

STAKEHOLDERS MEETING MATERIALS & MINUTES

April 30, 2025
9:00 AM ET

TEAM
COALITION

Agenda

9:00 AM ET	Welcome, Introductions & Mission Moment
9:30 AM ET	TEAM Coalition Mission, Structure, History
10:00 AM ET	FY 2025 Year To Date Review, FY 2026 Budget Proposal
10:30 AM ET	<i>Break</i>
10:45 AM ET	Strategic Partner Presentations <ul style="list-style-type: none">▪ NHTSA▪ HERO▪ RADD▪ Drive Smart Virginia
11:00 AM ET	Alcohol Management in Practice <ul style="list-style-type: none">▪ MetLife Stadium, Delaware North▪ Best Bar None
12:00 PM ET	<i>Lunch</i>
12:30 PM ET	State of the Beer Industry
1:00 PM ET	Meeting Adjourned

TEAM Coalition Mission, Structure

TECHNIQUES FOR EFFECTIVE ALCOHOL MANAGEMENT

TEAM Coalition is a 501(c)(3) non-profit alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, distillers, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. [Click here to see the complete list of member organizations.](#)

TEAM COALITION MISSION

Our members are united by a shared mission to enhance the entertainment experience, provide effective alcohol management training in public assembly facilities and promote responsible alcohol consumption through the use of positive messages that reward responsible behavior and help to reduce negative alcohol-related incidents both in facilities and on surrounding roadways, recognizing that the vast majority of fans are responsible.

We work to accomplish this mission through **TEAM alcohol management training** and **responsible consumer programs**.

- Committees need new volunteers
- All stakeholders may serve on committees
- Committees will meet regularly, set agendas, lead projects
- Bill Young, Beer Institute asked that we evaluate the success of the committees.
- Going forward, at every stakeholders meeting, committees will present projects, challenges, budget requests

MARKETING &
COMMUNICATIONS

GOVERNANCE
& FINANCE

MEMBERSHIP

TRAINING

TEAM Coalition Board of Directors



Chairman



**Kevin
Tedesco**

Vice-Chair

Vacant



Treasurer

Secretary

**Governance/Finance
Committee Co-Chairs**



**Lester
Jones**

Vacant



**Director
At Large**

Jeff Jannarone



**Training
Committee
Chair**



**Chloe
Janfaza**



**Membership
Committee
Chair**



**Matt
Dye**

**Marketing
Committee
Chair**

Vacant

Board of Directors

- Goal for the Board of Directors is to fill the vacant positions by the December meeting
- 2 stakeholders meeting each year
 - April/May in-person
 - November/December virtual

January 2025

- John Huff, Live Nation, Chairman
- Kevin Tedesco, Aramark, Vice-Chair
- Lester Jones, NBWA, Treasurer, Governance & Finance Co-Chair
- **Secretary, Governance & Finance Co-Chair is VACANT**
- Jeff Jannarone, Director-at-Large
- Matt Dye, OVG, Membership Chair
- **Marketing & Communications Chair is VACANT**
- **Training Chair is VACANT**

Autumn 2025

Autumn 2026

- Chairman term complete
- Vice-Chair moves to Chair
- Elect new Vice-Chair
- Director-at-Large 2nd term complete

Spring 2028

- Secretary 1st term complete
- MarCom Chair 1st term complete
- Training Chair 1st term complete

Autumn 2027

Spring 2025

- Kevin Tedesco, Aramark, Chairman
- **Vice-Chair is VACANT**
- Lester Jones, NBWA, Treasurer
- **Secretary is VACANT**
- Jeff Jannarone, Director-at-Large
- Matt Dye, OVG, Membership Chair
- Chloe Janfaza, Las Vegas Raiders, Training Chair
- **Marketing & Communications Chair is VACANT**

Spring 2026

- Treasurer 2nd term complete
- Membership Chair 2nd term complete
- Elect new Treasurer
- Elect new Membership Chair

Spring 2027

- Vice-Chair elected; moves to Chair after 2-year term
- Committee Chair and Director-at-Large positions are 3-year terms
- 2-term limit for all BOD positions

TEAM Coalition Staff



**Executive
Director**

Jill Kiefer



**Chief
Operations
Expert**

Christy Verbosky



**Marketing
Manager**

Jess Thurston



**Alcohol
Management
Certification
Specialist**

Kionna Garrett



**Help Desk
Technician**

Demetri Cheakalos



**Help Desk
Support**

Maggie Liuzzi DeMello

Stakeholder Meeting Attendees



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Board Member/Staff

Member In-Person

Member Virtually

Strategic Partner

Guest

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Member In-Person

Member Virtually

Strategic Partner

Guest

Stakeholder Meeting Attendees



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Board Member/Staff

Member In-Person

Member Virtually

Strategic Partner

Guest



TEAM Coalition History



TEAM Coalition Transition and Independence

In June of 2001, TEAM Coalition officially became a 501(c)(3) Non-Profit Organization (NPO). Member organizations showed their commitment to TEAM by paying annual dues of \$15,000. Those founding members of the national NPO known as TEAM Coalition included the following organizations:

- Anheuser-Busch Companies
- ARAMARK
- Beer Institute (member, but did not pay dues)
- Coors Brewing Company
- International Association of Venue Managers (formerly IAAM)
- Major League Baseball
- Miller Brewing Company
- National Association of Broadcasters
- National Football League



Since 1985, TEAM (Techniques for Effective Alcohol Management) Coalition has flourished as a unique alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, traffic safety experts, and others responsible drinking and positive entertainment facilities.

