

PATRICK MARONEY

Curriculum Vitae



CONTACT INFORMATION

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SUMMARY OF EXPERTISE

Patrick Maroney is the President of Maroney Consulting Services LLC, which provides expert witness testimony related to dram shop cases. He provides training and consultation for Colorado liquor laws and rules; trade practices laws and rules; retail, wholesale and supplier compliance and licensing in Colorado. He is certified by the Colorado Liquor Enforcement Division as a Colorado Responsible Vendor Trainer and has trained over 11,000 people in the safe service of alcohol.

He has over 33 years of law enforcement experience and was the Chief of Investigations and the Director of the Colorado Liquor Enforcement Division. Mr. Maroney's experience includes working for the Larimer County Sheriff's Office (Fort Collins, Colorado), Arapahoe County (Colorado) Coroner's Office, Colorado Lottery and the Colorado Bureau of Investigation.

Patrick instructed numerous training classes on Colorado liquor laws and rules and provided official interpretations of Colorado liquor laws and rules to liquor stakeholders, legislators and licensees. He testified before the Colorado Legislature on numerous occasions as an expert in Liquor Law and Rules.

Patrick was elected to the Board of Directors of the National Conference of State Liquor Administrators (NCSLA) and served on several panels with the NCSLA and other

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organizations that discussed liquor issues of nationwide concern.

Presentations/Projects

- CLE Class – Co-Presenter – The Science of Alcohol Intoxication: Navigating Dram Shop and Liquor Liability, February 2026
- Metropolitan State University, School of Hospitality – Guest Speaker – Alcohol Beverage Law (Learning from the Regulators: Trade Practices & Industry Regulation), October 2025
- NCSLA Regional Conference – Panelist – Beyond the Bouncer: Modern Tools for Preventing Underage Sales, October 2025
- CLE Class – Co-Presenter - Wine, Spirits and Beer Law 101 (2025 Edition): Including trade practices and direct-to-consumer shipping, December 2024
- Metropolitan State University, School of Hospitality – Guest Speaker – Alcohol Beverage Law (Learning from the Regulators: Trade Practices & Industry Regulation), November 2024
- NCSLA Regional Conference – Panelist – What’s the Difference Between 3rd Party Delivery and Direct to Consumer Shipping, September 2024
- Appointed to the Colorado Liquor Rule Working Group as a member at large, Summer/Fall 2024
- Contracted with the City Clerk for Greeley, Colorado to review and develop new process for liquor licensing, May 2024 – December 2024.
- CLE Class – Co-Presenter - Wine, Spirits and Beer Law 101 (2024 Edition): Including trade practices and direct-to-consumer shipping, November 2023
- Metropolitan State University, School of Hospitality – Guest Speaker – Alcohol Beverage Law (Learning from the Regulators: Trade Practices & Industry Regulation), October 2023
- Center for Alcohol Policy, Alcohol Law & Policy Conference – Panelist – “We Need Those Stinkin Badges! Alcohol Law Enforcement and Regulation”, August 2023
- Appointed to the Colorado Liquor Rule Working Group as a member at large, Summer/Fall 2023
- Oklahoma State Senate Committee on Business, Commerce and Tourism Meeting, Presentation on Direct Ship Alcohol, October 2022
- Center for Alcohol Policy, Alcohol Law & Policy Conference – Panelist – “Alcohol Regulation Changes and Traffic Safety”, August 2022
- Appointed to the Colorado Liquor Rule Working Group as a member at large, Summer/Fall 2022
- Arkansas State Senate Committee on City, County, and Local Affairs and House Select Committee on Rules Joint Meeting – Provided testimony on Alcohol Regulations Across the Three Tiers and Direct-to-Consumer Shipping: Costs and Concerns, November 2021
- Annual Conference for the National Liquor Law Enforcement Association (NLLEA) – panelist – Alcohol Laws and Regulations: Prioritizing Public Health and Safety to Include Responsible Consumer Convenience, November 2021

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- CLE Class – Co-Presenter – Wine, Spirits and Beer Law 101: Part II - Including recent growth in online sales and direct-to-consumer sales and shipping, October 2021
- Center for Alcohol Policy, Alcohol Law & Policy Conference – Panelist – Alcohol Regulation Post Covid-19, August 2021
- CLE Class – Co-Presenter Wine, Spirits and Beer Law 101: Including recent growth in online sales and direct-to-consumer sales and shipping, May 2021
- Center for Alcohol Policy Annual Conference – Panelist - Alcohol Regulation in the Time of COVID-19, September 2020
- NCSLA Regional Conference – Panelist – Fundamentals of Alcohol Regulation, October 2018
- NCSLA Annual Conference – Panelist – Disruption and the Beverage Alcohol Industry, June 2018
- NCSLA Regional Conference – Panelist – The Third (Party) Rail – The Role of Unlicensed Third-Party Providers, October 2017
- NCSLA Annual Conference – Panelist – Survival Guide for ABC Regulators, June 2016

During his appointment to the Liquor Enforcement Division, Mr. Maroney was also appointed to the Colorado Task Force on Drunk and Impaired Driving, as an expert in liquor law. The task force was established by the Colorado General Assembly in 2006 to generate more collaboration and consensus for effective solutions to the impaired driving problem in Colorado.

