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

We're glad you're here in Washington, D.C., for NBWA's 2018 Legislative Conference.

From building relationships with members of Congress to building relationships among Next Generation Group members, the Legislative Conference presents opportunities for us to talk about changes happening in the industry and across the country.

It's important to build and maintain relationships with members of Congress and congressional staff as a long-term investment for future policy decisions that can impact your business. As the beer industry is facing volume challenges, hearing from industry leaders and talking to lawmakers about ways we can strengthen the beer category is more important than ever.

Plus, we are seeing a wave of emerging issues. From the expansion of e-commerce to the legalization of marijuana, new consumer experiences are generating new policy debates that could impact the beer industry and today's effective regulatory system.

And as we look to the next generation of leaders who will help run our family businesses, we need to give them the tools to be successful. NBWA’s Next Generation Group will have two events to learn about business and the industry and build relationships with their peers.

We’ve put together a top-notch line-up of speakers and events, and at great locations. The Sixth Annual Cheers: A Celebration of Beer & Food will be held at District Pier at District Wharf, in a newly revitalized part of Washington, D.C. Don’t miss receptions co-hosted with the Brewers Association and Beer Institute, and as always, share your experience on social media using #NBWADC.

Thank you for being here and for all that you do to make the U.S. independent beer distribution industry the best in the world!

Jim Matesich  Craig A. Purser
NBWA Chairman of the Board  NBWA President & CEO

#NBWADC
Thank you for taking the time to travel to our nation’s capital to attend the 2018 NBWA Legislative Conference. Your participation and advocacy are key elements of the political process on Capitol Hill and remain critical to advancing the long-term goals of NBWA and its members. To validate this point, you need look no further than the 2017 passage of comprehensive tax reform.

As you know, the Tax Cuts and Jobs Act was signed into law by President Trump in December of last year. The enactment of the tax reform bill represented the culmination of months, years and even decades of work by NBWA’s membership to ensure that our voices were heard as Congress made significant changes to our nation’s tax code.

After face-to-face advocacy and persistent lobbying efforts, Congress made some improvements to the tax code that will benefit NBWA member businesses, owners and employees. The bill created a temporary 20 percent deduction for owners of pass-through businesses to reduce business income from their individual tax returns. The bill also temporarily doubled the estate tax exemption thresholds. These increased thresholds will exempt more families and family-run businesses from the estate tax. Congress also maintained the ability of businesses to use the last-in, first-out (LIFO) method of accounting, preserving this practice used by many NBWA members. Additionally, the bill lowered tax rates for individuals, including a reduction of the top tax bracket from 39.6 percent to 37 percent, and it doubled the standard deduction and the child tax credit.

The combination of these tax changes will help reduce the tax burden faced by businesses, owners and employees in our industry. These revisions to the tax code are a direct reflection of the efforts of each and every one of you who remain dedicated to spending time on Capitol Hill and building relationships with your elected officials and their staff members. Despite these gains, there is more work to be done.

In the past, we advocated for parity between Main Street and Wall Street to ensure that those businesses structured as S Corporations were not disregarded in the tax reform debate. While we will continue to advocate for parity and overall fairness, we will also push Congress to come up with a solution that provides more permanent tax reform for S Corporations and family businesses.

While the 2017 reduction in the corporate tax rate was made permanent, many provisions in the bill, including those outlined above have an expiration date. The tax cuts for pass-through businesses, estates and individuals are set to expire on December 31, 2025. While the temporary tax relief is an improvement for beer distributors and your businesses, it is important that NBWA and its members press Congress to make the changes to the tax code permanent.

We are encouraging NBWA members to advocate for tax permanency during meetings on Capitol Hill. Members of Congress and their staff need to be reminded that Main Street businesses warrant the same treatment, represented by permanency in the tax code, as corporations.

NBWA also will be asking you to focus on other important issues during our Hill meetings, including the need for adequate funding for the Tax and Trade Bureau (TTB), the repercussions of international trade tariffs that negatively impact our supplier partners and the importance of congressional efforts to pass an infrastructure bill that will allow for funds to improve our nation’s highways, bridges and other critical infrastructure.

Advocating for a solution to the hardships of those NBWA members who are participating in underfunded multi-employer pension plans remains a priority. In early 2018, members of leadership in both the House and Senate appointed a bipartisan 2018 Pension Select Committee, tasking 16 members – equally divided between the House and Senate – to identify an acceptable solution to improving the funding shortfalls of these struggling plans. The Select Committee is expected to report its recommendations back to Congress later this year. NBWA supports the Select Committee and its efforts to enact policies to resolve the problems plaguing both employers and beneficiaries of multi-employer pension plans.

Thank you again for coming to Washington to participate in NBWA’s Legislative Conference. The Federal Affairs team looks forward to working with all participants to maximize your experience and amplify your voices on Capitol Hill.

Cheers!
NBWA has chosen David Ohnstad, lead route driver at Bernick's in Minneapolis, Minn., as the winner of this year’s Share Your Story Contest.

The contest invites the 135,000 men and women in the beer distribution industry to share what they love about their jobs, the business and the communities where they live and work. NBWA received submissions from a wide variety of hardworking employees – from truck drivers, inventory specialists and graphic artists to sales representatives, warehouse workers and administrative personnel – all who play an important role in making the U.S. independent beer distribution industry the best in the world.

“The men and women who entered this year’s contest show the passion that beer distribution employees have for their jobs. It’s apparent that they all enjoy the work they do and are proud to be part of this great industry,” said Rebecca Spicer, NBWA Senior Vice President, Communications and Public Affairs. “Every entrant highlighted the opportunities they have in their role and the growth they’ve enjoyed since starting their jobs; and that’s an important part of why so many distribution employees have been in the industry for years and will be for many more years to come.”

“David Ohnstad’s entry really stood out for the passion that he has for his job and the career he wants to build at Bernick’s,” Spicer added. Ohnstad joined Bernick’s as a lead route driver in 2014 after deciding he wanted to get back into driving following a brief break.

“When I started I thought I knew how to put in an honest day’s work; shortly after I learned what that truly was,” Ohnstad said. “At the end of the day there is no better feeling than coming back to the warehouse with an empty truck and seeing the stops being picked for tomorrow’s deliveries, and to do it all over again.”

Ohnstad added, “Bernick’s has allowed me the opportunity to be cross trained well beyond my current duties to include our warehousing systems, sales, and supervisory duties, so that when the day comes that I am unable to drive anymore, I am set for a future within the company.”

Beer distributor employees who have never attended NBWA’s Legislative Conference were invited to enter the contest by liking NBWA’s Facebook page and providing a short explanation of why they love working in the beer industry. Participants were also encouraged to share their submissions on Twitter and Instagram to receive bonus points.

As this year’s winner, Ohnstad will receive a complimentary trip to the 2018 NBWA Legislative Conference, April 22 – 25 in Washington, D.C., to learn more about policy issues impacting the beer industry and consumers. Ohnstad also will have the opportunity to attend meetings on Capitol Hill and educate congressional staff on the role beer distributors play in their community.
New Campaign Highlights America’s 135,000 Beer Distributors

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

For years, America’s beer distributors have been proud of the dedicated men and women who work in the industry – people from truck drivers to receptionists, sales teams to graphic artists, and so many more.

To recognize the contributions of those men and women – and the work they do – NBWA has launched a new “Delivering Local Jobs” awareness campaign.

The centerpiece of the campaign is DeliveringLocalJobs.com. It highlights America’s independent beer distributors and the contributions they make to the local, state and national economies. It also tells a larger story about the impact of the beer industry and the many ways beer can be enjoyed.

The 135,000 hard-working men and women in the beer distribution industry go above and beyond every day to build beer brands – large and small, domestic and imports – so that consumers can enjoy unprecedented choice and value. They are what make America’s independent beer distribution business the best in the world.

It is common to meet men and women who have worked for beer distributors for 10, 20, 30 and even 40 years. It’s hard to find another industry where workers chose to spend their entire careers with the same company.

I always love reading stories like the one I received from Chip Comer in South Carolina, who wrote about Jannie Mae Lowery. She’s worked with Comer Distributing since 1975 and is “almost like a second mom.”

Or who wouldn’t want to have a beer with Leon Chisolm, on-premise chain and trade relations manager at Coastal Beverage Co. in North Carolina? Tee Nunnelee, Coastal Beverage Co. president, wrote that, “It is an honor and privilege to work in the presence of someone with his level of character and integrity. We are forever grateful for his contributions to this family.”
As an independent consulting firm, our business depends exclusively on satisfied clients. We specialize in tailored, engineered solutions for facility sizing and location, warehouse layout and storage plans, pay for performance programs and delivery optimization — from conceptual design to implementation and training. For over 600 beverage clients worldwide, we create unique and customized solutions based on empirical analysis and operational expertise.

