



April 1, 2019

The Honorable Senator Micciche  
Alaska State Senate

Dear Senator Micciche:

On behalf of the Alaska Peace Officers Association (APOA), I am writing to convey our support of SB52, "An Act relating to alcoholic beverages; relating to the regulation of manufacturers, wholesalers, and retailers of alcoholic beverages; relating to licenses, endorsements, and permits involving alcoholic beverages; relating to common carrier approval to transport or deliver alcoholic beverages; relating to the Alcoholic Beverage Control Board; relating to offenses involving alcoholic beverages; amending Rule 17(h), Alaska Rules of Minor Offense Procedure; and providing for an effective date."

I urge you to support the significant multi-year effort to update the statute by voting in support of SB52 and continued improvement of Title 4. Please contact the APOA office in Anchorage at 277-0515 if there is anything our organization can do to help with the passage of this bill. Thank you for your commitment and dedication to our state.

Sincerely,

Mark S. Pearson  
State President  
Alaska Peace Officers Association

PO Box 240106  
Anchorage, AK 99524  
[apoa@gci.net](mailto:apoa@gci.net)  
(907)277-0515

*About APOA*

*The Alaska Peace Officers Association (APOA) is a dynamic, professional and non-partisan organization. Our membership consists of law enforcement, corrections, prosecutors, security professionals and others at the local, state and federal levels. APOA has served as a voice for peace officers and issues impacting the law enforcement profession for over half a century. We are one of the oldest and largest 501c(3) charitable, nonprofit organizations in Alaska. [www.apoaonline.org](http://www.apoaonline.org)*



Galen K. Jones

Jack J. Lau

Jerome J. Lau

Co-Owners / Co-Founders

Double Shovel Cider Company, LLC

502 W. 58th Ave Unit D

Anchorage, AK 99518

907-562-1100

info@doubleshovelsider.com

Alaska Senate Labor & Commerce Committee  
State Capital Building  
120 4th Street  
Juneau, AK 99801

March 30, 2019

To the Honorable Members of the Senate Labor & Commerce Committee:

I am asking you to support Senate Bill 52, introduced in January 2019, which would revise Title 4 of the Alaska Statutes regulating alcohol beverages. Before diving into the meat and potatoes behind our justification for supporting SB-52, we'd like to give you little background on our company and where we come from...

We are life-long Alaskans and co-owners of Double Shovel Cider Co. (DSCC) in Anchorage. DSCC is a small hard cider manufacturing company that launched in May of 2016. We have an on-site tasting room, employ fifteen Alaskans (three full time), and distribute our products throughout most of the state. We live, breathe and bleed Alaska. This has always been our home and always will be. We care immensely about its prosperity and the happiness of everyone living here; all the people that call this great state "home." Now back to exciting stuff...

This bill is the product of a seven-year process initiated by the Alcoholic Beverage Control (ABC) Board to engage a diverse group of more than 120 stakeholders across the state to determine how to improve the structure, organization, specific policies and associated implementation issues in Title 4, Alaska's statutes regarding regulation and control of alcoholic beverages in the state.

Title 4 is recognized to be in many ways outdated, confusing or otherwise ineffective in carrying out the intent of the statutes. Much of the chapter has not been updated since 1980. Over time, incremental updates and changing trends have reduced the effectiveness of Title 4. This systematic redraft of Title 4 will help the ABC Board carry out its mission and will benefit organizations and individuals whose work, community or business is affected by alcoholic beverage laws and regulations.

The proposed revisions in SB 52 are a comprehensive package of inter-related proposals to improve the overall system of alcohol regulation in Alaska. They will:

- Make Title 4 a clear and consistent framework used by licensees, the ABC Board and law enforcement
- Increasing effectiveness of Title 4 enforcement by improving the swiftness, proportionality and consistency of penalties
- Increasing licensee accountability before the ABC Board for Title 4 violations.

This package ensures that the Alcoholic Beverage Control Board fairly represents the interests of all Alaskans and will be a leader in alcohol education, policy and regulation. It will promote a fair business climate and protect public health and safety by:

- Creating a rational regulatory structure for Alaska's alcohol licensing system
- Limiting youth access to alcohol
- Promoting responsible alcohol use and reduce the harms of overconsumption.