The organization encourages enforce alcohol policies through program that educates and in the skills of how to identify consumed and to intervene in a properly ensure everyone's safety. In addition, TEAM outreach extends beyond sports facilities to target fans in support of designated driver programs and other traffic safety messages.



broadcasters, government working together to promote fan behavior at sports and

facilities to implement and an alcohol service training certifies all facility employees patrons who may have over-non-confrontational way to

For its first fifteen years of existence, TEAM Coalition was a program fully funded by NHTSA in cooperation with many sports and entertainment organizations and traffic safety supporters. The 1997 Annual Report for TEAM Coalition illustrates how the professional leagues supported TEAM Coalition and listed all seventeen TEAM members. Membership at that time translated into in-kind support including the use of league brands and high profile players in fan education materials, but no funding.



ANHEUSER-BUSCH
Companies



MILLER BREWING CO.



COORS



BEER INSTITUTE



UP TO

America's All-Star Team of Sports Leagues, Stadium Service Partners, Brewers, Broadcasters and Traffic Safety Experts

the PLATE

Teaming up to help fans DESIGNATE A DRIVER
and GET HOME SAFELY.

- Over 5,000 posters were printed and distributed to MLB ballparks, sports reporters, legislatures, and city leaders in MLB markets
- Poster received an American Graphic Design Award
- First creative piece to ever include all beer company logos, NHTSA, and MLB

Day 2003, operations staff at all 28 U.S. Major League Baseball clubs have alcohol management training. This marks the first time in history support has reached every single ballpark.

www.teamcoalition.org



BUSCH STADIUM



GREAT AMERICAN BALL PARK



COORS FIELD



DODGER STADIUM



MINUTE MAID PARK



MILLER PARK



YANKEE STADIUM



PACIFIC BELL PARK



PRC PARK



PRO PLAYER STADIUM



QUALCOMM STADIUM



SHEA STADIUM



TURNER FIELD



VETERANS STADIUM



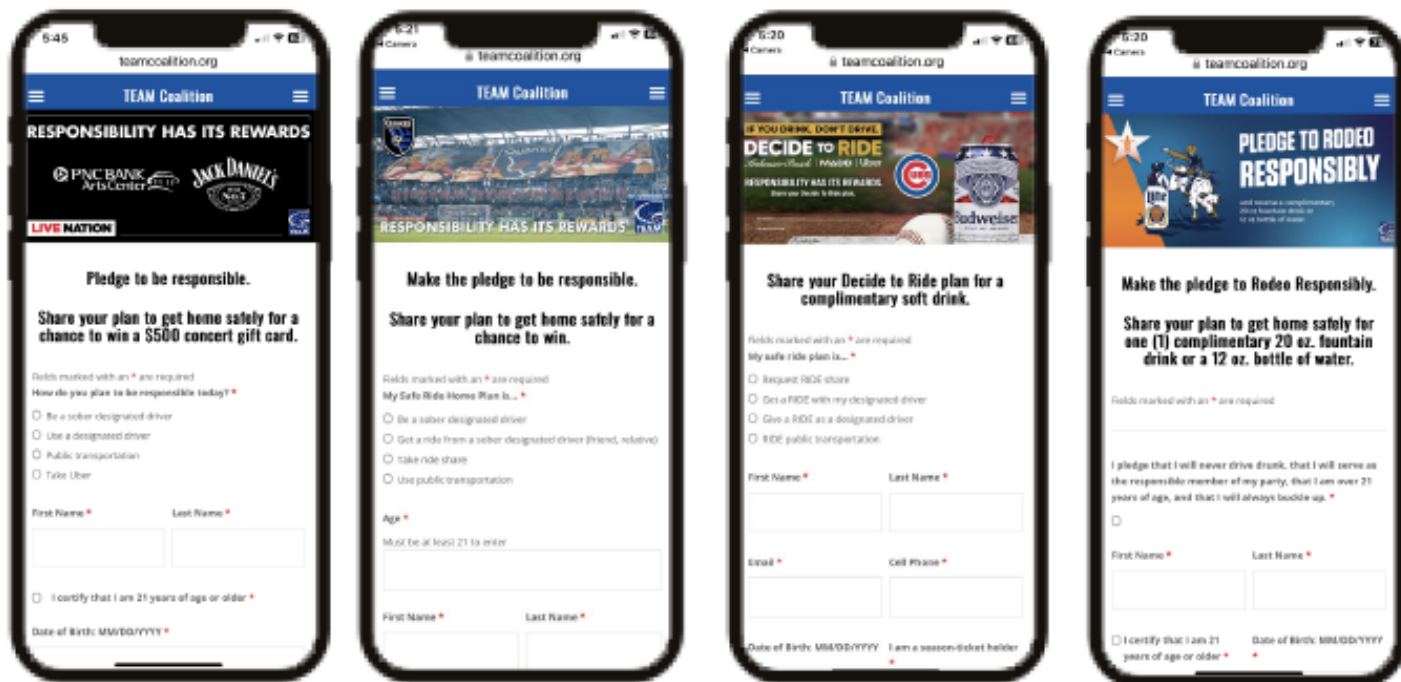
Wrigley Field



Responsibility Has Its Rewards

- 18 Super Bowls / 11 Pro Bowls
- 14 World Series / 15 MLB All-Star Games
- 11 NBA Finals / 10 NBA All-Star Games
- 7 MLS Finals / 8 MLS All-Star Games
- 9 NHL Winter Classics / 8 NHL All-Star Games
- 40+ NASCAR races
- 26 NCAA Championships

