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

Thank you for being here in our nation’s capital for the 2017 NBWA Legislative Conference!

There are many new faces on Capitol Hill – including more than 60 new members of Congress and countless new staff members – and it’s so important for you to educate your state’s elected leaders about the value of the independent beer distribution system and state-based alcohol regulation. And be sure to continue strengthening relationships with your elected representatives by inviting them to tour your warehouse when they are back home in their districts this summer. Nothing beats seeing firsthand the work that distributors do and meeting some of the 135,000 hardworking men and women that your businesses employ in their home districts.

While we are gathered in Washington, we will discuss a variety of policy issues that impact beer distributors – including comprehensive tax reform, funding the Tax and Trade Bureau and ensuring the independence of America’s beer distributors.

This year’s conference is packed with a great lineup of speakers and events, including the return of the fifth annual Cheers event! Cheers: A Celebration of Beer & Food will take place Tuesday evening at the Great Hall of the Library of Congress. Greet your state’s congressional delegation and enjoy delicious beer and food pairings. Be sure to share your favorites on social media using #NBWACheers.

We appreciate all you do to advocate on behalf of this great industry!

Paul J. Bertucci
2016-2017 NBWA Chairman of the Board

Craig A. Purser
NBWA President & CEO
Thank you for taking the time to attend the 2017 NBWA Legislative Conference to advocate for the independent beer distribution industry. The 115th Congress is off to a fast start, with Republicans in control of the House, Senate and White House for only the third time in history.

It is extremely timely for you to be on Capitol Hill. Comprehensive tax reform is a key priority for both the Administration and Congress, and the House and Senate have begun work on what is anticipated to be the most comprehensive business and individual tax overhaul since 1986. During your meetings on Capitol Hill, you will have the opportunity to sound off on tax issues important to your businesses and be part of the conversation in Congress.

However, constructing and passing legislation that will make it to the president’s desk for signature is a complicated process, especially on the heels of the Affordable Care Act repeal attempt. In this new political environment, votes cannot be taken for granted; House and Senate leadership will need to work with all members to garner the necessary support. The House Republican “blueprint,” which was released last June, has been the primary focus of discussion and has provided the first glimpse of how tax writers in the House plan to overhaul our tax system. The Senate Finance Committee has not yet floated its version of a proposal, but is expected to release its own version of a tax reform plan in the coming months.

Distributors need to let members of Congress know how tax reform will affect their businesses. We must encourage Congress to lower the individual and corporate tax rates in similar ways. Main Street businesses, regardless of how they are structured, should not be taxed at a higher rate than large corporations. NBWA has worked closely with others in the small business community to educate Congress about S corporations and other pass-through businesses and the impact of taking away their tax status. Distributors should continue to be vigilant and outspoken about any efforts to modify a beer distributor’s ability to use the last-in, first-out (LIFO) method of accounting and other tax treatments used by pass-through businesses. Additionally, advocating for permanent meaningful estate tax reform remains important. While fully repealed in the House “blueprint,” it is essential to reiterate that estate tax relief will help family-owned businesses, like independent beer distribution companies, plan for the future.

Expectations for action are high, but the timing is complicated. If the House advances tax reform this summer as Speaker Paul Ryan (WI) has suggested, the Senate could take up its own tax reform legislation in the fall, with enactment of a bill likely late in the year. Treasury Secretary Steven Mnuchin has said that he expects tax reform to be completed before Congress adjourns for its August recess, but Senate Majority Leader Mitch McConnell (KY) has indicated that the process will continue into the fall. Be sure to ask questions regarding the timeline, especially when meeting with members of the House Ways and Means Committee or the Senate Finance Committee. Your feedback is very important to NBWA.

Your meetings on Capitol Hill during the Legislative Conference are crucial to building strong, meaningful relationships with your elected representatives. Be sure to make the most of them, and remember to invite members of Congress to tour your warehouse during a district work period.

Thank you again for coming to the nation’s capital to put a face on America’s beer distribution industry. This is NBWA’s most important advocacy week of the year because you truly are your own best advocates. I look forward to joining you for successful meetings on Capitol Hill and afterward for a cold beer.

Cheers!

Laurie Knight
NBWA Recognizes Winner of “Share Your Story” Contest Highlighting Beer Distribution Employees

Farrell Distributing Employee Wins Trip to NBWA’s Legislative Conference in Washington, D.C.

