Message from the Chairman and the President: Welcome to Washington, D.C.

Thank you for taking the time to be here in Washington, D.C., for the 2016 NBWA Legislative Conference.

With elections coming up in the fall, this year’s Legislative Conference is a prime opportunity to strengthen existing relationships and continue educating members of Congress about the commercial, economic and regulatory value that beer distributors deliver to communities around the country.

You are the best voice to educate your state’s elected leaders about the valuable role that independent beer distributors play in the three-tier system of alcohol distribution and state-based alcohol regulation.

And the education doesn’t have to end when you leave the nation’s capital and head home. Be sure to invite your elected representatives to tour your warehouse so they can see firsthand what distributors do and meet some of the more than 130,000 employees of the American beer distribution industry who live and work in their home districts.

While we are gathered in Washington, we will discuss a number of policy issues that impact beer distributors, including ensuring the independence of America’s beer distributors; funding for the Alcohol and Tobacco Tax and Trade Bureau; federal tax issues; and reauthorization of the STOP Underage Drinking Act.

This year’s conference schedule is packed with a great lineup of speakers and events, including the return of Cheers: A Celebration of Beer & Food, taking place Tuesday evening at the Great Hall of the Library of Congress. Enjoy delicious beer and food pairings and post your favorites using the hashtag #NBWACheers.

Thank you for taking the time to join us as we advocate for the independent beer distribution industry on Capitol Hill. We appreciate all that you do for this great industry!

Travis Markstein
NBWA Chairman of the Board

Craig Purser
NBWA President & CEO
Turn on your television, pick up a newspaper or just check the newsfeed on your phone – you can’t overlook that America is preparing for elections this year. What may be hard to believe is that Election Day is still seven months away.

Although the unprecedented presidential campaigns are monopolizing conversations and headlines right now, it’s important to remember that all 435 members of the U.S. House of Representatives and 34 Senate seats – which could determine which party controls the Senate for the next two years – also will be on ballots in November.

While the national spotlight is focused on the five remaining presidential candidates, we must give congressional races – and the impact they will have on our country and the beer distribution industry – significant consideration.

It may be easy to believe news reports that “nothing is happening” in the nation’s capital these days. Yet, contrary to popular belief, Congress has delivered some significant developments. The passage of the longest surface transportation spending bill since 1998. Completion of a $200 billion Medicare reform package. Extension of trade promotion authority. And passage of landmark education legislation, to name a few.

Additionally, it’s important to think about what is coming down the pike for Congress. Initial work is already underway to build the foundation for comprehensive tax reform. The Senate Finance Committee has the responsibility of drafting legislation that will reform the tax code, which could significantly affect the American economy and businesses across the country. Eleven of the 26 senators currently serving on the Finance Committee are facing re-election, and that could impact which senators will be serving on that committee next term.

To broaden that, let’s examine the current landscape in the Senate: 54 Republicans, 44 Democrats and two Independents (who caucus with the Democrats). Of the 34 Senate seats up for re-election, 24 are Republicans and 10 are Democrats. If you boil down the numbers, Democrats need to pick up five seats to change party control of the upper chamber.

All this is to say that there isn’t a single political operative or pundit who can predict what will happen on November 8. But we can work together to ensure that NBWA and America’s beer distributors are well-positioned regardless of the next resident at 1600 Pennsylvania Avenue or which party controls Congress.

This is exactly why it’s so important that you are here in Washington for NBWA’s Legislative Conference to build strong relationships with elected leaders and educate them on the value that independent beer distributors deliver in their home districts. No one tells your story better than you.

While you are meeting with members of Congress on Capitol Hill, be sure to invite them to visit your operation. Let them meet the men and women in your businesses, hear about the great jobs you offer and see all of the brands that you help get to market. Congress will be in recess in August and will likely adjourn in early October due to elections, so they will be spending time in their home districts.

Please let NBWA know if you would like assistance scheduling a congressional warehouse tour. Thank you for all you do to engage with your elected representatives and to advocate on behalf of this great industry.