TEAM Coalition Today



Hall of Fame – \$100,000 Annual Contribution



MVP – \$50,000 Annual Contribution



All-Star – \$25,000 Annual Contribution



Headliner – \$15,000 Annual Contribution



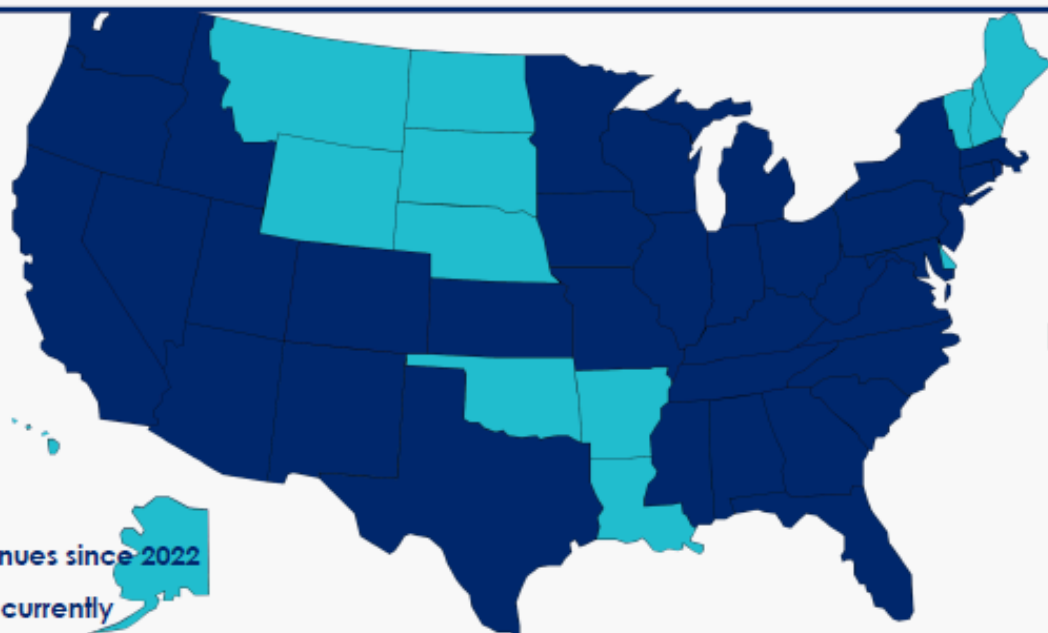
Associate – \$7,500 Annual Contribution



- Goal is to have every member have a voice in how TEAM Coalition operates
- TEAM is here to serve each member organization and their interests

TEAM Training History

- 850,000 employee certification records in the database (23 years)
- 3,968 trainers in database, 335 active
- In the last 3 years
 - 135,000 employees certified
 - 150 venues in 36 states
- RBS training with Anheuser-Busch in Qatar for 2022 World Cup and Paris for 2024 Olympics



- 395,000 employees certified
- 12,466 sessions
- 260 locations



- 117,000 employees certified
- 2,572 sessions
- 93 locations

RANK	UNIVERSITY	CONCESSIONAIRE	EMPLOYEES CERTIFIED IN 2024
1	 GEORGIA GAMECOCKS	aramark 	1,065
2	 VIRGINIA TECH	aramark 	977
3	 CLEMSON	aramark 	805
4	FLORIDA STATE		797
5	NC STATE	aramark 	702
6	 AUBURN	aramark 	580
7	 RUTGERS		521
8	 WAKE FOREST	aramark 	507
9	 WEST VIRGINIA	sodexo 	456
10	 ARIZONA	aramark 	435

Aramark (the industry leader serving 21 NCAA sports venues and power conference schools) TEAM-certified more than 7,100 employees at 17 schools in 2024.

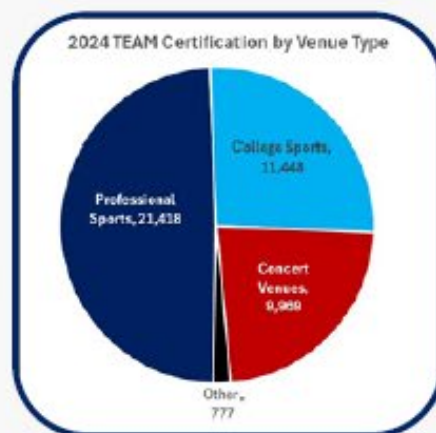
Aramark is the concessionaire for seven of the ten universities with the most TEAM-certified concessions employees in 2024.

"Success is not just about winning games; it's about creating an environment that makes fans want to come back time and time again," said **Kris Armes, Aramark's Director of Collegiate Athletics**.

"We are helping transform the collegiate game day experience by elevating operations, enhancing fan engagement, and prioritizing guest safety. A key part of that commitment is ensuring responsible alcohol service through consistent training at all college accounts — training we deliver in partnership with TEAM Coalition."

