Welcome to NBWA’s 77th Annual Convention! We hope you will enjoy this newsletter’s look at the activities of your association along with highlights from beer distributors across the country.

NBWA is excited to bring you a program packed with great speakers, 20 education seminars and a Product Demonstration Showcase featuring more than 130 exhibitors showcasing innovative products and services to help your business develop and grow.

Monday’s general session program will feature a panel of leaders from U.S. breweries large and small – including John Bryant of No-Li Brewhouse, Steven Crandall of Devils Backbone Brewing Company, Tom Long of MillerCoors and Tony Magee of Lagunitas Brewing Company.

And one of the most highly-decorated combat veterans of our time, former Navy SEAL Rob O’Neill, will share his unique insights on leadership, decision-making, operating in uncertain environments and how to become the “best of the best.”

On Tuesday, a panel of financial analysts and industry experts will discuss how Main Street businesses like independent beer distributors are fueling Wall Street. Also, one of America’s most well-known political couples, Mary Matalin and James Carville, will share an enlightening and entertaining look at today’s most important political issues and provide a forecast for the November elections.

We hope you take full advantage of all this convention has to offer. Be sure to stay connected and engaged by downloading NBWA’s convention app, tuning in to NBWA-TV and joining the conversation on Twitter using #NBWANOLA.

Thanks for all you do for this great industry!

Greg LaMantia
NBWA Chairman
Craig Purser
NBWA President & CEO

#NBWANOLA
Message from NBWA’s Incoming Chairman of the Board

Eric Best
General Manager/Partner
Bob Hall LLC
Upper Marlboro, MD

I have been attending NBWA’s Annual Convention for many years. Each year we find reason to celebrate, as we will do again this year. However, the more engaged I have become, the more attuned I am to the increasingly significant issues we have to discuss when we gather at these meetings. Each year, there are new challenges, in new forms, coming from new groups.

State associations are on the frontlines of many of these challenges. That’s exactly why NBWA has been growing its relationships and expanding communications with state association executives and you, our association members. As NBWA vice chairman over the past year, I’ve had the great pleasure of working closely with John Williams, chairman of the Wholesale Beer Association Executives, and other state executives. They are talented, work tirelessly and are highly effective on behalf of beer distributors.

NBWA also is fortunate to have a dedicated Board of Directors that gives countless hours and devotes endless energy to the association in order to preserve America’s highly effective system of independent beer distribution. When I served as the chairman of the NBWA Industry Affairs Committee a couple of years ago, I got to know quite a few Board members as we worked on a project to identify and simplify how we communicate what value beer distributors deliver. The group focused on three critical value contributions: regulatory, economic and commercial value. From those three fundamental values, the group generated what today is known as the value statement brochure. You can find it on NBWA’s website or stop by the NBWA membership booth during the convention to get a copy. I hope you will find it as useful as I have when talking to elected leaders or others about the benefits of the independent beer distribution system.

We will be celebrating the economic, commercial and regulatory value of distributors during this convention and throughout the coming year. As a united industry, we’ll work to promote the value of distributors and to preserve today’s effective system of alcohol distribution.

Download the NBWA Convention App!

- Connect with fellow attendees
- View session and speaker information
- Personalize your schedule of seminars and events
- View the Product Demonstration Showcase map
- Check out a full list of exhibitors

Enter http://m.core-apps.com/nbwa2014 in your mobile browser to download, or search “NBWA” in your phone’s app store.

Or, just scan the QR code in the image to the right!
NBWA Honors 2014 Life Service Award Recipients

The NBWA Life Service Award is given to beer distributors who have dedicated a lifetime of service to the industry, community and fellow distributors. This year, NBWA honors two distinguished industry servants.

This honor is awarded posthumously to Mike Hopkins, Sr., a long-time beer man and legendary state association executive and beer distributor who passed away this July.

Hopkins’ early days were spent in Galveston, Texas, before earning a degree from Texas A&M University and serving his country as a United States Marine. He used his experiences of being the personal driver for General O.R. Simpson and a bar operator to achieve future goals.

Hopkins and his wife Nina moved to Austin in the mid-1970s to take over as the executive director of the Wholesale Beer Distributors of Texas. This position allowed them to flourish both professionally and politically as they together built the legacy that is now known as the Texas three-tier system.

In 1989, after reaching the pinnacle of influence in Austin (and most would say Washington, D.C. as well), Hopkins and his family – now including daughter Holly and son Mike Jr. – moved to Brenham, Texas, to start Mike Hopkins Distributing Company Inc., which celebrated its 25th anniversary this year.

Among Hopkins’ many accolades and accomplishments are being named Washington County Man-of-the-Year in 2008 and being a founding member of the Texas Lyceum and Center for Coastal Conservation. His love of deep sea fishing led him to serve on the Board of Directors for the Coastal Conservation Association and the Houston Big Game Fishing Club.

Following his personal philosophy of “Pass-It-On,” Hopkins served on the Executive Committees for the Texas A&M Chancellor’s Council, Volunteer Services Council at the Brenham State Supported Living Center and the Make-A-Wish Foundation. Locally, if there was a club, he was a supporting member.

Those who knew Mike Hopkins, Sr. attest that he lived by never giving up and if you can’t outwork them, then you can certainly outwork them. Through his business relationships and involvement in the community, he inspired many to do the right thing for the right reason with integrity and character. He was a friend to all and a true industry lion who is dearly missed.

W. Allen Everette is a native of Olney, Illinois, who arrived in the beer distribution industry after first serving in the United States Air Force, working as an accountant and later a controller for a multi-location glass and construction contractor.

Everette began his time in the beer distribution industry in 1979, when he was hired as the chief financial officer of Orange & Blue Distributing in Champaign, Illinois. In 1987, he became the company’s president and equity owner.

Everette expanded his ownership in the beer distribution industry in 1996 by purchasing with partners two Miller Brewing Company branches in Oklahoma City and Tulsa, Oklahoma, where he became president and managing member. In 2000, he sold the Tulsa operation, and he purchased a Coors Brewing branch in Oklahoma City in 2001. He then combined the Miller Brewing and Coors Brewing operations to become president of Capital Distributing.

Everette sold his ownership of Orange & Blue Distributing in Champaign, and today remains active with Capital Distributing in Oklahoma City.

Both the Associated Beer Distributors of Illinois (ABDI) and NBWA have been the beneficiaries of Everette’s volunteer service. As part of ABDI, he served in nearly every position: secretary, treasurer (earning the Special Award for Outstanding Service as ABDI Treasurer), vice president, president and eventually chairman of the board. He served on the NBWA Board of Directors from 1997 – 2001. During Everette’s time on the NBWA Board, he made his mark as the Political Action Committee chairman – raising more than $1 million in political contributions – and served on the Management Committee.

In addition to Everette’s dedication to the beer distribution industry and professional successes, he has devoted countless hours to various charitable and social organizations in the Champaign community, including the Kiwanis Club, United Cerebral Palsy, Carle Hospital Foundation Board, Carle Foundation Circle of Friends, Lincolnshire Fields Country Club Board, American Legion, University of Illinois President’s Club, University of Illinois Chancellor’s Circle, University of Illinois Loyalty Circle and University of Illinois Alumni Association.

A true family man, Everette says his most outstanding achievements are 44 years of marriage to wife Trish and having three children – Matthew, Amanda and Samantha – and two grandchildren, Cole and Briggs.
NBWA Recognizes Winner of Share Your Story Contest Highlighting Beer Distribution Employees

Premium Beverage Employee Receives Trip to NBWA’s 77th Annual Convention

NBWA’s Second Annual Share Your Story Contest invited beer distribution employees who have never attended the NBWA Annual Convention to submit a video entry for a chance to win a trip to NBWA’s 77th Annual Convention in New Orleans. The contest was launched to highlight many of the 130,000 men and women who make up the beer distribution industry – from truck drivers to inventory specialists, graphic artists and sales representatives.

Distribution employees were asked to submit a video explaining the work they do, why they love working in the beer distribution industry and their company’s role in their community.

NBWA congratulates Rick McAmis of Premium Beverage Sales in Springfield, Missouri, who submitted the winning entry.

“The American beer distribution industry is strong because of the amazing people who work in it and the passion they have for the work they do in communities across the country,” NBWA Sr. Vice President, Communications and Public Affairs Rebecca Spicer said.

“Rick submitted a video where he spoke from the heart about his passion for the beer industry, his professional development at Premium Beverage Sales and his respect for the company’s role in his community,” Spicer said. “His video testimonial exemplifies why we are all proud to be a part of this great industry.”

Rick McAmis comes from a family with a history of working in the beer distribution industry, as his father also worked at Premium Beverage Sales. McAmis began working for Premium as a delivery man when he turned 21 and now, 27 years later, he is still with the company as the area district manager.

McAmis said, “The camaraderie you develop with fellow employees is unmatched by any other industry. The beer business is fun. When you get off work, you go have a beer with fellow employees and no matter how the conversation starts, it always ends talking about the beer business.”

Describing a major reason he loves working in the beer industry, McAmis added, “Everything my family has and everything I have ever had since I was born has been provided as a direct result of the beer industry.”

Visit NBWA’s YouTube channel at www.youtube.com/NBWABeer to view highlights from this year’s video entries.

NBWA Employee Spotlight: Showcase Your Employees!
Help NBWA showcase the quality jobs in the beer distribution industry and your standout employees!

Send a high-resolution photo along with the employee’s name, title, first job at the company and a manager’s quote about what makes this employee special to NBWA Communications Director Kathleen Joyce at kjoyce@nbwa.org.
Nearly 100 “next generation” beer distributors attended NBWA’s Second Annual Next Generation Success in Leadership Conference held August 4 – 5 in Chicago, Illinois. The NBWA Next Generation Group brings together future leaders in the beer distribution industry and helps members learn more about the beer business, get more involved with the association and network with other distributors from all areas of the country representing all brands.