NBWA’s Share Your Story Contest invited beer distribution employees who have never attended the NBWA Legislative Conference to share why they love working in the beer distribution industry.

Beer distributor employees were invited to enter the contest by submitting a written entry and liking NBWA’s Facebook page. They also were encouraged to share their submissions on Twitter and Instagram to receive bonus points.

NBWA congratulates Guy Badeau of Farrell Distributing in Burlington, Vermont, as the winner of this year’s contest.

“We received an overwhelming number of entries this year from impressive employees across the country,” said Rebecca Spicer, NBWA senior vice president, communications and public affairs. “Every single entry shared a deep pride for working in the beer distribution industry, and it’s the passion of the men and women in beer markets across the country that makes this industry what it is today.”

The contest was launched to highlight some of the 135,000 men and women who make up the beer distribution industry – from truck drivers, inventory specialists and graphic artists to sales representatives, warehouse workers and administrative personnel.

“While there were many strong entries, Guy’s story stood out because of his longevity in the distribution industry, his professional growth along the way, and the pride he takes in working in the beer business,” Spicer said.

Badeau has worked at Farrell Distributing for nearly 40 years, starting as a janitor and working up to his current role as a state inventory manager.

Badeau wrote, “I accepted ‘a job’ in the beer industry in September of 1979. Little did I know that on that fateful day, I was not merely accepting a job; I was beginning a career.”

“I have always believed that no matter the job, you perform it to the best of your ability. If you are a street sweeper, you must be the best street sweeper out there,” Badeau continued. “This belief allowed me to work my way up through the company holding various positions.”

Badeau added, “Where else could a kid out of high school with drive and a work ethic, but no experience, develop a career that allowed me to grow and help support my family, but also develop some lasting relationships?”

“I enjoy this industry because it is never boring and is in constant flux,” Badeau said. “I anticipate more exciting changes in the future and the ability to rapidly adapt will be instrumental for success.”

While in Washington, D.C., for the 2017 NBWA Legislative Conference, Badeau will have the opportunity to learn more about policy issues impacting the beer industry and consumers. He also will attend meetings on Capitol Hill to educate congressional staff about the quality jobs beer distributors provide.

NBWA Employee Spotlight: Showcase Your Employees!

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

Submit your nomination using the form on the employee spotlight page of the NBWA website. Or, 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.
New NBWA Resources Help Tell the Story of Independent Distributors

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

America’s independent beer distributors have a great story to tell, and NBWA offers its members communication resources to help promote the commercial, economic and regulatory value of the independent distribution tier. Through digital communications and social media, these tools provide a greater understanding of the independent alcohol distribution system and good will for the beer distribution industry – which are key to advancing state and federal legislative and regulatory initiatives. Here are some of the latest resources NBWA has to offer.

Video Assets

NBWA continues to add new video resources to the association’s YouTube channel, website and the NBWA Advocacy App. NBWA recently produced a new video featuring quotes from brewers that highlight the vital role their distributor partners play in their businesses. This video can be used as an advocacy tool to educate legislators and consumers on how independent beer distributors build brands and help brewers of all sizes reach a wide network of retailers and grow.

Additionally, NBWA is working closely with states facing legislative battles to produce videos that help tell a positive story of beer distributors. Recently, NBWA worked with the North Carolina Beer & Wine Wholesalers Association to produce two videos featuring Catawba Brewing Co. and Foothills Brewing Co., along with each brewery’s distribution partners. The videos showcase how brewers and distributors work together to help build brands.

These videos are available across NBWA’s digital media platforms, including Facebook, Twitter, YouTube, the NBWA website and the NBWA Advocacy App.

“Ask a Beer Expert” Video Series

NBWA has launched a new video series called “Ask a Beer Expert,” where distribution employees who are Cicerones® record a one-minute or less video answering a question about beer, such as “What are some of the more popular ingredients for spring beers?” The videos are shared on NBWA’s social media channels and featured in The Daily Brew. Visit NBWA’s @FollowYourBeer account on Instagram to see videos featuring distributor beer experts talking about beer and chocolate pairings for Valentine’s Day, and beer and food pairings for Mardi Gras and St. Patrick’s Day.

If you are a distributor with a Cicerone® (Level 2-4) on staff and would like to participate in the series, please email NBWA Communications Director Kathleen Joyce at kjoyce@nbwa.org.