TEAM Training Today

In 2024, the University of Michigan TEAM-certified 924 employees, more than any other university.



Alcohol service was introduced on the University of Michigan campus in February of 2024 at Yost Ice Arena and the Crisler Center. Michigan Stadium started serving alcohol in August of 2024.

"Recognizing the importance of ensuring a safe environment at our sporting events, we proactively partnered with TEAM Coalition back in 2011 to train our game day staff — even before alcohol was sold at our venues — with the understanding that many attendees arrived having consumed varying levels of alcohol," explained **Michelle Fabrizio, Associate Athletics Director, Operations and Events at University of Michigan**.

"As we introduced alcohol sales, we knew it was crucial to re-engage with TEAM Coalition. We expanded our training to include not only our event staff but also select full-time members of the Athletic Department to ensure heightened awareness and support across all levels.

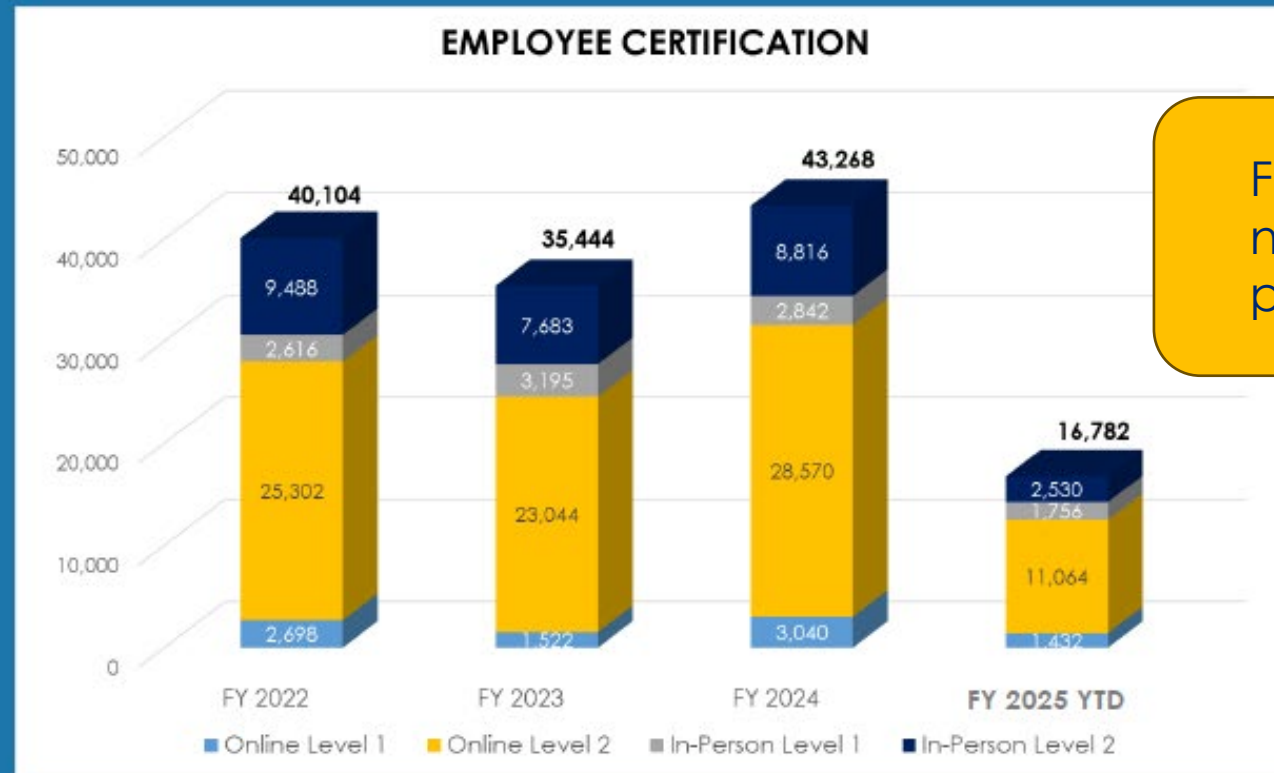
To date, six of our full-time team members have become certified trainers, and we've collaborated with TEAM Coalition to develop an online training program. This initiative complements our in-person sessions, helping us achieve our goal of 100% training for all game day staff. It's all part of our commitment to creating a secure and enjoyable experience for everyone involved."



