Welcome to NBWA’s 78th Annual Convention and Trade Show! We hope you will enjoy this newsletter’s look at the activities of your association since NBWA’s Legislative Conference.

While we are gathered here in Las Vegas, NBWA is excited to bring you a program packed with great speakers, 23 education seminars and a two-day Trade Show filled with more than 275 exhibitors featuring innovative products and services to help your business.

Monday’s general session program will feature a “Four Under 40” panel of next generation leaders who will share their thoughts on the future of the beer industry, including Jay Ducote, Food Network Star finalist and founder of Bite and Booze; Daniel “D.H.” Harrison, co-owner and general manager of Country Boy Brewing; Ryan Lake, vice president at First Beverage Group; and Kurt Strickmaker, president and Better Beer Guy at BountyBev. Additionally, Captain Chesley B. “Sully” Sullenberger, the heroic pilot who landed a plane filled with passengers safely in the Hudson River, will share his inspirational story and discuss the value of planning, leadership and focus to help prepare for disruptions of any kind – whether in business or in personal life.

On Tuesday, Jayson Street, “The White Hat Hacker,” will describe what security hacks are doing to access your personal and financial information and what you can do to protect your family and your business. We’ll also hear from a panel of brewery industry leaders, including Ronald den Elzen, president and CEO of Heineken USA; Ken Grossman, founder of Sierra Nevada Brewing Co.; Bill Hackett, president of Constellation Brands Beer Division; Gavin Hattersley, CEO of MillerCoors LLC; and João Castro Neves, president North America for Anheuser-Busch InBev. And Candy Crowley, former chief political correspondent for CNN, will describe the current political environment and the issues that will take center stage in the upcoming presidential elections.

We encourage you take full advantage of all this convention has to offer. Be sure to stay connected and engaged. Download NBWA’s convention app, tune in to NBWA-TV and join the conversation on social media using #NBWAVegas.

Thanks for all you do for this great industry!

Eric Best
2014-2015 NBWA Chairman

Craig Purser
NBWA President & CEO
Meet NBWA’s Incoming Chairman of the Board

Travis Markstein
President
Markstein Beverage Co.
San Marcos, California

The Marksteins began distributing beer in California just six months before Prohibition. For the next 14 years, Albert Markstein, Sr. sold malt syrup, near beer and soda pop from his house with a horse and wagon to make ends meet.

In 1934, the company returned to selling beer from the Golden West Brewing Company and, for the next 10 years, Albert and his three sons – Adolph, Al and Walter – worked together to grow the business until Albert’s death in 1944.

Continuing the business in their father’s footsteps, the three brothers acquired a distribution agreement from the Rainier Brewing Company in 1947. In 1951, they added Olympia and, in 1953, they added Anheuser-Busch and changed the name to Markstein Beverage Co. Over the next two decades, they operated nearly a dozen different companies and sold many brands of beer including Pabst, Falstaff, Hamm’s, Heineken, Red Cap Ale, Blatz, Lucky Lager and Brew 102.

In the early 1970s, the three brothers split up the companies, but Adolph and his three sons stayed in the beer business. Steve Markstein moved to Sacramento in 1971 and managed the fast growing Markstein Beverage Co. of Sacramento.

In 1988, Ken traded the Oakland business for an Anheuser-Busch distributorship in Northern San Diego County and moved his family and the company south.

The fourth generation of Marksteins entered the family business in the 1990s. Today, Travis Markstein is the president of Markstein Beverage Co. in San Marcos, California, and his brother Hayden Markstein is president of Markstein Beverage Co. of Sacramento.

Between the two companies, the Marksteins now sell more than 16 million cases of Anheuser-Busch, Constellation, Sierra Nevada and other craft beers annually and provide quality jobs to nearly 500 highly motivated employees.

The Markstein family knows the value of building strong relationships, participating in the political process and working with fellow distributors on policy issues. Nearly 70 years ago, the Markstein family helped establish the California Beer and Beverage Distributors. Since then, every generation of the Markstein family has continued the family tradition of leadership and engagement.

