



TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

Today

Volume 2012, Issue 1

Spring 2012



Alan Steen
Administrator

José Cuevas, Jr.
Presiding Officer

Steven Weinberg, MD, JD
Commissioner

Melinda Fredricks
Commissioner

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Commission Bids Farewell

TABC Administrator Alan R. Steen Retires

The Texas Alcoholic Beverage Commission bids a fond farewell to TABC Administrator Alan R. Steen. One of TABC's longest tenured Administrators in the Commission's history, Alan Steen retired after more than eight years of service to the agency and the citizens of Texas. Administrator Steen joined TABC in 2003, after serving 17 years at the Texas Youth Commission. In the beginning, Steen had limited knowledge of the alcoholic beverage industry and learned some things the hard way. Yet he became a force for constructive change, reverence for integrity, fairness, the highest ethics, and provided exemplary customer service.

Some of the things he learned about TABC included how law enforcement integrated with regulation, what were the key issues, and what commissioned peace officers should have been doing as a regulator in the field. He found that the work that we do was one of the most important jobs out there in state government. "We are trying to move product in a very modern and fast way through internet sales, and we are dealing with a legal product that becomes illegal, if someone's motivation is other than how it was intended," said Administrator Steen.

He clarified that our system is 75 years old. "TABC was once a sleepy little agency that has turned into a robust agency thinking forward. Our role and balance in decision making has become much more serious today than it has ever been," Steen proclaimed.

During his tenure, he realigned the agency's core vision, mission, and philosophy, setting a foundation in defining TABC's cornerstones and guiding principles. He explained that learning the values, opinions, experience, and importance of the workforce from the bottom-up helped him to be a successful Administrator. "I could not have done this job without depending on the people coming to work, taking the training and applying the mission, vision, and goals every day," insisted Steen.

He also ensured a sustainable development and cultural diversity by leveraging a diverse workplace, experiences, perspectives, innovations, and ideas. "We have an exceptional agency and a strong team that is willing to ask questions. Our people are dedicated. They want to do the right thing," said Steen. "Some of our people have seen the good, the bad and the ugly, but they know what the good can do for us," he added.

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Commission Bids Farewell

TABC Administrator Alan R. Steen Retires

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Administrator Steen worked tirelessly in shifting focus toward being a leader in regulation of the alcoholic beverage industry, driving a stable marketplace through regulation of the three-tier system (manufacturing, wholesale and distribution); and by promoting voluntary compliance. “The hardest part of the job is learning how it all fits together and what it all means,” explained Steen. One of TABC’s most successful accomplishments under Administrator Steen’s service included the allocation of agent resources from the western portions of the state to the “wettest” and most populated areas in Dallas, Houston, and San Antonio. Other accomplishments of merit included the agency’s new website, the distribution of marketing practice bulletins, and the creation of the Education and Prevention Division. “We now respond with new ideas and take some risks finding a new way to do business,” said Steen. “A lot of people were skeptical at first, but it has come around full circle.” He explained that the Education and Prevention Division was developed to teach good actors to be responsible and to bring them back into compliance in the least restrictive way. Meanwhile, TABC tried to identify the bad actors and resources as quickly as possible to make communities safe.

Administrator Steen maintained fidelity to public policy through framework set out by the Texas Legislature. In order to not have to make drastic cuts in the agency’s 2011-2012 annual budget, Steen and the agency’s top leaders contacted the industry in 2009 to discuss a raise in surcharges. “We went to the industry and asked them to help us,” said Steen. He made clear that the industry understood the needs

and purpose of TABC. “They wanted regulatory control. They saw the technological advances we have made and stepped up to say they would pay more in the surcharge.” Steen and agency leaders had 15 months to prepare for the 82nd Legislative Session. He commented that TABC was extremely prepared. “At the end of the day we made some hard decisions, but by working with the industry we were able to take the cuts and reallocate our resources,” Steen affirmed.

A native of Granbury, Alan Steen earned a Bachelor of Business Administration degree from Tarleton State University and a Master of Science degree from the University of North Texas. He received his Basic Peace Officer Certification from the Texas Commission on Law Enforcement and Officer Standards and Education in November 2007. A large part of Steen’s life has been dedicated to education and volunteerism, teaching courses in criminal justice at Austin Community College, serving on their board, and working to rehabilitate troubled youth.

In his spare time Steen, a second-generation member of the National Cutting Horse Association (NCHA) is a successful cutting horse breeder, two-time world finalist, and past champion of the Houston Livestock Show and Rodeo Cutting Horse Event. He has accepted the position of Executive Director of the NCHA, an organization based in Fort Worth with over 20,000 members nationally.

The agency expresses its gratitude and appreciation to Alan Steen for his dedicated years of outstanding service to the commission. The TABC wishes him all the best.

Re-Appointments and Retirements

Steven Weinberg to Serve Another Term and Joel Moreno Retires

TABC TODAY



Commissioner Steven Weinberg Re-appointed until 2017

Reappointed by Governor Rick Perry, Commissioner Steven Weinberg will serve on the Texas Alcoholic Beverage Commission for

another six years. The new appointment took effect on November 15, 2011, and will expire on November 15, 2017.

Chief of Field Operations Joel Moreno Retired on May 31



TABC Chief of Field Operations Joel Moreno retired on May 31, 2012. He has served the public as a peace officer for 32 years, beginning with five years at the McAllen Police Department in 1980. Chief Moreno joined TABC in 1985, as an agent in Laredo.

After 27 years of loyal and dedicated service, he has worked his way up the ranks as an agent in McAllen, and Harlingen; as a sergeant in Houston and McAllen; a lieutenant in Corpus Christi; and captain of the West Region in Odessa.

Moreno promoted to Deputy Assistant Chief of Enforcement in May 2004. Then in August 2007 he became TABC's first Hispanic Chief of Enforcement at TABC Headquarters in Austin. As Chief of Enforcement, he began overseeing Compliance and Enforcement in November 2008.

Most recently in 2011, he combined field offices and redistributed resources throughout the state.

During his tenure, he led TABC into the 21st Century with the creation of open and transparent communication with stakeholders in areas, which had never been reached out to before, by embracing technological and analytical advancements in policing efforts, and through the implementation of a retention schedule for civilian employees. In 2009, TABC experienced a reduction in agent positions after the 81st Legislative Session, but Moreno was already spearheading staff towards more investigative work. "TABC has consistently maintained customer service with fewer resources," said Moreno. He insisted, "Whoever comes behind us will have to raise the bar even higher."

In the past three to four years, Moreno has been working with the agency's top leaders

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Retirements

Joel Moreno and Randy Motz Retire

TABC TODAY

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Joel Moreno Retired on May 31

as well as collaborating with the industry, local officials, other state, and federal agencies to combat sources. "Our focus is going after the source of a crime: the establishment, the individuals that provided alcohol to minors, and those individuals that over-served," declared Moreno. "The service we provide is not just an enforcement or licensing service, it's a TABC service."

He is proud to have played a vital role in safeguarding the lives and liberties of the citizens of Texas. Chief Moreno proudly states the badge belongs to the people of Texas, and we do what is right, not just what we have the right to do. "It is just as important to put the bad actors out, as it is to put the good actors into voluntary compliance. The people in business are the ones that have to make that choice," said Moreno.

Moreno received a Bachelor of Science Degree in Criminal Justice at Pan American University in Edinburg; and was awarded a Master Peace

Officer Certification by the Texas Commission on Law Enforcement Officer Standards and Education.

A humble man, Joel Moreno knew as a youth that he wanted to dedicate his life to helping others. "I had two heroes at home encouraging me to make a difference," said Moreno. His mother and father's persistence and support gave him the confidence to strive to be a model citizen, attend college, and have a strong work ethic. "I've been blessed with loving parents, a supportive family, and a good career which has been very rewarding. Helping people is what inspired me to work in public service and I am still that kind of person today," reflected Moreno. His friends will miss him; colleagues will miss his dedication and contributions to the agency's mission, and his consistent representation of TABC's foundation cornerstones: Service, Courtesy, Integrity, and Accountability.

Lieutenant Randy Motz of Abilene Retired December 31



After more than 25 years of law enforcement service to the state, Lieutenant Randy Motz of Abilene retired on December 31, 2011. He joined the TABC in 1986 as an agent assigned to the Fort Worth District Office.

During his tenure, he held supervisory positions in the Training Department at Austin Headquarters, sergeant in Houston, sergeant in Austin, and promoted to lieutenant overseeing the Abilene

District Office in September 2000. Motz obtained a Texas Commission on Law Enforcement Officer Standards and Education Master Peace Officers Certificate in 2005.

He retired from the Marine Corps Reserves in July 2009 after 30 years of service. Motz, a veteran of Operation Iraqi Freedom where he activated for the invasion of Iraq, retired as a sergeant major and received the Legion of Merit. "Randy has committed his life to public service. He has served his country and the citizens of Texas well," said Assistant Chief Rod Venner.

Retirements and Promotions

Craig Smith Retires and Mark Menn Promotes to Captain

TABC TODAY



Lieutenant Craig Smith of San Antonio Retired March 31



After 27 years of state law enforcement service, Lieutenant Craig Smith of San Antonio retired on March 31, 2012. In June 1984 Smith joined TABC as an agent and reported to offices throughout the state.

In 2004, he promoted to sergeant and served in the Corpus Christi Office for three years. In December 2007 Smith was appointed to lieutenant and transferred to McAllen. Then in July 2008 he transferred as a lieutenant to the San Antonio District Office

During his career, he was awarded a Texas Commission on Law Enforcement Officer

Standards and Education Master Peace Officer Certification. Prior to TABC, Smith worked for the Uvalde County Sheriff's Office as a Deputy Sheriff. He earned a Bachelor of Business Administration degree from the University of Texas at San Antonio.

"During his tenure as the lieutenant assigned to the San Antonio Office, Craig Smith was able to create and nourish numerous partnerships with his local law enforcement agencies, community organizations, and the public," said Major Ricardo Jauregui of the San Antonio Enforcement Regional Office. "These partnerships played a big role in the success of Lieutenant Craig Smith, the San Antonio Office and TABC as well."

Mark Menn Promotes to Captain in North Texas



On November 1, 2011, Mark Menn promoted to Captain of the North Texas Region. Menn has served with the TABC since 1996 and has been stationed as an enforcement agent in the Houston, Corpus Christi, and Galveston offices.

He promoted to sergeant and served four years in the Houston office before taking the lieutenant position in Corpus Christi, and later transferring to Victoria.

Captain Menn holds a Master Peace Officer Certificate, as well as Texas Commission on Law

Enforcement Officer Standards and Education Basic Instructor and Firearms Instructor certifications. He also holds a basic spanish certification. He obtained an Associate in Science degree in Theater from Bee County College, and a Bachelor of Arts degree in English from Texas State University. Menn also served an eight-year enlistment in the Texas Army National Guard.

"Captain Menn's professionalism and leadership perfectly complements our team. He adds value to our commitment of performing everyday tasks exceptionally well," Assistant Chief Dexter K. Jones said of Menn's promotion.

Promotions

Harold Nanos Promotes to Captain and Roland Luna New POE Director

TABC TODAY

Harold Nanos Promotes to Captain of Border Region



On November 1, 2011, Harold Nanos promoted to Captain of the Border Region. Captain Nanos joined TABC in October 2005 as an agent trainee stationed in El Paso. He promoted to an agent I position in September 2006. Then in 2008, he advanced to an agent II.

Before he entered into service with the TABC, he worked 23 years for the El Paso Police Department. Nanos a life-long El Paso resident, managed various sections within the El Paso Police Department such as Patrol, Plain Clothes IMPACT Team, Tactical Team, Criminal

Investigations, Juvenile Investigations and Airport Operations.

He was also a member of the El Paso P.D. Bomb Squad and served in bi-lateral duties for 17 years. Nanos became supervisor of the team and was recognized as one of only 300 Bomb Commanders in the nation. He holds a Texas Commission on Law Enforcement Officer Standards and Education Master Peace Officer Certification.

“Captain Nanos brings a blend of established agency knowledge and a wealth of experience from outside of the TABC. He understands the agency’s mission and will have a positive impact on the Austin District,” said Assistant Chief Rod Venner.

Meet New Ports of Entry Director Roland Luna



On November 1, 2011, after serving as interim Roland Luna accepted the position of Director for the Ports of Entry Division. Luna joined TABC as a lieutenant with the Office of Professional Responsibility (Internal Affairs) in January 2010.

Prior to TABC, he began his career with the Texas Department of Public Safety as a Texas state trooper. He has served in other positions, which include a lead agent on the Protective Detail for Texas Attorney General Greg Abbott, a Criminal Investigations Division sergeant and a lead lieutenant and supervisor for a Special Investigative Response

Unit responsible for combating fraud, waste and abuse.

