

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC NAMES NEW CHIEF LEGAL COUNSEL

Sacramento – The Director of the California Department of Alcoholic Beverage Control, Jerry R. Jolly, has named John R. Peirce as the Department's Chief Legal Counsel, effective August 2, 2004. A former employee of ABC, Peirce returns to the Department after four years with the California Student Aid Commission.

Said Jolly, "The Department is fortunate to have a man of such solid legal background that fits so well with the mission of ABC. He is well known and works well with members of the alcoholic beverage industry, is very familiar with the legislative process, and is highly respected in legal circles for his knowledge of ABC laws and regulations."

Peirce has an extensive background involving the alcoholic beverage industry. From 1972 to 1979, he was Legal Counsel for the Wine Institute before joining the law firm of Proud, Roberts and Peirce.

In 1986, Peirce became Senior Staff Counsel for ABC, and was Legislative Liaison for the Department for 14 years before joining the California Student Aid Commission in 2000.

Peirce has a law degree from Boalt Hall School of Law in Berkeley.

His wife Sandy was Pastor at the El Dorado County Federated Church in Placerville for over 22 years until retiring last year. He has two daughters and two grandsons.

Peirce replaces Mathew Botting, who joined a San Francisco law firm in April of this year.