Brochures

NBWA has created a new brochure showcasing quotes from brewers praising the distribution industry. The brochure can be found on NBWA’s website and the NBWA Advocacy App, along with a library of other brochures to assist in distributor communications and advocacy efforts. Each of these brochures can be customized for states to include individual state logos or specific content and messaging. Please don’t hesitate to reach out to NBWA’s Communications and Public Affairs Department if you would like NBWA to customize brochures for your state.

We hope that these resources will help you showcase the value of the independent beer distribution industry. Should you need assistance utilizing any of these resources, please don’t hesitate to reach out to NBWA’s communications and public affairs team. Thanks for all you do to advance the mission and image of the beer distribution industry.
NBWA Launches @FollowYourBeer on Instagram

NBWA is now on Instagram @FollowYourBeer! The new account will expand the reach of the association’s communications in the digital space. The account focuses on a new audience that engages on Instagram – beer consumers.

The beer distribution industry is rich with visuals and a natural fit for this image-focused platform. By sharing images and short videos on this popular social media platform, NBWA can communicate pro-distributor messaging and expose consumers to a segment of the industry they may never see.

@FollowYourBeer goes behind the scenes of the beer distribution industry to show consumers how the beers they enjoy make it from their favorite brewery to their favorite stores, bars and restaurants. The account features engaging content to grab the consumer’s eye, such as a photo of a distributor’s keg room showing a vast number of kegs or a mouth-watering photo of a beer-infused dish.

NBWA’s “Ask a Beer Expert” video series and videos showcasing brewer and distributor partnerships help build upon the stories conveyed by pictures from the industry. The account features a wide variety of content to help boost engagement.

Be sure to follow NBWA on Instagram at @FollowYourBeer!

America’s Beer Distributors: Fueling 135,000 Local Jobs

As you return home from our nation’s capital, be on the lookout for ads at Reagan National Airport promoting the 135,000 quality, local jobs fueled by America’s beer distributors!

NBWA is delivering the message that America’s 3,000 independent beer distributors support quality jobs, build brands, generate competition and deliver incredible consumer choice.
Register for NBWA’s Fifth Annual Next Gen Success in Leadership Conference

NBWA will host members of the NBWA Next Generation Group at the Fifth Annual Next Generation Success in Leadership Conference, August 6 – 8 in Boston, Massachusetts, at the Hyatt Regency Boston.

The Next Generation Group – which has grown to nearly 400 members – connects future leaders in the beer distribution industry to help them learn more about the business, get more involved with the association and network with other distributors from all areas of the country representing all brands.

This year’s keynote speaker will be former Navy SEAL Curt Cronin. During his 16 years as a SEAL, Cronin deployed 13 times and eventually led the nation’s premier SEAL assault force. As a SEAL leader, he maximized his team’s effectiveness by forging unique and unlikely alliances. Cronin believes that the competitive edge for any organization in the information age is neither technology nor information, but the unparalleled power of an aligned team. He creates teams empowered to act decisively in any environment because they embody both the content and the context of a leader’s vision.

Cronin is passionate about teaching business leaders how to be seen, be heard and be understood, especially when the next generation begins to lead the previous generation.

Next gen leaders also will hear from Benj Steinman, president of Beer Marketer’s INSIGHTS, Inc. and publisher and editor of the company’s flagship newsletter, INSIGHTS Express. In business since 1970, Beer Marketer’s INSIGHTS, Inc. is a family business with the third generation of the Steinman family, David Steinman, now employed as the senior editor of Craft Brew News.

Steinman will offer a historical perspective on the beer industry, and his take on where it is headed, from the unique perspective of an independent beer journalist whose family has covered and communicated with beer distributors for half a century.

Joe and Wes Verno of Verno Consulting will present a leadership workshop, “Building a Formal Career Development Plan.” According to the Vernos, having an informal development plan is the same as having no plan. They suggest that the major aim in developing next gen leaders is two-fold – first, to be the best possible leader and be fully competent to run the business and, second, to get approved as successor or equity manager by the company’s major supplier partners. In this workshop, next gen leaders will learn the skills leaders need to be effective, career path options, timing for each step in the plan, methods to gauge progress and keys to co-existing with family and non-family managers and executives during the development process.

The conference kicks off Sunday evening, August 6, with a performance by the Next Gen Jam Band, which made its debut at the Fourth Annual Next Generation Success in Leadership Conference in Nashville last summer. Next gen leaders can enjoy a beer and listen to peers play country, rock and blues … or join the band!