Luna earned a Bachelor of Business Administration from Sam Houston State University and a Master of Arts in Legal Studies from Texas State University. He is a Certified Mediator from Texas State University, American Bar Association Certified Paralegal from Texas State University, Certified in Advanced Legal Research, and holds a Texas Commission on Law Enforcement Officer Standards and Education Master Peace Officer Certification.

“In his short tenure at TABC, Roland Luna has demonstrated remarkable initiative and drive. I am excited to have him join the team. I look forward to seeing what a fresh perspective will bring to the program,” said Assistant Administrator Sherry Cook.

Promotions and New Hires

Alejandro de la Garza and Joe Fralin Chosen

TABC TODAY

Alejandro de la Garza Rio Grande Valley's New Ports of Entry Regional Supervisor

On February 27, 2012, Alejandro de la Garza was promoted as the new Ports of Entry Regional Manager for the Rio Grande Valley. He began his career with the TABC Ports of Entry (POE) Division in 1990 as a tax compliance officer in Hidalgo. In 2001, de la Garza promoted to district supervisor in Eagle Pass. He later transferred to the Hidalgo District where he was responsible for Hidalgo, Pharr, Anzalduas, Los Ebanos, Rio Grande, Roma, and Falcon POE.

Prior to TABC, de la Garza served as a United States Customs Officer at the Hidalgo POE. He graduated from the University of Texas Pan American with a Bachelor of Arts in Business Administration.



On March 27, 2012, TABC Ports of Entry (POE) Regional Supervisor, Alejandro de la Garza of Progresso was awarded a Certificate of Appreciation. POE Division Director, Roland Luna presented the award during the agency's Commission Meeting held at TABC Headquarters in Austin.

Welcome Joe Fralin TABC's Ports of Entry Regional Supervisor for the Southwest

On February 27, 2012, Joe Fralin accepted the position of Ports of Entry Regional Manager for the Southwest. Prior to arriving at TABC, Fralin served in state government and private industry.

He joins TABC after 11 years with the State Auditor's Office serving as a project manager and a senior auditor. Fralin has also served in other positions, which include an auditor for the Texas Railroad Commission and a manager for the Orvis Company. He graduated from Texas Tech University with a Bachelor of Arts and a Master of Business Administration in International Business.



Joe Fralin, TABC Ports of Entry (POE) Regional Supervisor of El Paso, received a Certificate of Appreciation from POE Division Director, Roland Luna on March 27, 2012.

Promotions and Retirements

Shaun Jordan Assumes Role and Support Services Rebranded

TABC TODAY

Shaun Jordan Accepts Position as Licensing Regional Supervisor



As of November 1, 2011, Shaun Jordan accepted the position of Licensing Regional Supervisor of District 4 in Austin. "In Shaun Jordan's 28 years with TABC, he has proven to be a forward-thinking, dependable, artistic individual. He excels in his desire to succeed and

fulfill the mission of the agency," said Director of Licensing Amy Harrison.

'Support Services' is now Regulatory Business Operations

Last fall, after Field Operations (Enforcement and Compliance) reallocated their resources, support services also went through a rebranding process to align with the vision, mission, and goals of the agency. Support Services was comprised of seven divisions: Licensing, Excise Tax, Ports of Entry, Education, Human Resources, Information Resources, and Business Services. Of those divisions, only three provide agency wide support functions: Human Resources, Information Resources, and Business Services. However, the remaining four divisions: Licensing, Excise Tax,

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Additional Retirements October 2011 - April 2012

October:

Francisco Cortez Taxpayer Compliance Officer
Laredo Ports of Entry

November:

Harold Salmon III Senior Agent VI
Abilene Area Enforcement

December:

Michael Horton Agent IV
San Angelo Enforcement

January:

Santos Saldana, Jr. Program Supervisor IV
Ports of Entry, HQ

Jackie Schilinger Accounts Examiner III
Victoria Licensing Office

Ruben Suarez Agent II
Waco Enforcement

February:

Gary Foster Sergeant
Houston Enforcement

Timothy Heidtman, Jr. Senior Agent VI
El Paso Area Enforcement

Scott Jones Agent IV
Mineral Wells Enforcement

March:

Robert Samford Senior Agent VI
Corpus Christi Enforcement

April:

Cindy Vrabel Accounts Examiner IV
Licensing Division, HQ

Regulatory Business Operations

Support Services Rebranded

TABC TODAY

'Support Services' is now Regulatory Business Operations

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Ports of Entry, and Education, are not support services, but part of TABC's core regulatory business.