FY 2025 Year To Date Review –

Alcohol Management Training & Certification

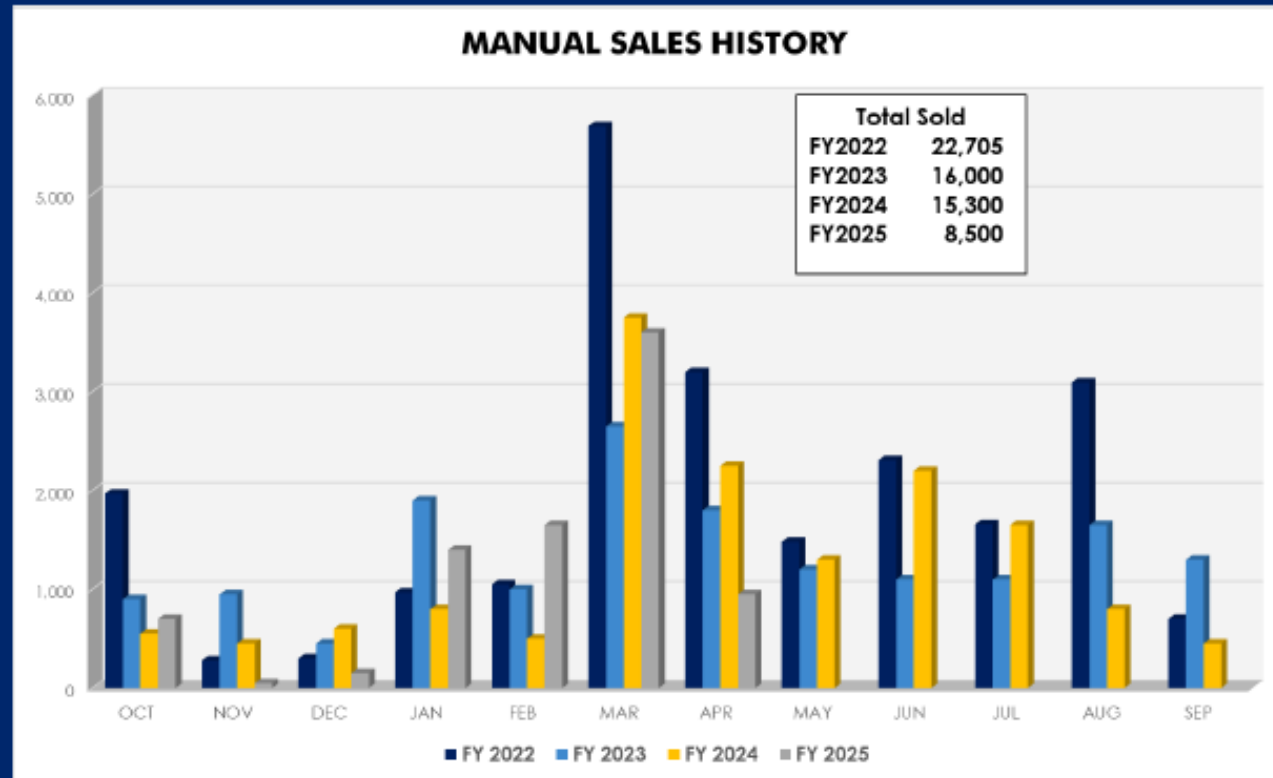
EMPLOYEES CERTIFIED HISTORY



FY 2025 statistics match numbers from the same point in time in FY 2024

FY 2025 Year To Date Review – Alcohol Management Training & Certification

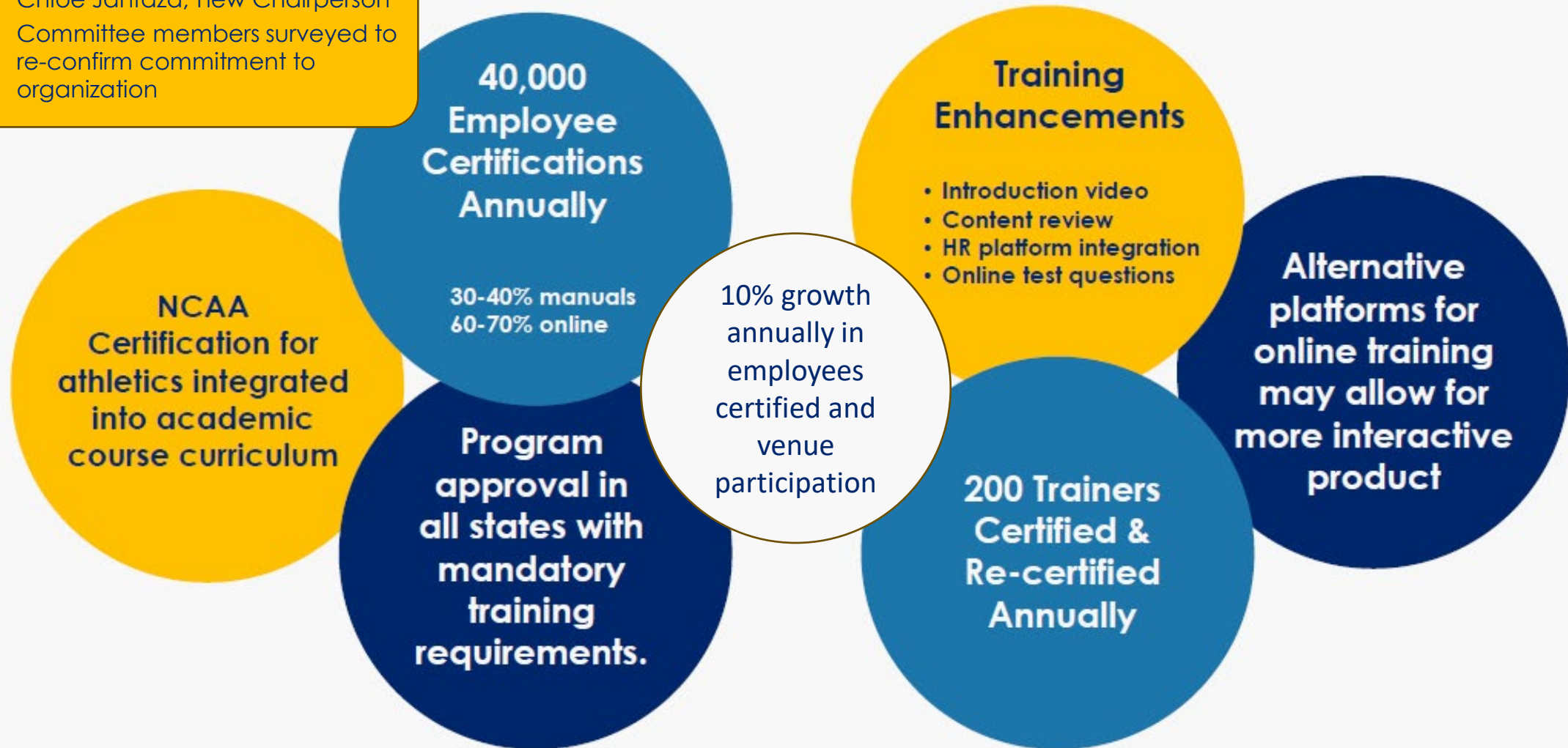
MANUALS ORDERED HISTORY



550 MANUALS PURCHASED FOR CALIFORNIA RBS

TEAM Training Today

- Chloe Janfaza, new Chairperson
- Committee members surveyed to re-confirm commitment to organization



SPECIAL PROJECT: JOINT EFFORT BETWEEN MARKETING/COMMUNICATIONS AND TRAINING COMMITTEES

Alcohol Certification for Sports & Entertainment Venues

- Establish a national certification program
- Elite level of commitment to alcohol management, for which facilities apply, not individual companies operating within a facility
- Similar to SAFETY ACT, but less intensive and expensive
- Criteria:
 - Minimum level of alcohol management training for employees of all organizations operating in the venue
 - Minimum level of fan engagement for responsibility program
 - Commitment from all organizations
 - Senior management public statement about alcohol responsibility
- Ongoing certification
 - Renewal every three (3) years
 - Must show enhanced efforts

- Opportunity to work with Best Bar None
- Establish criteria for accreditation
- Identify board to evaluate applications
- Special project committee

- Step 1: Build website for registration
- Step 2: Launch social media campaign
- Step 3: Set deadline for year 1 applications
- Step 4: Announce year 1 certification recipients

GOAL FOR YEAR 1

1 certification recipient from each venue type



