsible alcohol training program.

Mr. Chafetz is actively involved in the day-to-day management of HCI and is frequently consulted about server training issues by state liquor boards considering mandatory legislation, alcohol manufacturers such as Heineken, Anheuser-Busch, MillerCoors Brewing Company, and numerous large organizations, including Marriott, Sigma Phi Epsilon Fraternity, Loyal Order of Moose, Disney and 7-Eleven. Professionally, he is a member of the National Restaurant Association and the American Society for Training and Development. HCI is also an association member of the National Conference of State Liquor Administrators, the National Liquor Law Enforcement and the National Association of Alcohol Beverage Control Administrators.



John Cocca, Director of the Arizona Department of Liquor Licenses and Control (Department of Liquor), was appointed by Governor Ducey in February 2015. Prior to this appointment, the City of Scottsdale was Director Cocca's employer for 30-years, from February 1985 to February 2015. His last assignment was the Investigations/Personnel Development Services Bureau Assistant Chief. His responsibilities included oversight of police investigations, employee training and forensic evidence.

Director Cocca began his law enforcement career at the age of 21, advancing through the ranks to investigations assistant chief. As a certified police instructor for AZPOST (Arizona Police Officer Standardized Training), Director Cocca frequently instructed at the Arizona Law Enforcement Training Academy (ALEA) for law enforcement recruits.

Director Cocca is a member of the International Associations of Chiefs of Police, FBI National Academy Associates, the Arizona Association of Chiefs of Police, the East Valley Chiefs of Police and is Past-Chairman of the Arizona Law Enforcement Academy (ALEA) Users Committee. He has served on a number of committees with the Boys and Girls Club and the Scottsdale Unified and Paradise Valley School Districts. He is a board member for MASK (Mother's Awareness for School Aged Kids).

Director Cocca holds a Bachelor of Science Degree from Arizona State University in Justice Studies and a Master's Degree in Educational Leadership from Northern Arizona University. He is a graduate of the FBI National Academy's Executive Management program

Charles G. Curie is the principal and founder of THE CURIE GROUP, LLC, a management and consulting firm working with leaders in the healthcare field, particularly mental health (MH) and substance use (SU), to facilitate the transformation of services and to attain positive outcomes in the lives of people worldwide. Curie's professional experience spans 30+ years in the MH and SU fields.

Curie was nominated by the President Bush and confirmed by the U.S. Senate to head SAMHSA from 2001 to 2006. Highlights of accomplishments, include The President's New Freedom Commission on Mental Health, the Strategic Prevention Framework for substance use prevention, Access to Recovery, National Outcome Measures, and work with post-conflict and war torn countries MH and SU systems. From 1995 to 2001, Curie was appointed by PA Governor Ridge as Deputy Secretary for OMHSAS and implemented a nationally recognized MH and drug and alcohol Medicaid managed care program and a policy to reduce and eliminate the use of seclusion and restraint practices in the state hospital system, which won the 2000 Innovations in American Government Award .



Curie holds a Master Degree from the University of Chicago's School of Social Service Administration where he received E. Abbott Lifetime Achievement Award and the University's Alumni Association Public Service Citation Award. He was awarded an Honorary Doctor of Humane Letters from Huntington University. Curie currently serves on the Board of Directors of the Core Solutions, Inc., and Woodley House and Advisory Board for the Foundation for Advancing Alcohol Responsibility (FAAR).



William DeJong, Ph.D. is a Professor of Community Health Sciences at the Boston University School of Public Health and serves on the board of directors for the Responsible Retailing Forum. From 1995-2004, he served as director of the U.S. Department of Education's Higher Education Center for Alcohol and Other Drug Prevention (HEC). Dr. DeJong was also the principal investigator for the Social Norms Marketing Research Project, a multiyear randomized trial funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the U.S. Department of Education. He is the author of over 400 monographs, book chapters, and academic papers in substance abuse prevention, health promotion, criminal justice, social psychology, and the use of media to change social norms and behaviors. In 2000 he received the College Leadership Award from the American Public Health Association (Alcohol, Tobacco, and Other Drugs Section) and in 2008, he received the Outstanding Contribution to the Field Award from The Network Addressing

Collegiate Alcohol and Other Drug Issues. Dr. DeJong received a doctorate in social psychology from Stanford University in 1977.