- The Licensing Division is responsible for reviewing and approving original and renewal applications for permits and licenses.
- The Excise Tax Division collects nearly \$200 million annually. These taxes are deposited into the state's general revenue fund of which 100 percent is directed toward other state expenditures.
- The Ports of Entry Division monitors compliance with the personal importation laws of the State of Texas along the Texas-Mexico border.
- The Education and Prevention Division creates and oversees several education programs and campaigns to prevent and reduce underage alcoholic beverage consumption, binge drinking, driving while intoxicated, and other issues related to the consumption of alcoholic beverages.

TABC solicited input throughout the agency to identify a name that more aptly represented the functions performed by Support Services. During October, TABC received more than 125 name recommendations. Assistant Administrator Sherry Cook and the Directors of Support Services determined the final name, Regulatory and Business Operations. They believe the Regulatory and Business Operations title better



TABC Regulatory and Business Operations Management Team from left to right (front row): Assistant Administrator Sherry Cook, Licensing Assistant Director Jo Ann Joseph, and Executive Assistant Gloria Reed. Second row (middle): Licensing Division Director Amy Harrison, Business Services Division Director Shelby Eskew, Business Services Assistant Director Loretta Smith, and Education and Prevention Division Director Mindy Carroll. Third row (back) Ports of Entry Division Director Roland Luna, Information Resources Division Director Jay Webster, Excise Tax Division Director Steve Greinert and Human Resources Division Director Loretta Doty.

represents the responsibilities and functions performed by the Divisions to achieve the TABC mission and goals.

The name was a combination of submissions from Dick Wills, District 3 Licensing Supervisor (Regulatory Operations), and Dannie Anderson, District 3 Compliance Auditor (Business Operations). TABC would like to thank Dick and Dannie for their contributions!

The name change does not change the functions provided by the seven divisions. Rather, it highlights the fact that Regulatory and Business Operations plays a major role in the regulatory functions of TABC.

TABC Challenged in Court

Judge's Ruling Brings Change

TABC TODAY

Authentic Beverage Company Inc.

v.

Texas Alcoholic Beverage Commission

In 2010, beer distributor Authentic Beverage Co. (with co-plaintiffs Jester King Craft Brewery and Zax Restaurant and Bar) filed a federal lawsuit against TABC alleging violations of rights under the First Amendment, 14th Amendment and the Commerce Clause.

In October 2011, attorneys for the plaintiffs and the Office of the Attorney General on behalf of TABC filed cross-motions for summary judgment. Judge Sam Sparks issued a ruling on December 19, 2011, in favor of the plaintiffs on the first amendment free speech issues and in favor of the state on the 14th amendment equal protection and commerce clause issues.

The judge's ruling means that:

- A member of the manufacturing or wholesale tier may advertise retail locations where their products may be purchased. (TABC still has the right to prevent undue collusion between manufacturers/wholesalers and retailers and ensure there is no financial remuneration, incentive, inducement or compensation between manufacturers/wholesalers and retailers.)
- A member of the manufacturing or wholesale tier may now refer to alcohol content in advertisements of their products. In addition, manufacturers and wholesalers are no longer prohibited by state law from using words that

describe product strength on the label or in advertisement (e.g., "strong," "full strength," etc.).

- Brewers will no longer have to use the terms "beer" and "ale" on their labels based on the alcohol content of their products. Instead, they can use these terms as they are commonly used in the industry, i.e., to describe the process used to make the product. Specifically, Judge Sparks said that "nothing prevents Texas or TABC from passing appropriate regulations requiring producers to include accurate statements about the alcohol content of their products in labeling or advertising; absent a constitutionally sound justification, however, Texas may not dictate the exact words producers must use to do so."

In January, TABC issued a marketing practice bulletin to inform the industry of interim guidelines and pending new rules to replace the ones that were overturned by the court. Since January, TABC has engaged the public in the rulemaking process. At the agency's March 27 Commission meeting, the TABC voted on a set of proposed rules that abide by the judge's ruling. Particularly, the interim guidelines and the proposed rules allow breweries to label malt beverages using alcohol by volume or by using the terms "beer," "ale," or "malt liquor" as defined in the Alcoholic Beverage Code. The rules have been posted for public comment and are scheduled to be adopted at the Commission meeting in July.