FY 2025 Financials

Statement of Activities

<u>REVENUE</u>	
Contributions – Membership Dues, Grants	\$110,000
IDPs & Online Trainer Recertification	\$46,325
Online Employee Training	\$163,100
<u>Net Sales Participant Manuals</u>	<u>\$90,800</u>
Total	\$410,225
<u>EXPENSES</u>	
Compensation & Benefits	\$260,388
Outside Services	\$5,802
Occupancy & Storage	\$19,732
Office Management	\$56,066
<u>Other</u>	<u>\$4,681</u>
Total	\$346,668
NET INCOME	\$63,557

FY 2025 Financials

Statement of Financial Position

- TEAM has eliminated all debt from the balance sheet
- Fund balance represents a little more than one year of operating expenses

<u>ASSETS</u>	
Cash	\$879,434
Accounts Receivable	\$30,100
Inventory	\$13,948
Equipment	\$18,712
<u>Accumulated Depreciation</u>	<u>-\$15,956</u>
Total	\$926,237
<u>LIABILITIES</u>	
Accounts Payable	\$0
<u>Deferred Revenue</u>	<u>\$0</u>
Total	\$0
 Fund Balance	 \$926,237
 Total Liabilities & Net Assets	 \$926,237

FY 2025 Budget

Participant manuals and trainer binders purchased in FY 2025 will remain in inventory for 2+ years

Revenue

NHTSA Grant	\$40,000
Membership Dues	\$275,000
Instructor Development Program	\$66,000
Online Trainer Recertification	\$5,000
Online Employee Training	\$416,000
Gross sales Participant Manuals	\$195,000
Less Cost of Goods Sold	(\$27,983)
Total	\$969,017

Expenses

Live Nation	\$40,000
Compensation (\$43,000 monthly)	\$516,000
Occupancy (\$2,900 month)	\$34,800
Office Management (\$9,500 monthly)	\$114,000
Travel	\$20,000
Outside Services (Brainshark, Scantron)	\$45,000
40,000 Participant Manuals + 500 Trainer Binders	\$82,500
Total	\$853,300