“This conference is about fostering new relationships, developing your leadership skills and creating new personal strategy,” NBWA Next Generation Group Chairman Adam Vitale told the group.

Curt Steinhorst of the Center for Generational Kinetics spoke about ways business leaders can unlock the power of generations for their strategic advantage, noting that four generations are working together in the workplace: Matures, Baby Boomers, Generation X and Gen Y. Steinhorst said, “Common sense is not common, it’s generational,” and advised the group to learn from people both older and younger and to ask good questions.

Beth Bratkovic, author of Leadership & Rock and Roll, led a session on “conversational capacity,” the ability to remain balanced, open and focused on learning when dealing with difficult subjects and challenging circumstances. Bratkovic encouraged attendees “to not treat their views and opinions as truth, but rather treat them as hypotheses to be tested and improved.” Bratkovic also led a break-out session dedicated to succession planning and applying conversational capacity skills to those conversations. NBWA Secretary Paul Bertucci from F.E.B. Distributing and Adam Vitale from G & M Distributors Inc. participated by sharing their company stories and succession plan details.

David Belden, founder of ExecuVision International, addressed the extra layers of complexity in a family-owned business and the actions a young family member can take to emerge as a leader. Belden advised attendees, “In all human beings resides an innate desire to contribute to an organization at his or her highest level of ability. It is your responsibility as leaders to foster this desire.” Belden also led a breakout session on mentoring.

Andrew Keyt, executive director of the Loyola University Chicago Family Business Center, spoke about fostering entrepreneurship in the next generation. Keyt explained, “ Ownership unity and family cohesion are a family business’ greatest strategic advantage.” He advised, “To increase your chances of achieving your goals by 60 percent, share them with someone else.” Keyt also led a breakout session called “Stepping Into Leadership,” saying that “leaders tend to take responsibility not make excuses.”

NBWA President and CEO Craig Purser told the group, “Future leaders of this association are at this conference – future Board members and maybe even a future chairman. Your interest and your engagement are critical to ensuring that NBWA stays strong in years to come.”

The conference also featured presentations on the value of state-based alcohol regulation, advocacy and communications programs led by NBWA senior staff. And it wouldn’t be a Next Gen event without a little time to network with other next generation distributors over a cold beer!

For more information or to join the Next Generation Group please contact NBWA Coordinator, Member Programs and Meetings Maggie Graham at mgraham@nbwa.org.
Tune in to NBWA-TV!

NBWA’s own exclusive news team is back to cover all of the excitement at NBWA’s Convention! While in your room at the Hyatt Regency New Orleans, tune in to Channel 54 and watch NBWA-TV newscasts highlighting the work of the association as well as beer distributors’ economic, regulatory and commercial value. The newscasts also will be available through the NBWA convention mobile app and NBWA’s YouTube channel.

America’s independent beer distributors have great stories to tell, and our reporters have been interviewing, filming and documenting unique stories and important industry developments since last year’s Annual Convention and Trade Show in Las Vegas.

This year’s newscasts feature interviews with beer distributors from around the country, including Bounty Bev in Nashville, Tennessee. The NBWA-TV crew goes behind the scenes to show how the distributor is working with small independent breweries to build awareness for their brands and help them grow.

The NBWA-TV team also will show you highlights from the 2014 NBWA Legislative Conference in D.C., where beer distributors from around the country convened to advocate for state-based alcohol regulation and the independent three-tier system on Capitol Hill.

If you see NBWA-TV reporters scouting the convention or Product Demonstration Showcase, make sure to stop and share your convention experience. You just might be the next NBWA-TV star!

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If you already have RJ-4040s, relax. The AirPrint™ technology is easily added to those with a simple, free firmware upgrade from Brother™.

Apple® AirPrint™ technology makes it easier than ever before to print from iOS® tablets and smartphones like the iPad and iPhone.

The RuggedJet™ RJ-4040 with AirPrint™ technology just made it easier to quickly print receipts and labels up to 4” wide from those just about anywhere.

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The U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) released domestic production and domestic tax paid figures for the first six months of 2014 showing total U.S. malt beverage production growing 0.6 percent for a gain of more than 7.7 million case equivalents (560,000 barrels). The total production figure includes a healthy increase of export volumes of 17 percent and some inventory build at breweries of 1.3 percent or 1.2 million cases.

More important for beer sales is the domestic tax paid figure that represents domestic cases sold to distributors by U.S. breweries. Year-to-date, this figure is basically flat, showing only a small volume decrease of around -0.2 percent.

However, a strong six-month import gain has volumes increasing 4.9 percent for a gain of 9.6 million case equivalents (700,000 barrels). When we combine U.S. domestic tax paid and import volumes, the total industry sits firmly in positive territory with a 0.6 percent gain of about eight million cases for the first six months of 2014. With imports growing almost 5 percent in the first half, total imports share of market rose to 14.4 percent, compared to 13.8 percent for the same time frame in 2013.