Attendees also can network over some great beers on Monday, August 7, as New Belgium hosts an evening of beer sampling and entertainment.

Visit the NBWA website for details on hotel reservations at the Hyatt Regency Boston. For more information or to join the Next Generation Group, please contact NBWA Manager, Member Programs and Meetings Maggie Moreland at mmoreland@nbwa.org.
Nominations Open for Brewer Partner of the Year Award

All distributors are encouraged to nominate a brewer today for NBWA’s Third 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 to grow their brands and get their beers to market.

The award will be presented during NBWA’s 80th Annual Convention and Trade Show, October 8 – 11, 2017, in Las Vegas, Nevada – before thousands of beer distributors and other industry representatives.

“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.

“With more than 5,000 brewers in operation today, independent distributors are fortunate to work with many different brewers who make great beer, provide valuable sales and marketing assistance and work arm and arm with their distributor partners to bring beer to market,” Purser added. “And distributors are partnering with more brewers than ever before. According to the most recent NBWA Distributor Productivity Report, the average distributor is carrying more than 980 unique beer SKUs from more than 35 different breweries.”

“We are excited to recognize the innovative brewers who do the best job working with their distributor partners to build brands and engage consumers,” Purser said.

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 21, 2017.

Visit www.nbwa.org/brewer-partner to view award criteria and submit nominations.

Mark Your Calendar for American Craft Beer Week: May 15 – 21, 2017

Distributors across the country will be raising a glass during American Craft Beer Week. 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 2017, the beer community will celebrate American Craft Beer Week® from May 15 – 21.

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!
The New Reality for Retailers: Is Consumer Choice at Risk?

By: Craig Purser, NBWA President and CEO

America’s independent beer distributors love their independent retailer customers. In many markets, small and independent retailers and beer distributors are some of the last family-owned and local businesses operating on Main Street. When independent retailers and local beer distributors are united on building brands, delivering consumer choice or advocating before the state legislature, great things happen.

Independent beer distributors are dedicated to the brewers of the beers they distribute. This includes brewers ranging from the largest, global, iconic brands to the newest, smallest, most local brewers. Much of the excitement in the beer category is driven by the innovation, energy and new products generated by thousands of emerging brewers across the country.

I’ve heard more than one beer distributor say that craft beer has made selling beer “fun” again. Beer distributors take immense pride in their ability to help small brewers get established, grow these craft brands and celebrate in their partners’ successes. And sampling at the brewery has become one way that brewers can introduce their products to thirsty consumers.

But as more and more brewery-owned retailers are established, and as breweries’ direct-to-consumer sales continue to grow, the competitive landscape is being upended. In some states, brewers are aggressively expanding their retail privileges from their brewery location to stand-alone, non-brewery taprooms or tasting rooms. And these modern-day “tied houses” are often exclusive outlets, selling only alcohol products that they own.

The consumer, with $20 in their pocket, may have previously gone to an independent bar or restaurant for a burger and a beer or two. Now that same consumer can go to the local brewery taproom or brewery-owned retail establishment for beers and a complete dining experience. These taprooms are increasingly serving as competitors to licensed, independent retailers.

So is there anything wrong with this? That is up to policymakers in state capitols.

But imagine if this rationale were applied by global alcohol giants like Anheuser-Busch InBev, Diageo or Gallo? Competition would slow as these giants grew market power at the expense of brand building beer bars.

Beer industry overall sales are traditionally flat to up 1 percent. However, the fastest growing sales in the beer industry have been sales outside the three-tier system, specifically beer sold on brewery-owned premises.

The largest international brewers have noted this small brewer trend and are now doing the same thing. Anheuser-Busch InBev has bought numerous craft breweries in the last couple years and all of them have taprooms, which makes the company the fastest growing taproom brewery. Constellation’s Ballast Point has noted plans for increased retail operations. And now Diageo is getting in on the game with a reported Guinness taproom slated to open in Maryland.

The open system of independent distribution and retail beer sales has been an unparalleled success, providing record choice to U.S. consumers and access to market for all brewers. Is that now all at risk?

The blurring of the lines between who is a brewer and who is a retailer presents both a business and political challenge for beer distributors and independent retailers. Retailers are distributors’ customers, and brewers are their suppliers. Distributors’ retail customers are losing sales and are not happy that their suppliers are no longer their partners but now are competitors. The common agreement that the three-tier system is the best path to the consumer is being challenged. Suppliers see money in bypassing the distribution and retailer tier, despite the long-term implications.