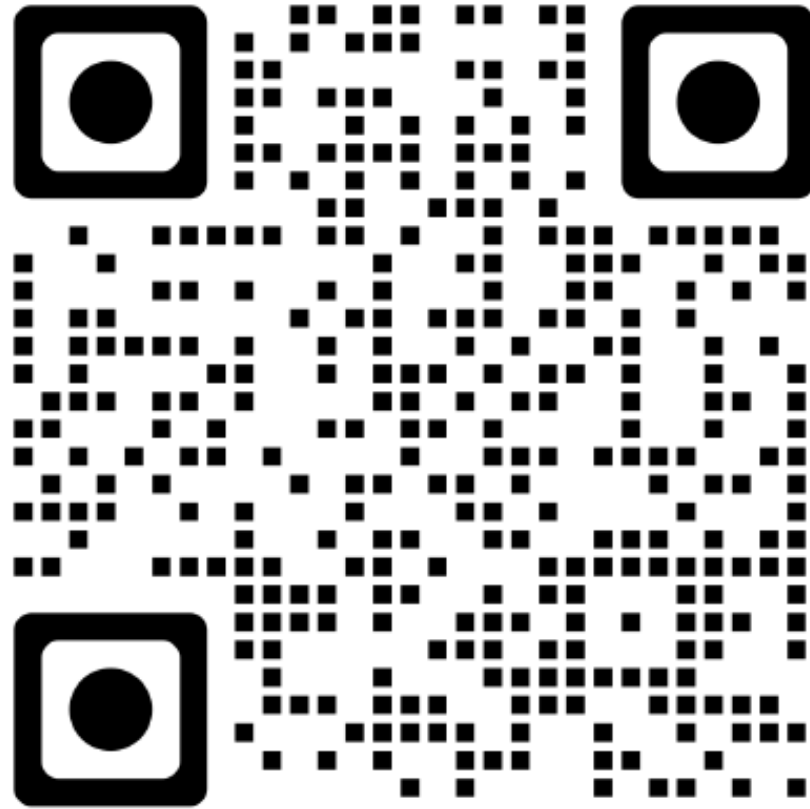
Proposed FY 2026 Budget

Revenue

NHTSA Grant	\$40,000	Live Nation	\$40,000
Membership Dues	\$320,000	Compensation (\$48,000 monthly)	\$576,000
Instructor Development Program	\$74,250	Occupancy (\$3,100 month)	\$37,200
Online Trainer Recertification	\$5,625	Office Management (\$10,000 monthly)	\$120,000
Online Employee Training	\$455,000	Travel	\$40,000
Gross sales Participant Manuals	\$214,500	Outside Services (Brainshark, Scantron)	\$52,640
Less Cost of Goods Sold	(\$30,939)	New Training Introduction Video	\$50,000
Total	\$1,079,436	Total	\$915,840

Membership Vote

Proposed FY 2026 Budget



- Members voted to approve the FY 2026 budget
- Updating the training introduction video is the one major project

Traffic Fatalities Data - NHTSA

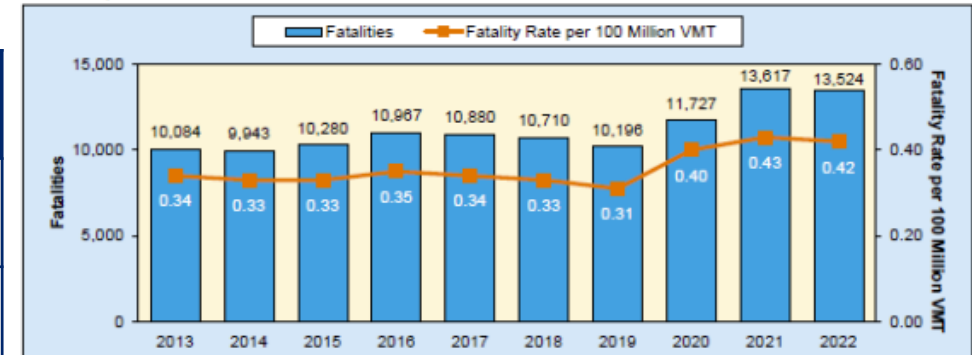
	2020	2021	2022	2023
Total Fatalities	38,824	43,230	42,721	40,901
Alcohol-Impaired Fatalities	11,727	13,617	13,458	12,429
% Change in Alcohol-Impaired Fatalities	+15.0%	+16.1%	-1.2%	-7.6%



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- After Covid, NHTSA created its first speed prevention campaign
- 2 alcohol campaigns:
 - Drive Sober or Get Pulled Over is tied to high visibility enforcement
 - Buzzed Driving is Drunk Driving is the social norming message
- Gaby Gordon is leading production of a new commercial in Spanglish

Figure 1. Traffic Fatalities and Fatality Rate per 100 Million VMT in Alcohol-Impaired-Driving Crashes, 2013–2022



Sources: FARS 2013–2021 Final File, 2022 Annual Report File (ARF); VMT – Federal Highway Administration (FHWA)

Notes: NHTSA estimates BACs when alcohol test results are unknown. The number of alcohol-impaired-driving fatalities in 2020 changed from 11,718 to 11,727 due to vehicle type classification revisions.

Of the 13,524 people who died in alcohol-impaired-driving traffic crashes in 2022, there were 8,012 drivers (59%) who were alcohol-impaired. The remaining fatalities consisted of 1,684 passengers riding with alcohol-impaired drivers (12%), 2,193 occupants of other vehicles (16%), and 1,635 nonoccupants (12%). The distribution of traffic fatalities in these crashes by role is shown in Table 1.

Table 1. Traffic Fatalities in Alcohol-Impaired-Driving Crashes, by Role, 2022

Role	Number	Percent
Alcohol-Impaired Drivers	8,012	59%
Passengers Riding With Alcohol-Impaired Drivers	1,684	12%
Subtotal	9,696	72%
Occupants of Other Vehicles	2,193	16%
Nonoccupants (pedestrians/pedalcyclists/other)	1,635	12%
Total Alcohol-Impaired-Driving Fatalities	13,524	100%

Source: FARS 2022 ARF

Notes: Percentages may not add up to 100 percent due to individual rounding. NHTSA estimates BACs when alcohol test results are unknown.