A deeper look into the industry data shows some very interesting trends indicating how the industry has changed this year. Canned beer packages carried the industry in 2014, growing 3.1 percent by more than 23.1 million cases in just six months.

The growth in can share has come from both the import and domestic segments. For imported beers, data from the U.S. Department of Commerce show can volumes growing 18.5 percent YTD in June. Within imports, the can package now represents more than 20 percent of import volumes. Just 10 years ago the can business represented around 13 percent of total imports. For the domestic segment, the can business grew +3.1 percent based on data from the Can Manufacturers Institute.

For the first six months of 2014, the share for can packages has grown to 55 percent of the market. With six months of data on the books and six months to go, it is possible for the industry to end the year on a positive note. When continued innovation and new brands from across all segments combine with a rebounding economy, the industry has an opportunity to grow.

More good news for the industry was released when the U.S. Commerce Department reported that July imports of malt beverages rose by 16 percent for the month. This gain brings year-to-date volumes to more than 6 percent.

The gains were led by Mexico growing 23 percent and the Netherlands growing 20 percent. With another strong showing from Mexican imports, the country’s total share of imports now stands at more than 63 percent.

To receive additional information, please contact NBWA Chief Economist Lester Jones at ljones@nbwa.org.
Beer Distributors Host Record Number of Warehouse Visits

As members of Congress traveled their congressional districts this past year, NBWA beer distributor members from across the country invited their elected officials to participate in tours of their local beer distribution warehouses. To date, beer distributors have hosted more than 100 members of Congress this year for warehouse tours!

With this record number of visits, congressional members had more opportunities than ever before to learn about the important role that independent beer distributors play in the state-based regulatory system for alcohol. Additionally, the tours allowed for a greater appreciation by those in Congress for the numerous quality jobs that beer distributors provide, the variety of products distributors bring to market enabling greater consumer choice and the value of the independent beer distribution system. Some of these visits are highlighted below.

**Admiral Beverage Company** hosted **Senator Tom Udall (CO)** for his first tour of their warehouse in Albuquerque, New Mexico. Senator Udall met with a variety of local employees and concluded his tour with a question and answer session in the company’s conference room. Among the issues discussed were state alcohol regulations, the focus on craft beer and the distributor’s role in getting brands to market, as well as comprehensive tax reform.

**General Distributors Inc.** hosted **Rep. Kurt Schrader (OR)** in Oregon City, Oregon. The congressman toured the operation, which employs more than 120 people and distributes a wide variety of brands. He was briefed on the three-tier system, privatization and the craft beer movement.

**River City Distributing** hosted **Senator Minority Leader Mitch McConnell (KY)** in Louisville, Kentucky, for his first visit to the company’s facilities. Senator McConnell and his wife, former U.S. Labor Secretary Elaine Chao, discussed with more than 70 employees the principles of a state’s right to manage alcohol beverages within its borders. The Senate minority leader also gave an update on the issues facing Congress and what will be on tap after the 2014 mid-term elections.

**Rep. Pat Tiberi (OH)** visited **Matesich Distributing Company** in Newark, Ohio, and learned the history of the family-owned business that was founded in 1928. The tour was the perfect opportunity to showcase the facility, from the hub of activity in the front office to the landscape of the warehouse and the responsibilities of the various employees. Rep. Tiberi saw firsthand the workings of the three-tier system as forklift drivers were busy unloading trailers with product from the brewery and loading product onto delivery trailers, bound for retailers.

**Rep. Eddie Bernice Johnson (TX)** toured **Ben E. Keith Beverages** in Dallas, Texas. The visit allowed Rep. Johnson, who had visited the operation before, the opportunity to become reacquainted with the industry and discuss current legislative issues. Topics raised included the economic impact and community involvement of Ben E. Keith Beverages, issues related to the reauthorization of the transportation bill and the value of independent beer distributors. The congresswoman also reiterated her support for H.R. 498, the STOP Underage Drinking Reauthorization Act, which is necessary to coordinate federal efforts in the fight against underage drinking and to reaffirm the effective state-based regulation of alcohol.

**Rep. Robert Hurt (VA)** visited **Lawrence Distributing Company’s office and warehouse in Danville, Virginia.** Rep. Hurt congratulated the Lawrence family on the company’s 60th anniversary and also commended the company’s advocacy efforts and support for the three-tier beer distribution system. The Lawrence family has worked closely with Rep. Hurt throughout his political career. The congressman noted his appreciation for family-run businesses that provide quality jobs and contribute to their communities.
Building Relationships as Election Day Approaches

By: Laurie Knight
NBWA Executive Vice President, Government Affairs

As the November mid-term elections quickly approach, it is critically important that we work together to maintain the unified voice of beer distributors in today’s dynamic political atmosphere. With every U.S. House seat and 36 Senate seats on the ballot in 2014, it is crucial that you have relationships with members and candidates who understand your business concerns as Congress will be tackling tax reform, transportation reauthorization and much more.

