



# Public Action Management

## BIOGRAPHICAL SKETCH

PAMELA S. ERICKSON

Ms. Erickson is passionate leader on alcohol issues. Currently, she owns Public Action Management, an Arizona small business, and operates an education campaign for a “Healthy Alcohol Marketplace.” From 1996 to 2003, she directed the Oregon Liquor Control Commission where she transformed an antiquated bureaucracy into a high performing, results oriented organization. In 2003, she joined Oregon Partnership to direct leadership and media campaigns to reduce underage drinking. Her recent publications include, “Issue Briefs for States, 2016,” “Alcohol Deregulation by Ballot Measure in Washington State,” “Fair Trade Practice Regulations” and “Public Supports Strong Alcohol Policies.” These reports explain how deregulation can lead to increased social problems such as high rates of underage drinking, public order offenses and alcohol related disease. She also served as an expert witness in key alcohol regulation cases in Kentucky and California. Her educational materials are available at [www.healthyalcoholmarket.com](http://www.healthyalcoholmarket.com).