

NBWA 2010 Convention Education Seminars

Sunday, October 3, 2010

2:00-3:30 p.m.

Saving at the Backdoor and Back Office: Using Proven Business Practices to Increase Efficiencies and Reduce Costs

Sponsored by the Beer Industry Electronic Commerce Coalition (BIECC); Marion Lalich, Walgreens
Come join fellow distributors and representatives from national retailer, Walgreens, as they discuss their plans to use Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) to streamline their businesses. Discover what Walgreens has in store as it continues its expansion back into the beer business. Hear why and how a distributor transitioned over 90 percent of their customers using an industry standard, low-cost EFT payment process, and learn about the efficiencies they gained across various aspects of their business.

Demystifying Distributorship Valuation: Translating and Understanding Your Valuation in an Evolving Market

Timothy Lee, Mercer Capital

Buying or selling, gifting, shareholder and brewery disputes, buy-sell agreements, audit reporting, divorce – the needs prompting a valuation of your distributorship are endless. Based on the purpose and the preparer, valuations can differ greatly. Mercer Capital's Timothy Lee will guide attendees through the confusion, identifying the elements of a thorough valuation and exploring how distributor valuations differ based on methodology and intended purpose. Attendees will gain significant resources to effectively review and understand the valuation of their distributorship.

Current Trends and Challenges in the Beer Industry

Benj Steinman, Beer Marketer's INSIGHTS

Beer Marketer's INSIGHTS presents a unique 3-part program. Publisher Benj Steinman will give an overview of the state of the industry. Executive editor Eric Shepard will talk about the legal landscape and alcohol policy issues. And *Beverage Business INSIGHTS* editor Gerry Khermouch will speak about the wildly innovative world of non-alcoholic beverages, including information on how beer distributors can better manage their portfolio of non-alcoholic brands.

Monday, October 4, 2010

7:30-9:00 a.m.

Using an LLC Leasing Affiliate to Acquire Brand Distribution Rights

Ben Bowen, Ippolito Christon & Co.

From a tax perspective, it is generally advantageous to hold appreciating assets in an LLC rather than in a corporation. A beer distributor may create an LLC affiliate to hold and lease distribution rights to the operating company. This arrangement likely will create valuable benefits for operations, future brand divestitures, gift and estate planning and family ownership and succession planning. Future brand acquisitions may be structured using an LLC leasing affiliate, creating additional shareholder value.

Go Green – Get \$ome Green! Case Studies in Distributor Energy Efficiency Incentives

Michael Brunetto, ARCO National Construction/Beverage Group

It's true! There is an abundance of "free money" available to distributors who invest in energy efficient equipment and construction. Government agencies and utility companies are willing and able to provide you with cash rebates, tax credits, tax deductions and reduced utility rates for projects ranging from the ordinary – such as relamping and adding insulation – to the more complex, such as solar power. Listen as ARCO Beverage Group, the nation's largest design/ builder of beer warehouses, shows you who has the money, how to get it and how to select wisely among the many technologies available to make certain you qualify. Three case studies from actual distributor projects will be presented, illustrating the range of qualifying projects, their costs and savings. Plus, you'll leave with a one-stop guide to all available programs offered by your individual state.

Hiring 101: Why Talent Will Change Your Business

Matt Dahlstrom, LearnBeer.com

Are you constantly hiring the wrong people? Do you accept mediocre employees? Do you say "I'd rather have a warm-body than nobody?" If you answered yes to any of these questions, this is the one NBWA seminar you don't want to miss. Knowing who and how to hire requires a process to ensure you hire the right person every time. Author and business coach Matt Dahlstrom will give every attendee his wholesaler hiring guides including: *6 Ways to Hire Talent*, *The Hiring Scorecard* and *The Wholesaler Interview Guide*.

The Beer Times They Are A-Changin'

Paul Gatza and Julia Herz, Brewers Association

Many changes have occurred in the common perception of beer. Proudly, it still remains America's top selling fermented beverage surpassing sales of wine and spirits combined. Today's beer lovers are more experimental with their purchases and are interested in drinking a variety of local, regional and national brands. This session provides the latest beer styles and brewing sales trend information for wholesalers so you can continue to help your accounts increase sales and attract more affluent craft beer lovers. Information on beer and food pairings will also be featured.

Distribution Contracts for Beer and Non-Alcoholic Beverages: Key Provisions and Differences

Andre Jaglom, Tannenbaum Halpern Syracuse & Hirschtrictt LLP

Soft drink contract terms vary widely from beer, and distributor protections are generally less because franchise laws are absent. As beer distributors expand beyond beer, they must understand these differences to protect themselves in their contracts. Drew Jaglom will review differences between beer and soft drink industry practice and offer alternative approaches and drafting options for such key provisions as: termination and compensation, exclusivity, product definition, competing products, indemnification, and choice of law and forum.

The Distribution System of 2015!

Joe Thompson, Independent Beverage Group

Independent Beverage Group offers their unique, informative and entertaining message to this seminar entitled "The Distribution System of 2015!" IBG shares their insight into why we should pay attention to important indicators that could have a significant impact for distributors. Indicators such as the relationship between the Consumer Price Index, beer pricing and volume could prove to have a considerable impact on our future. IBG takes sometimes confusing and conflicting information and offers commonsense solutions.

Tuesday, October 5, 2010
7:30-9:00 a.m.

Who Moved My Beer? Addressing and Navigating Changes in Your Family Beer Business

Mary Bickers, Bickers Consulting Group LLC

Concerned about changes in the beer industry and how to adapt your business and family goals to accommodate those changes? Join Mary Bickers as she discusses her unique approach to developing an action plan for maintaining, growing or selling a distributorship – taking into account the needs of you, your family, and your business. Included will be the emotional and financial aspects of the planning, with an emphasis on the relationship between retaining, buying, merging or selling a distributorship in conjunction with implementing a successful estate and business succession plan.