Many employees don’t talk about their “co-workers,” but rather they talk about their “beer family.” So, it doesn’t come as a surprise that employees across the country talk about the quality jobs they have, the opportunities they have been offered and the pride they have in the work they do.

The Delivering Local Jobs website spotlights hundreds of employees in the business. Each profile includes information about their first job, their current position, their years of service and a quote from their manager about what makes each employee exemplary.

Through the sorting feature on the “Meet Your Local Beer Distributors” page of the website, you can see all the employees who have been featured in a specific state. This is a powerful advocacy tool that can be used during meetings with elected officials and influencers to show the quality jobs in the beer distribution industry in all 50 states.

I invite you to put this resource to use during your meetings on Capitol Hill this week. I also invite you to help us build this website even more. When you return home, let us know about standout employees at your company, and help us share some of the stories of the 135,000 men and women in this industry who serve as an inspiration to all of us.
NBWA’s Sixth Annual Next Generation Success in Leadership Conference will take place Aug. 5-7, in Austin, Texas. We’re pleased to announce that several next generation business executives will address the Next Generation Group this year.

The NBWA Next Generation Group – which has grown to nearly 500 members – connects 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. It is also an opportunity for group members to hear from leaders outside of the beer industry on what it takes to make a company successful and how to grow in their careers.

As one of the youngest C-suite executives in a Fortune 50 company, Bonin Bough has spearheaded some of the largest global marketing campaigns across digital, mobile, television, print, and experiential, including the premier of the first ever 3D printed food product, the customizable, real-time 3D printed Oreo at SXSW in Austin.

Bough’s prominence as a transformative activator has helped reinvigorate traditional marketing by combining innovative tech via breakthrough brand campaigns including Oreo, Honey Maid, Pepsi, Gatorade, and countless other billion-dollar brands.

In a world where technology is moving faster than ever before and the consumer is changing every day, we have to look at how to build organizations for this new generation. Bough will share examples of how some companies are transforming their business models to meet a changing consumer landscape.

Former White House Art Director under President Barack Obama and LGND President Mike Aleo knows how to tell a good story. Stories are the most powerful way to change people’s minds and move them to act. In every aspect of how you present your company and interact with customers, you have opportunities to use principles of design and storytelling to be more effective.

Aleo will reveal the methods behind designing an impactful story, drawing from his work with corporations, non-profits and the White House. He’ll leave you with new ideas to help build your company’s brand by using social media effectively and strategically.

Josh Nacht, a consultant with The Family Business Consulting Group, brings a complementary mix of perspective and experience to his roles as a steward, scholar and consultant to family enterprises. Nacht works with business families to manage their complexity and create opportunities by focusing on effective governance and transitions. He enjoys working with multigenerational families to integrate

“Every year, I leave the NGG conference with new ideas that I take home and apply on a daily basis, especially when it comes to team work within our company, operating better in the market and functioning as a stronger distributor in general.”

Carly LaMonica
LaMonica Beverages, Inc.
diverse perspectives and create strong ownership groups by developing structure plans for continuity.

Nacht will conduct two leadership workshops during the conference: “The Role of the Family Champion,” and “Difficult Conversations.” Both are aimed at helping next generation leaders navigate family dynamics and resolve tricky conflicts, when they occur.

Learn the tools you need to close more sales and grow share in your markets by building businesses for tomorrow with Tom Fox. Fox has spent 18 years training distributor managers and sales staff – working closely with dozens of distributors during nearly two decades – and knows what it takes to succeed in an ultra-competitive marketplace.

We’ll talk about draught beer quality, because the perfect pour matters in our business. Matt Meadows of New Belgium Brewing was recently appointed to the role of Draught Beer Quality Ambassador by the Brewers Association. Meadow works to educate distributors and retailers on the expectations of today’s knowledgeable and discerning beer consumers and retailers; the responsibilities of retailers, distributors and brewers to meet these demands and expectations; and ways to maximize profits with a well-executed draught beer program.

There will be plenty of opportunities for networking with other Next Generation Group members and education breakout sessions that will address top issues in our industry. Brand new for 2018 are operational roundtables where attendees can learn from experts and share best practices. The Next Generation Jam Band will be back by popular demand for a night of good music, and of course, cold beer.

