

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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**FOR IMMEDIATE RELEASE**

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ABC Announces New Southern Division Management Team

Goldberg Promoted to Assistant Director, Barnes and Griffin are new Deputy Division Chiefs

(Sacramento) - The California Department of Alcoholic Beverage Control (ABC) has appointed Beth Goldberg the Assistant Director of the Southern Division. The Department also appointed Marcie Griffin and Kathleen Barnes as the new Deputy Division Chiefs to help oversee all Southern Division offices from San Luis Obispo on the Central Coast to Bakersfield and all points south to the California-Mexican border. They assume their new assignments immediately.

“All three of these professionals are dedicated individuals who bring experience, talent and expertise,” said ABC Director Jacob Appelsmith. Beth Goldberg was appointed to Assistant Director to replace retiring Assistant Director Joseph Cruz. She began her career as an ABC investigator in 1988. She spent most of her early career in the Santa Ana District Office. She served three and a half years in the Trade Enforcement Unit (formerly known as Business Practices) before she was promoted to Supervising Investigator in the Santa Ana District Office. In 2004 she was promoted to District Administrator of the Santa Ana District Office before her promotion to Deputy Division Chief in 2007. She was promoted to Assistant Director in November of this year. Goldberg has a Bachelor of Science Degree in Criminal Justice from California State University, Long Beach.

Marcie Griffin has been promoted to Deputy Division Chief, Southern Division. Griffin was hired by ABC in February, 1994. She worked as an investigator in the Riverside District Office from 1994-2001 before her promotion to Supervising Investigator in the Oakland District. In 2006, she was promoted to District Administrator of ABC’s Long Beach/Lakewood District Office. In 2008, she helped to establish the new Cerritos Enforcement Office as the District Administrator. Griffin is a graduate of California State University, Sacramento and holds a Bachelor of Science Degree in Criminal Justice.

Kathleen Barnes has been promoted to Deputy Division Chief, Southern Division. Barnes was hired by ABC in 1994 as an investigator in the El Monte District Office. In 1997, she moved to the Riverside District Office. In 2000 she was promoted District Supervisor of the Palm Desert District Office. In 2004 she was promoted District Administrator of the Van Nuys District Office where she served until she became District Administrator of ABC’s Special Operations Unit serving the entire Southern Division. In 2010, Barnes became the District Administrator of the Riverside District Office until she was promoted this month to Deputy Division Chief, Southern Division. Barnes is a graduate of California State University, San Bernardino and holds a Bachelor of Science Degree in Criminal Justice.

ABC is a Department of the Business, Transportation and Housing Agency.