



News Release

Oregon Liquor Control Commission
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Tuesday, October 23, 2012

OLCC Executive Director Steve Pharo announces retirement

After more than 18 years of service, Steve Pharo, Executive Director of the Oregon Liquor Control Commission (OLCC), has announced his retirement effective November 16.

Pharo, a retired Marine colonel, began his career with the OLCC as manager of the Commission's 124,000 square-foot liquor distribution center. He is credited with modernizing the facility and opening a second warehouse to increase product availability.

During his tenure, he has worked to enhance the customer experience by encouraging private retailers to make improvements to their liquor stores. Under his leadership, the total spirits product selection expanded to nearly 1900 different items available everyday to consumers and another 2000 products available by special order. He also launched the online product and store locator, oregonliquorsearch.com.



Pharo helped foster growth in Oregon businesses, including the burgeoning craft distillery industry which now accounts for 12 percent of all liquor sales.

As Executive Director, he supported the agency's education efforts through public service announcements, launching online server education training, and pioneering the state's first social media efforts.

Pharo championed evolutions in alcohol regulation by streamlining liquor licensing and the development of a cutting edge smart phone app for inspectors to use in the field.

"Over the past 18 years, I have treasured my time working at the Commission," says Pharo. "I value OLCC staff for their commitment to state service and excellent work, and I know they will continue to do quality work for the state of Oregon."

*Did you know that in the last two years, the OLCC distributed more than **\$350 million** to Oregon's General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC's Website.](#)*

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