Travis Markstein has served on NBWA’s Board of Directors since 2008, chairing the Innovation & Technology Committee and the NBWA Political Action Committee before being elected secretary, treasurer and vice chairman.

“In his years of service as a state director for California and in every elected officer position, Travis has proven to be a dedicated and results-oriented leader,” NBWA President & CEO Craig Purser said. “In 2012, he became the first chairman of the NBWA PAC to break the $2 million mark – which was a significant achievement to ensure that NBWA continues to maintain a top-tier PAC for years to come. He also believes in engaging members, working with state associations and investing in the next generation.”

Markstein holds an MBA and MFA from UCLA and a B.A. in English from UC Santa Barbara. He lives in Rancho Santa Fe with his wife, Juliet, and their two sons, Conrad and Cameron.
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 Bob Archer, president and CEO of Blue Ridge Beverage Company in Virginia.

Archer has dedicated more than 10 years of service on NBWA’s Board of Directors and held every elected position, serving as chairman of the NBWA Board from 2012-2013.

The first NBWA convention that Archer attended was held in Chicago in 1973. Archer recalled, “At that convention, I never in my wildest dreams imagined I would serve as NBWA chairman.”

During his time as NBWA’s chairman of the Board, Archer stressed member engagement as the secret to the continued relevance and future success of NBWA. He has led by example, devoting countless hours and resources to the association.

Since 2001, Archer has served as president and CEO of Blue Ridge Beverage Company, a family-owned and -operated business with locations in Salem, Waynesboro, Lynchburg, Abingdon and South Boston, Virginia.

He runs the company alongside several family members, including his mother, Regine, and his brothers and sisters, who all play a critical role in the business – Nancy Doucette, Jim Archer, Paul Archer, Evelyn Hunt and Jackie Archer.

Although the company began as a business in 1938, the Archer family has led Blue Ridge since 1959 when James Archer and his wife Regine purchased the company. After James Archer passed away in 1972, Regine stepped in as president. This move was especially significant given the small amount of women in the beer distribution industry at the time. Today, she still comes to the office each day and serves Blue Ridge as chairman of the board.

Blue Ridge started with 10 employees and five brands. Today, the distributorship employs 435 individuals and services more than 4,000 retail customers over a 49-county, 17-city territory with more than 200 brands of beer. Blue Ridge distributes nearly 7 million cases of beer annually and more than 8.5 million total beverage cases.

Archer recognizes the advantages that working with his family provide not only his business but also the community. “The one major positive impact of the family business model is our ability to become totally engaged in our communities in both charitable and political perspectives,” he has said.

Before working in the family business, Archer joined the U.S. Army in 1969 and served as an officer with the 82nd Airborne Division. He also served in Vietnam with the 22nd Replacement Battalion until 1972. During his service, he attained the rank of colonel. In 1999, Archer retired from the U.S. Army Reserves and the Selective Service System after 30 years of military service.

He has participated in numerous local charities and community organizations throughout his career, including those benefiting the military and their families. Archer also is involved with the Lewis-Gale Medical Center, Virginia Chamber of Commerce, Virginia Tech Foundation, Virginia Center for Healthy Communities, the Military Family Support Center and the Virginia Veterans Services Foundation. He also is the former president of the Virginia Beer Wholesalers Association.

According to Archer, his family feels strongly that beer distributors must continue to support those communities in which they do business and that have made it possible for their businesses to grow and thrive.

He lives in Salem, Virginia, with his wife, Sandra, and is a member of the First United Methodist Church. They have three children – Michelle A. Sykes, Lori A. Raible and Jill A. Perez – and six grandchildren.
NBWA Recognizes Winner of Third Annual Share Your Story Contest Highlighting Beer Distribution Employees

Giglio Distributing Employee Wins Free Trip to NBWA’s 78th Annual Convention and Trade Show

NBWA’s Third Annual Share Your Story contest invited beer distribution employees who have never attended the NBWA Annual Convention and Trade Show to submit a written entry explaining why they love working in the beer distribution industry.

NBWA congratulates Bryan Wright of Giglio Distributing in Beaumont, Texas, as the winner of this year’s contest.