NBWA’s work to advance and protect the interests of beer distributors and the primary authority of states to regulate alcohol cannot be accomplished alone. We depend on each of you to maintain the relationships with legislators that facilitate our efforts on Capitol Hill. You are your own best advocates when it comes to communicating with your member of Congress and telling him or her about the quality jobs you provide in the district and the value that your businesses bring to your local communities.

As Election Day approaches, get involved and build relationships now so that you can make the best decision for your families and businesses when it is time to vote.

Here are three ways to be an effective advocate while members of Congress are home campaigning for reelection:

1. Schedule meetings with your members of Congress or their staff.

   To do so, call their district offices. Do not be discouraged if your meeting is with a staff member. Treat your meeting with staff just as you would a meeting with the member.

   Feel free to contact NBWA staff for issue sheets to review and reference in your meeting. You can also download the NBWA advocacy app to access talking points, economic data showing beer distributors’ contributions by state as well as educational videos.

   To download the app, search “NBWA advocacy” in the App Store or Play Store on your mobile device. You also can visit www.Bit.ly/nbwa-advocacy-ios or www.Bit.ly/nbwa-advocacy-droid using your mobile browser to be directed to the proper download.

2. Attend a town hall meeting.

   To find out when and where these meetings are being held, check your members’ websites, Facebook and/or Twitter accounts, local newspapers or call their offices. Some town hall meetings are held telephonically or online. Don’t be afraid to ask questions on the phone or in person.

3. Host a warehouse tour.

   Warehouse tours remain a great way to maintain your relationships with members of Congress. More than 100 members of Congress have visited beer distribution warehouses this year! This is a record number of tours and reflects your hard work and dedication to ensuring that elected leaders know about the quality jobs you offer; the choice and variety you bring to market; and the regulatory value you provide to your community. Additionally, consider hosting a tour for political candidates that could potentially become new members of Congress. It is essential that you educate freshman members on the importance of state-based alcohol regulation and the value of the three-tier system.

   As always, remember to do your homework. Before a meeting or a tour, make sure to research the legislator’s background. It is important to consider committee assignments, key votes and recent media coverage. When you are knowledgeable, it shows.

   Make sure to continue the engagement. After you connect with your senators and representatives, keep the lines of communication open. Call or write to thank them for their time. Additionally, social media outlets, such as Facebook or Twitter, have become very popular communication resources with many in Congress.

   Remember, you are your own best advocate. Keep NBWA’s grassroots strong by staying active in the entire political process, and be sure to vote in November!
With craft beer’s tremendous growth and independent beer distributors’ excitement for building and growing craft brands, it is no surprise that once again there was a record number of nominees for the Craft Beer Distributor of the Year Award.

Consumers continue to demonstrate their passion for craft beer and appreciation of the wide variety of flavors beer has to offer. America’s more than 3,300 beer distributors take great pride in serving as the vehicle to market for these brands and working with craft brewers to provide choice and variety to the consumer.

The Eighth Annual Craft Beer Distributor of the Year Award will be presented jointly by NBWA and the Brewers Association (BA) on October 4, 2014, at the Great American Beer Festival® hosted by the BA in Denver, Colorado. In addition to the Craft Beer Distributor of the Year Award, a Craft Beer Achievement Award (first runner-up) and Craft Beer Distributor Recognition Award (second runner-up) will be presented.

Congratulations to the following companies who were nominated by fellow distributors and brewer partners for going above and beyond in their efforts to market, sell and promote craft beer:

- 7G Distributing, LLC – Cedar Rapids, IA
- Ace Distributing – York, PA
- AlaBev – Birmingham, AL
- American Eagle Distributing Co. – Loveland, CO
- Andrews Distributing Company, LLC – Dallas, TX
- Arkansas Craft Distributors, LLC – Little Rock, AR
- Ben E. Keith Beverages – Dallas, TX
- Brown Distributing Company, Ltd. – Austin, TX
- Brown Distributing Co. of West Palm Beach – West Palm Beach, FL
- Central States Beverage Company – Kansas City, MO
- Columbia Distributing, Kent – Kent, WA
- DeCrescente Distributing Co. – Mechanicville, NY
- Eastown Distributors Co. – Highland Park, MI
- Elite Brands of Colorado, Inc. – Denver, CO
- Florida Distributing Company – Orlando, FL
- Gretz Beer Company – Norristown, PA
- Gulf Distributing Company of Mobile, L.L.C. – Mobile, AL
- Hayden Beverage Company – Boise, ID
- High Country Beverage Corp. – Loveland, CO
- J.J. Taylor Distributing Company of MN – Minneapolis, MN
- J.J. Taylor Distributing Florida, Inc. – Tampa, FL
- John P. O’Sullivan Distributing Inc. – Flint, MI
- Kohler Distributing Co. – Hawthorne, NJ
- Lee Beverage of Wisconsin, LLC – Oshkosh, WI
- Lee Distributors, LLC – Charleston, SC
- Maletis Beverage – Portland, OR
- Mims Distributing Company, Inc. – Raleigh, NC
- Muller, Inc. – Philadelphia, PA
- Mussetter Distributing Inc. – Auburn, CA
- Oak Beverages Inc. – Blauvelt, NY
- The Odom Corporation – Bellevue, WA
- Origlio Beverage – Philadelphia, PA
- Peerless Beverage Co. – Union, NJ
- Powers Distributing Co., Inc. – Orion, MI
- Premium Distributors of Washington, D.C., LLC – Washington, D.C.
- S.R. Perrott, Inc. – Ormond Beach, FL
- Shore Point Distributing Co., Inc. – Freehold, NJ
- Town & Country Distributors Inc. – Itasca, IL
- Tri-County Beverage Co. – Warren, MI
- Windy City Distributing, LLC – Aurora, IL

Join NBWA at the Great American Beer Festival!

Are you or any members of your team planning on attending the Great American Beer Festival® in Denver? If so, come grab a bite and have a beer with NBWA leaders and staff prior to heading inside for the festival.

Friday, October 3, 2014
4:00 – 5:30 p.m.
Hyatt Regency - Altitude Restaurant
650 15th Street
Denver, CO 80202
(across from the Convention Center)

Please let NBWA know how many individuals from your company will be able to join us by writing to rsvp@nbwa.org.
NBWA Engages With Beer Bloggers at 2014 Conference

Best Beer Writing Contest Winner Attends NBWA Annual Convention

The National Beer Wholesalers Association (NBWA) was proud to once again be a sponsor for the 2014 Beer Bloggers Conference which took place August 22 – 24 in San Diego, California. The fifth annual conference was an opportunity for beer bloggers, beer writers, industry bloggers and other beer and social media professionals to gather from across the country to meet, learn, taste and share.

NBWA Communications Director Kathleen Joyce attended the conference to interact with the more than 100 bloggers in attendance and learn more about how beer industry issues are being discussed online using social media.

“The Beer Bloggers Conference is a great opportunity for those who write about various aspects of the beer industry to meet face-to-face with industry members and other beer lovers with whom they regularly communicate online,” said Joyce.

At the conference, Joyce shared with attendees the top five reasons beer enthusiasts should consider getting to know the beer distributors in their hometown. She also recognized David Bardallis of Ann Arbor, Michigan, as the winner of the 2014 Best Beer Writing Contest. NBWA launched the contest as part of its Beer Bloggers Conference sponsorship and tasked bloggers from around the country with writing about the topic: America’s Beer Renaissance: Consumer Choice and Variety in the U.S. Beer Market. As his grand prize, Bardallis received a trip for two to attend NBWA’s 77th Annual Convention in New Orleans, offering the opportunity to interact with beer distributors from across the country and other members of the beer industry.

Beer distribution company Reyes Beverage Group also sponsored the conference and hosted a welcome lunch for attendees, including a beer tasting of products from some of their brewery partners. Rich Pagan, on premise division manager for Crest Beverage LLC, a joint venture between the Sourapas family and Reyes, spoke to attendees about the work the company does in the San Diego area to grow the brands of their brewery partners. He explained that the success of a brewery and its brands relies on a coalition of players – the brewer who hand crafts it, the distributor who helps sell, merchandise and deliver it, the retailer who also sells, presents and serves it and the beer lovers, blog writers and media who enjoy the products and share the story.
Cheers to Beer Distributors Celebrating Business Anniversaries!

**Kramer Beverage**, located in Hamilton, New Jersey, is a fourth-generation beer distributor that was founded in 1924 by Benjamin Kramer. The company began as a soft-drink bottler and distributor but added beer to the portfolio in 1934 after the end of Prohibition. Kramer was awarded the Coors franchise in 1986 when the brewery entered New Jersey. Today, Coors remains the company’s largest supplier, but Kramer also distributes numerous other brands including Corona, Yuengling, Guinness, Boston Beers and many craft beers. Kramer Beverage currently employs 140 people and uses new technologies like tablet computers to manage its business efficiently.

**Brewery Products Co.** in York, Pennsylvania, was purchased by Warren “Barney” Thomas in 1965. After Warren Thomas’ passing, his son-in-law, John Keesee, took over running the business. Brewery Products Co. has grown to employ approximately 70 people, service more than 500 retail accounts and represent brands such as North American Breweries, Crown, Anheuser-Busch and many others. Brewery Products Co. is involved in various community programs and was recognized as “Small Business of the Year” by the York Chamber of Commerce.

**Maine Distributors** in Bangor, Maine, was purchased in 1964 by Robert Flynn Sr. Since the company’s inception, Maine Distributors has expanded over the years and merged with Solman Distributors in 2000. Maine Distributors’ growing portfolio has been the driving force for its expansion over the years. In an effort to “remain true to their roots,” Maine Distributors distributes as many local beers as possible, such as brews from Black Bear Brewery. The company currently employs more than 100 people and serves more than 1,000 retail locations across the state of Maine.