Nick DeSiato is an assistant city attorney with the City of Milwaukee. He oversees the city's municipal prosecution office and represents the city in nuisance matters, including actions involving drug houses, gang activity and licensed premises. He also manages various city-wide initiatives and programs as alternatives to prosecution. Prior to joining the Milwaukee City Attorney's Office, Nick was a consultant for a financial institution and a staff attorney with the Wisconsin courts.



William P. Georges is President and CEO of The Georges Group, LLC. Based in Albany, NY, the firm provides strategic consulting services in corporate operations/relations and event/crowd management for special events/venues. The firm has experience working on projects both in the United States and internationally with clients including major corporations, national associations, government agencies, major league and college sports, and the entertainment industry.

Prior to forming the firm, Mr. Georges spent nine years as senior vice president of The Century Council (now known as the Foundation for Advancing Alcohol Responsibility), a national, not-for-profit organization headquartered in Washington, D.C. whose mission is to develop programs, strategies and tactics to fight alcohol misuse with a special emphasis on drunk driving and underage drinking.

Mr. Georges is a twenty-five year veteran (retired) of the Albany, NY Police Department. During his law enforcement career, he rose through the ranks, ultimately achieving the rank of Assistant Chief of Police/Chief of Patrol where he was responsible for all uniformed police activities. As Division Chief, he was responsible for all special/tactical missions including the planning, execution and overseeing of all mass gatherings/large crowd events, traffic safety programs and special services.

He has contributed to various trade publications and has worked on developing several related training materials/courses, including serving as a subject matter expert in the development of the U.S. Department of Homeland Security's *Public Safety Crowd Management Training* course. Mr. Georges has been recognized by numerous organizations, including the U.S. Department of Transportation, the U.S. Secret Service, the NY State Department of Criminal Justice Services and Mothers Against Drunk Driving for his dedication to law enforcement, traffic safety, and event management issues.

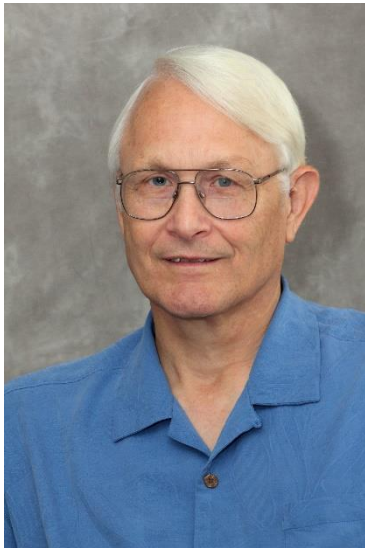
Gene Giron is the Responsibility Initiative Manager at MillerCoors, where he manages and develops alcohol responsibility resources and programs in support of the company's Great Beer Great Responsibility platform including the Respect 21 Program, Great Plays grant programs and the Roll Out of Alcohol Service in College Alliance Stadiums.

Gene oversees the development and implementation of responsibility programs with the company's marketing and sales system, distributors, suppliers and retail accounts. He is also responsible for building relationships with non-government organizations, law enforcement officials, public safety agencies, college administrators and others that share the goal of preventing underage access and drunk driving.

Gene began his work at Coors Brewing Company in 1998. Prior to working at Coors Brewing Company, Gene worked for Governor Romer as a community



organizer for Communities for A Drug Free Colorado and later became the Director of Prevention Resources for the Department of Local Affairs. Gene came to Coors Brewing Company with 15 years of experience in drug alcohol treatment and prevention and has a Master of Divinity Degree from Texas Christian University.



Joel W. Grube, Ph.D. is a Senior Research Scientist at the Prevention Research Center, Pacific Institute for Research and Evaluation (PIRE) and Adjunct Professor in Health and Social Behavior in the School of Public Health, University of California, Berkeley. He is a member of the Board of Directors of the Responsible Retailing Forum. He is an active participant in the Responsible Retailing Forum's ongoing research program, including studies implementing the RRF model to reduce retail sales of alcohol and tobacco to minors and, more recently, to prevent service to intoxicated patrons in on-premises serving establishments. His other research has included longitudinal studies of policy and other community influences on drinking and smoking among adolescents in 50 mid-sized California communities; a randomized community trial examining the effects of reducing retail and social access to alcohol on adolescent drinking behaviors and problems in 36 rural Oregon communities; a randomized community trial investigating the effects of family, school, and retailer interventions to reduce access to and use of inhalants and other harmful legal products by adolescents in frontier and rural Alaska communities; and a project

implementing community, retailer, and individual level interventions to reduce drinking among underage youths on participating American Indian reservations.



