



Alan Steen
Administrator

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MARKETING PRACTICES BULLETIN - MPB 092004008as

Agency Realignment

To: Alcohol Beverage Industry
All Captains and Compliance Supervisors

In an *effort* to enhance agency efficiency, and in keeping with our goal of "getting back to the basics," we have realigned the agency's compliance and enforcement regions throughout the state.

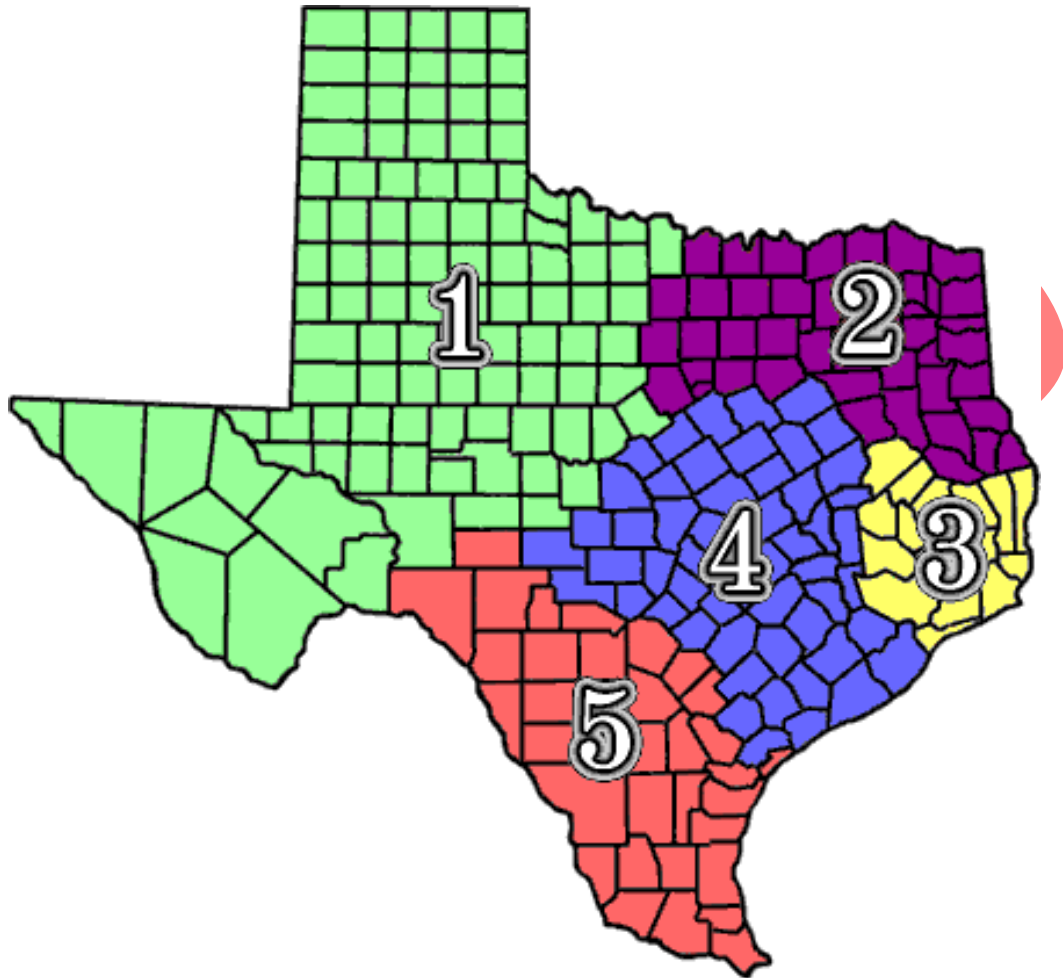
We are reducing the enforcement regions from eight to five, and expanding the compliance regions from four to five. The compliance and enforcement regions will mirror each other. It is our hope that this reorganization will foster uniformity and consistent interpretation and application of the Statute, while allowing the Agency to be more responsive to the People of Texas. My goal continues to be improvement in the communication between enforcement and compliance, between headquarters and the field, and between TABC employees and our customers.

A map of the agency's new regions is attached for your reference. If you have any questions or would like additional information, please do not hesitate to contact my office.

Sincerely,

Alan Steen
Administrator

TABC AGENCY REGIONAL MAP



- Region 1 Serving Lubbock, Amarillo, El Paso, Odessa, Abilene and Surrounding Area
- Region 2 Serving Dallas, Fort Worth, Longview, Nacogdoches and Surrounding Area
- Region 3 Serving Houston, Beaumont, Conroe, Huntsville and Surrounding Area
- Region 4 Serving Austin, Waco, Victoria, New Braunfels, Brazoria and Surrounding Area
- Region 5 Serving San Antonio, Corpus Christi, McAllen, Del Rio and Surrounding Area