It's very important we don't move this State backwards into a more strict atmosphere harmful for local manufacturers. This would dissuade any new manufacturing outfits from opening in Alaska. Not only is this bad for our economy in a plethora of ways; this is bad for bars and restaurants, too. The public wants local products; and the venues that support them are vastly out-earning the ones who aren't. Without a local manufacturing scene, *Alaska* loses. It's that simple.

DSCC owners have attended numerous steering committee meetings over the past three years. We're very thankful for our numerous suggested revisions being incorporated into the Bill, which aren't just good for DSCC; rather, they're beneficial for Alaska's entire economy because they promote an atmosphere friendly and welcoming to new cidery and other manufacturing investments and startups in the State.

Progressive legislation in touch with the consumer's tastes create additional tax revenue; promote a vibrant hospitality scene attracting tourism and new residents; create skilled jobs; and most of all: enable wholesale growth so we can bring money *back* to Alaska from outside. This is the best thing about manufacturers: we aren't limited to the Alaska market or tax revenue gained by people physically in Alaska. These benefits are just the tip of the iceberg.

We urge you to support the significant multi-year effort of this statewide stakeholder group by voting in support of SB 52 and improving Title 4.

Sincerely,

Galen K. Jones

Jack J. Lau

Jerome J. Lau

4/2/2019

Girdwood Brewing Company  
2700 Alyeska Highway  
Girdwood, AK 99587

To Members of the Senate Labor and Commerce Committee:

Girdwood Brewing Company recently celebrated our second anniversary. In these two years, the confusion of AMCO's inconsistent interpretation of statute and the last minute chaos of SB 76 have threatened our business model. In spite of this, we remain optimistic about the future of locally manufactured beer in Alaska.

Our company supports SB 52 as it will be a good first step in modernizing statute for Alaskan breweries. We look forward to the day when we have a similar economic impact in our state as our neighbors in Washington, Oregon, California, Idaho, Hawaii, etc. SB 52 will also provide clarity so that we can operate our business in a predictable and hopefully progressive manner.

The bottom line is craft beer is good for the economy. Girdwood Brewing Company started with a few owners working the brewery and taproom. Now, two years later, we have hired our 13<sup>th</sup> employee and are looking to hire more for the summer. We have been able to sponsor numerous nonprofits and other community programs. Locals have started their own food truck businesses based on our business model. Lastly, people are coming to Girdwood not just for the skiing, but to visit our brewery; all local businesses benefit from this traffic.

SB 52 supports our industry. It will take the production cap off of our brew pubs. Furthermore, it will allow businesses to expand by adding additional licenses. While neither of these will impact Girdwood Brewing Company directly, it will be good for our industry so that we can compete with out-of-state beer. Importing beer from outside of Alaska has minimal economic impact on the state; however, locally manufactured beer creates jobs and drives tourists to our state and individual communities.

Girdwood Brewing Company is a community focused brewery, and we want what is best for Girdwood. We realize there is a social cost with consumption of alcohol and SB 52 goes beyond regulating breweries. From server education to underage drinking, SB 52 paves the way for healthy communities.

Thanks for your time,

Josh Hegna  
Beer Ambassador  
Girdwood Brewing Company





March 27, 2019

Senator Peter Micciche  
Alaska State Capitol  
Juneau, Alaska 99801  
Sent via email

Dear Senator Micciche,

On behalf of the Mat-Su Health Foundation and its Board of Directors, I am writing to express support for SB 52: Alcoholic Beverage Control.

The Mat-Su Health Foundation (MSHF) shares ownership in Mat-Su Regional Medical Center and invests its profits from that partnership back into the community in order to improve the health and wellness of Alaskans living in the Mat-Su. The Mat-Su Health Foundation and its community partners conducted a Community Health Needs Assessment, which included data analysis, public polling and 24 community forums. Alcohol and substance abuse was ranked as the number one health issue in Mat-Su. In follow up research, we asked our local police captains, what is the number one substance problem? Their response was “alcohol, alcohol, alcohol.” The number one reason Mat-Su residents visit our local hospital’s emergency department for behavioral health needs is alcohol-related disorders. Alcohol is a major factor in many crimes committed in Alaska, including domestic violence and child maltreatment. Having a well-regulated alcohol industry that understands and follows the laws is part of the solution.