As independent retailers face this issue, they must be bold in telling their story. Thousands of Main Street jobs. Local investments. Access to retailers for all breweries. Consumer choice including a wide variety of brands. And long-lasting community partnerships.

The stakes are high, and independent retailers need to act to support the open and independent distribution system that serves consumers so well.
Leading the Industry With Quality Data: Why NBWA Needs Your Participation in the Distributor Productivity Survey

NBWA Chief Economist Lester Jones has positioned the association as a leader in beer industry data and insights by collecting and analyzing data that impacts NBWA members. This quality data is a key resource for NBWA’s advocacy and public affairs initiatives. It also has been shared with state beer distributor associations to help support their advocacy efforts on behalf of the beer distribution industry.

Economic and statistical information supporting the three-tier system provides important strategic insights for federal and state advocacy. The data for the beer distribution industry are robust and carry a powerful message with regulatory agencies and state houses around the country. NBWA continues to collect and maintain the most up-to-date and verifiable information for its members and their state associations. These data demonstrate the effectiveness and efficiencies of the three-tier system and provide fact-based talking points that help deliver a sound economic message to policymakers.

The Distributor Productivity Report (DPR) is the result of distributor responses to a survey on distributor business operations. This industry-wide research effort provides an actionable tool for NBWA member companies to evaluate their operating results and pinpoint strengths, weaknesses and improvement opportunities.

The DPR also provides NBWA with quality data that can be used to educate policymakers, the media and the public about the dynamics of the beer distribution industry. Thanks to distributor participation, the report includes data on the explosive growth in the number of products that distributors carry, the number of retail accounts serviced by distributors and the investments distributors make to store, refrigerate, transport, deliver and promote a wide variety of beer brands.

The data collection process for the 2017 DPR survey will begin later this spring. Please be on the lookout for NBWA communications with instructions and links to the survey from our survey company, Industry Insights. Individual company responses to the survey are always kept confidential and only aggregated information is included in the report. Thank you for participating!

2016 Compensation & Benefits Study Now Available

The Compensation & Benefits Study is one of NBWA’s confidential business studies, offered exclusively to NBWA members. It allows NBWA distributor members to compare compensation levels and benefits policies with other distributors of similar size and by region.

Members of the beer industry all know that behind every successful business is a team of motivated employees. However, managing employee compensation packages has become increasingly complex. NBWA’s 2016 Compensation & Benefits Study provides timely information and is an effective management tool that will keep your business one step ahead of the competition!

Produced every other year, the 2016 study is now available for purchase by NBWA members. Participants can purchase extra copies of the report for $175. The report cost is $350 for non-participants.

To order your copy of the report, please contact NBWA Membership and Meetings Assistant Emily Brockway at ebrockway@nbwa.org.
Why a Job Is Not Just a Job: How Mergers and Industry Changes Are Impacting the Beer Industry

By: Lester Jones
NBWA Chief Economist

In today’s political climate where jobs are a hot topic of discussion, beer distributors have a lot to talk about. Locally operated and independently owned beer distributors serve their state and local communities with reliable and dependable jobs in good times and bad. The topline economic impact numbers for the beer distribution industry are widely available and a useful tool in communicating the economic value of the independent three-tier system. Beer distributors’ $70 billion in economic impacts and 135,000 employees help keep state and local economies stable. But, the story of economic impact goes way beyond just counting jobs, because a job is more than just a job.

For example, consider the men and women who operate heavy trucks and tractor trailers around the country. Beer distributors offer some of the highest wages among all the industries that compete to hire these employees. According to Occupational Employment Statistics data provided by the Bureau of Labor Statistics, a truck driver can expect to earn a mean annual wage of $43,590 across competing industries; however, men and women driving trucks for beer distributors can expect to earn a mean annual wage of $44,500. And this is just a national average comparison. In some states, the average wage paid by distributors is significantly higher, especially where CDL drivers are paid at a premium.

In fact, the wage differential for beer distributors illustrates why a job is not just a job when it comes to economic impacts within your state or local community. Looking at average weekly wage data reported by the Quarterly Census of Employment and Wages program from the Bureau of Labor Statistics, beer distributors can now say they have the highest paying jobs on average in the beer industry.

