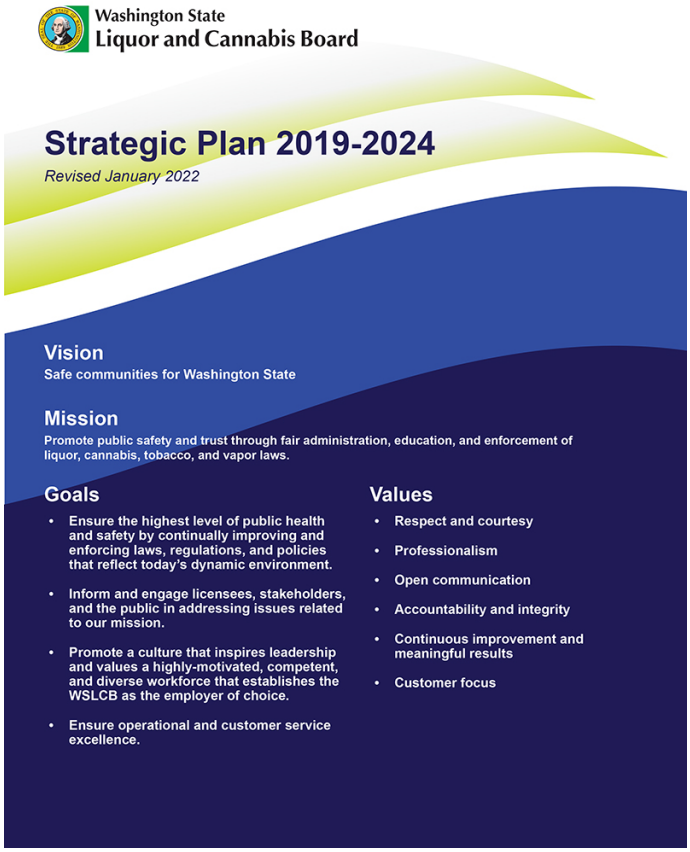
Vision, Mission, Goals, Values



Click here to view

Vision
Safe communities for Washington State

Mission
Promote public safety and trust through fair administration, education, and enforcement of liquor, cannabis, tobacco, and vapor laws.

Goals

- Ensure the highest level of public health and safety by continually improving and enforcing laws, regulations, and policies that reflect today's dynamic environment.
- Inform and engage licensees, stakeholders and the public in addressing issues related to our mission.

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- Promote a culture that inspires leadership and values a highly-motivated, competent and diverse workforce that establishes the WSLCB as the employer of choice.

- Ensure operational and customer service excellence

Values

- Respect and courtesy
- Professionalism
- Open communication
- Accountability and integrity
- Continuous improvement and meaningful results
- Customer focus

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