“We were overwhelmed with compelling and passionate stories from a wide range of beer distribution employees from across the country,” said NBWA Senior Vice President, Communications and Public Affairs Rebecca Spicer. “Every single entry shared a deep pride for working in the industry, and it’s the passion of the men and women in beer markets across the country that make this industry what it is today.”

“Bryan Wright is not only a standout beer distribution employee, but he also served our country honorably overseas with the U.S. Army,” Spicer added. “He demonstrates every day how military training can serve as a solid foundation for work in the beer distribution industry.”

After returning home from serving in the U.S. Army during Operation Enduring Freedom, Wright took an entry-level position at Giglio Distributing as a route salesman. After two years, Wright was promoted to a logistics management role.

“I never thought that I, as a high school graduate without a specialized skill set, would have been able to soar so high … I never expected to have been given the opportunity at success that has been afforded to me, especially while getting to do so in an environment that is closer to being with family rather than co-workers,” Wright wrote in his essay.

Wright compared working at Giglio Distributing to his time of service in the Army.

“You are surrounded by the same group of people day in and day out, dealing with the same issues as you, and working towards the same common goal,” wrote Wright. “The camaraderie and sense of brotherhood I get working day in and day out with these people is something I haven’t experienced since my days in the military … The beer business is truly a unique industry that I am proud to be a part of. I could not imagine my life any place else.”

According to a recent NBWA survey, 91 percent of America’s beer distributors employ veterans or current service members.

NBWA’s Share Your Story Contest was launched in 2013 to highlight some of the 130,000 men and women who make up the beer distribution industry, from truck drivers, inventory specialists and graphic artists to sales representatives, warehouse workers and receptionists.

Download the NBWA Convention App!

- Personalize your schedule of events and seminars
- View session and speaker information
- Connect with fellow attendees
- View Trade Show exhibitors and maps

To download, enter http://m.core-apps.com/nbwa2015 in your mobile browser, or search “NBWA” in your phone’s app store.

Or, just scan the QR code in the image to the right!
Nearly 125 “next generation” beer distributors attended NBWA’s Third Annual Next Generation Success in Leadership Conference held August 3 – 4 in Denver, Colorado. 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.

Next Generation Group Chairman Adam Vitale explained the value he finds in the educational programming offered at the annual conference. “Not only have I learned a tremendous amount in how to run a business and prepare for the future, but I have also established strong personal relationships with young beer distributors from across the country, representing all brands – urban and rural, and operating businesses large and small,” Vitale said.

NBWA President & CEO Craig Purser said, “Under Adam’s leadership, this group has blossomed and created an entire community of future leaders in the beer distribution industry.”

Curt Steinhorst of the Center for Generational Kinetics returned by popular demand as the conference’s keynote speaker. He spoke about how living in the digital age also can mean living in the age of distraction, especially in today’s workforce. He shared strategies for attention-management, as well as steps managers and employees can take to get their most valuable resource back.

Dr. Kent Rhodes, a consultant with the Family Business Consulting Group and core faculty member at Pepperdine University, spoke about the importance of continuity planning in family business. He also taught attendees how families can better manage conflict on a day-to-day basis.

Matt Dahlstrom, the founder of LearnBeer.com and co-founder of In:Trench Consulting Group, led two workshops – one focused on developing a targeted 10-year plan and a second focused on leadership. Dahlstrom emphasized understanding employee needs: stability, trust, compassion and hope. He told new leaders to define expectations, set goals, over-communicate and score an early win.

Nickolas Hammelman of Northwestern Mutual led a discussion on risk management strategies and tools centered on the retention of key talent, along with assessing the impact to the business if something were to happen to them.

Greg Ellis and Matt Ellis of PDC led two operational sessions on warehouse management. Some of the topics covered included extending the effective life and performance of existing facilities and assets; tips for hourly employee retention and recruiting through pay for performance systems; and how to effectively reduce sales and delivery costs.

Lance Abbott of BevCap Management, LLC led a session on understanding the insurance needed to protect a distributorship. The session covered key insurance terms, definitions and trends as well as types of insurance and coverage distributors should be considering. Abbott noted that “distributors face emerging risks related to cyber liability, wage and hour practices and product recall.”