Revisions to Alaska’s alcohol laws can help correct some of these problems. Title 4 is recognized to be in many ways outdated, confusing or otherwise ineffective in carrying out the intent of the statutes. Much of the chapter has not been updated since 1980. Over time, incremental updates and changing trends have reduced the effectiveness of Title 4. The systematic redraft of Title 4 which is SB 52 will help the ABC Board carry out its mission, and it will benefit organizations and individuals whose work, community or business is affected by alcoholic beverage laws and regulations. The Mat-Su Health Foundation is particularly interested in the public health aspects of SB 52:

- SB 52 helps prevent underage drinking. The bill requires keg registration, and it gives the state additional tools for controlling online alcohol sales. Alaska is one of the only states with no regulation of Internet sales of alcohol.
- SB 52 supports better enforcement of alcohol laws, as well as more education to businesses and communities about following the laws and operating responsibly.
- SB 52 holds businesses with alcohol sales licenses immediately accountable if an employee serves a minor or overserves someone who’s already intoxicated.
- SB 52 adjusts penalties by reducing penalties for minor violations to increase the likelihood they will be consistently enforced, while maintaining strict penalties for serious crimes.

We support the significant multi-year effort of the stakeholder group that has been involved in SB 52, and we look forward its passage, as it will benefit all Alaskans.

Sincerely,

Chief Executive Officer

## Cynosure Brewing

144 E. Potter Dr.; Unit E  
Anchorage, AK 99518  
(907) 563-2966



April 5, 2019

Dear Members of the Senate Labor and Commerce Committee:

We write to urge your support of SB 52 as introduced by Senator Micciche in January 2019. We are the owners of Cynosure Brewing, a small brewery and tasting room in Anchorage. Cynosure opened in September 2016, following years of planning, financing, and building our brewery. For Clarke, Cynosure represents the culmination of over 20 years of experience professionally brewing in Alaska.

SB 52 is an important first step in updating Alaska's alcohol laws. As brewery owners, we are hopeful that future amendments or bills will ease the restrictions currently imposed on breweries and other manufacturers. Nevertheless, we support SB 52 because it benefits the industry and the state generally. It will make the alcohol laws easier to understand, easier to comply with, and easier to enforce. It also represents seven years of hard work by stakeholders dedicated to reforming Title 4.

Please support a much needed update to Title 4 by voting in support of SB 52.

Sincerely,

Cynthia C. Drinkwater  
Owner/Manager

Clarke A. Pelz  
Owner/Brewer



4/6/2019

Honorable Members of the 31<sup>st</sup> Alaska State Legislature  
Alaska State Capitol  
Juneau, AK 99801

To Senator Micciche:

Thank you for sponsoring Senate Bill 52, which would revise Title 4 of the Alaska Statutes regulating alcohol beverages. Title 4 is recognized to be in many ways outdated, confusing or otherwise ineffective in carrying out the intent of the statutes. Much of the chapter has not been updated since 1980.

Volunteers of America Alaska supports SB52 because it will help support stronger, stable communities in Alaska. We provide many public health services including youth substance abuse awareness and prevention programs. *Healthy Voices, Healthy Choices* is our VOA sponsored grassroots coalition that actively advocates preventing access to alcohol, drugs and tobacco products by youth and young adults.

We support SB 52 as it will update Alaska's statutes regarding youth access to alcohol. This legislation will hold businesses with alcohol sales licenses immediately accountable if an employee serves a minor or overserves someone who's already intoxicated. This gives business owners more financial incentive to make sure their employees are trained and following state laws.