Field Operations Update

Spring Break Partnering Efforts

TABC TODAY

TABC Field Operations and Compliance Staff Work Spring Break 2012

Each year, prior to spring break, TABC agents statewide conduct compliance checks along the Interstate 35 corridor and other major arteries leading to the Gulf Coast, including Interstate 10, Interstate 37, Interstate 45, U.S. Highway 59 and U.S. Highway 77. Under the close supervision of TABC enforcement agents, teenagers who are obviously underage go into retail locations and attempt to buy alcoholic beverages.

These “minor stings” ensure that store clerks are taking the time to check identification (IDs) and verify the ages of those attempting to purchase alcoholic beverages. In March, agents conducted compliance checks at 941 locations with a compliance rate of 90 percent.

TABC agents and auditors also conducted meetings and educational programs at South Padre Island and Port Aransas with law enforcement, local officials, and retailers along the coast, preparing them for the influx of teens and young adults under 21 some of which would be attempting to purchase alcoholic beverages. They also discussed laws and best practices related to intoxicated persons, and reporting requirements for a disturbance or “breach of the peace.”

On March 7, agents and supervisors arrived on South Padre Island and in Port Aransas to begin their ten-day Spring Break special event. Agents from McAllen, Laredo, San Antonio, Austin, Corpus Christi, Victoria, and New Braunfels conducted Cops in Shops, Operation Fake Outs, Minor Stings, and performed routine beach



TABC agents worked the beaches of South Padre and Port Aransas during spring break issuing citations to individuals breaking the law.

patrols and inspections. In South Padre, TABC agents rode along with Texas Parks and Wildlife game wardens to conduct enforcement duties on the beach and areas only accessible by four-wheel drive vehicles. Agents issued over 950 criminal citations on South Padre Island. The majority (779) of these violations were Minor in Possession of Alcohol citations.

In Port Aransas, the crowds were described as the “biggest in recent memory,” and more than 160 citations were issued for violations such as Minor in Possession, Juvenile in Possession, and Failure to Identify. Public Consumption of Alcoholic Beverages after midnight is prohibited on the Beaches of Port Aransas by city ordinance. Once the agents left the beach, they engaged in industry relations by assisting bar locations with checking IDs to verify age at the door.

Field Operations Update

McAllen Auditors Raise Alcohol Awareness

TABC TODAY

McAllen Employees Educate on the Dangers of Underage Drinking, Over-Consumption and 911 Lifeline Law

Have Fun and Be Safe, was the message that resonated with visitors on South Padre Island during Spring Break this year. TABC McAllen Auditors Noe De La Garza, Roberto Morales, Michael Kennedy and Lizet Hinojosa provided a fun, interactive and educational atmosphere. The auditors manning a TABC tent distributed information to the public on the dangers of underage drinking, over consumption and the 911 Lifeline Law. In addition, they answered questions on fines and penalties associated with law violations including minor possession and consumption.



TABC Auditor Michael Kennedy of the McAllen Compliance Office spoke with Spring Break attendees about the dangers of underage drinking while they perused the giveaways.



TABC Auditor Lizet Hinojosa discussed the 911 Lifeline Law with a group of attentive women enjoying Spring Break.

Individuals who participated obtained TABC gear which was popular among spring breakers. Those brave enough played washers, passed a ball and attempted to “walk-the-line” while wearing vision impairment goggles

that simulate intoxication. The auditors received numerous comments of appreciation. Attendees were especially receptive to information regarding the 911 Lifeline Law.

TABC’s Spring Break 2012 event was a great success. The McAllen Compliance Office would like to thank Education and Prevention for providing a canopy and giveaway items made possible by a grant from the Criminal Justice Division at the Governor’s Office. When the auditors were not educating spring breakers, they focused their efforts on conducting inspections at retail locations to ensure compliance, and to make certain that retailers were not violating marketing practice laws that could have led to public safety violations.

Licensing Division Update

Districts Issue Temporary Permits and Caterer's Certificates

TABC TODAY

Licensing Offices Issue Temporary Permits and Caterer's Certificates for Spring Events

Each year, TABC employees in Licensing District Offices across the state work arduously to provide hundreds of temporary permits and caterer's certificates for the sale of alcoholic beverages at spring events. In 2012, many of the TABC issued temporary permits and caterer's certifications went to holders selling alcoholic beverages at events and festivals held in Houston, Austin, Dallas, and San Antonio.