Rep. Pete Sessions (TX) at Ben E. Keith Co. Sen. Joe Donnelly (IN) at Indiana Beverage
Delivering the Message Through Media Events

By: Rebecca Spicer
NBWA Senior Vice President, Communications and Public Affairs

Beer distributors take pride in building solid relationships with industry partners, such as brewers and retailers. Beer distributors also establish meaningful relationships with elected leaders, including members of Congress. After all, that’s why hundreds of distributors travel to the nation’s capital every spring. And now, beer distributors are developing relationships with members of the media as well.

The good news is that reporters love beer! They enjoy trying new brands and learning how new labels get to the shelves of their favorite restaurant or to the taps of their neighborhood bar. And we are happy to explain how independent beer distributors help build brands and deliver choice to consumers across the country.

On the eve of the New Hampshire primary, NBWA teamed up with CNN to co-host a “News and Brews” reception in Manchester, New Hampshire. A couple hundred journalists and political operatives – as well as several New Hampshire brewers and beer distributors – attended the event, which highlighted the wide variety of brands and styles that beer distributors deliver to retailers and consumers. CNN also aired Erin Burnett’s Out Front and CNN Tonight with Don Lemon live just steps away from the reception.

Ahead of Mardi Gras, NBWA hosted a beer pairing dinner for a mix of local and national reporters to showcase the vast selection of beers available to consumers and how those labels can be part of a gourmet dinner. The dinner was hosted in Washington, D.C., at a restaurant that serves Louisiana-style fare, and each course was paired with different beer from breweries across the country. Food Network Star finalist Jay Ducote emceed the event, which garnered coverage by Roll Call, a Capitol Hill newspaper.

In March, NBWA helped the National Press Club welcome Washington Post journalist Jason Rezaian home after spending 545 days in an Iranian prison. NBWA sponsored the beer for the gathering, which showed support for Rezaian and also called attention to the challenges faced by jailed journalists across the world. Journalists including CNN’s Jim Sciutto and Wolf Blitzer and the Washington Post’s Bob Woodward were part of the program honoring Rezaian.

If you’d like assistance planning a beer event with media, please contact NBWA’s communications and public affairs team. We’re happy to help!
The beer industry continues to transform every day. And, when we look back on 2015 and analyze some of these changes, we quickly see more change is on its way in 2016.

According to data from the Alcohol and Tobacco Tax and Trade Bureau (TTB), there are more than 48,000 permitted alcohol beverage operations in the U.S. That number includes more than 20,000 permitted alcohol wholesalers; 6,100 permitted breweries; 10,300 permitted wineries; 1,900 liquor producers; and 10,000 alcohol importers. In addition, the Nielsen Company’s TDLinx Market Segmentation reports there are almost 628,000 retailers across the country that sell alcohol beverages.

These businesses serve more than 150 million adults that “find an occasion” to consume alcohol beverages, according to the most recent Gallup polls. That is an impressive number of market players in an increasing complex marketplace.

With so much activity across the entire industry, it’s no surprise that our industry volumes were up only slightly in 2015. Preliminary data from the Department of Commerce and TTB suggest that total case volume, including all domestic and imported malt beverages and ciders, was barely positive on a year over year basis, adding about 3 million cases or 0.1 percent – now that is cutting it close!

In fact, the industry looks very much like a zero sum game when it comes to the fight for share of stomach. The data in the table below show that the growth in domestic small brewer volumes and beer imports only slightly compensated for the significant decline in domestic large brewer volumes. Meanwhile, the cider business slowed dramatically in 2015, growing only 10 percent after posting a 50 percent increase in 2014. The growth in 2015 came all from imports, while domestic cider remained flat.

### Population and Per Capita

While the industry only managed a slight gain in volumes, the U.S. population continues to expand and grow older. Over the past 10 years, the U.S. total population has grown at a 0.7 percent annual average rate, while the legal drinking age population has grown at a 1.0 percent annual average rate. The basic math works out that the share of legal drinking age population relative to the total population has increased from 71 percent in 2006 to more than 73 percent in 2015. Moreover, more than 80 percent of the millennial population cohort is now 21 years and older. With total volumes relatively constant over time and a growing population, per capita consumption has fallen from 30.4 gallons per person in 2006 to 27.5 in 2015.

