



DESIGNATION OF GOVERNMENTAL AFFAIRS AGENT

NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION

P.O. Box 185, Trenton, NJ 08625-0185
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)
Website: www.elec.state.nj.us

FORM L-2 Reporting For Calendar Year 2009

ELEC RECEIVED FEB 18 2010

FOR STATE USE ONLY

Amendment []

Name of Represented Entity New Jersey Licensed Beverage Association

Business Address 206 West State Street

City Trenton State NJ Zip Code 08608

*(Area Code) Telephone Number (609) 394-6730

The above named Represented Entity hereby designates the following Governmental Affairs Agent, or Governmental Affairs Agent Firm, employed or otherwise engaged by the Represented Entity, to file on its behalf the Annual Report of Lobbying Activity covering calendar year 2009 with the Election Law Enforcement Commission.

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm Barbara McConnell/The McConnell Group

Business Address 449 Sergeantsville Road

City Flemington State NJ Zip Code 08822

This designation further represents a statement by the Represented Entity that the only reportable expenditures made by the Represented Entity were to the Governmental Affairs Agent or Governmental Affairs Agent Firm herein designated.

It is understood that any violation of the Act, N.J.S.A. 52:13C-18 et seq. or the regulations promulgated thereunder, shall subject both the Represented Entity and designated Governmental Affairs Agent or Governmental Affairs Agent Firm to the penalties provided by law.

Acknowledged:

Barbara McConnell/The McConnell Group

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm

By: BARBARA McCONNELL Print Full Name

Signature (handwritten)

Date 2/4/10

New Jersey Licensed Beverage Association

Print Full Name of Represented Entity

By: LEWIS B. ROTHBART EXEC DIRECTOR Print Full Name/Title

Signature (handwritten)

Date 1-7-2010