**Mims Distributing** is a family-owned beer distributor servicing nine counties in the Triangle area of Central North Carolina. Established in 1964 in Raleigh, North Carolina, Mims Distributing employs “expert brew sellers” who are also beer lovers. The company produces the podcast “Tales from the Cask,” providing beer industry news and featuring interviews with leaders from top craft breweries. The company recently celebrated its 50-year milestone by inviting retailers, employees and their families to a company barbecue.

**Golden Beverage** of Ogden, Utah, was purchased by Terry White and Doug Strain in 1994. Golden Beverage distributes brands such as Coors, Miller, Pabst, Shiner Bock and various craft beers. Over the years, the company has expanded its distribution footprint and now serves all of Utah’s Wasatch Front with various beverage products in addition to its primary Northern Utah beer territory. Golden Beverage currently employs 75 people and services approximately 800 retail accounts. The company has won the Miller High Life Achievement Award multiple times and has been recognized for excellence by other suppliers and local organizations over the years.
Center for Alcohol Policy Hosts Seventh Annual Alcohol Law and Policy Conference

The Center for Alcohol Policy hosted a record number of state alcohol regulators, public health advocates, members of the alcohol beverage industry, professors, attorneys and others interested in alcohol policy issues during the Seventh Annual Alcohol Law and Policy Conference September 3 – 5 in Chicago, Illinois.

Mississippi Attorney General and National Association of Attorneys General President Jim Hood delivered a keynote address on the role state attorneys general play in defending state regulations, including alcohol policies, and efforts to prevent underage drinking. General Hood also discussed his interest in fighting counterfeiting in all forms, from intellectual property theft to black market production. He applauded the Center for highlighting the American success story on alcohol regulation in fighting alcohol counterfeiting.

Former Chief Counsel for the Alcohol and Tobacco Tax and Trade Bureau Robert Tobiassen moderated a panel on counterfeit alcohol, which contrasted problems in other countries with its rare occurrence in the United States. He unveiled to conference attendees a new report on the topic, “The ‘Fake Alcohol’ Situation in the United States: The Impact of Culture, Market Economics, and the Current Regulatory Systems.”

Tobiassen outlined the reasons for the few incidents of fake alcohol products in the United States identified in the study. They include “a strong cultural respect for the rule of law and lack of corruption in governance,” along with “strong regulatory systems that police the production, importation, distribution and retail sales of alcohol beverages through independent parties” and the country’s “competitive marketplace that provides alcohol beverages at all price points including inexpensive yet safe (in a quality control context) alcohol beverages thereby negating the demand for fake alcohol (except for moonshine).”

During the conference, the Center announced Oklahoma Alcohol Beverage Laws Enforcement (ABLE) Commission Director A. Keith Burt as the recipient of the Second Annual Leadership in Alcohol Regulation Award, which recognizes the work of alcohol regulators who oversee the alcohol industry and promote public safety.

Center Advisory Council member and former Arizona alcohol regulator Jerry Oliver, who presented the award, said, “Keith Burt’s tireless energy, creativity and dedication to community outreach makes him stand out from the pack. He is possibly the longest serving state alcohol regulator in the country, having started at the ABLE Commission as an accountant in 1980, yet he humbly works every day to advance the interest of Oklahomans.”

Oliver added, “Keith Burt has risen through the ranks to become director and always celebrates the work of the staff at the ABLE Commission. He has been a driving force in the 2Much2Lose efforts to prevent underage sales in Oklahoma. One of his greatest initiatives is weekly visits by ABLE agents to grade schools, high schools and college campuses in an effort to be proactive and enlighten our youth on the life-changing consequences of alcohol abuse.”

Other topics discussed during the conference included state alcohol laws that govern supplier-distributor relationships; the First Amendment and alcohol regulation; raising alcohol licensees’ compliance with laws prohibiting sales to minors; legal developments in alcohol retailing; the budget challenges state alcohol regulators face and the challenges of regulating a growing, diverse industry; post-Prohibition alcohol regulation and the Oglala Sioux’s current task in setting up an alcohol control system after a vote to overturn a century-old ban on alcohol; and the relevance of alcohol regulation in the ongoing debate surrounding marijuana legalization.
Take Advantage of Valuable NBWA Member Services!

Check out NBWA’s member programs, along with information on existing services and products that can help grow your distribution business, compare your company’s productivity to others in the industry or save money on energy:

**Compensation and Benefits Study**

This study allows NBWA members to easily compare their compensation levels and benefits policies with similar distributors. The study, published every other year, is currently available for purchase. Order your 2014 copy today!

**Distributor Productivity Report**

NBWA offers members the Distributor Productivity Report, an industry-wide research effort designed to serve as an actionable tool for firms to evaluate their company’s operating results in order to pinpoint strengths, weaknesses and improvement opportunities. The report was last published in 2013 and is currently available for purchase.

**Insurance Programs**

BevCap Management LLC offers property and casualty insurance with key coverage enhancements designed specifically for NBWA distributor members, including limited product recall coverage, employment practices liability insurance, liquor liability and hired auto physical damage. Limited benefit medical plans are also available. In addition, NBWA members have access to BevCap Health, an opportunity for employers to aggregate, share best practices, mitigate risk and reduce the long-term cost of health care benefits through a self-funded health plan with group risk sharing.