In addition to presentations led by NBWA senior staff that covered advocacy and communications programs, NBWA Chief Economist Lester Jones led a panel discussion on the diverse economic and demographic trends shaping the beer industry. Ryland Bertucci of F.E.B. Distributing Co., Robbie Maletis Jr. of Maletis Beverage, Joseph Schilleci of Supreme Beverage Company and Sarah Schwab of Matesich Distributing Co. explained the pros and cons of economic and demographic forces shaping and changing their markets.

Conference attendees also enjoyed an evening of cold beer, games and conversation at the Tavern Downtown, one of Denver’s many rooftop bars.

For more information or to join the Next Generation Group, please contact NBWA Coordinator, Member Programs and Meetings Maggie Moreland at mmoreland@nbwa.org.
Since Congress returned to the nation’s capital following its summer recess, there has been renewed attention to recent activity in the regulatory arena. On behalf of those in the beer distribution industry, NBWA has been focused on actions taken by the Department of Labor (DOL) as well as the National Labor Relations Board (NLRB).

In July, the DOL issued its proposed changes to the regulations specifying who is eligible for overtime compensation. The proposed rule seeks to raise the minimum annual salary threshold for overtime pay from $23,660 to $50,440 annually. This regulation has been met with criticism on several fronts and by a wide range of advocates in the business community.

The DOL allowed a very brief window for interested parties to analyze and provide feedback regarding the proposed rule. On September 3, NBWA submitted comments establishing the quality jobs provided in the beer distribution industry and expressing concerns that the proposed change would undermine industry growth by creating a one-size-fits-all application of the rule and failing to take into consideration the seasonal nature of the industry and the varied economic and workforce realities across the nation.

Nearly 250,000 comments were filed in response to the proposed overtime rule. It will take several months for the DOL to review the comments and consider possible changes. The final rule is expected to be published in 2016.

On Capitol Hill, House Education and Workforce Committee Chairman John Kline (MN) and Senate HELP Committee Chairman Lamar Alexander (TN) have both expressed their concerns regarding the proposed rule and also have submitted comments to the DOL. Further congressional activity is expected.

NBWA also is reviewing the NLRB ruling issued on August 27 that expands the definition of a joint employer. Under the ruling, business owners, defined as joint employers, would be responsible for the labor practices of their subcontractors. Sen. Alexander and Rep. Kline introduced legislation on September 9 that would roll back the NLRB decision and return the standard to one where companies would only be considered employers if they have direct and immediate control over workers.

Regardless of whether or not Congress will be able to tackle labor issues this fall, rest assured that NBWA will be engaged on these important issues and advocating for your business interests in Washington, D.C.

Tune in to NBWA-TV!

NBWA’s own exclusive news team returns to the Annual Convention and Trade Show! While in your room at Caesars Palace, watch NBWA-TV newscasts featuring stories on distributors and your association.

NBWA-TV reporters will be scouting the convention and the floor of the Trade Show covering all of the excitement. If you see the team, stop and share your convention experience – maybe YOU will be the next NBWA-TV star!
Beer Distributors Host Members of Congress for Warehouse Tours

During the summer, members of Congress depart Washington, D.C., to spend time in their congressional districts, a tradition known as “August Recess.” During this time, NBWA beer distributor members from across the country invited their elected officials to participate in tours of their local beer distribution warehouses. NBWA distributor members hosted more than 40 warehouse tours during the August recess and have completed more than 100 tours so far this year. Some of these visits are highlighted below.

**Choice Brands of Ohio LLC** in Mingo Junction, Ohio, hosted **Rep. Bill Johnson** for a constructive visit. While at the warehouse, the congressman met a variety of employees. Following the tour, Rep. Johnson rode along with a company sales representative to see firsthand the work that goes into selling and merchandising at three different retail carry-outs.

**Rep. Dave Loebsack** had the opportunity to stop by **7G Distributing** in Davenport, Iowa. On the tour, he heard from 7G leadership about issues ranging from the proposed overtime regulations to the STOP Underage Drinking Reauthorization Act.