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

“I really enjoy networking with other people that are next generation. I’m learning about their businesses, which is helpful because I recently started working for my dad’s company. So, I learn from their experiences, and I get ideas on what I could do to improve our family business.”

Tara Edwards
TEC Distributing of Idaho
Amid all the Change, Beer Remains the Beverage of Choice

By Craig A. Purser
NBWA President & CEO

This year, NBWA is celebrating our 80th anniversary. And I have to admit that we are proud to join our members – America’s independent beer distributors – in raising a glass in celebration to this milestone.

The celebration includes a toast to this great system – the independent, three-tier system – that helps all tiers (suppliers, distributors and retailers) and all segments (beer, wine and liquor) grow and thrive.

As we celebrate today, we applaud the great beer distributors who came before us... the generations who lived through World War II, the Civil Rights movement, Vietnam, Watergate and the Cold War. They also experienced the birth of rock and roll and witnessed the first man on the moon. Some distributors probably wore bellbottoms back in the day!

All of this is a reminder that America’s beer distributors have been around for decades and decades. They have been directly involved in their businesses and engaged in their home communities, building solid relationships with industry partners – including local, independent retailers – and generating institutional knowledge that can be established only with years and years of experience.

Today, those relationships and all of that experience help distributors serve as a stable voice and reliable partner amid a sea of change – change that is occurring in all segments and all tiers of the licensed beverage industry.

Just one generation ago – in the 1980s – fewer than 50 breweries were producing beer in the U.S. Today, there are more than 5,000! Think about that – it’s hard to find any other industry with so many new entrants to the marketplace.

And it’s not just brewers experiencing such growth. More wineries and distilleries are opening for business, too.

Nearly 24,000 alcohol suppliers are producing alcohol beverages in the U.S. today – significantly higher than the 9,800 suppliers operating nationwide in 2010. That tells us that more than 60 percent of all alcohol suppliers have been around less than seven years. That is generating healthy industry competition and vast consumer choice, but it also means there are many suppliers that have not yet built the relationships or the institutional knowledge that most distributors have built over the decades.

The distribution tier is seeing its own changes. Beer distributors went from having an average of 200 unique products (SKUs) in their warehouses to storing nearly 1,000 products in a seven-year period. And as the products increased, the inventory started turning less often, down from 19 times a year to less than 14 in the same period. That means that distributors have a more crowded warehouse and more inventory on their hands. Additionally, distributors are running more routes, covering more square miles and delivering beer for more customers living in their territory.

What about retailers? Well I don’t have to tell you that changes have come to the retail tier, too. In a recent seven-year stretch, 90,000 new licensed retailers opened their doors for business; today, there are nearly 650,000 retailers selling alcohol beverages from coast to coast. And the face of retail is changing, too – some of those newer retailers include fast food restaurants, clothing stores, movie theater, big box stores, barber shops and salons – and yes, taprooms.

All of this change means that
beer consumers have more occasions and more choice than ever before. If you are a beer consumer, you’ve never had more access, more opportunity or more variety to enjoy. There’s no other country in the world that offers the selection that we do.

And the consumer is changing significantly in lifestyle and in taste. The legal drinking age share is higher than it’s ever been -- nearly three out of four people in the U.S. are now over 21 years old. We are living longer, and having fewer children. The average American household has dropped a full person since the 60s.

But over the years and amid all the change, there are some constants.

Beer remains the beverage of choice, of those who chose to drink alcohol beverages.

Beer is still the largest segment in the alcohol industry.

And beer distributors are still local, family-operated businesses, deeply rooted in their communities, working hand in glove with local, independent retailers and brewers of all sizes to build beer brands and deliver consumer choice.

After all, it’s by working together that we will continue to build this thriving industry for future generations.

**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 in to 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!
In 2017, the beer industry saw continued expansion in both real and virtual retail outlets, resulting in consumer purchases being divided between more outlets and occasions than ever before. At the same time, beer lost share of total alcohol to both wine and spirits, making the industry more fragmented and increasingly difficult to track using traditional measures.

According to data from the Alcohol and Tobacco Tax and Trade Bureau (TTB), there are more than 50,000 permitted alcohol beverage operations in the United States. That number includes more than 20,000 permitted alcohol wholesalers; 8,600 permitted breweries; 12,500 permitted wineries; 2,400 liquor producers; and 10,000+ alcohol importers. In addition, the Nielsen Company’s TDLinx account tracker reports there are more than 640,000 alcohol beverage retailers across the country. These businesses serve more than 160 million legal drinking age (LDA) adults that “find an occasion” to consume alcohol beverages, according to the most recent Gallup polls. There is an impressive number of market players in an increasing complex marketplace.

