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**STATE LIQUOR ADMINISTRATORS ANNOUNCE 2009 BEST PRACTICES AWARDS**  
*Four Members Honored for Exemplary Programs within the Alcoholic Beverage Industry*

**Nashville, Tenn. – June 18, 2009** – The National Conference of State Liquor Administrators (NCSLA) presented awards to five of their members at the 74<sup>th</sup> annual conference in Nashville this week. Each year the NCSLA Best Practices Awards recognizes and shares those programs and practices that are innovative, pioneering and deemed to be of value to other states and the regulated industry.

“We congratulate this year’s NCSLA Best Practices Award winners,” said Eric Honma, president, National Conference of State Liquor Administrators. “NCSLA is dedicated to providing an open forum where its members can deliberate and learn about issues relating to the alcoholic beverage industry. Our awards program continues to be an effective and meaningful way to advance our purpose as well as identify and reward those that exemplify the best amongst us.”

There were 18 total nominations from both state agencies and industry leaders in the two categories of Health & Safety and Community Collaboration. A diversified committee of 15 regulators and industry members evaluated submissions using the following criteria: value to other states; relevance and scope of subject to states and industry; new innovation or new approaches; efficiency in terms of time, money and resources; harmonization; replicable in other jurisdictions; sustainability; and measurable outcomes or lessons learned.

The 2009 Best Practices Award winners are as follows:

*Health & Safety*

- “Last Call” video project – The **Oregon Liquor Control Commission** developed this thoughtful, skillfully crafted video as an educational tool for alcohol servers to help motivate business owners and their employees to sell and serve alcohol in legal and responsible ways.

*Community Collaboration*

- Goodfellow Air Force Base program – The **Texas Alcoholic Beverage Commission** collaborated with Goodfellow Air Force personnel, local retail licensees, and law enforcement and developed an effective program to combat on-going alcohol violations from alcohol abuse and over service problems among our military men and women, and track program progress and success.

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- Military Outreach initiative – The **Virginia Department of Alcoholic Beverage Control** joined forces with the U. S. Army and Navy in an effective prevention initiative designed to deter underage drinking and impaired driving among service members utilizing a training PSA, customized posters and fact sheets.
- Best Practices Media Summit – The **Distilled Spirits Council of the United States (DISCUS)** conducted a free seminar for a broad range of industry members, government agencies, trade groups and media experts to exchange experiences and new ideas about placement methods and advertising content that highlight responsible spirits advertising. Additional collaboration focused on emerging marketing technology and a training tutorial on the Code’s content provisions.

### Special Recognition

- “The Best Is Yet To Come” media campaign - The **Virginia Department of Alcoholic Beverage Control (VA ABC)** and the Alcohol and Aging Awareness Group (AAAG) created and developed this thoughtful and effective public safety awareness media campaign about alcohol, medication and the older adult as an expansion to last year’s award-winning program.

More information can be found at [www.ncsla.org](http://www.ncsla.org).

### About National Conference of State Liquor Administrators:

Founded June 19, 1934, in Chicago, Illinois, the purposes of NCSLA are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states.