Not only are beer distributors paying higher weekly wages of $1,075 per week compared to the total U.S. average of $1,019, wages paid by breweries have fallen to a low of $970 per week. The dramatic and significant change in wages in the brewing industry can be attributed to two important factors: consolidation and retail brewing taprooms. The continued consolidation among big brewers has led to fewer higher paying jobs at the managerial and corporate level, effectively driving down wages. Furthermore, the new brewing model for small brewery retail taprooms has effectively created many more hospitality and retail focused jobs within the brewing industry. Remember, more than 92 percent of the breweries in the country today produce less than 7,500 barrels (103,350 cases) of beer annually.

When these breweries operate as taprooms or brewpubs, they create more retail/hospitality jobs than manufacturing brewing jobs. Even though they are reported and recognized under the brewing industry, they do not pay the same wages as manufacturing brewing jobs. Today’s brewing environment is changing, and the consequences of
consolidation and changes to the industry’s structure are now becoming clear.

From megamergers to new brewers and new brewing business models, the beer industry has changed significantly since 2010. A look at the data illustrates the economic impacts of those changes and – in a world that is increasingly global in nature – reveals the value of locally owned and operated beer distributors, which provide quality jobs for citizens in local communities across America.

Beer distributing also is steady work. The Job Openings and Turnover Survey (JOLTS) gives us further evidence of why a job is not just a job in today’s economy. The JOLTS data provide insights into labor market dynamics, including a comparison of job separation among industries and information on voluntary quit rates that further demonstrate that a distributor job is more than just a job.

The trends in the quit rates cover the time from 2007 to 2016 and include the last recession that lasted from December 2007 through June 2009. The quit rate measures the share of total employees that voluntarily quit their jobs each year. Heading into the last recession from 2007 to 2009, jobs were plentiful, wages were rising and people were much more likely to quit their job in search of higher wages. As the economic situation worsened into 2009 and 2010, the quit rate slowed down significantly – people clearly were not willing to quit their current jobs as the economy got worse. However, once the recession ended, the quit rate once again rose with higher wages and greater opportunity. But, it is important to note that both the manufacturing and wholesaling trades have historically posted much lower quit rates than other industries because of the quality jobs offered in these industries. Their employees are willing to stay through good times and bad. A beer distribution job is more than just a job.

Participate in the NBWA Beer Purchasers’ Index

The NBWA Beer Purchasers’ Index (BPI) is a regular 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 the first and only advance notice of expectations for increasing or decreasing sales by beer industry segment.

The index is a survey-based composite diffusion index where readings above 50 indicate expanding purchasing activity and readings below 50 indicate contracting purchases. Participating NBWA distributor members also get the first look at a measure of “at risk” inventories by segment – at risk measures the volume of beer considered to be at risk of going out of code within the next 30 days.

The BPI is an opt-in survey. If you would like your distributorship to be part of these forward-looking market insights, please sign up at www.nbwa.org/bpi or email bpi@nbwa.org with your company name and primary purchaser’s name and email address.

Listen to NBWA Beercasts!

Now you can listen to timely reports from NBWA Chief Economist Lester Jones as part of the Beer by the Numbers Beercast! Follow NBWABeer on SoundCloud.com for regular updates, or listen to beercasts by visiting the Data & Resources section of NBWA’s website and clicking on Beer by the Numbers columns. Tune into these short beercasts for quick and current insights you can’t afford to miss. Learn what economic factors are impacting the beer industry right now!
Making an Impact: Center for Alcohol Policy Grows as Leader in Alcohol Regulatory Education

By: Mike Lashbrook, Center for Alcohol Policy Executive Director

It’s been a busy start to 2017 for the Center for Alcohol Policy. The Center’s activities and influence continue to grow as it works to become a leading national authority on alcohol regulatory matters. Whether it’s educating regulators, legislators and litigators about the history and purpose of America’s three-tier alcohol distribution system and tied-house laws or helping policymakers examine important issues related to alcohol regulation, the Center adds value to all NBWA members.

Early this year, the Center announced the release of a new research paper, “The Dangers of Common Ownership in an Uncommon Industry: Alcohol Policy in America and the Timeless Relevance of Tied House Restrictions,” authored by Jessica Starns, an alcohol law attorney and former executive counsel for the Louisiana Office of Alcohol and Tobacco Control.

The paper, funded with a grant from the Center, explores the history of tied-house laws and the abuses of pre-Prohibition alcohol commerce that served as the catalyst for their adoption, as well as the orderly and competitive marketplace they helped create post-Prohibition. Most importantly, the paper explores the marketplace dynamics that make these laws as essential today as they were in 1933.