With a growing economy and so much more activity across the entire alcohol beverage industry, it’s a big surprise that industry volumes were down 1% in 2017. Preliminary data from the Department of Commerce and The TTB suggest that total case volume – including all domestic and imported malt beverages – fell by 2.3 million barrels or 31 million case-equivalents. But the story does not simply end with an accounting of beer.

The data in the table below show domestic and imported malt beverages with additional volumes for cider, perry, mead, and a category called “NESOI” - an acronym for “Not Elsewhere Specified or Included.” NESOI beverages in this case are the fermented alcohol beverages that simply do not fit into a traditional category and are lumped together into an obscure import account reported out by the Department of Commerce. Yes, this category is a small share of total industry, but just like every other disruptive category to invade the beer space, it will grow faster than the balance of the industry and take up an increasing share of the industry. Note: this is just a glimpse of what is tracked among imported beverages through US Customs and Borders Protection. Domestically, the fragmentation is likely much greater and much more difficult to track, including everything from hard sodas, hard seltzers and products yet to be categorized.

Fragmentation and Efficiency

Fragmentation and the “Long Tail” in the industry continue to increase the value-added role that beer distributors play in the alcohol beverage marketplace and, more importantly, in the economy as a whole. The economic efficiency, logistical expertise and local marketplace knowledge of an independent distributor ensure that retailers and consumers continue to experience the widest-possible choice and value in their
beer aisle. Recently released data from the 2016/2017 Distributor Productivity Report demonstrate, since 2006, that the average number of SKUs carried by distributors has increased fivefold, while the average inventory turns have fallen from 17 times per year to 13 times per year. (See chart on previous page.)

Managing a broader array of products and significantly more retail accounts in a growing economy makes beer distributors’ work more complex and challenging. But distributors are best suited to rise to this challenge.

Logistics and distribution efficiency at a premium

Managing the expense of getting product from manufacturer to consumer will be a challenge in 2018. Inflationary pressures, driven by full employment and higher costs of moving product through the supply chain, are becoming more apparent every day. A quick look at the recent Consumer Price Index data shows “Delivery Services” inflation is growing three times the rate of general Consumer Price Index (CPI). Almost everything associated with moving a product through the supply chain will be more expensive in 2018 – that includes prices for cardboard, plastic packaging, labor, insurance and fuel. The latest news that Amazon will limit deliveries on lower-priced items and the recognition that consumers at Whole Foods stores are increasing use of “lockers” for self-pickup, are all fresh indications that there are no “free lunches” when it comes to distribution of any products.

Beer distributors have a basic comparative advantage in logistics and distribution efficiency relative to the rest of the economy. In this inflationary environment, logistics and distribution efficiency will increasingly be at a premium as the economy continues to grow in 2018. Properly understanding where there are opportunities in this evolving economy may prove to be a challenge, but also presents an opportunity for distributors to succeed.
Nominations Open for NBWA Brewer Partner of the Year Awards

NBWA is seeking nominations for the Fourth Annual Brewer Partner of the Year Awards. The awards will recognize brewers who produce great beer, build strong partnerships, provide valuable education and offer support to their distributor customers who deliver their beers to market.

NBWA will present three awards: Brewer Partner of the Year Gold Award, Brewer Partner of the Year Silver Award and Brewer Partner of the Year Bronze Award.

NBWA distributor members and brewers are invited to nominate any brewer they believe is deserving of an award. Nominations will be accepted until June 29, 2018. The awards will be presented during NBWA’s 81st Annual Convention, Sept. 23 – 26, 2018, in San Diego, Calif.

“Independent beer distributors across the country take great pride in working with innovative brewers and importers 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 across the United States today, America’s beer 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 get beer to market,” Purser added.

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

Mark Your Calendar for American Craft Beer Week: May 14 – 20, 2018

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 2018, the beer community will celebrate American Craft Beer Week®, May 14 – 20.

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!
Distributors are encouraged to nominate state alcohol regulators for the Sixth Annual Leadership in Alcohol Regulation Award. The award will be presented by the Center for Alcohol Policy at the 11th Annual Alcohol Law and Policy Conference, October 9 - 11 in St. Paul, Minn.