Rebecca Haden is an Associate Athletics Director in Administration at The University of Texas. Among other responsibilities, she manages the food service contracts for Athletics. In that role, she oversaw the implementation of the public sale of beer and wine in general concessions at Texas sporting events.

Rebecca has worked at Texas since 2009. Prior to that, she was the Catering Director for Sodexo Sports and Leisure at Texas Athletics. Her experience at Sodexo has been helpful in managing food and alcohol service in her current role.

Dan Hicks is Manager, Prevention Services, for Ventura (CA) County Alcohol and Drug Programs. A graduate of Princeton University, Dan has been an alcohol and drug policy advocate more than 20 years, working closely with city and county governments, public safety agencies, and retail establishments. He has facilitated policy discussions on safe sales among elected officials, police, parent groups, and regional media, and has helped lead policy change efforts to address underage and binge drinking, including Ventura's Responsible Retailer Program and civil Social Host laws countywide.





Brad S. Krevor, Ph.D. is President of the RRForum and the Principal Investigator for a National Institute of Health Small Business Innovation Research award to translate RRForum research findings into sustainable RR systems for cities and states. From 1990-2009, Krevor served as a Sr. Research Associate at the Heller Graduate School, Brandeis University where he directed a Robert Wood Johnson Foundation-supported effort to assist Attorneys General in pro-active efforts to prevent teenage access to age-restricted products (1998-2000), and a RWJF-funded evaluation of ExxonMobil's implementation of its agreement with 43 state attorneys general to reduce underage tobacco sales. He conducted a comprehensive field effectiveness study of electronic ID scanners supported by Miller

Brewing Company; and he is the principal author of the *Report on Best Practices for Responsible Retailing*, developed as a federal Guidance Document for the Center for Substance Abuse and Prevention. From 1989 to 1998, he was the Executive Director of the Tobacco Control Resource Center in Boston, a leading national tobacco control advocacy group. He received his BA and MA degrees from Brown University and his doctorate from Boston University.

Chuck Lester serves as the Director of the Regional Prevention Coordinator for Payne, Pawnee, Noble, Osage and Kay Counties in Oklahoma. In this capacity he works with local stakeholders to reduce the consequences of substance abuse across the region through the use of evidence-based, environmental strategies. For the past five years Chuck served as the Region's Strategic Prevention Framework coordinator. Much of this work focused on reducing underage drinking in Payne County and included engaging retail outlets to provide regular Responsible Beverage Sales and Service Training to staff, partnering with law enforcement to create special enforcement events, publicizing social laws, and piloting a Responsible Retailing Forum project in Payne County.

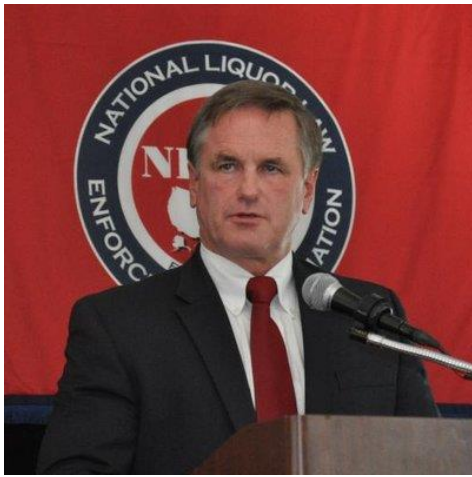


Mr. Lester is the chairman of the Oklahoma Prevention Policy Alliance, a grass roots association of prevention professionals which help educate Oklahoma lawmakers, policymakers, and the voting public about prevention and public health policy concerns and advocate for positive change. Additionally, he is currently serving on the Oklahoma Evidence Based Programs Workgroup and was a contributor to the Oklahoma Plan to Reduce Prescription Drug Abuse.