Sheley Riester (Anheuser-Busch) congratulated NHTSA for the Buzzed Driving campaign. It is prevalent in NYC. AB believes the data shows that the main reason people drive drunk is because they wrongly think they're ok to drive

Drive Smart Virginia

8:00 teamcoalition.org

TEAM Coalition

WHAT'S YOUR GAME PLAN?
CHOOSE A SOBER DRIVER AND BUCKLE UP

Tell us "What's Your Game Plan" for a chance to win prizes such as VIP Flying Squirrels experiences (throwing out the first pitch, tickets to the opening game at CarMax Park), Flying Squirrels swag, and more!

Winners will be picked June 1, July 1, August 1, September 1. One winner per month.

Responsibility Has Its Rewards!

Fields marked with an * are required

What's My Game Plan... *

☐ Ride Share is My Game Plan

☐ My Designated Driver is My Game Plan

- Richmond Flying Squirrels
- Virginia Union University football
- Aramark at University of Virginia
- Aramark at Virginia Tech

8:00 teamcoalition.org

TEAM Coalition

WHO'S YOUR DRIVER?
CHOOSE A SOBER DRIVER AND BUCKLE UP

Tell us "Who's Your Driver" for a chance to win prizes such as VIP NASCAR race experiences, Visa gift cards, Who's Your Driver swag, and more! Winners will be selected on August 18 following the Richmond Raceway NASCAR weekend.

Fields marked with an * are required

Who's My Driver... *

☐ Ride Share is My Driver

☐ My Designated Driver is My Driver

☐ ME! I am a Sober Designated Driver

☐ Public Transportation is My Driver

First Name * Last Name *

- Martinsville Speedway
- Richmond Raceway
- Dominion Raceway
- South Boston Speedway
- Langley Speedway
- Virginia Motorsports Park
- Virginia Motor Speedway

8:05 teamcoalition.org

TEAM Coalition

Allianz Amphitheater

Designate B4U Celebrate

Share your plan to Designate B4U Celebrate for a chance to win prizes!

Responsibility Has Its Rewards!

Fields marked with an * are required

How I Plan to Designate B4U Celebrate... *

☐ Ride Share

☐ I have a Designated Driver

☐ I am a Sober Designated Driver

☐ Public Transportation

First Name * Last Name *

Email * Cell Phone *

- Legends at Allianz Amphitheater
- Legends at Veterans Home Loan Amphitheater

Strategic Partner Updates



- Video shown is from 15yr anniversary – now 25yr celebration this year
- Police car wrap campaign
- Working on exit to express way
- Interchange making the I-295 safer
- Billboard etc clear channel communications w/dept of transport
- Hero of the year billboard - can we expand to have the outstanding designated driver of the year from the Phillies on the highway?
- NE Patriots – origin story w/TEAM – since then have registered over 100k ppl



MetLife Stadium Alcohol Management

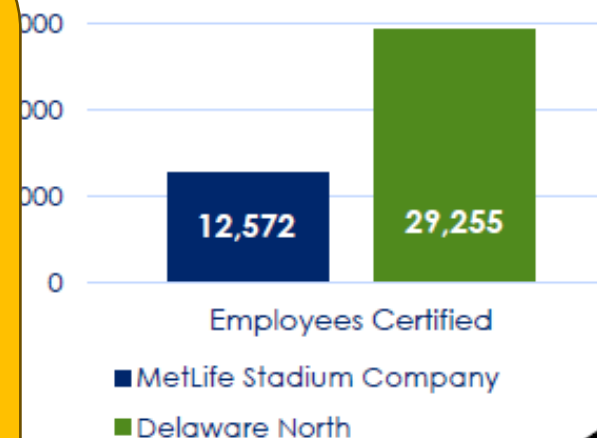


	Giants	Jets	League
2024	1,220	1,249	77,050
2023	898	1,266	70,096
2022	1,223	1,486	75,963

- All employees are TEAM-certified
- Delaware North found online training led to less successful implementation of alcohol management best practices; moved to all in-person training
- Within 3-year certification period, employees take a 15-question review test, specific to the alcohol policies at MetLife Stadium
- In addition to NFL Jets and Giants games, MetLife Stadium had 40 full-facility events last year, more than any year in the 15-year history of the venue
- Newsletters/emails/text messages share reminders of alcohol policies for each event
- Secret shoppers visit 2 or 3 times/month, 30 shops/visit
- Positive shops receive reward cards
- Termination for policy violations



- 41,827 employees certified
- 683 sessions
- 15 years



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Research on Effectiveness of Online Training

Phil DelGiudice asked if there is research on the quality of online training vs. in-person training

“The effectiveness of online training courses at the Institute for Public Services – benefits and limitations”

Joanne Gouder

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Effect of Online Training on Employee Engagement During the COVID-19 Era

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Best Bar None

- Evidence based
- Successful outside of the U.S.
- George Mason University researched
- Textbook is the only accredited program in the U.S.
- Having a standard, shared and approved by a government entity makes legal cases easier to defend
- Next steps
 - Project specific committee to work with BBN
 - Establish criteria for accreditation
 - Identify a board to review applications



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**MEETING
ADJOURNED!**



TEAM
COALITION