<table>
<thead>
<tr>
<th>Segment</th>
<th>CY 2014</th>
<th>CY 2015</th>
<th>Percent Change</th>
<th>Percent Change</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Large Brewers</td>
<td>2,167.6</td>
<td>2,090.3</td>
<td>(-3.2)</td>
<td>-7.2%</td>
<td>72.7%</td>
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<tr>
<td>Domestic Small Brewers</td>
<td>284.8</td>
<td>327.5</td>
<td>15.0%</td>
<td>11.4%</td>
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</tr>
<tr>
<td>Import Beer</td>
<td>405.6</td>
<td>430.8</td>
<td>6.2%</td>
<td>15.0%</td>
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</tr>
<tr>
<td>Domestic Cider</td>
<td>24.0</td>
<td>23.9</td>
<td>-0.1%</td>
<td>0.8%</td>
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<tr>
<td>Import Cider</td>
<td>1.8</td>
<td>4.4</td>
<td>160.1%</td>
<td>0.2%</td>
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</tr>
<tr>
<td>Total Beer and Cider</td>
<td>2,873.7</td>
<td>2,878.7</td>
<td>0.10%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>
U.S. Employment

It is a brave new world for the beer industry with so many new brewers and brands, but it also is a brave new world for consumers. Since the end of the recession, according to data from the Bureau of Labor Statistics, the economy has added more than 13 million jobs and we now are well above the 2008 pre-recession peak in employment. Job gains have been steady, and the country now has more than 143 million people working. However, the composition of the labor market is fundamentally different today, with service sector employment accounting for more than 80 percent of the job gains since 2009 and almost nine out of every 10 jobs in the U.S economy now in the service sector. Real gains in employee wages have only recently begun to appear, and household balance sheets are slowly recovering. In addition, labor force participation has continued to decline among key demographics. The rise of the “gig” economy through online platforms such as Uber, Task Rabbit and Airbnb is beginning to show small but measurable impacts in both temporary and part-time employment figures.

Fragmentation

Fragmentation and the “Long Tail” in the industry has dramatically increased the economic role that beer distributors play in the alcohol beverage marketplace and in the economy as a whole. The economic efficiency, logistical expertise and local marketplace knowledge of an independent distributor ensures that retailers and consumers continue to experience the widest choice and value possible in their beer aisle. Recently released data from the 2015 Distributor Productivity Report demonstrate that, since 2006, the average number of SKUs carried by distributors has increased five-fold, while the average inventory turns has fallen from 17 times per year to 13 times per year. Managing a broader array of products and significantly more retail accounts in a growing economy makes beer distributors’ work more complex and challenging.

The beer industry has faced many challenges and changes over the decades. The five and a half years of economic recovery following the Great Recession has transformed the industry, changed the brands that distributors carry and introduced a new consumer unlike previous generations.

Participate in the NBWA Beer Purchasers’ Index!

The NBWA Beer Purchasers’ Index (BPI) is a regular monthly statistical release giving distributors a timely and reliable indicator of industry beer purchasing activity. Similar to the widely recognized Purchasing Managers’ Index, the BPI is a net rising index giving NBWA members a forward-looking view of industry trends.

Sign up to participate and receive the first and only advance notice of expectations for increasing or decreasing sales by segment! Visit www.nbwa.org/bpi or email bpi@nbwa.org to register your company to participate and receive monthly results.
New Webinars on Tap for NBWA Members

In 2015, NBWA launched the first in a series of educational webinars to meet distributor member needs. Through these webinars, distributor employees can participate in informative sessions and ask questions of subject matter experts—all from the comfort of their own desk!

Visit the membership section of the NBWA website to access recordings of the association’s initial webinar offerings, presented by Howard A. Mavity, Esq. of Fisher & Phillips, LLP. The first webinar is focused on new OSHA compliance challenges, while a second webinar covers new laws and decisions impacting distributor handbooks, rules and disciplinary processes.

