

MEMBERSHIP APPLICATION

(See instructions on the other side)

Business Name

Corporate or Trade Name

Name of Owner

Business Address (Street / PO Box)

City

County

State / Zip Code

Area Code & Phone Number

E-mail

Website *(if applicable)*

License Number

Owner's Signature / Date

Amount of Contribution to Political Action Fund
Thank you for your support of this fund.

**REMEMBER TO ENCLOSE YOUR
MEMBERSHIP DUES! (\$100)**

WHAT IS THE POLITICAL ACTION FUND & WHY IS IT IMPORTANT TO YOU?

➔ It gives you the backing & strength of a team...

The true success of any team depends of qualities and skills brought by each team member. Your participation in our Political Action Fund (PAF) has a direct effect on the performance of our Association. Each team needs to have a mission, and each team member needs to help make that mission a reality. Our mission for the PAF is to become a very active and well-known player in the legislative process.

➔ It's like insurance for your business...

Contributions for PAF are like business insurance—to protect your profits, your livelihood, your investment—from unfair taxes, fees, restrictions, and government-mandated costs. The purpose of your PAF "protection" is not to cover you AFTER the disaster... it is designed to PREVENT a disaster in the first place. Your PAF offers campaign assistance to those legislators who know and support our role in New York State's economy.

➔ It gives you a forum to share information...

We need your help. We pledge to continue our fight for successful outcomes to provide our industry with a better government. We have taken on a very aggressive goal for raising funds over the next three years; your participation, comments and ideas are essential in our success.

➔ It is a small price to pay to make a difference...

Compare your PAF contribution to the costs of government fees, regulations, taxes, labor laws, inspections, lawsuits, etc. One relatively minor change in the law can cost hundreds, or possibly thousands, of dollars. One person, alone, is forced to submit; but, by working together, WE CAN MAKE A DIFFERENCE! By pooling our resources, we can help to elect sensible state officials who understand how tough small business is today. We will not end up with unreasonable, anti-business legislation.

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UTICA, NY



ENYLSA

EASTERN
NEW YORK



ENYLSA

An Association
Of Wine & Liquor Retailers
Working Together To
Protect **YOUR** Interest &
Promote **YOUR** Industry!

FIND US ON THE WEB AT:
WWW.ENYLSA.COM

E-MAIL US WITH QUESTIONS AT:
INFO@ENYLSA.COM

WHAT IS ENYLSA?

ENYLSA is an association which represents liquor retailers in New York State by promoting their political and economic interests. It's clout lies in the size and involvement of its membership.

HOW DOES ENYLSA WORK FOR YOU?

- By promoting your welfare in Washington and Albany.
- By representing you with the State Liquor Authority, The Federation of NYS Package Store Associations and our national association, The American Beverage Licensees (ABL).
- By advising and assisting you in making your business more profitable.
- We work with distributors to keep price books simple and easy to use.
- We keep good communications by holding open meetings with distributors and industry leaders.

HOW DOES ENYLSA REPRESENT YOU?

- In Washington...
ENYLSA is a member of the American Beverage Licensees (ABL). As a member of ABL, your voice is heard on matters of legislation affecting your business. ABL has testified before congress on these and related issues.
- In Albany...
in association with The Federation of NYS Package Store Associations, we have earned the respect and confidence of key legislators whose decisions influence the structure and operation of the liquor business. This rapport has helped us maintain you as the sole vender of wine and spirits to NY consumers. Our strength is in our numbers. The Federation of NYS Package Store Associations employs a representative to lobby the legislature on issues like this and others of concern to you.
- At the State Liquor Authority...
ENYLSA maintains a close rapport with the people who regulate your industry. We ask the questions that need to be answered quickly, confidentially and accurately. Because we ask them before decisions are made, we can avoid confusion and complications, even preventing adverse rulings that often result from lack of representation.
- Within the Industry...
ENYLSA fights for you, the retailer. For example, ENYLSA fought to keep distributors' price books simple and easy to use. The liquor providers are huge. Individual store owners are frequently small. But, as a member of ENYLSA, you are part of an association with which liquor companies must reckon.



WHAT DOES ENYLSA OFFER ITS' MEMBERS?

Eastern offers a number of services and opportunities to its members, including:

- Eight board meetings a year, at which you can help formulate our policies and goals and meet other store owners who share your concerns.
- A monthly newsletter and timely news releases that keep you abreast of the latest industry and legislative developments.
- Individual business counseling on insurance, legislation, licensing, regulations and more.
- Discount pricing on the NYS ABC Law Handbook for retailers.
- A low-cost credit card redemption system. One of the lowest cost in the country.

HOW DO I BECOME INVOLVED WITH ENYLSA? DO I HAVE TO JOIN?

Come to a board meeting and see what we're all about. Meeting are the third Tuesday of every month (except November/December & July/August) at the Comfort Inn, Route 9W, Glenmont, NY (near Albany), just off Exit 23 of the NYS Thruway.

They begin at 7:30pm and typically last one to two hours, depending on the business at hand.

Members are always welcome, but are not required to attend meetings.

You don't need to be a member to attend our meetings and speak; however to participate on a committee and vote on issues you will need to join.

HOW CAN YOU JOIN?

Simple, fill out the application on the other side of this page and mail it, with \$100 (annual dues) to:

Chuck Barno, Treasurer
Lighthouse Liquors
7 Northern Drive
Troy, NY 12182
(518) 235-4702

Also, please feel free to show your support of the Political Action Fund with your contribution at this time. You can include your PAF contribution with your dues payment or mail your contribution directly to:

METRO
6 Xavier Drive, #315
Yonkers, NY 10704-1392

ENYLSA supports its' members with expertise & experience.

ENYLSA CAN ANSWER YOUR QUESTIONS IN AREAS SUCH AS:

- Credit Cards
- Legislation
- New License Applications
- Publications
- Regulations/Legal
- Server Training