Mr. Lester is due to finish his Master's in Public Health as part of the first cohort in OSU's new MPH Program.

Alan Lieberman was formerly a Deputy Attorney General in the California Office of the Attorney General, handling matters concerning the sale and marketing of tobacco and alcohol products. Alan helped lead the multi-state Attorney General Tobacco Retailing Group, which entered into 15 agreements (Assurances of Voluntary Compliance) with major national retailers embodying "best practices" in responsible retailing. As staff co-chair of the National Association of Attorneys General Youth Access to Alcohol Committee, Alan focused on alcohol beverages with particular youth appeal and that raised health and safety concerns, including alcoholic energy drinks, and the placement and content standards for alcohol advertising.





Chief Frederick Mahony has served as the Chief of the Massachusetts Alcoholic Beverages Control Commission Enforcement Division since 2000. In 2004 he was named the National Liquor Law Enforcement Agent of the Year. In 2010, as well as 2013, was elected to serve as President of the National Liquor Law Enforcement Association. Chief Mahony has developed strong data driven enforcement programs toward the prevention of impaired driving, underage drinking and alcohol related crime. In 2012, Chief Mahony testified before the National Transportation Safety Board (NTSB), providing Massachusetts data demonstrating that the use of PLD data to guide enforcement efforts led to a reduction in driving under the influence arrests associated with establishments that were targeted for intervention. As a result of this testimony, the NTSB recommended that this practice be implemented nationwide.

Donna Newman-Fields is the Alcohol and Other Drugs (AOD) Prevention Coordinator for the Sonoma (CA) County Dept. of Health Services. For the past ten years, she has overseen county alcohol prevention efforts, including Responsible Beverage Service trainings, the Place of Last Drink Survey, and the promotion of AOD health policies. Donna facilitates the Sonoma County Prevention Partnership and provides consultation to various community AOD coalitions. She has worked as a health educator, community organizer, and professional fundraiser for local and national non-profits, and is a CA Certified Prevention Specialist (CCPS) and an International Certified Prevention Specialist (ICPS). Donna has a BA in Sociology and an Interdisciplinary Masters Degree in the Social Science of Health and Illness from Sonoma State University.



Jill Pepper, Executive Director, joined TEAM Coalition, Inc. in the spring of 2002. She oversees all operations of this national non-profit organization which has 24 members and 7 strategic partners and an annual budget of 1.5 million dollars. She is a Master Trainer for the TEAM training program in effective alcohol management, conducting training workshops for sports and entertainment facilities managers nationwide.

Ms. Pepper manages the TEAM training program, including a network of over 1,000 active trainers representing more than 250 professional and collegiate sports and entertainment facilities. More than 250,000 professional sports stadium employees have become TEAM-certified in the past five years. Over 61,000 employees became certified in the last fiscal year (October 2015 – September 2016).

TEAM's campaign called *Responsibility Has Its Rewards*, has encouraged more than 1,000,000 fans to designate sober drivers with the "*Fans Don't Let Fans Drive Drunk*" message at MLB, MLS, NBA, NFL and NHL games, NASCAR races, Live Nation concerts and NCAA championships in the last twelve months.

Jill taught the Social Responsibility & Globalization in Sports course in the Georgetown Continuing Studies Sports Industry Management Masters' Degree program from 2011 through 2013. Jill received her Bachelor of Arts degree from Stanford University and her MBA from MIT.



Acting Director Ramona Prieto brings over 37 years of law enforcement experience to the Department of Alcoholic Beverage Control (ABC), along with advanced education and a proven record of collaborative leadership in many areas.

In 2015, Director Prieto retired as Deputy Commissioner of the California Highway Patrol (CHP), the largest state law enforcement organization in the nation. In her position, she managed a \$2 billion budget and oversaw the day-to-day operations of approximately 7200 uniformed field personnel and 3400 non-uniform civilian professionals, as well as several adjunct duties in multiple special offices.

Director Prieto has achieved numerous historical milestones in her career: She was the first female motorcycle officer, the first female Assistant Commissioner, and the first female Deputy Commissioner in CHP's nearly 90-year history. She has over three decades of hands-on experience in seven field commands and three staff operations, working in commands throughout the state.