NBWA also offered a webinar on how to address cyber risks, presented by Jim Bourie of the Nisos Group.

NBWA will continue to host educational webinars on a bi-monthly basis. Future topics on tap include trade practices, leadership, optimizing banking relationships, estate planning, health insurance changes and maintaining key personnel.

Stay tuned for more webinars coming soon!

2015 Distributor Productivity Report Now Available

The 2015 Distributor Productivity Report (DPR) is one of NBWA’s confidential business studies, offered exclusively to NBWA members. This comprehensive report is designed to help you identify your firm’s operational strengths and weaknesses while comparing your financial standing to other beer distributors across the country.

The DPR serves as an easy-to-understand, actionable tool for companies to evaluate their operating results in order to pinpoint improvement opportunities.

A lot has changed for beer distributors over the years. With thousands of new suppliers, new brands, packaging innovation and new retail channels, the beer distribution business is getting more complex every day. The DPR will give you the insights to manage the changes coming your way.

Data from the 2015 study show just how dramatic a shift we have seen in reported SKU and inventory turn over the years. Are you ready?

Find out today whether your distributorship is as profitable as it could be!

Those companies that participated in the 2015 DPR survey may purchase additional printed copies for $175 each. Non-participants may purchase a copy for $350. The DPR is available for purchase by NBWA members only.

To order your copy of the report, please contact Meetings and Membership Assistant Emily Brockway at ebrockway@nbwa.org.

Source: NBWA, Distributor Productivity Report.
NBWA Adds to Distributor Safety Training Video Library

This spring, NBWA is adding three new videos to its safety training video library – a membership resource created exclusively for beer distributors. The safety training videos feature real-life scenarios for employees in NBWA member warehouses.

The videos are housed on the NBWA website and are available to distributor members on-demand 24/7, along with a downloadable quiz. Employers can use the quizzes to verify that an employee watched the video and to document the training for human resources.

“A mark of an outstanding national trade association is not only that it is an effective advocate for our industry in Washington, but that it also provides great services that allow us to be the best we can as independent beer distributors and family businesses,” said Bob Archer, president of Blue Ridge Beverage in Salem, Virginia.

“As an example, NBWA is working hard to provide useful and meaningful safety training videos for our companies,” Archer continued. “Many larger members have the resources to develop their own safety training material for their companies. However, the association has members of all sizes and expertise in this important area.”

“These videos have proven to be very professional, concise and easy to use,” Archer said. “NBWA is to be commended for their work in this area.”

To select video topics, NBWA sought the advice of distributor members and industry experts to determine areas where beer distributors experience the highest insurance claims rates.

NBWA’s newest videos focus on safety training for three areas where frequent and expensive insurance claims plague the association’s distributor members:

**Forklift Safety:** According to government statistics, powered industrial truck accidents happen every 15 minutes. Before operating a forklift in a warehouse, operators are certified in basic forklift operating procedures applicable to all environments. This video teaches viewers how to operate a forklift safely in a beer warehouse.

**Pallet Jack Safety:** The pallet jack is a common tool used in the beer industry. This video demonstrates safe operating procedures for both the walkie and walkie-rider style pallet jacks. Viewers also will learn specific safety techniques to employ when using a pallet jack in conjunction with the lift gate on a delivery vehicle.

**Safe Backing:** Safe backing… is there such a thing? Unfortunately, there are times when drivers are required to back up. But just because there are hazards, there is no reason to have an accident. Viewers will learn safe backing techniques and the “GOAL – Get Out And Look” basics.

Other safety videos available in the NBWA training library include *Safe Postures and Ergonomics and Distracted Driving: A Choice You Make.*

Al Zachry, president of LaGrange Grocer Co. in Lagrange, Georgia, said, “The NBWA safety videos are impactful because they address situations our employees encounter every day. They see someone rolling beer in the video and they think, ‘That’s me.’”

“We show the NBWA safety videos to all of our employees, and we document it in their training files,” Zachry added. “This helps create a safe work environment, and it also demonstrates our commitment to safety.”