**Rep. Julia Brownley** toured **Allied Beverages** in Sylmar, California, and had the opportunity to meet several employees, all of whom live in her district. As this was her first warehouse visit, Allied Beverage leadership provided a general overview of the company and the value of the three-tier distribution system.

**Senator Kelly Ayotte** visited **Great State Beverages** in Hooksett, New Hampshire. On the tour, she had the opportunity to discuss the regulatory, economic and commercial value beer distributors provide in the state. Job creation also was a topic of conversation, along with the senator’s support for the Small Business Tax Certainty and Growth Act and the Craft Beverage Modernization and Tax Reform Act.

With this record number of August visits, members of Congress 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.

**Tip!** After you host senators and representatives for a warehouse tour, remember to engage! Send them a note, and keep the conversation going on social media. Tag them on Facebook and Twitter to thank them for their time.
The U.S. economy continues to grow into the fourth quarter of 2015 with many positive signs pointing to a strong year end for the economy and potential gains for the beer industry as well. Yes, we have seen setbacks, including bad weather, global uncertainty and significant market adjustments along the way. However, the beer industry is driven by a growing population, an expanding economy and innovation that keeps beer consumers coming back to America’s stores, restaurants and bars.

Demographics and Per Capita Consumption

The demographic trends impacting the beer market and corresponding per capita consumption are relatively predictable in a mature industry. The country is getting older on average and there is no turning the tide on the graying of America in the short run. The share of the total population over age 21 has risen from 70 percent in 2000 to 72.9 percent in 2014. A continuation of the trend suggests the legal drinking age (LDA) population ratio will grow to 73.2 percent in 2015. With almost 80 percent of the millennial generation now of legal drinking age, the LDA population ratio is expected to continue to rise with no hint of a millennial generation echo boom on the horizon to change this trend.

Today’s beer market can be summed up as different people, drinking different beers, in different places. Industry volumes have seen a significant shift into high-end craft, imports and FMB brands as economics and demographics have changed the marketplace. The demand side of the market, driven primarily by changing demographics, suggests that total U.S. per capita consumption will continue to decline slightly in 2015. The total 2015 LDA population will grow by 1.1 percent, to approximately 234.9 million people. A per capita consumption model for the industry suggests 2015 will end the year at 27.4 gallons per person (based on TTB domestic tax paid and U.S. Department of Commerce imported beer volumes). This per capita model predicts a 0.5 percent increase in volumes with the industry delivering 2.86 billion cases of malt beverages (excluding cider) in 2015.

Employment

The general economy continues to grow with each month. As of August 2015, the economy has added 1.6 million jobs in 2015, for a total of 3.9 million new jobs since the pre-recession peak of 2008. The job market has indeed recovered; however, not in the way many have expected. The employment growth rate leaders – categorized as states that have year-over-year gains of more than 3 percent – include Utah, Oregon, Nevada, Florida, Washington, California and South Carolina. These states alone have added more than 1 million jobs since last year and are performing better than average
when it comes to beer sales. However, there are still many states that have not posted significant job gains and continue to perform below the national average.

The recovery in jobs has begun to push wages higher. Total wage growth through the second quarter of 2015 is estimated at 2 percent on a 12-month (not seasonally adjusted) basis. However, it is difficult to determine the true impact of inflation on real wage growth. With falling energy prices, the Consumer Price Index (CPI) for all goods and services is roughly flat (0.2 percent) over the past 12 months. But, after removing food and energy from the CPI, the adjusted inflation rate rises to 1.8 percent and roughly matches reported wage increases. How much better off consumers are in 2015 compared to previous years is still debatable.

There is no doubt our economy and our industry is changing every day. The basic structure of U.S employment has shifted since the Great Recession. The majority of job gains we have seen are in service providing industries. Since 2010, the service sector has contributed 85 percent of job growth for the economy, and this translates into significant change for beer distributors. Where people live and work in this new economy is changing the types of beer they prefer and places they choose to buy beer as well. Once again, we see the evolution of the beer market as different people, drinking different beers, in different places.

More than five years after the official end of the Great Recession, we see a new and exciting beer market emerging. Successful independent beer distributors will be on the forefront of their local market changes and will be ready to deliver the right beer, to the right places for the right consumers.