Director Prieto has been recognized for her innovative, result-oriented collaborative efforts every assignment and has championed such issues as: enhanced officer safety, workplace violence prevention, community involvement, and tactical and operational training. She has worked diligently to improve public safety throughout her career and has been selected to be a spokesperson for CHP at the local, regional, headquarters, and national levels.

Director Prieto has earned numerous prestigious honors and awards during her long career and has been recognized locally, state-wide, and nationally for her innovation and her dedication.

Director Prieto holds an AA degree in Administration of Justice, a BA degree in Public Administration from the University of San Francisco, and a MA degree in Leadership from St. Mary's College, as well as a workers compensation certificate from UC Davis. Despite these accomplishments, if you were to ask, Director Prieto would tell you her most honored achievement is being the mother of five daughters, grandmother of eight grandchildren and wife of elected Sheriff of Yolo County, Ed Prieto.



Teri L. Quimby is a Commissioner for the Michigan Liquor Control Commission and was initially appointed in 2011 and reappointed in 2015 by Governor Snyder. As one of the three Administrative Commissioners, Teri has responsibility for administering the provisions of the Michigan Liquor Control Code relating to licensing, purchasing, enforcement merchandising and distribution. The Administrative Commissioners also act as an appeal board reviewing any final Commission Decisions.

Teri brings an extensive background in state and local government to this position. She spent almost 20 years working on legislative issues, with most of this time spent in the Michigan House of Representatives where she was extensively involved with several high profile issues and committees including the commerce Committee, Energy & Technology Committee, and Environment Committee. As Senior Legal Counsel and Senior Police Advisor, Teri gained valuable skills and acquired expertise in the areas of statutory construction, rules of procedure and strategy planning. As for local government experience, Teri was elected to and served on the Delta Charter Township Board of Trustees, representing

approximately 29,000 people near Lansing MI, and held a seat on the Township's Zoning and Sign Boards of Appeal.

While also licensed to practice law in Illinois, Teri has been a member of the Michigan Bar of over 25 years. In 2010, she was appointed by the State Bar of Michigan Board of Commissioners to serve on the District E Character and Fitness Committee. Additionally, she holds certification as a general civil mediator, domestic relations mediator, special education mediator and facilitator, and has received training in restorative justice practices.

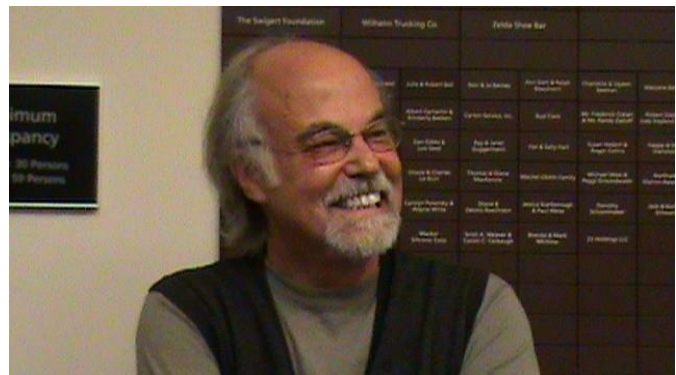
Teri is proud to be a Spartan, having graduated from Michigan State University's James Madison College with a major in Justice, Morality and Constitutional Democracy, and a minor in German. She earned her J.D. from Western Michigan University Cooley Law School.

Detective Darrin Rafferty has been a police officer for the City of Berkeley, CA, for 18 years. He has conducted alcohol enforcement operations and investigations involving local businesses for the last thirteen years. While most of these cases have resulted in violations of alcohol related statutes, others have served as fronts for buying and reselling stolen property. As part of the enforcement operations, Detective Rafferty has also coordinated the recruitment and training of underage decoys who participate in operations. Detective Rafferty has also trained many officers at statewide seminars about problems related to underage drinking, fake ID's, and furnishing alcohol to minors.