Houston – Livestock Show and Rodeo

The Houston Livestock Show and Rodeo, one of the world's richest rodeos and the Southwest's premier entertainment event was held February 28 through March 18, with attendance records for 2012 topping a staggering 2,257,970 visitors. The Houston Livestock Show and Rodeo has been the heartbeat of the Southwest, beating powerfully with 26,000 volunteers and talent as part of the world's largest livestock exhibition.

This spring, the TABC Houston Licensing District Office issued 244 temporary permits and caterer's certificates to the show. TABC Field Operations staff also pitched in to educate first time volunteers. TABC is in discussion on having a full-time education booth at the rodeo promoting public safety, and alcohol awareness with the potential of reaching two million people.

Austin – South by Southwest (SXSW)

The South by Southwest (SXSW) festival which began in 1987 with only 700 attendees has grown to 17,000 registrants and 126,000 participants over the past 25 years. In anticipation of the 10-day festival March 9 through March 18, 2012, TABC Austin District Office employees with

Licensing and Field Operations worked to prepare for the event. Licensing accounts examiners Abigail Garza and Shari Dilworth issued approximately 100 caterer's certificates and temporary permits for Austin during that period.

The festival, known nationwide is comprised of three components: interactive, film, and music. SXSW overtook Austin bringing an estimated 250,000 visitors to the Capital City and a \$167 million dollar boost to Austin's economy.

Dallas - Greenville Avenue St. Patrick's Day Parade

The TABC Licensing District Office in Arlington was busy in February and March getting ready for the 33rd Annual Greenville Avenue St. Patrick's Day Parade that took to the streets of Dallas on March 17, 2012. TABC accounts examiners Harriett White and Mary Kirby worked diligently to process the multiple temporary permits and caterer's certificates for the event.

The Greenville Avenue St. Patrick's Day Parade is Dallas's brand of Mardi Gras. The parade has turned into a full-blown procession of colorful costumes, bands, clowns, leprechauns and over 90 floats. It is a celebration that begins at 9:00 a.m. and goes until the bars close. Over 26 temporary booths were issued permits for the sale of alcoholic beverages along with multiple restaurants and bars in the four-block area closed to foot traffic only for the all day block party. Attendance was estimated at 100,000 people.

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Licensing Division Update

Staff Meets to Discuss Fees and Online Renewals

TABC TODAY

Licensing Offices Issue Temporary Permits and Caterer's Certificates for Spring Events

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San Antonio – Fiesta 2012

The TABC San Antonio Licensing District Office and Field Operations geared up for “Fiesta San Antonio 2012” an annual spring festival held in San Antonio on April 19-29, 2012. Fiesta began as an event honoring the memory of The Alamo and San Jacinto dating to the late 19th century (1891). Fiesta is the city’s biggest festival with an economic impact in the millions for the Alamo City.

More than three million people take part in Fiesta each year and over 100 events take place across San Antonio and its surrounding cities. This is an assiduous time of the year for San Antonio Licensing as a large number of temporary permits were issued to a majority of our local non-profit organizations. TABC Licensing and Field Operations combined their efforts to educate permittees about the Alcoholic Beverage Code laws while promoting voluntary compliance in anticipation of a safe and sober Fiesta for everyone.

Staff Meets with Tax Assessor-Collectors to Discuss Collection of Fees and Online Renewals

On March 6, 2012, TABC Licensing Division employees met with members at the Dallas/Fort Worth Regional Tax Assessor-Collectors meeting in Decatur. Licensing Assistant Director Jo Ann Joseph, Arlington Licensing District Supervisor Loretta Green, and Licensing Division Program Specialist Teresa Shed attended the meeting.

During the meeting, guest speakers provided the audience with responsibilities associated with being a Tax Assessor-Collector including the collection of fees for beer licenses. Joseph, Green and Shed answered questions from the Tax Assessor-Collectors concerning billing and the county’s collection of one-half of the state’s

fee on liquor. Joseph also provided an update on the Commission’s plan for going online with renewals.

To set the foundation for online renewals, TABC Licensing Director Amy Harrison, Licensing Accounts Examiners Carrie Coulter and Julie Ross, Houston Licensing District Supervisor Dick Wills, and System Analyst David Brandon met with staff from the Harris County Tax Assessor Office and Texas.gov. The group discussed the concept for online renewals and the Commission’s plans for pilot programs. The group also provided a demonstration of the online renewal process.