WORK EXPERIENCE

Maroney Consulting Services LLC, Johnstown, CO

President

July 2019 - Present

Responsibilities:

- Provide Consulting, Training and Education Relating to the Colorado Liquor Code and Rules
- Provide Expert Witness Services Relating to Alcohol Beverage Law and Dram Shop Liability
- Certified to Provide Responsible Alcohol Beverage Vendor Training in Colorado - has trained over 11,000 students

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Colorado Liquor Enforcement Division, Golden, CO

Director

November 2013 – May 2019

Responsibilities:

- Provided official interpretations of the Colorado Liquor Code and Rules upon request of liquor stakeholders, legislators and the Governor's Office
- Reviewed and made recommendations for law changes to the members of the liquor industry, legislators and Governor's Office
- Provided expert testimony to the House of Representatives and Senate for the Colorado State Legislature concerning pending bills involving alcohol beverages
- Management and operation of the Colorado Liquor Enforcement Division including enforcement, investigations, licensing, administrative functions and budget
- Approved sanctions that were to be submitted to the State Licensing Authority for liquor licenses who violated Colorado Liquor Laws and Rules including summary suspensions for licensees who violated major public safety laws that were related to serious bodily injury or death
- The Division's retail enforcement program was mostly focused on investigations of "sales to minors and visibly intoxicated persons"
- Chaired numerous working group meetings with liquor stakeholders to review, edit, develop and draft liquor regulations for official rule making
- Developed and implemented a statewide guide on how to conduct compliance checks where minor operatives attempted to purchase alcohol from liquor licensees
- Provided numerous training classes to stakeholders from all tiers of alcohol sales and manufacturing
- Keynote speaker for the Colorado Alcohol Beverage Symposium (2015 and 2016)

Chief of Investigations

January 2011 – November 2013

Responsibilities:

- Management of the enforcement units for the Division including four offices in the state to investigate over 10,000 licenses in Colorado within the retail, wholesale, manufacturer and importer tiers
- Provided recommendations for sanctions to the Director for penalties of Liquor Law and Rule violations
- Management of the program to enforce Colorado tobacco laws concerning tobacco access to minors

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- Served on a state tobacco committee to coordinate tobacco enforcement efforts with the Department of Human Services, and the Department of Public Health and Environment

National Conference of State Liquor Administrators (NCSLA)

Board Member

July 2017 – June 2019

- Elected as a board member of the NCSLA, which was founded in June 1934, to promote the enactment of effective and equitable state alcoholic beverage laws, and provide a forum for networking among the regulators and industry
- Reviewed, discussed and voted on topics that affected the NCSLA and its membership
- Served on panels during annual and regional conferences, which discussed current alcohol policies on a national level
- Conference host for the 2017 Annual NCSLA Conference in Denver, CO

Colorado Task Force on Drunk and Impaired Driving (CTFDID)

January 2011 – May 2019

- Appointed to the Colorado Task Force on Drunk and Impaired Driving as an expert in Colorado Liquor Law and Rules
- The CTFDID is responsible for providing recommendations to the Colorado legislature on issues to reduce deaths caused by drunk and impaired driving
- Attended monthly meetings
- Served on the prevention committee and provided vital information for the annual reports to the legislature

Colorado Lottery, Pueblo, CO

Director of Security and Investigations

April 2006 – January 2011

Responsibilities:

- The security of the Colorado Lottery for physical and computer security to include office space, warehouses, vendor computer and backup computer rooms
- Lottery scratch ticket security to include encryption and reconstruction processes
- Overall security of the vendor's online system to include the security plan, the ICS, lock-down protocol for Power Ball tickets program
- Member of the North American Association of State and Provincial Lotteries
- Oversaw the fleet operation manager of Lottery vehicles

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Colorado Bureau of Investigation, Lakewood, CO

Agent in Charge

January 2004 – April 2006

Responsibilities:

- Management of the Colorado Crime Statistics Annual Report; the Colorado Sex Offender database, and auditing/training law enforcement agencies for compliance with Colorado Crime Information Center and the National Crime Information Center policies
- Selected by the FBI to subject matter expert groups to develop the national N-Dex (National Data Exchange) information sharing system

Agent

April 1994 – January 2004

Responsibilities:

- Lead or co-lead Agent involving investigations of homicide, assault, arson, public corruption, narcotics, gambling, gang violence, extortion, and white-collar crime
- Served as a sworn investigator for the 1st Judicial District Grand Jury, the Colorado State Grand Jury and Federal Grand Jury (for Colorado)

Arapahoe County Coroner's Office, Littleton, CO

Investigator

March 1990 – April 1994

Responsibilities:

- Investigated suspicious and unattended deaths that occurred within Arapahoe County
- Prepared comprehensive and detailed reports regarding death scene investigations and medical background of victims

Larimer County Sheriff's Office, Fort Collins, CO

Deputy Sheriff

November 1985 – March 1990

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Responsibilities:

- Patrol Deputy – conducted patrol in unincorporated sections of the county to include DUI arrests
- Firearms Instructor
- CPR Instructor
- SWAT Team member
- Reserve Deputy (November 1985 – March 1987)

EDUCATION

Colorado State University, Fort Collins, CO

Bachelor of Science (B.S.)
December 1986

AIMS Community College, Greeley, CO

Colorado P.O.S.T. Certification
December 1986

FAA - Certified Private Pilot

PUBLICATIONS

Maroney, Patrick. (January 2023). Report – Taxes: A Battle Indeed Checks; *The Center for Alcohol Policy*.

Maroney, Patrick. (December 2022). Report - The Timeless Importance of Alcohol Background Checks; *The Center for Alcohol Policy*.

Maroney, Patrick. (March 2020). Fake Alcohol and Interstate E-Commerce: A Report on the Need for States to Evaluate the Risks of Fake Alcohol in interstate E-Commerce Activity From Alcohol Retailers Director-to-Consumer Sales in the United States; *The Center for Alcohol Policy*.

Maroney, Patrick. (June 2020). “Crisis De-Regulations” Should They Stay or Should They Go? An Essay on a Current Alcohol Industry Dilemma; *The Center for Alcohol Policy*.