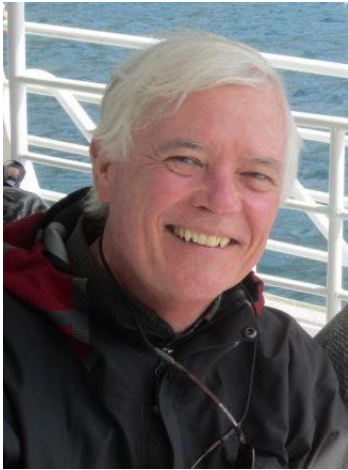


Officer Steve Rego has been a police officer for the City of Berkeley, CA, for 22 years. He has spent the last 14 years working as the Department's lead coordinator of alcohol related matters including analyzing alcohol license transfers for the City, educational opportunities for local businesses via RBS training, and enforcement of alcohol related laws. Officer Rego works closely with the California Department of Alcoholic Beverage Control (ABC) to combat alcohol related problems in Berkeley. He has managed grants from ABC for the past 12 years which has helped address problems such as underage drinking, furnishing alcohol to minors and minors possessing fake ID's. Officer Rego has received recognition from agencies such as California Highway Patrol, Mothers Against Drunk Driving (MADD) and the ABC for outstanding work in the Berkeley community for reducing access to alcohol by minors.

Steve Sander is the Program Coordinator and Training Analyst for the Oregon Liquor Control Commission's Alcohol & Marijuana Education Program. He has been with the agency for 14 years. His work in the Alcohol Education Program oversees the mandatory alcohol server education training, the Responsible Vendor Program, Clerk Training and First Call Program; and with the legalization of recreational marijuana, Steve and staff developed the mandatory education required for anyone working in the recreational marijuana industry in Oregon. Steve has been part of RRF and their efforts to develop best practices for on-premises licensees and has participated in RRF's over-service pilot project. Steve writes and oversees the agency's annual NABCA Educational Award projects. He was involved in the Statewide and Multnomah county efforts to curtail binge and heavy drinking among 18-25 year olds originally funded through a grant from SAMHSA. Currently, he is also a part of the Big Village Coalition, a group of diverse



stakeholders working to reduce substance use and high-risk drinking among youth and young adults in the Portland area funded in part through a DFC grant.



Dr. Robert Saltz is a Senior Scientist at the Prevention Research (SPR) Center, a unit of Pacific Institute for Research & Evaluation in Berkeley, California. The Center is one of the national research centers funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA). Dr. Saltz's work has centered on ways in which drinking contexts may influence the risk of subsequent injury or death, with special emphasis on drinking in licensed commercial outlets and on college campuses. His research topics have included alcohol-impaired driving, responsible beverage service in retail businesses, and the design and implementation of comprehensive community prevention interventions to reduce alcohol involved trauma.

Among his professional activities, Dr. Saltz has served on and chaired several review committees for the NIAAA, Center for Disease Control and Prevention (CDC), and National Institutes of Health (NIH); served as a board member for SPR; and has served on several committees for the Research Society on Alcoholism. He also served on the Surgeon General's Workshop on Drunk Driving as well as NIAAA's Task Force on College Drinking. He has twice served on the advisory board of the U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention. In addition to his research, Dr. Saltz has served as a consultant to colleges and universities, including Dartmouth College's National College Health Improvement Project, Western Washington University, Yale University, Harvard University's Matter of Degree Program Evaluation, University of California, Fordham University, and New Zealand's University of Otago.



Matt Sutton, Vice President, Government Affairs and Public Policy, joined the California Restaurant Association (CRA) in March 2008. He oversees the CRA's Government Affairs + Public Policy department which includes an advocacy component with state and local lobbyists and a political affairs component that handles the CRA Political Action Committee and the CRA Issues PAC. In addition to managing the department, Matt lobbies on issues at the state level and local level. Matt joined the CRA as senior legislative director and was promoted to Vice president in 2012. His impressive background includes nearly 20 years of experience in government affairs. Prior to joining the CRA, he spent six years lobbying on health care financing, tax policy, corporate liability and governance, and technology issues for the California Manufacturers and Technology Association. Matt also served as manager of state government affairs for the American Electronics

Association. His State Capitol experience includes positions of legislative director and legislative aide for Assembly members. Matt graduated from St. Mary's College with a B.A. in economics and completed his M.A. in public policy and administration at California State University, Sacramento.