NBWA partner Ameritas Group offers flexible dental and vision plans to distributor members. With Ameritas-designed plans, distributor members receive a cost savings of up to 15 percent off stand-alone rates and benefits similar to those of a larger organization.

**Hiring Solutions**

NBWA partner Global HR Research is a leader in integrated hiring, pre-employment screening and substance abuse testing technology, in addition to mitigating overall risk. Global HR Research offers NBWA members with discounted pricing to help distributors hire the best employees, while adhering to the highest security standards in the industry maintained through the most advanced, secure technology practices available. Global HR Research also offers complimentary webinars highlighting all aspects of hiring solutions for NBWA members.

**Energy Buyers Program**

The Affiliated Power Purchasers International (APPI) Saving Solutions Program continues to assist beer distributors with identifying and implementing business options that reduce energy and utility costs. To learn more, please contact APPI at (800) 520-6685 or info@appienergy.com.

**Who’s Who in Beer Distributing**

NBWA publishes its official membership directory annually, providing the industry with comprehensive information about distributorships across the United States, NBWA associate members, state associations and more. The directory lists more than 3,000 beer distributors and suppliers to the industry.

**Go-to-Guide for Beer Distributors**

Looking for products and services to meet your business needs? NBWA helps beer distributors cut through the clutter of traditional search engine results with the Go-to-Guide for Beer Distributors. This online buyer’s guide offers an efficient resource for beer distributors with a user-friendly format and targeted searches using either a keyword or a directory search by product category.

To learn more about NBWA membership services and programs, or to order any of the above studies or reports, please contact NBWA Coordinator, Member Programs and Meetings Maggie Graham at mgraham@nbwa.org.
Big Easy Beer Spots

While you’re in New Orleans for NBWA’s Annual Convention, check out a few of New Orleans’ best spots for beer lovers!

Here are just a few:

The Avenue Pub

Named one of the “Top 100 Beer Bars in America” by Draft Magazine, The Avenue Pub is the place to go for American craft beer. It offers craft brews on 40+ taps (31 rotating) and in more than 100 different bottles. The Avenue Pub features regional brews from Abita, NOLA Brewing, Bayou Teche, Heiner Brau, Covington, Lazy Magnolia, as well as national brews from Rogue, Stone and Harpoon among others. While the original building date is unknown, its architecture and construction place it somewhere around 1845, and many of the original features have been retained – including the tin ceiling in the main bar and classic fireplaces on the second floor. Located in the historic Lower Garden District, The Avenue Pub is a short streetcar ride from the Central Business District and the French Quarter (1732 St. Charles Ave., 504-586-9243).

Crescent City Brewhouse

The Crescent City Brewhouse is located in a historic French Quarter building, included in the earliest known city plan signed in 1722 and rebuilt after the great fire of 1794. In 1991, the Crescent City Brewhouse opened on the site, bringing New Orleans and Louisiana its first brewpub. Today, live jazz is performed nightly by local musicians and the 17-barrel brewery turns out small batches of its four signature beers (527 Decatur Street, 504-522-0571).

Cooter Brown’s Tavern & Oyster Bar

Since 1977, Cooter Brown’s has been a popular watering hole, grill and oyster bar located in the historic Riverbend section of Uptown New Orleans. In addition to raw oysters, boiled crawfish (weekends), boiled shrimp and poor boys, Cooter Brown’s serves more than 400 brands of domestic and imported bottled beers. An astounding variety of international brews range from Slovakian Golden Pheasant to Brazilian Xinghu and Canada’s Elephant Red. Forty different beers are on tap at the front bar and 20 beers are on tap at the back bar, which is open during the weekend for games (509 S. Carrollton Ave., 504-866-9104).

The Bulldog

Located in the heart of the Garden District in beautiful Uptown New Orleans, The Bulldog has become a city favorite for great beer and great grub. With 50 beers on tap and 100 more in bottles, there is a large variety of styles to satisfy all types of beer enthusiasts. The Bulldog takes its commitment to beer quality seriously – their draught beer never touches air until it reaches your glass and they use a detergent specifically designed to clean pint glasses. (3236 Magazine St., 504-891-1516).

d.b.a.

Established in 2000, d.b.a. is a live music club located in the historic Faubourg Marigny that features local and regional acts nightly. It has become known as one of the best places in the city to catch a live show. While the draught selection may not be as vast as other beer-centric bars, d.b.a. has earned a reputation for offering a solid selection of 20 beers on tap (618 Frenchmen St., 504-942-3731).
America’s beer distributors are returning to Washington, D.C. Mark your calendars for the Legislative Conference, April 26-29, 2015.

SAVE THE DATE!

NBWA is excited to host its 78th Annual Convention and Trade Show in Las Vegas, Nevada. Join us October 11-14, 2015!