Tony Watkins, vice president of Watkins Distributing in Idaho Falls, Idaho, said his company has played the videos at all-company meetings.

“Our people need constant reminders to safely work in this industry, and our people can relate to the messages that NBWA has put into these training videos,” Watkins said.
Brewer Partner of the Year Nominations Open

NBWA is seeking nominations for the Second Annual Brewer Partner of the Year Award. The award recognizes the brewer who does the best job producing great beer; building strong partnerships; providing valuable education; and offering support to their distributor customers in order to grow their brands and get their beers to market.

The award will be presented during NBWA’s 79th Annual Convention, September 25-28, 2016, in Chicago, Illinois.

“Independent beer distributors across the country take great pride in working with innovative brewers of all sizes to provide unprecedented choice and variety to American consumers,” said NBWA President and CEO Craig Purser.

“In addition to the Brewer Partner of the Year Award, two runner-up awards, the Brewer Partner Sales Execution Award and the Brewer Partner Marketing Innovation Award also will be presented.

NBWA distributor members and brewers are invited to nominate any brewer they believe is deserving of the award. Nominations will be accepted until July 15, 2016. Visit www.nbwa.org/brewer-partner to view award criteria and submit nominations.

Mark Your Calendar for American Craft Beer Week: May 16-22!

Started in 2006, American Craft Beer Week® is the national celebration of America’s small and independent craft brewers, their impact on the American beer industry and craft beer culture. In 2016, the beer community will celebrate American Craft Beer Week® from May 16 – 22.

As vehicles to market for craft beers, beer distributors are encouraged to take part in the celebration of craft beer and the role distributors play in helping to provide choice and variety to consumers.

Consider partnering with your retail customers to plan a craft-beer centric event such as a beer pairing dinner, a festival or a craft beer tasting. Let NBWA know about your planned events, then visit www.CraftBeer.com/ACBW and post your event to the official American Craft Beer Week® calendar!
NBWA 79th Annual Convention & Product Showcase Preview

Get ready for NBWA’s 79th Annual Convention at the Hyatt Regency Chicago in Chicago, Illinois, from September 25-28!

More than 2,000 distributors, brewer and vendor associate members are expected to attend this signature industry event.

NBWA’s Annual Convention is a great opportunity to learn new information and tips for improving business practices, with educational seminars on a wide range of topics offered over a three-day period. The convention also offers the chance to network with a wide range of beer industry members and encounter new products and services.

By popular demand, the Product Demonstration Showcase has been extended to two days! The showcase gives associate members the opportunity to showcase products and services during a non-trade show year. In its fourth year, the showcase continues to grow in size and participation, while remaining an exclusive opportunity to engage with a select group of influential members of the beer distribution industry.

Here is a sneak peek at some of the NBWA associate members who are scheduled to exhibit at the Product Showcase, which is more than 50 percent sold:

*Exhibitors as of March 25, 2016

Ace Cider/The California Cider Company  Freightliner Trucks  OnTrak Software
AWTI-3rd Eye Mobile Vision  Global Keg  Pabst Brewing Company
BevCap Management, LLC  Good Ass Beer  Parallel Products
Beverage World Magazine  Good Life Imports  Petainer Manufacturing USA Inc.
Big Lift LLC  Goodyear  PowerMate®/LP International Inc.
Big Systems, Inc.  GoSpotCheck  Premium Blend Cocktails
Bitimec Wash-Bots Inc.  GreatVines Inc.  Ralph & Charlie’s Juice, SKI Beer
Blue Horseshoe  GreenMile  Red Parrot Premium Beverages
Brew Dr. Kombucha  Hesse  Rehrig Pacific Company
Brother Mobile Solutions  HighJump  Rite-Hite
Cascade Corporation  Honey Grail  Ryan Companies US, Inc.
Cicerone Certification Program  iControl Regulated Commerce  Safety Vision, L.P.
Cirrus Tech  IRP  Spain’s Best Beers Inc.
Clean Energy  iSEE Store Innovations, LLC  S’Quiela Beverage Company
Cock n’ Bull/Master Draftsmen  ITW Warehouse Automation  Stout Brewing Company, LLC
CPG Data, LLC  KegCraft  Stran Promotional Solutions
Craft Beers of Canada  LexJet  Technology Recovery Group
Craftsmen Trailer  Live Oak Bank  Tennant Company
Distributors Solutions, LLC  Maxon Lift Corp.  Toyota - Fork Lifts of St. Louis
DSI-Taprite  Mickey Truck Bodies  TradePulse
Encompass Technologies LLP  Minhas Craft Brewery  Trex Company
Entrematic  MKE Brewing Co  Unex Manufacturing
EPIC Worldwide LLC  Murphy Company  Vermont Information Processing, Inc.
Fintech  New Age Industrial  Waterfall Resort
FitzMark  Wis-Pak Inc.
The Center for Alcohol Policy is now accepting nominations for the Fourth Annual Leadership in Alcohol Regulation Award to be presented at the Center’s Alcohol Law and Policy Conference August 28 - 30, in Dallas, Texas.

The award recognizes the work of alcohol regulators who oversee the alcohol industry and promote public safety. Any governmental agency or its employees working to promote and enforce alcohol laws and regulations are eligible for the award. A specific program that has achieved positive results or an individual within an agency going above and beyond the call of duty are examples of potential nominees.

In 2015, the Montana Department of Revenue’s Liquor Education Unit was honored with the Third Annual Leadership in Alcohol Regulation Award for its dedication to improving the state standard for liquor education and server training while involving all community stakeholders in its initiatives.

“There are many great initiatives in the states aimed at keeping the alcohol industry properly regulated and promoting public health and safety,” said Jerry Oliver, Center for Alcohol Policy Advisory Council member and former Arizona alcohol regulator. “This award highlights effective best practices that may serve as examples to alcohol regulators in other states.”

Nominations should provide information on how the nominee serves as an example to others in alcohol regulation. Consideration will be given to how the actions of this nominee are helpful to other agencies or employees, achieve desired results and engage or impact a broad coalition of stakeholders. Self-nominations are permitted, and letters of support are encouraged.

Visit the Center’s website at www.centerforalcoholpolicy.org for the nomination form. The deadline for nominations is July 22, 2016.

For more information, please call (703) 519-3090 or email info@centerforalcoholpolicy.org.
Registration Now Open for NBWA’s Fourth Annual Next Gen Success in Leadership Conference

NBWA is excited to host members of the NBWA Next Generation Group at the Fourth Annual Next Generation Success in Leadership Conference, August 8-9 in Nashville, Tennessee.

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.

NBWA Next Generation Group Chairman Bud Dunn said, “As leaders we are always pushing our teams to learn and become stronger, but, in order to do that, we the leaders need to grow and expand our capabilities as well. This conference is one of the best opportunities to receive industry specific training and knowledge sharing.”

Dunn added, “The Success in Leadership Conference offers invaluable opportunities to meet with peers and exchange ideas about leadership, operations and sales.”

The conference will include general sessions for the entire group, coupled with breakout sessions designed as interactive workshops with case studies and a chance to connect with fellow next generation leaders. The conference also will include operational sessions designed to educate attendees on specific business functions germane to the beer industry.

Steve Lytle, a principal of Clearpath Family Advisors which provides consulting and facilitation services to entrepreneurial multigenerational families, will present two sessions. As a successful executive and leader with a passion and understanding of family-run businesses, Lytle works with a focus on improving planning, governance and communication for complex, multi-generationally focused family enterprises. Lytle believes that family-held businesses have more potential than any other social institution to improve the lives of the people they employ and the communities that they serve.

Stephanie Brun de Pontet, PhD, a senior consultant of The Family Business Consulting Group, Inc. and expert advisor to family enterprises, also will lead two sessions. Brun de Pontet’s work is driven by knowledge and experience from the fields of management, entrepreneurship and psychology. She has extensive experience working with sibling teams, and developing training programs to educate next generation family members. In addition to her consulting work, Brun de Pontet co-authored Building a Successful Business Board and Siblings and the Family Business two well-regarded, practical books published by Palgrave.