In the Community

Agents Assist Children with Holiday Shopping

TABC TODAY

Corpus Christi Agents Participate in Shop with a Cop

TABC agents in the Corpus Christi Area Office participated in the Fourteenth Annual “Shop with a Cop” holiday event sponsored by the Corpus Christi Police Department and the local chapter of the Fraternal Order of Police. Children from elementary schools in the Corpus Christi area were paired with law enforcement officers and given \$100 to spend.



TABC Agent Bobby Pickett of Corpus Christi assists a youth with locating items on his holiday shopping wish list.

Officers spent \$80 to buy items the children needed most such as new socks, shoes, coats, shirts, and jeans. The children used the remaining \$20 to buy toys or gifts for whomever they chose.

This is the first year the Corpus Christi Office participated in the annual event. Agents Christopher Balboa, Dennis Chupe, Bobby Pickett, and Robert Samford participated in at least one of the four shopping events. The time spent with the students brought joy and comfort not only to the children but also to each employee.



TABC Agent Robert Samford of Corpus Christi is checking his list and checks it twice to help a young girl select a new pair of shoes.



TABC Agent Dennis Chupe of Corpus Christi assists a young boy to find a shirt in his size during the Shop with a Cop holiday event.



TABC Agent Christopher Balboa of Corpus Christi helps a young boy decide on gifts at the Shop with a Cop holiday event.

In the Community

TABC Staff Collect Donations of Shoes, Clothing and Food

TABC TODAY

San Marcos Licensing Employee Supports Children with Annual Shoe Drive



TABC Licensing
Accounts Examiner
Eleanor Ramirez

Licensing Accounts Examiner, Eleanor Ramirez of TABC's Austin District Office in San Marcos has been a member of Nosotros La Gente (We the People) for five years. She currently sits on the board of directors as secretary.

During the year, Nosotros collects donations for their annual shoe drive "Viva Zapatos." On December 10, 2011, the charity distributed over 1,200 pairs of shoes to needy children. Nosotros La Gente which was organized 15 years ago is dedicated to improving the San Marcos community by promoting equality and justice for all citizens.

Austin Staff Provide Salvation Army with Clothing, Food and Toys

TABC Austin Headquarters employees held a donation drive this past winter to collect items needed for an Austin-area Salvation Army Adult Rehabilitation Center and Family Store. Staff donated clothing, non-perishable food and infant formula, toiletries, blankets, household items, toys, and games. Over 20 bags and boxes of donated goods were collected.

The Salvation Army Austin Area Command serves the homeless, near homeless and low-income men, women and children of Central Texas. The organization helps to meet the needs of the individuals by finding employment, sustainable housing and providing food for their families.



TABC's Austin Headquarters Holiday Committee members (left to right): Julie Davis (Human Resources), Janet Gurley (Training), Sharon Riley (Business Services), Khristi Polk (Licensing) Dora Brackin (Ports of Entry), Ruby Gonzalez (Education & Prevention), Christina Hutchinson (Licensing) and Anna Contreras (Field Operations) pictured with employee donated items collected on December 14, 2011, for the Salvation Army.

Providing Information

Spring Break Grant and You Asked

TABC TODAY

Spring Break Grant to Fund Mobile Phone Applications

Spring break grant funding obtained from the Governor's Office is being used to develop a micro-website focused on responsible consumption of alcoholic beverages by adults. Attached to the mobile-friendly website will be an application designed for iPhones and Androids that will simulate the effects alcoholic beverages have on a person's motor skills.

The game will have multi-player capability and be tied to Facebook. A second application is being developed to allow the public to file complaints against TABC-licensed premises through the mobile application.

You Asked . . .

Questions about alcoholic beverage regulations

Q: I'm thinking of opening a Brewpub. Will I be required to sell food?

A: Brewpubs are not required to sell food. However, the holders of Private Club Permits and any retailer who holds a Food and Beverage Certificate are required to sell food.

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TABC Today is an external publication of the Texas Alcoholic Beverage Commission. We welcome your comments, suggestions and questions. You may contact us via e-mail at: questions@tabc.state.tx.us.

To report a possible violation of the Alcoholic Beverage Code, call toll-free 1-888-THE-TABC.

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