

11 - C - 1602

A COMMUNICATION FROM MATTHEW REILLY, PRESIDENT, NATIONAL ASSOCIATION OF LICENSING AND COMPLIANCE PROFESSIONALS (NALCP), TO COUNCIL PRESIDENT CEASAR C. MITCHELL:

SUBMITTING THE APPOINTMENT OF MICHAEL SARD AS THEIR REPRESENTATIVE TO SERVE AS A MEMBER OF THE ALCOHOL TECHNICAL ADVISORY GROUP II (ATAG II), SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

NOV 21 2011

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
- PERSONAL PAPER REFER

Date Referred: 11/7/11

Referred To: Public Safety + COC

Date Referred:

Referred To:

Date Referred:

Referred To:

First Reading

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

PSL&F Committee

11/15/11 Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

COC

Committee

Date

11/24/11

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

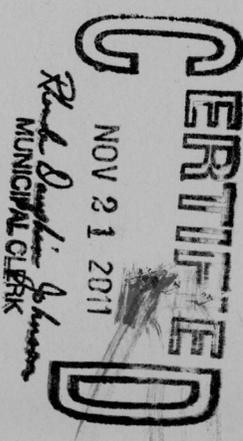
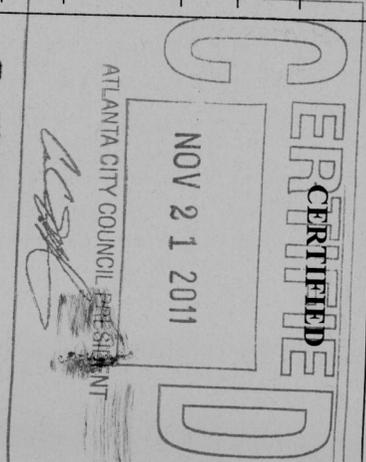
Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

- FINAL COUNCIL ACTION
- 2<sup>nd</sup>
  - 1<sup>st</sup> & 2<sup>nd</sup>
  - 3<sup>rd</sup>
- Readings
- Consent
  - V Vote
  - RC Vote



MAYOR'S ACTION



11-C-1602

**CONFIRMED BY**

NOV 21 2011

**COUNCIL**

October 20, 2011

The Honorable Ceasar Mitchell  
President, Atlanta City Council  
55 Trinity Avenue, S.W.  
Suite 2900  
Atlanta, GA 30303

RE: Appointment to City of Atlanta Alcohol Technical Advisory Group II ("ATAG II") by the National Association of Licensing and Compliance Professionals ("NALCP")

Dear President Mitchell:

On behalf of our membership, thank you to you and the members of the Atlanta City Council for including NALCP in ATAG II (see attached Resolution 11-R-1175). NALCP hereby nominates Michael Sard, an associate member of NALCP, to ATAG II. We are confident that Mr. Sard's wealth of experience representing our members with alcoholic beverage regulatory issues in the City of Atlanta will be an asset to ATAG II. A copy of Mr. Sard's resume is attached to this letter. Thank you again for this opportunity.

Respectfully,

Matthew Reilly  
President

MR/ms  
Enclosures

cc: Council Member Howard Shook (via email w/ enclosures)  
Council Member Michael Bond (via email w/enclosures)  
Michael Sard, Esq. (w/enclosures)

6052 Turkey Lake Road, Ste. 201 Orlando, FL 32819  
[mreilly@planethollywoodintl.com](mailto:mreilly@planethollywoodintl.com) | phone: (407) 903-5637 | fax: (407) 352-7310

D-5



**Michael Sard**  
**1051 Edison Garden**  
**Atlanta, Georgia 30324**

Phone: (770) 644-0800

Facsimile: (770) 644-0808

[msard@sardandleff.com](mailto:msard@sardandleff.com)

Michael Sard is a founding partner of Sard & Leff, LLC. His practice focuses on the representation of beverage alcohol manufacturers, importers, brokers, wholesalers and on and off premises retail alcohol licensees, including: hotels, restaurants, bars, nightclubs, stadiums, museums, live entertainment venues, nonprofit civic organizations, liquor stores, supermarkets, grocery stores, wine specialty shops and convenience stores. Mr. Sard frequently consults with commercial real estate developers, owners and property managers on alcoholic beverage legal, regulatory and licensing issues. Mr. Sard appears regularly before state and local governmental hearing bodies throughout the state of Georgia for licensing, disciplinary actions and legislative matters. Mr. Sard appeared before the Georgia General Assembly, House Regulated Industries Committee where he successfully lobbied to protect the rights of charitable organizations to conduct wine auctions and to host special events with alcoholic beverages. Mr. Sard has also successfully lobbied to expand the rights of beverage alcohol licensees in numerous local governments across Georgia including the City of Atlanta, the City of Alpharetta, the City of Sandy Springs and Banks County. Mr. Sard has successfully litigated the rights of beverage alcohol licensees before various Georgia courts. Mr. Sard regularly speaks on issues concerning the licensing, sale and manufacturing of alcoholic beverages in the state of Georgia.

Prior to founding Sard & Leff, LLC, Mr. Sard was a member of and headed the beverage alcohol section of Fine and Block attorneys (Atlanta, GA). Prior to working at Fine and Block, Mr. Sard was an associate in the law /public affairs firm of Reece & Associates (Atlanta, GA).

#### **Professional Affiliations**

Member, State Bar of Georgia, 1990.

Member, The Florida Bar, 1990.

Member, Administrative Law Section of the State Bar of Georgia.

Associate Member, National Conference of State Liquor Administrators (NCSLA).

Sustaining Member, National Association of Alcoholic Beverage Licensing Attorneys (NAABLA).

Founding Member, Alliance of Alcohol Industry Attorneys and Consultants.

Associate Member, National Association of Licensing & Compliance Professionals.

Participant, City of Atlanta, Alcohol Technical Advisory Group (ATAG I), 2004.

RCS# 1571  
11/21/11  
3:41 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE

11-C-1160/1599/1601/1602/1603/1625/1626  
AND 1672 - BOARD APPOINTMENTS  
CONFIRM

YEAS: 15  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 1  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE