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## **Steve Morris of Jorgenson's Restaurant & Lounge in Helena, Montana, Elected ABL President**

**April 11, 2017 - Bethesda, MD** – Steve Morris, owner of Jorgenson's Restaurant & Lounge in Helena, Montana, was elected by the American Beverage Licensees (ABL) Board of Directors at its annual meeting as the 8<sup>th</sup> President of ABL, the nation's largest national association dedicated to representing the interests of beer, wine and spirits retailers. Elected on March 27, 2017, Morris, will serve a two-year term, leading the association as it advocates on behalf of on- and off-premise beverage licensees from across the country.

“Steve is one of ABL's most passionate and active board members who, with nearly 30 years of experience in the industry, brings a wealth of knowledge and insight that will make him an effective leader of the association,” said ABL Executive Director John Bodnovich. “Having spent time leading the Montana Tavern Association and working directly with Montana legislators, Steve knows how to address the needs of his peers in the retail tier, while also working collaboratively with government and industry partners. His years of experience on the ABL Board of Directors will also prove invaluable in his new leadership role.”

Morris has been a member of the ABL Board of Directors since 2005, serving as Vice President and an At-Large Representative. In 2003, he was named a Brown-Forman Retailer of the Year and, since 2009, he has served on the board of directors' Government Affairs Committee.

Morris has owned and operated Jorgenson's Restaurant & Lounge in Helena with his wife, Barb, for nearly three decades. He is also actively involved in the Montana Tavern Association (MTA), where he has been a member since 1989 and served as President from 2001-2003. He was also presented with the 2015 Durkee Award, the MTA's highest honor.

“I am both humbled and honored to serve as the next president of American Beverage Licensees,” said Morris. “For the past 15 years, ABL has worked tirelessly in support of the interests of independent beverage retailers, and I look forward to working closely with the board and staff in the years to come as we advance our platform and provide our members with tangible results on a range of issues.”

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**About American Beverage Licensees:** ABL is the preeminent national trade association for beverage alcohol retailers. Direct retail beverage alcohol sales in the United States generate as many as 1.94 million well-paying jobs. ABL's thousands of on-premise and off-premise licensee members are independent and often family-owned establishments. The beverage retailing industry pays over \$25.3 billion in federal taxes and \$18.36 billion in state and local taxes. To learn more about ABL, visit [www.ablusa.org](http://www.ablusa.org).