Starns’ report is a valuable resource for state regulators faced with challenges to tied-house and trade practice policies and for educating judges on the purpose and benefits of these laws.

Another Center initiative that continues to make an impact are state policy forums. The changing nature of the alcohol beverage industry has led to numerous debates in the states over changes to regulations and, in some cases, measures calling for the deregulation of alcohol. It only makes sense that the Center would set its sights on educational programming in select state capitals.

In partnership with state regulators, industry groups and public health coalitions, these forums feature prominent national and local experts on alcohol regulation as speakers and panelists. The forums do not promote a specific agenda, but they do highlight the need for state-based regulation and the value of the licensed three-tier system as part of that regulation.

The Center’s most recent alcohol forum was held in Pennsylvania in late March. The Pennsylvania Alcohol Policy Forum brought together more than 70 state lawmakers and members of the alcohol industry. Panel discussions focused on how alcohol regulations work to foster public health and safety, and why a level playing field is essential for an orderly and competitive marketplace. The current economic impact of the alcohol industry on the commonwealth of Pennsylvania also was addressed, as well as the history of Pennsylvania’s alcohol control policies.

In recent years, the Center has conducted forums in Michigan, Pennsylvania, Oklahoma and Minnesota. If you believe an alcohol policy forum could benefit your state, please don’t hesitate to reach out to me or any member of the Center’s Board of Trustees or Advisory Council.

These are but a couple recent examples of how the Center’s activities are making a real impact. The goal of the Center for Alcohol Policy is to be the “go to” resource for those involved with public policy in the field of alcohol regulation. The Center will require additional funding and support to continue its valuable programs. Please kindly consider a voluntary contribution to the Center as part of your business’s charitable giving plan.
Center for Alcohol Policy Accepting Nominations for Fifth Annual Leadership in Alcohol Regulation Award

Distributors are encouraged to nominate state alcohol regulators for the Fifth Annual Leadership in Alcohol Regulation Award. The award will be presented by the Center for Alcohol Policy at the 10th Annual Alcohol Law and Policy Conference, September 6 - 8 in Chicago, Illinois.

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.

“The Center for Alcohol Policy appreciates that alcohol regulators are on the front lines of many initiatives in the states aimed at keeping the alcohol industry properly regulated, promoting public health and safety and supporting a competitive business marketplace,” said Jerry Oliver, a Center Advisory Council member who has served as alcohol regulator in Arizona and as police chief in Pasadena, Richmond and Detroit. “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 website at www.centerforalcoholpolicy.org for the nomination form. The deadline for nominations is July 21, 2017.

For more information, please call the Center at (703) 519-3090 or email info@centerforalcoholpolicy.org.

The Center for Alcohol Policy Announces Its 10th Annual Alcohol Law and Policy Conference

When: September 6 – 8, 2017
Where: Hyatt Chicago Magnificent Mile
Chicago, IL
1-888-591-1234
(Reference the Center for Alcohol Policy)

Registration Fee: $199 government/non-profit
$699 full registrants

Keynote Speaker: Derek Schmidt
Kansas Attorney General

#AlcoholCLE2017
NBWA Safety Videos Offer Training Resource Designed for Beer Distributors

Are you looking for new resources for your company’s safety training program? Be sure to visit NBWA’s library of distributor safety training videos in the membership section of NBWA’s website! The library includes five training videos featuring real-life scenarios for employees in NBWA member warehouses.

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

Since their launch, distributors across the county have reported using the videos to train new and existing employees. Al Zachry, president of LaGrange Grocery Co. in LaGrange, Georgia, said, “We show the NBWA safety videos to all of our employees, and we document it in their training files.”

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.

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. Each video focuses on safety training for areas where frequent and expensive insurance claims plague the association’s distributor members.

New Videos Coming Soon!

Stay tuned for two new videos that will be released this fall:

- Avoiding Slips, Trips and Falls
- Merchandiser Safety

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 Postures and Ergonomics: Back injuries caused by improper lifting are the most common disabling injuries in the workplace. Proper ergonomics can prevent most issues. This video teaches safe postures and proper lifting techniques for distributor employees handling cases and kegs of beer. Viewers will learn basic stretches; step-by-step lifting techniques; hand truck tips; and the best way to enter and exit a truck.