NBWA elected leaders will participate in a panel discussion on two topics – what the “next generation” looks like at their business and why it is important to be involved as an NBWA leader.

NBWA Next Generation leaders will share best practices with conference attendees on topics such as implementing a social media plan; state and local lobbying; media relations; and safety standards.

The conference also will feature presentations on advocacy and communication led by NBWA’s leadership team. And Lester Jones, NBWA’s chief economist, will provide an in-depth look at the Distributor Productivity Report and Compensation and Benefits Study.

Visit the NBWA website for details on hotel reservations at the Hutton Hotel. Sessions begin at 8:00 a.m. on Monday, August 8, so please make plans to arrive by Sunday night. On Monday evening, conference attendees are invited to put on their boots and join fellow Next Gen leaders for a night of cold beer and country music. The conference will conclude at 3:00 p.m. on Tuesday, August 9.

For more information or to join the Next Generation Group, please contact NBWA Coordinator, Member Programs and Meetings, Maggie Moreland at mmoreland@nbwa.org.
Cheers to Beer Distributors Celebrating Business Anniversaries!

LaGrange Grocery is a fourth generation family-owned, independent beverage distributor founded in 1906. The company credits its continued success to the hard work and dedication of its 60 employees, who service 700 retail accounts in West Georgia and East Alabama.

Glidewell Distributing was founded by James William “JW” Glidewell in his Fort Smith, Arkansas, living room in 1946. JW devoted 14 hours a day to his company, committing himself to the relationships and expectations of suppliers and customers, while his wife, Cleo, was equally busy checking in freight and managing sales from a desk in the living room. The second generation now owns the business and has grown the company to servicing more than 1,500 accounts in the state of Arkansas and Eastern Oklahoma, carrying more than 25 beer brands and employing 75 people.

Buck Distributing, located in Upper Marlboro, Maryland, was founded in 1946 by Wm Irwin Buck with one truck and two brands of beer. The company now carries more than 100 brands of beer and employs more than 100 people. Buck Distributing was awarded the Miller Masters Award in 1986, 1987 and 1992 and the inaugural MillerCoors Presidents Award in 2009, 2010, 2012 and 2015. This year, Maryland Governor Larry Hogan attended the company’s 70th anniversary bash and presented the company with an official Governor’s Citation to recognize the distributor’s contributions to the community.
Dan Henry Distributing Company, located in Lansing, Michigan, was founded in 1991 by Dan Henry. The company carries more than 400 brands of beer from around the world, delivering these products to more than 900 locations in the Mid-Michigan region. Dan Henry employs more than 125 local residents and has donated to numerous local organizations, including Special Olympics, St. Jude, Spartan Fund, Lansing Lugnuts Association and Common Ground. To commemorate this milestone, Dan Henry and his employees traveled to his hometown of Milwaukee in February. A gala was held at the Milwaukee Art Museum where Dan recognized the staff for their individual and collective contributions to the success of Dan Henry Distributing.

High Country Beverage was founded in 1996 by Dave Nichols in Northern Colorado. The independent, family-owned company has grown tremendously and now sells more than 4.5 million cases of beer annually. High Country Beverage began with 18 employees and now employs more than 160 people, carries more than 300 brands of beer and services 2,050 retailers. The company is a proud supporter of numerous non-profit charities and has raised more than $400,000 for St. Jude Hospital. The HCB team will be celebrating their 20th anniversary at their annual family summer picnic.

Be a Part of the NBWA Communicators Group!

Are you a public relations or communications professionals in the beer distribution industry? The NBWA Communicators Group shares best practices and helps drill down effective message points.

To join, please send your name and contact information – along with the names and contact information for any PR professionals who work with your business or state association – to NBWA Editorial Assistant Sara Neiman at sneiman@nbwa.org.
The NBWA website received national recognition with a PR News Nonprofit PR Award during the PR News Spring Awards Luncheon at the National Press Club in Washington, D.C. The event saluted a distinguished circle of those holding the key to best practices in the nonprofit communications arena, honoring the top nonprofit PR campaigns of the year, the smartest communications initiatives and the people behind them.