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 2017, Kathie Durbin, chief of licensure, regulation and education at the Montgomery County, Md., Department of Liquor Control, was honored with the Fifth Annual Leadership in Alcohol Regulation Award for her work to create and oversee the many educational resources provided by the department that not only protect public safety, but also improve the business environment in the county.

“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 an alcohol regulator and police chief. “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 20, 2018.

For more information, please call the Center at (703) 519-3090 or email info@centerforalcoholpolicy.org.
Save the date now to be a part of NBWA’s 81st Annual Convention, which will be held in San Diego, Calif., Sept. 23 – 26, 2018!

More than 2,000 distributors, brewers and associate members are expected to attend the event.

The NBWA Product Showcase offers a great opportunity for associate members to meet potential new customers and demonstrate their company’s product or service before a large, important audience.

The Product Showcase will be open on two days: Monday, Sept. 24, 12:00 – 4:30 p.m. and Tuesday, Sept. 25, 12:00 – 3:00 p.m.

Corcoran Expositions, NBWA’s Trade Show management partner, is managing reservations for the Product Showcase as well as other sponsorship opportunities. Please contact Kristy Wagner at 312-265-9667 or kristy@corcexpo.com to learn more.

82 Labs, Inc.
Aim Leasing Company
Appointment Plus
BeatBox Beverages, LLC
BevCap Management, LLC
Big Systems, Inc.
Black Death Drinks
Brewery Plastics Inc
Britvic
Brother International Corporation
Cicerone Certification Program
Cintas Corporation
Cirrus Tech
Commerce Bank
Congruent Concepts and Solutions
Copper Mountain Brewing
CPG Data
Craft Beers of Canada
Craftsmen Trailer, LLC
The Dad’s Root Beer Company, LLC
Data Consultants, Inc.
Distribution Technologies
Distributors Solutions, LLC
Encompass Technologies, Inc.
Envista Corporation
EPIC Worldwide LLC
Essentia Water
ExxonMobil
Fintech
Freightliner Trucks
Garage Brewing Co.
Geloso Beverage Group, LLC
Global Keg
GP Analytics
GreatVines, LLC
GreenMile
Hackney
Halo
HC Foods
HDA Architects
Heartland Computers, Inc.
Hyster Company
iControl Regulated Commerce
Intouch GPS
Iowa Rotocast Plastics, Inc.
ITW Warehouse Automation (Vertique)
The Joe Tea Company
Keg Stacking Systems Ltd.
KION North America Corporation
LiDestri Food & Drink
Lightweight Containers
The Lion Brewery , Inc.
Lost Vineyards
Mansfield Energy
Mother Earth Brew Co.
New Age Industrial Corporation
OnTrak Software
Pabst Brewing Co.
Parallel Products / US Liquids
PDC
Prime Industries, Inc.
Rehrig Pacific Company
Rutherford & Associates
S. M. Wilson & Co.
S’Quiela Beverage Company
Safety Vision, L.P.
Samsara
Scotto Cellars
SevenFifty Technologies
Softeon, Inc.
Sonas Marketing
Stem Ciders, LLC
Tennant Company
TMS, Inc.
Toyota - Fork Lifts of St. Louis
TRANSTEX
Trex Company
Twinlode Rack Systems
Twisted Cherries
United States Association of Cider Makers (USACM)
Urban TVs
Vehicare Fleet Solutions
Vermont Hard Cider Company, LLC.
Vermont Information Processing, Inc.
Veroni Brands
Waterfall Resort Alaska
Wise Systems
Wrangler Workwear, VF Imagewear
Zone Defense LLC

as of April 11
Cheers to Beer

During NBWA’s 2018 Legislative Conference, be sure to raise a glass and celebrate the American beer distribution industry!

Join distributors, brewers, importers and other industry friends at these three exciting receptions:

Sunday 6:30 – 8:30 p.m.
Beers with Brewers Reception
co-hosted with the Brewers Association
Article One, Hyatt (lobby level)

Monday 6:00 – 8:00 p.m.
Toast to Washington Reception
co-hosted with the Beer Institute
Charlie Palmer Steak
101 Constitution Ave., NW

Tuesday 6:00 – 8:00 p.m.
Sixth Annual Cheers: A Celebration of Beer & Food Event
District Pier at The District Wharf
101 District Square, SW

Map of District Pier for Cheers Event
Submit your Hill meeting feedback using the app!

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