

**David V. Minasyan***Program Manager*

David Minasyan first realized the need for a comprehensive alcohol training program when two of his high school friends became victims of a drunk driver. He also recognized that in order to make a difference the program would have to not only educate the servers and the public but also inspire them to be more responsible while serving alcohol.

In December of 2006 he decided to develop this idea into what is now known as the National Licensing Association. The newly established association represented his personal mission that would push him to work with the state liquor control boards and a variety of other organizations to educate and inspire the hospitality industry as well as the public to be more responsible when serving and consuming alcohol.

As president and chief executive officer of National Licensing Association, David Minasyan is responsible for overall national operations and the development of new partnerships. Since founding the company in 2006, David has succeeded in achieving company growth of 50 percent annually, and developing the company's methodology and culture.

David began his involvement in startups in 2001, when he joined Up the Scale Mobile Recording LLC as the VP of Marketing responsible for increasing the size, loyalty and profitability of the customer base. Up the Scale was a small start-up company that originated from the University of Washington's Business School Entrepreneurship program. In 2004, the company was proclaimed to be one of the most successful and profitable in the program's eight year history.

Towards the end of 2004, David was recruited to Generation JD as the VP of Marketing and a Partner. Generation JD was a provider of marketing and consulting services where David's responsibilities included: business plan formulation, development, as well as assisting the team to establish nationwide territories.

At the end of 2005, David joined Costco's marketing team where he was appointed to be in charge of Executive Memberships and American Express sales for the Kirkland warehouse. His other responsibilities included assisting the Director of Marketing with formulating and carrying out Costco's primary and secondary marketing plans, as well as meeting with businesses to discuss their needs, the needs of their employees, and Costco's ability to meet them.

David has served as a director on the board of the Kirkland Business Association since October of 2006. He graduated with honors from University of Washington Business School with Marketing, Entrepreneurship and International Business. He accumulated extensive professional contacts and training in the areas of sales, strategy, relationship building, management, finance and leadership. Additionally he holds a double A.A. degree from Bellevue Community College in Business Accounting and Science.