NBWA's website also was recognized at the 37th Annual Salute to Association Excellence this March in Washington, D.C., as a recipient of a bronze award in the Association TRENDS All Media Contest. The TRENDS All Media Contest is an annual competition held exclusively for associations, recognizing the most creative and effective communication vehicles developed in the industry over the prior year. The 2015 competition included 400 entries in 22 categories of association communications.

NBWA worked with NJI Media to launch a new, mobile-friendly website in 2015. “As the public face of the association and the beer distribution industry, this new website features strong visual elements to showcase America's beer distributors and the choice and variety they help deliver,” said Rebecca Spicer, NBWA senior vice president, communications and public affairs.

“The website has increased NBWA's engagement with the association's members, and it also has increased education with external groups including policymakers, members of the media and others, so that they better understand the role that America's more than 3,000 independent beer distributors play in communities across the country,” Spicer said.

The website features educational tools for the public, including a library of NBWA videos and brochures, as well as streamlined navigation to the programs and benefits the association provides to its members.

In addition to information about the history of state-based alcohol regulation and today’s effective, three-tier beer distribution system, the site prominently features industry employees through the NBWA Employee Spotlight Program. Each week, a new beer distribution employee is featured on the site's home page.

NBWA Employee Spotlight: Showcase Your Employees!

Help NBWA showcase the quality jobs in the beer distribution industry and your standout employees!

Simply submit your nomination using the new form on the employee spotlight page of the NBWA website. Or you can 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.
NBWA Launches Upgraded Advocacy App

NBWA has launched an upgraded version of the NBWA Advocacy App to provide distributors with a new and improved way to access advocacy resources on the go.

The new app offers all you need to be your own best advocate – here in Washington and back home! From educating distributor employees to the media or elected officials, the app provides key resources to help explain the impact of beer distributors and communicate the policy issues that impact the industry.

Here is a guide to each of the resources available in the app:

**Schedule:** View NBWA’s 2016 Legislative Conference Schedule while you are in D.C. to stay on track with all of the conference events. Following the conference, access a schedule of key NBWA events and the congressional schedule.

**Talking Points:** This feature includes brief information on the top policy issues impacting beer distributors. Consult them in meetings with legislators and email the information for individual issues from within the app with just the touch of a button!

**Meeting Feedback:** After visits on Capitol Hill, submit feedback from your meetings using a brief survey. No paper forms required! Back at home, access NBWA’s warehouse visit feedback form to keep NBWA updated with details of visits by your elected leaders.

**Congressional Directory:** The app’s new and improved congressional directory will help you locate your members of Congress and provide their bio, committee assignments and co-sponsorship of bills that matter to the beer industry. Open a map to locate their office and click on links to their social media pages from within the app.

**State Economic Data:** Part of the great story that beer distributors have to tell is their economic contributions in communities across the country. Use the app to access new employment and economic impact data by state.

**Take Action:** Use this button to locate contact information for your member of Congress to request a meeting or invite them to visit your warehouse!

**Share:** Help spread the word about the value of independent beer distributors! Use the app’s share button to post to your social media accounts. During the Legislative Conference, you can take part in the digital conversation using #NBWADC16.

**Videos:** NBWA produces a wide range of videos to help communicate the value of independent beer distributors. Use the app to locate videos describing distributors’ economic impact, how the three-tier system works, how distributors partner with brewers and retailers to provide consumer choice and more!

**Resources:** Use the app to access key resources, from tips for a successful warehouse visit to NBWA’s educational brochures, and email them from within the app with just the touch of a button.

Visit the App Store or Play Store on your phone and search “NBWA Advocacy” to download the app today!
SAVE THE DATE!

NBWA’s 79th Annual Convention
September 25-28, 2016
Hyatt Regency Chicago
Chicago, Illinois
#NBWACHICAGO