

RESOLUTION NUMBER 54

WHEREAS, The National United Merchants Beverage Association, also known as NUMBA, is the largest African American retail organization in the country and was born nearly 32 years ago out of the necessity to insure that African Americans were adequately represented in every tier of the Alcoholic Beverage Industry; and

WHEREAS, NUMBA is a trade group of African American beverage licensees and their employees with chapters across the United States and is a direct link between the beverages manufacturers and the minority consumer; and

WHEREAS, NUMBA members are among the leading retailers in the inner-city and are distinctive trendsetters. For years they have been in the forefront of petitioning their industry for a greater number of job opportunities for minorities. They also have supported the development of more appropriate advertising strategies by wine, beer and spirit companies doing business in the minority communities; and

WHEREAS, NUMBA chapters across the country have worked tirelessly with their local and state law makers to affect changes in laws and regulations that govern the sale and manufacturing of alcoholic beverages and tobacco products without adversely affecting the health and welfare of the general public; and

WHEREAS, as part of its ongoing commitment to give back to the community, NUMBA chapters have raised and distributed over \$2.5 Million Dollars in scholarships to deserving college bound students without regards to race, religion, or national origin; and

WHEREAS, during the week of June 10 to June 15, 2006 NUMBA chapters from around the country will gather in City of St. Louis for their annual convention;

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize the members of The National United Merchants Beverage Association and welcome them to the City of St. Louis for their 2006 Convention and we further thank them for their ongoing commitment to community based organizations through the country and we direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy for presentation to our honorees at a time and place deemed appropriate by the Sponsor.

Introduced on the 9th day of June, 2006 by:

Honorable Freeman Bosley, Sr., Alderman 3rd Ward

Adopted this the 9th day of June, 2006 as attested:

Patrick J. Connaghan
Clerk, Board of Aldermen

James F. Shrewsbury
President, Board of Aldermen