Why a Cash-Free and Tax-Free Transaction May be Right for You!

Andy Christon and Ben Bowen, Ippolito Christon & Co.

A cash- and tax-free merger is an effective means of confronting today's economic uncertainty, undesirable debt loads and distributor consolidation pressures. A well-conceived merger will improve operating efficiency and increase personal net worth. Critical issues include analyzing and valuing the proposed transaction structure and correctly assessing forthcoming changes to the tax code. Prospective merger partners are challenged with negotiating the "sharing ratio" and drafting agreements that will govern future operations, ownership transfers and exits.

Sales and Delivery Cost Reduction: Provide Excellent Service and Decrease Cost-To-Serve

Greg Ellis and Ned Bauhof, Precision Distribution Consulting

With service pressures, shrinking back-stock space and increasing SKU counts, setting sales visit frequency (and consequently delivery frequency) is treated like an art, but at what cost? With ever increasing fixed and mileage-based costs, an additional stop has never been more expensive. Re-routes often focus on delivery without costing all of the operating rules. Learn about an approach that utilizes modeling to dollarize operating rules during their re-routes, resulting in more balanced service and cost-to-serve.

Sales Coaching: The Key to High Performance and Continuous Development

Thomas Fox, CM Profit Group

Too often your sales managers are focused on performance only and not on building techniques and skills for their sales staff. Motivation is an important component for performance, but it can't be the only component. Fox will share the basics of "sales coaching" in order to build skills and process in order to close more sales and maximize market share.

Proactivity = The Way to the Female Beer Buyer

Ginger Johnson, Women Enjoying Beer

Being proactive is essential to your business. Learn how to proactively engage and do everything you can to properly market to and deliver an outstanding customer experience every time – especially to women. Awareness of what you should do is equally important as knowing what not to do. Gain insight into what matters to women buyers, who is paying specific attention to what and what you can do about it to encourage increased and sustainable patronage.

The Supplier and Distributor Relationship: Distributor Agreements, Franchise Laws and Recent Legal Developments

Michael D. Madigan, Esq., Madigan, Dahl & Harlan, P.A.

No relationship is more important to beer distributors than the relationship with their suppliers. The rights and obligations that suppliers and wholesalers owe one another are set forth in their beer distributor agreements and in the provisions of applicable beer franchise laws. Understanding the legal parameters of the supplier-distributor relationship is crucial to the success of any beer distributorship. This seminar will focus on key provisions of beer distributor agreements and beer franchise laws. In addition, the seminar will survey recent litigation between suppliers and distributors as it bears on these topics. Finally, the seminar will discuss what to do if disputes with suppliers arise and will outline specific strategies for dealing with these situations.

**Tuesday, October 5, 2010
2:00-3:30 p.m.**

Has Your Company Game Plan Evolved Along with the Rest of the Industry?

William S. Anderson, Chairman & CEO, First Beverage Group; John O'Connor, Managing Director, First Beverage Financial; and Joth Ricci, Managing Director of Operations, First Beverage Capital

As flagship brands have recently stumbled, many family firms now realize that the days of significant organic growth may be behind us. Today's business owners must actively manage the controllable aspects of their operations, from ownership and capital structure to warehouse management. First Beverage Group will address the impact that the evolutionary changes in the historically family-owned beer wholesaling industry have had on operators and will recommend resources that wholesalers should consider employing to achieve their specific objectives.

Taking Organization Performance to the Next Level

Bob Brown, Sales Systems Development, Inc.

Placing greater focus on the "core" performers has proven to be one of the most effective methods to drive performance and productivity to higher levels. This seminar will outline practical ideas for developing the "core" performers who are the heart of a distributor's organization. Studies validate that the performance gap between "core" and "top" performers is increasing. Closing that gap represents a significant opportunity for distributors to improve productivity and efficiency. This seminar will discuss methods for "closing that gap" by explaining: the traditional methods companies have used to attack the performance gap; how to analyze the differences between "core" and "top" performers' results and work habits; the role of engagement in driving performance – the definitions and difference between "engaged" and "disengaged" employees; and the four primary reasons employees become "disengaged" from their job and company and the positive factors that drive true commitment.

The 90-minute Beer Geek (or What You Need to Hand Sell Craft Beers Through Flavors, Styles and Pairings)

Ray Daniels, Craft Beer Institute

In many places, flavor has replaced image as the key buying criteria so understanding beer flavor becomes a critical sales skill. In this session, brewing author, marketer and educator Ray Daniels explores knowledge that can aid your sales effort from off-flavors to the profiles of today's hot styles. We'll also taste beers displaying common flavor faults and talk about how they can be avoided to increase sales. Then we'll wrap up with a look at beer and food pairing.

Help! Get ME Out of This MEETING...

Darryl Rosen, D Rose & Associates

Do your managers run effective meetings? Is there time for interaction? Is there an environment of approval where ideas are encouraged, rather than discouraged? This seminar will help beer distributor professionals run more effective meetings by sharing strategies to liven up interaction, draw out the timid, introduce more training and create a situation where beverage professionals are better off after the meeting (able to sell more beer and build better relationships) than before the meeting started.

The Beer Industry in Flux

Harry Schuhmacher, Beer Business Daily

Beer Business Daily publisher Harry Schuhmacher takes you through recent events in the beer industry and examines how these events may impact the future. The seminar will cover big supplier consolidation, distributor consolidation, craft beer growth, taking costs out of the system, retailer power, three-tier threats, demographic changes and more. Schuhmacher will attempt to extrapolate from past developments and recent events to predict the most probable scenarios for the future and suggest what distributors can do to guide those events.