Nicholas Wellington is a deputy attorney general in the Tobacco Litigation and Enforcement Section of the Office of California Attorney General. He is also co-chair of the responsible retailing working group of the National Association of Attorneys General. He monitors retail marketing and point-of-sale practices, and enforces the agreements of voluntary compliance that many states have with major chain retailers, to reduce youth access to tobacco products. Digital coupons, social media, mobile apps, age-gating and data-mining are particular subjects of interest.



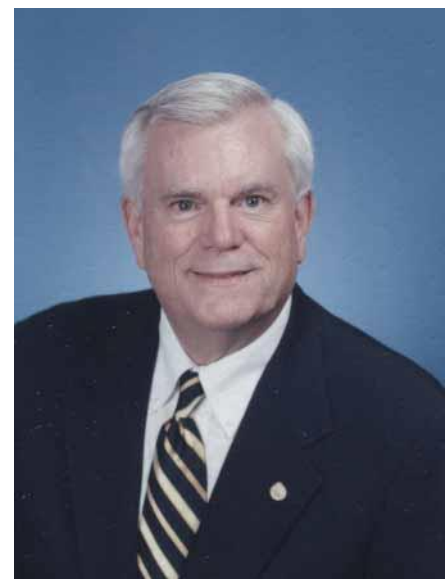
Scott Wexler has served as Executive Director of the Empire State Restaurant and Tavern Association since 1985. Scott is a trained instructor in responsible beverage service and serves as the Director of the Association's Alcohol Training Awareness Program, the first server training program approved in New York State.

Scott has participated as a member of the New York State Liquor Authority's ABC Reform Working Group and their Task Force for the Review of On-Premises Licensure, New York State Project Zero Task Force, the Committee on University and Community Relations (Albany), and the New York State Governor's Traffic Safety Committee Strategic Planning Group. He has also served on the Board of the American Beverage Licensees.

Scott has previously served as a Member of the Board of Education of the Albany City School District and on the Board of Directors of the University at Albany Alumni Association. Scott is an alumnus of the Bronx High School of Science and the University at Albany.

State Law Enforcement **Major Mark Willingham**, Ph.D. served with the Florida Division of Alcoholic Beverages and Tobacco for twenty-eight years and provided beverage licensing, regulatory, and law enforcement services. In addition to serving as the Division's Chief Financial Officer and Chief Training Officer, he served as Florida's Responsible Vendor Program Administrator, Florida's Youth and Alcohol Program Administrator, and as a State Hearing Officer.

Dr. Willingham was the recipient of the Fulbright Fellowship in Police Studies to the United Kingdom where he conducted research on youth access prevention, regulation of the alcoholic beverage industry, and control of abusive drinking. Mark served as the International President of the FBI National Academy Associates and has authored four books and over fifty articles in state and national law enforcement journals on leadership, management, and alcohol related issues. Dr. Willingham is a national speaker on alcohol related risk, mitigation and responsible retailing issues.



In private practice Dr. Willingham serves as a litigation consultant and expert witness in alcohol related death and injury lawsuits. He specializes in Dram Shop cases, underage sales and alcoholic beverage premises liability matters and has been engaged in over 600 dram shop and related lawsuits.



W. Gill Woodall, Ph.D. is a Professor Emeritus of Communication and Senior Research Scientist in the Center on Alcoholism, Substance Abuse and Addictions (CASAA) at the University of New Mexico, and a Senior Scientist at Klein Buendel, Inc. He is an experienced NIH Principal Investigator, having served as a Principal Investigator or co-Investigator on nineteen major NIH funded grant projects in the areas of drunk driving prevention, and Internet-based approaches to dietary improvement among minority rural adults, reduction of tobacco uptake among adolescents, reduction of risky alcohol consumption among college students, the development of web-based Responsible Beverage Service training in both on and off-site alcohol premises, the prevention of drug use, sexual debut and sexually transmitted disease among adolescents, and the increased adoption of HPV vaccine among early adolescent teens. He has served as reviewer for the NIH Center for Scientific Review as a study section member and ad-hoc reviewer for 21 years. He has served on the New Mexico Governor's DWI Leadership Task Force. He has also published extensively in the area of Nonverbal Communication, and is a co-author of a book on Nonverbal Communication.