



For Immediate Release:

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The National Liquor Law Enforcement Association Announces: *2024 Alcohol Law Enforcement Award Recipients*

The NLLEA is a nonprofit membership-based association with more than 1,700 members. Membership represents federal, state, and local law enforcement agencies from more than 40 states and the District of Columbia. The NLLEA is governed by an elected Executive Board. Part of the mission of the NLLEA is to improve the standards of liquor law enforcement and foster an environment of collaboration between law enforcement agencies. One way the NLLEA strives to do this is by providing best practice recommendations and guidance on alcohol policies, procedures, and protocols.

At their Annual Conference held November 18-20, 2024, in Wilmington, NC several agencies and individuals received awards for their hard work and dedication to the field of alcohol law enforcement. Over forty agencies were represented at the Conference to include international, federal, state, local and campus law enforcement along with exhibitors and public health partners.

The theme of this year's conference was: *Back to the Basics: Fundamentals of Alcohol Law Enforcement*. In the welcome, President Morrow stated, "As we navigate an ever-evolving regulatory landscape, it is critical to revisit the core principles that underpin alcohol law enforcement. This year, we are going back to the foundations—exploring the key elements that define compliance, licensing, enforcement strategies, and community partnerships. By sharpening our focus on these fundamentals, we aim to empower professionals with the knowledge and skills needed to meet today's challenges and ensure public safety."

NLLEA President, Israel Morrow, welcomed attendees to the conference and thanked his fellow board members; Jim Diana, Vice President, Marc Haalman, Secretary/Treasurer, Kellette Mayberry, Sergeant-at-Arms, Tom Kirby, Immediate Past President and Carrie Christofes, Executive Director for their hard work throughout the year.

The NLLEA announced the recipients of the annual awards given in 5 categories: *Alcohol Law Enforcement Agency of the Year, Alcohol Law Enforcement Agent of the Year, Innovative Alcohol Law Enforcement Program of the Year, John W. Britt Community Service Award, and the Meritorious Service Award*.

New Jersey Division of Alcoholic Beverage Control was selected for this year's *Alcohol Law Enforcement Agency of the Year* award. The NLLEA Alcohol Law Enforcement Agency of the Year award is given to an agency that has demonstrated agency effectiveness through the implementation of innovative programs, community and media recognition, and model training programs, practices, and strategies. The Division's effectiveness and implementation of innovative programs; community and media recognition, and model training programs, practices, and strategies are qualities that make the Division the perfect candidate for the award.

The New Jersey Division of Alcoholic Beverage Control takes an innovative approach to regulation. These are just a few highlights of the exceptional work the New Jersey Division of

Alcoholic Beverage Control is doing to ensure the safe regulation of alcohol for their community.

- ABC created a Third-Party Delivery Permit
- ABC won a State Scoop 50 Innovation Award for the implementation of a cutting-edge state IT project that embraces innovation and encourages collaboration
- ABC Investigations Bureau partnered with municipal police departments and other law enforcement agencies to conduct joint investigations and compliance inspections to address complaints of unsafe practices in licensed establishments. These joint operations involved licensees implicated in narcotics, illegal weapons, or human trafficking.
- ABC Enforcement Bureau partnered with NJCARES to employ naloxone training for employees of licensees
- “Continued efforts to enforce laws regulating liquor shipments from unlicensed out-of-state retailers”

Agent Adrian Herrera of the Texas Alcoholic Beverage Commission was selected for this year’s *Alcohol Law Enforcement Agent of the Year* award. The NLLEA Alcohol Law Enforcement Agent of the Year award is given to an agent for acts of heroism or bravery, creativity resulting in innovative programs, recognition by peers and/or the local community, or other actions that enhance the image of an agency or alcohol law enforcement in general. While working in the capacity of an off-duty security officer Agent Herrera, through his decisions and response saved an indeterminate number of lives during an active shooter incident. Agent Herrera's actions displayed great courage and personal bravery in the face of danger. Agent Herrera put himself in immediate, life-threatening peril, with full knowledge of the risks involved.

Washington State Liquor and Cannabis Board, Enforcement and Education Division was selected for this year’s *Innovative Alcohol Law Enforcement Program of the Year* award. The NLLEA Innovative Alcohol Law Enforcement Program of the Year award is given to an agency that demonstrates program effectiveness through exemplary practices and enforcement. WSLCB’s directed compliance checks have reduced the number of annual repeat compliance checks at a licensee location and increased the number of unique licensee compliance checks. In earlier years there were instances where a location had been checked multiple times even without having committed a sale to minors. Compliance checks are now conducted more evenly across the entire industry.

The change in procedure has increased the number of compliance checks conducted at locations that have an on-premises license type. There has been a steady increase of checks being conducted at an on-premises location from 4% in FY2021 to 41% in FY2024.

In 2022 and 2023 139 delivery compliance checks produced a 53% total compliance rate; on-premises locations had a compliance rate of 43%- and third-party delivery companies had a compliance rate of 50%. After continued checks, education, and conversations with third party delivery companies and licensees, in April of 2024 the compliance rate was 100% across the board.

Pennsylvania Liquor Control Board Administrative and Divergent Licensing Affairs Division, Nuisance Bar Unit was selected for this year’s *John W. Britt Community Service* award. The NLLEA John W. Britt Community Service award is given to a non-law enforcement

agency/entity that makes a significant contribution to the efforts of liquor and/or tobacco enforcement and demonstrates program effectiveness through underlying efforts and practices. In 2023 the PA Liquor Control Board (PLCB) initiated the reinvention of authorities provided to them through legislation in 1990. This authority known as the Corrective Licensing or Nuisance Bar Program facilitates the PLCB's refusal of license renewal when a licensee has abused its license privileges through a pattern of violations or conduct that threatens the health and safety of the local community. This reinvention began with providing in-person presentations at monthly District Attorney and Chiefs of Police Meetings throughout the state. These presentations provide information on the criteria necessary to review a license for a potential non-renewal, the timeline and cooperation between agencies required to develop a case, and what can be expected as a result of using the process. The sharing of this information has been well received.

NLLEA 2023-24 President, Israel Morrow, received the ***Meritorious Service Award*** for his four-year dedication to the association. Israel's leadership and commitment to the NLLEA have been instrumental in advancing our mission and improving the services we provide to our members. We are proud to honor him with this award of service and dedication.

Award recipients were honored at the 2024 NLLEA Annual Conference held in Wilmington, NC in partnership with the North Carolina Department of Public Safety Alcohol Law Enforcement Division.

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