SB 52 also gives the state additional tools for controlling Internet sales of alcohol and holds businesses accountable for following state rules. Alaska is one of the only states with no regulation of Internet sales of alcohol. This means anyone, including a young person or a person in a local option community that has banned alcohol, can freely order alcohol online from any business willing to ship to them. The updates in SB 52 are necessary to respect our local option communities' decision to restrict alcohol, and to keep alcohol out of the hands of minors.

Over time, incremental updates and changing trends have reduced the effectiveness of Title 4. This systematic redraft of Title 4 will help the ABC Board carry out its mission and will support our vision of creating stronger, stable communities in Alaska.

I urge you to support the significant multi-year effort of this statewide stakeholder group by voting in support of SB 52 and improving Title 4.

Sincerely,

A handwritten signature in black ink that reads "Charlie Daniels". The signature is fluid and cursive, with the first name "Charlie" and last name "Daniels" clearly distinguishable.

Charlie Daniels  
Director of Healthy Voices, Healthy Choices



April 9, 2019

Alaska Senate Labor and Commerce Committee  
Capitol Building  
120 4<sup>th</sup> Street  
Juneau, Alaska

*Sent via e-mail*

To members of the Senate Labor and Commerce Committee:

I am asking you to support Senate Bill 52, introduced in February 2019, which would revise Title 4 of the Alaska Statutes regulating alcohol beverages. This bill is the product of a seven-year process initiated by the Alcoholic Beverage Control (ABC) Board to engage a diverse group of stakeholders across the state to determine how to improve the structure, organization, specific policies and associated implementation issues in Title 4.

As a former member of the ABC Board, serving as a public member between 1995 to 2018, my fellow board members and I struggled with many of the issues in Title 4 that have been highlighted throughout this process and in the summaries of SB 52. This project started in 2012 with a one-day meeting, led by chair Bob Klein, myself as vice chair, and our former director Shirley Cote. The goal of the meeting was to convene a wide variety of stakeholders whose livelihood, organization or community is impacted by alcohol and by Title 4. Out of that meeting, the initial group of 34 stakeholders identified issues that formed the basis of our seven-year effort: regulating Internet sales, addressing issues with licensing and permits, reducing and preventing underage drinking, improving Local Option laws, and the proper role and functioning of the ABC Board and its supporting agency, which is now known as AMCO.

Following our first meeting, we formed a steering committee comprised of two ABC Board members, co-chairs of our five subcommittees, and representatives from our funding partners, and we invited all interested individuals to join any of the subcommittees they were interested in serving on. I worked closely with Bob, Shirley and the stakeholders to begin those discussions and invite other stakeholders to the table to help us do this work; the list has since grown to over 120 individuals who have contributed in some way to this project. Along the way, we approached the Alaska Mental Health Trust Authority, Rasmuson Foundation and the multi-partner initiative that became Recover Alaska to financially support this work. We engaged Agnew::Beck Consulting to facilitate the 2012 meeting, and retained them again beginning in 2013 to facilitate and document the committee meetings, assist each committee in developing policy recommendations, and vetting these recommendations with the steering committee and the full stakeholder group in 2014-2015. We spent many hours in committee meetings over three years developing the first iteration of our recommendations, even before we were at the point of finding a legislative sponsor to draft a bill.

We are also grateful to the ongoing support and commitment of Senator Peter Micciche, who has been our legislative champion: first introducing SB 99 in 2015, carrying SB 165 to passage in 2016 to enact needed changes to Alaska's minor consuming laws, and bringing forward a comprehensive rewrite bill last session as SB 76, and this session as SB 52. Senator Micciche and his staff participated in many hours of meetings over this period, understanding the complex issues and negotiations among differing perspectives and helping move the group toward a set of policies he could bring as legislation.

As a public member of the ABC Board, my personal goals for board service were always to make decisions about alcohol control that are in the public interest, to faithfully carry out the intent and language of the Title 4 statutes, to promote a well-regulated alcohol industry, and to protect the health and safety of Alaskans against the harms of alcohol. I am proud to have been a part of this unique process to make Title 4 work better for everyone who uses it, and through that process to gain a deeper understanding of alcohol control, why it is important, and the different perspectives but common goals across all the stakeholders who participated in this project.