Participate in the NBWA Beer Purchasers’ Index

Launched at NBWA’s 77th Annual Convention, 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 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.

The BPI is an opt-in survey. The October survey is currently in the field. If you would like your distributorship to be part of these forward-looking market insights, please email bpi@nbwa.org with your company name and the primary purchaser’s name and email address or visit www.nbwa.org/bpi.
Independent Beer Distributors Engage With Industry Writers at 2015 Beer Bloggers and Writers Conference

The National Beer Wholesalers Association served as a sponsor for the 2015 Beer Bloggers and Writers Conference, held July 17-19 in Asheville, North Carolina. The sixth annual conference was an opportunity for beer bloggers, beer writers, industry bloggers and other beer and social media professionals from across the country to network, learn, taste and share.

NBWA Communications Director Kathleen Joyce and Editorial Assistant Sara Neiman attended the sold-out conference to interact with more than 160 beer writers. “The Beer Bloggers and Writers 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 moderated a panel, “Building Craft Beer Brands: A Talk With Award-Winning Distributors,” emphasizing independent distributors’ essential role in craft beer’s growth. She described how independent distribution allows craft brewers access to the same trucks and store shelves as much larger brands and encouraged the beer bloggers to get to know their local beer distributors, who offer market expertise and provide a unique industry perspective.

Matt Abdoney from J.J. Taylor Distributing Florida in Tampa, Florida; Robbie Maletis from Maletis Beverage in Portland, Oregon; and Brad Johnston from Tryon Distributing in Charlotte, North Carolina; shared their perspectives on what it takes to build and grow successful craft beer brands that resonate with consumers in today’s competitive marketplace.

The panel discussed creative promotions and techniques for ensuring that individual brands succeed, the trends that are resonating with today’s retailers – including the thirst for local beer – and the challenge of maintaining brand equity and quality in a rapidly expanding market.

“We are built to take a brand to market,” Maletis said, explaining how an independent distribution system has helped grow the craft beer business to what it is today. He noted that his company has the logistics and the relationships with thousands of different retail accounts to help craft beer succeed.

When asked what beer bloggers should know before writing about the distribution tier, the panelists highlighted the strong relationships they have with their brewery partners and how they truly care about the fate of their brands.

“I can’t sleep at night if beer goes out of code or we lose a tap handle in a key account,” Abdoney said. “Our brewery partners are part of our family as a company.”

The distributors also emphasized that their companies are independent and started off small just like many of the craft breweries they represent.

“We are like those small craft breweries,” Johnston said, noting that he started his company with just three people.

Beer distributor Craft Central, a dedicated craft beer division of Caffey Distributing and Carolina Premium Beverage, sponsored a lunch at the conference and demonstrated how the company produces videos and uses the power of social media to promote their portfolio of craft beers.
Cheers to Distributor Business Anniversaries!

**Columbia Distributing** was founded in 1935 by Chris Maletis Sr. Today, the fourth generation family-owned and operated company employs more than 350 people and distributes more than 40 beer brands in the greater Portland and Southwest Washington area. Since 2000, Rob Maletis has continued to grow Maletis Beverage while also keeping the company true to the principles established by his grandfather and father.

**Fechtel Beverage** was founded in 1940 by Ben Fechtel in Jefferson City, Missouri, and is currently owned and operated by the third and fourth generation of the Fechtel family. Beginning with only nine employees and supplying one beer brand, Fechtel Beverage now employs 65 people and sells more than 259 brands from 30 suppliers. To celebrate Fechtel’s 75th anniversary, the company held its first “Fechtel Beverage Family Reunion” and invited their current and past employees, along with new and old brewery representatives. Fechtel hopes to make the reunion an annual function.

**Doll Distributing**, located in Council Bluffs, Iowa, was founded by Merlin and Edith Doll in 1965. The Doll family’s second generation later purchased the company from their parents and have expanded the business from distribution in three counties to 11. Today the Doll family employs 300 people between their four warehouses and distributes products to more than 40 counties, serving more than 3,500 different retail accounts in Iowa. Rep. David Young recognized the company’s 50th anniversary with remarks in the Congressional Record. He also paid a visit to the company to tour the warehouse and meet with employees.