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.

Distracted Driving: A Choice You Make: Nearly 6,000 people die annually in crashes involving a distracted driver and more than half a million are injured. This video covers a host of possible distractions drivers face and how to avoid them through planning and knowing how to handle everyday driving hazards on the job. Viewers are introduced to potentially dangerous situations and given information to minimize the risk.
Get ready for NBWA’s 80th Annual Convention & Trade Show taking place October 8-11, 2017, at Caesars Palace in Las Vegas, Nevada! More than 4,000 distributors, brewers and vendors are expected to attend this signature industry event.

Here is a look at some of the exhibitors who will be showcasing hundreds of new products and services for your business at this year’s two-day Trade Show:

3rd Eye (Alliance Wireless Technologies, Inc.)
Aalberts Dispense Technology
AC Tech, Inc.
Advance Storage Products
ACFO/Thonhauser
Affinity Apparel/Riverside
Alexander Global Promotions
Anchor Brewing Company
Anheuser-Busch
ARCO National Construction Beverage Group
Artisanal Brewing Ventures
Asahi Beer U.S.A., Inc.
ATI Worksite Solutions
B9 Beverages
Beer Tubes
Betten Trucks, LLC
BevCap Management
Big Systems
Black Death Drinks
Blue Spring Imports, Inc.
Boelter Beverage
Boston Beer Co.
Brewers Association
Brother Mobile Solutions
Buck’s Trucks, LLC
Cascade Corporation
CB Distributors
Chilart
Cicerone Certification Program
Cirrus Tech, Inc.
CM Profit Group
CMGlobal
Coast to Coast Printing Supplies, LLC
Copa Di Vino
Copper Mountain Beverage
CPG Data, LLC
Craft Beers of Canada
Craftsmen Utility Trailer
Crown Equipment Corporation
Data Consultants, Inc.
Dematic
Digital Media Warehouse
Displays by Martin Paul Inc.
Eclipse Fleet Service LLC
Encompass Technologies
Entrematic
enVista
EPIC Worldwide
Essentia Water
Fintech
Freightliner Trucks
Garage Brewing Co.
Geloso Beverage Group
Geotab
Global Keg
Good Ass Beer
Good Omen Bottling
Grandstand Sportswear and Glassware
GreatVines
GreenMile LLC
Guns & Oil Brewing Company
Hackney
Halo
HDA Architects
Heartland Computers Inc
HEINEKEN USA
Herlitz Inventory Management Inc.
Hesse, a Division of Cambli Group
Hey Y’all! Hard Iced Tea
HighJump
Hoopt Tea
Hyster Company
iControl
Inflatable Images
Iowa Rotocast Plastics, Inc.
Ippolito Christion & Co.
ITW Pressure Regulator Technologies
KD Kanopy, Inc.
Lantech
LexJet
Lincoln Motor Company
Liquid Ice Energy Drink
Lost Vineyards
LPM Systems
MHW Ltd
Michele & Group Modeling & Talent Agency, Inc.
Mickey Truck Bodies
Micro Matic USA, Inc.
MicroStar Logistics
Mike’s Hard Lemonade
MillerCoors
Minhas Craft Brewery
MKE Brewing Co
Motus
MuHu Inc.
New Age Industrial
NILFISK
Omnitrac
OnTrak Software
Owners-Rep
Pabst Brewing Company
Parallel Products
PDC
Polar Beverages
Rehig Pacific Co
Rite Hite Corporation
Rory Shogren Insurance Agency Inc./Farmers Insurance
Rutherford & Associates
Ryan Companies US, Inc.
S. M. Wilson & Co.
Safety Vision
Salient Management
Sapporo USA, Inc.
Scotto Cellars
Shears Snacks
SKUPOS
SLO Brewing Co
Softeon
Sonoco ThermoSafe
Stout Brewing Company LLC
Tennant Company
Textron Aviation
Thermomass
Toyota/Forklifts of St. Louis
Trex Company
Twisted Cherries
UBC Group USA
UNEX Manufacturing Inc.
United States Beverage
Verizon Networkfle
VIP
VPX SPORTS
Waterfall Resort Alaska
Waymatic, Inc.
Wrangler Workwear, VF Imagewear
Yale Materials Handling Corporation
Zebra Technologies
Zeon

*Exhibitors as of April 10, 2017
Submit your Hill meeting feedback using the app!

Search “NBWA Advocacy” in your device’s app store