I urge you to support the years of good work that the ABC Board and many other stakeholders have devoted to finding compromises, workable solutions and well-informed policy choices to ensure that Title 4 protects the public interest, and helps the ABC Board carry out this mission. As I learned during my years of service on the ABC Board, there will always be new problems to solve or emerging trends to address—the rational system of licensing, and the many other changes to Title 4 in SB 52, will solve a lot of the issues we know about today, and give the Board a better framework to respond to new issues in the future. Please help us bring this important project to fruition, and finally change Alaska’s alcohol laws for the better, as we set out to do way back in 2012, and have been working to achieve ever since!

Sincerely,

Ellen Ganley  
Fairbanks, Alaska



April 5, 2019

The Honorable Lora Reinbold  
Senator  
Alaska State Legislature  
State Capitol  
Juneau, Alaska 99801

Re: Support for Senate Bill 52, Alcoholic Beverage Control Reform

Dear Senator Reinbold and Members of the Senate Labor and Commerce Committee,

Southcentral Foundation provides these comments in support of Senate Bill 52, which would revise Title 4 of the Alaska Statutes regulating alcohol beverages.

Southcentral Foundation is the Alaska Native tribal health organization designated by Cook Inlet Region, Inc. and eleven Federally-Recognized Tribes – the Aleut Community of St. Paul Island, Igiugig, Iliamna, Kokhanok, McGrath, Newhalen, Nikolai, Nondalton, Pedro Bay, Telida, and Takotna – to provide healthcare services to beneficiaries of the Indian Health Service pursuant to a compact with the United States government under the authority of P.L. 93-638, as amended, the Indian Self Determination and Education Assistance Act.

Southcentral Foundation provides services to more than 65,000 Alaska Native and American Indian people living in the Municipality of Anchorage, the Matanuska-Susitna Borough and 55 rural Alaskan villages. Services provided by SCF include outpatient medical care, home health care, dentistry, optometry, psychiatry, mental health counseling, substance abuse treatment, residential treatment facilities for adolescents and for women, suicide prevention and domestic violence prevention. We employ numerous staff, all of whom work in harmony to treat patients for the best access to quality care.

Senate Bill 52 is the product of a seven-year process initiated by the Alcoholic Beverage Control (ABC) Board to engage a diverse group of more than 120 stakeholders across the state to determine how to improve the structure, organization, specific policies and associated implementation issues in Title 4, Alaska's statutes regarding regulation and control of alcoholic beverages in the state. I have tracked this process with great interest, both from a healthcare perspective and because I am also the chair of the steering committee of Recover Alaska.

Title 4 is recognized to be in many ways outdated, confusing or otherwise ineffective in carrying out the intent of the statutes. Much of the chapter has not been updated since 1980. Over time, incremental updates and changing trends have reduced the effectiveness of Title 4. This

systematic redraft of Title 4 will help the ABC Board carry out its mission and will benefit organizations and individuals whose work, community, or business is affected by alcoholic beverage laws and regulations.

The proposed revisions in SB 52 are a comprehensive package of inter-related proposals to improve the overall system of alcohol regulation in Alaska. They will:

- Make Title 4 a clear and consistent framework to be used by licensees, the ABC Board, and law enforcement;
- Increase the effectiveness of Title 4 enforcement by improving the swiftness, proportionality, and consistency of penalties; and
- Increase licensee accountability before the ABC Board for Title 4 violations.

This package ensures that the Alcoholic Beverage Control Board fairly represents the interests of all Alaskans and will be a leader in alcohol education, policy and regulation. It will promote a fair business climate and protect public health and safety by creating a rational regulatory structure for Alaska's alcohol licensing system, limiting youth access to alcohol, and promoting responsible alcohol use and reduce the harms of overconsumption.

I urge you to vote in support of SB 52 and improving Title 4. Thank you for your consideration of our comments and recommendations.

Sincerely,  
SOUTHCENTRAL FOUNDATION

A handwritten signature in dark ink, appearing to read 'Katherine Gottlieb', written in a cursive style.

Katherine Gottlieb, MBA, DPS, LHD  
President/CEO