**Craig Stein Beverage** was founded in 1990 by Craig Stein in Vancouver, Washington. Starting with only 11 employees, the company now employs approximately 400 people and has grown to four locations in Washington and Idaho. To celebrate the anniversary, each location held an employee BBQ, and the company recognized seven of the original 11 employees continuously employed at its Vancouver, Washington, location.

**Gulf Distributing Company of Mobile, LLC** was founded in 1935. Originally named Jax Distributing, the company was purchased by Freida G. Maisel in 1973 and renamed. One of the oldest beverage distributors in the Southeast, Gulf Distributing of Mobile began with just 20 employees and seven trucks. The company has maintained its status as a family-owned business and is currently led by Chairman and CEO Elliot B. Maisel. Gulf Distributing of Mobile is a subsidiary of Gulf Distributing Holdings, LLC, which is comprised of four distributors and a partnership with Keg 1 in Central Texas. Gulf Distributing Holdings employs 720 people, represents more than 75 suppliers and has distributor operations in Mississippi, Alabama and Florida.
The Center for Alcohol Policy hosted its Eighth Annual Alcohol Law and Policy Conference September 9 – 11 in Chicago, Illinois. The annual event brings together a wide range of alcohol policy experts – including attorneys, current and former alcohol regulators, legislators, law enforcement, public health advocates and other experts – to discuss and debate current alcohol laws and challenges.

South Dakota Attorney General and National Association of Attorneys General President Marty Jackley delivered a keynote address on the role of state attorneys general in alcohol policy debates and the importance of policies that safeguard against the abuse of alcohol. Attorney General Jackley detailed his work to expand South Dakota’s 24/7 Alcohol Sobriety and Monitoring Program across the state and nation, which has proven successful in reducing the likelihood for alcohol re-offenses.

A panel of attorneys examined the 21st Amendment a decade after the Granholm v. Heald decision in 2005, when the U.S. Supreme Court held that states many not directly favor in-state alcohol producers while denying the same benefit to out-of-state producers as this violates the dormant Commerce Clause of the U.S. Constitution. They reviewed the numerous court cases that have clarified the law since Granholm v. Heald and upheld states’ right to regulate alcohol under the 21st Amendment.

Another panel examined the history, successes and weaknesses of the Federal Alcohol Administration Act, which was passed 80 years ago by Congress to govern the federal regulation of the new alcohol industry following Prohibition’s repeal. Robert Tobiassen, former general counsel for the U.S. Alcohol and Tobacco Tax and Trade Bureau, noted that the law is 80 years old but has much regulatory flexibility.

A panel of state alcohol regulators shared what they have learned from their position and what others involved in the alcohol industry should consider as they embark on their duties to regulate the alcohol industry. Roger Johnson, former assistant chief for the Alcohol & Tobacco Enforcement Division of the Wisconsin Department of Revenue, also shared insights from his new guide, “Alcohol Beverage Control: The Basics for New State Alcohol Regulators.”

During the conference, the Center announced the Montana Department of Revenue’s Liquor Education Unit as the recipient of the Third Annual Leadership in Alcohol Regulation Award, which recognizes the work of alcohol regulators who oversee the alcohol industry and promote public safety.

Jerry Oliver, a member of the Center’s Advisory Council and former Arizona alcohol regulator, said, “One of the most impressive facets of the Montana Liquor Education Unit is its tireless dedication to improving the state standard for liquor education and server training while involving all community stakeholders in its initiatives. Since the unit was created by the Montana Department of Revenue in 2008, it has developed a broad network of community partners, brought in more than 240 active volunteer trainers and expanded and updated the state training program, ‘Let’s Control It: Alcohol Responsibility Matters.’”

The unit has worked with a variety of partners to help launch initiatives such as the Montana Community Change Project, DUI task forces across the state, the Comprehensive Highway Safety Plan Alcohol Strategy Implementation team and the Interagency Coordinating Council on State Prevention Programs. Earlier this year, the unit hosted the 2015 Alcohol Education Summit, which brought nearly 200 alcohol stakeholders to the state capital for two days of education, dialogue and sharing of best practices.

Other topics discussed during the conference included lessons learned by local governments with regard to granting new liquor licenses, informing local stakeholders and the impact on law enforcement; state legislators’ efforts to weigh competing state interests related to law enforcement, public health, orderly markets, taxation and jobs; how to measure the efficacy of U.S. alcohol control policies; and an update on drunk and drugged driving incidence rates and the future of technology to prevent cars from being operated by drunk drivers.
NBWA Launches Brewer Partner of the Year Award

NBWA will present a new award at this year’s convention – the Brewer Partner of the Year Award. The inaugural award will recognize the brewer who does the best job in the marketplace producing great beer; building strong partnerships; providing valuable education; and offering support to their distributor customers in order to bring their beers to market.

NBWA President and CEO Craig Purser said, “With more than 3,700 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. And new partnerships are forming every day – 94 percent of independent beer distributors report that they have added at least one new brewer to their portfolio in the past year.”

“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.
Beer Distributors Utilize NBWA Safety Training Videos

In April, NBWA launched a new membership resource created exclusively for beer distributors – safety training videos that feature real-life scenarios for employees in NBWA member warehouses.

The videos are housed on the NBWA website as part of a safety training video library. They 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.

“Because these videos are industry-specific and reflect what beer distribution employees actually do on a daily basis, they are more engaging and impactful than other available training resources,” said NBWA CFO Kimberly McKinnish.

To select video topics, NBWA sought the advice of insurance program partner BevCap Management and industry experts to determine areas where beer distributors experience the highest insurance claim rates.

NBWA's first safety training videos focus on two areas where frequent and expensive insurance claims plague the association's distributor members:

- **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.

- **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. Good judgment, alertness and always obeying traffic laws are stressed as the basics of safe driving.

Since their launch, distributors across the country have reported using the videos to train new and existing employees.

Sandy Wright Kibby of Capitol Wright Distributing LLC in Texas said, “I am so excited that NBWA is doing this service for the beer industry. We really do need a lot of help in this area of safe product handling. It is so much more relevant to see actual beer truck drivers.”

“This needs to be part of every new employee’s safety training and orientation,” she added.

Suzie Rudolph, the human resource manager for Central Coast Distributing in California, also has made use of the videos.

“We showed both videos at our company-wide safety meeting,” Rudolph said. “Our employees were very responsive and enthusiastic to both the information given and the fact it was real beer employees. Both videos are great training tools! Having both audio and visual training methods is very beneficial.”

Additional training videos will be offered to meet members’ other priority needs and respond to changing industry conditions.
NBWA continues to add new resources to better serve its members. Take advantage of the programs and services that your association provides to help grow your business and save you money!

**Distributor Productivity Report**

The *Distributor Productivity Report* provides the most comprehensive beer distribution industry data available. This industry-wide research effort serves as an actionable tool for companies to evaluate their operating results in order to pinpoint strengths, weaknesses and improvement opportunities. It includes valuable data on sales, marketing and operational details that enable distributors to benchmark their company to industry standards.

**Compensation and Benefits Study**

The *Compensation and Benefits Study* allows NBWA members to easily compare their compensation levels and benefits policies with similar distributors. Published every other year, the study’s 2014 edition is available for purchase. Order your copy today!

**Webinars**

NBWA launched a new offering this year with the addition of free educational webinars for distributors. Visit the membership section of the NBWA website to access recordings of webinars on OSHA compliance challenges and reviewing distributor handbooks, rules and disciplinary processes. Distributor members also can access NBWA Communicators Group webinars on the Media Toolkit for Beer Distributors membership page.

**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 also are available. 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.

**Energy Buyer’s Program**

NBWA members have access to the Affiliated Power Purchasers International Saving Solutions Program, which assists beer distributors with identifying and implementing business options that reduce energy and utility costs.

**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 targeted searches using either a keyword or a directory search by product category.

**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.

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 Moreland at mmoreland@nbwa.org.

SAVE THE DATE

Be a part of NBWA’s 79th Annual Convention in Chicago, Illinois, September 25-28, 2016!