



# America's Beer Distributors:

Delivering Choice and Value



NATIONAL BEER WHOLESALERS ASSOCIATION 2011-2012 REPORT

The National Beer Wholesalers Association (NBWA) is a trade association that represents the interests of the 3,300 licensed, independent beer distributors—with operations located in every state and congressional district across the United States. NBWA works to strengthen the state-based system of alcohol regulation that facilitates an orderly marketplace; creates a transparent and accountable system of alcohol distribution that protects American consumers; and promotes responsibility in the manufacture, distribution, sale and consumption of alcohol.

# A Message from the Chairman of the Board and President



**N**BWA is proudly dedicated to representing the interests of America's 3,300 independent beer distributors and preserving, protecting and growing our members' investment in the independent beer distribution industry. Over the past year, our Association has worked diligently to fulfill this core mission by advocating, educating, congregating and communicating.

First and foremost, NBWA advocates by supporting the effective system of state-based alcohol regulation. The Association focuses on issues of national concern at the federal level, and at the state level NBWA provides insights and ideas that support a state's right to regulate alcohol.

As an extension of these advocacy efforts, NBWA's education and member services platform is a place

where the Association invites influencers, decision makers, regulators and others to hear the great story of the beer distribution industry. NBWA has a long history of creating a space where the entire industry comes together to form a community, and we are thrilled to continue this tradition when we celebrate the 75<sup>th</sup> Annual Convention in San Diego, California.

NBWA works hard to build on its advocacy and education efforts by communicating the benefits of the independent three-tier distribution system and beer distributors. The 98,000 men and women who make up the beer distribution industry rely on their Association to make clear and compelling statements about the economic value of the system and the brand-building, value-adding distributors that support it. As part of an independent three-tier system, distributors help provide access to market for brewers and importers of all sizes; tremendous value for retailers large and small; and choice and variety to America's 90 million consumers.

From expanding education initiatives to partnering with allies and supporting states' right to regulate alcohol, NBWA remains dedicated to communicating the importance of state-based regulation, the 21<sup>st</sup> Amendment and the three-tier system of alcohol distribution. From working with states to defend challenges to their constitutional authority, to promoting the more than 13,000 beer labels available thanks to the American distribution system, the Association is constantly striving to advance its members' agenda and highlight the contributions that beer distributors make in every congressional district across the country.

We hope you enjoy this look into the industry we're so proud to represent every day.

Cheers!

A handwritten signature in black ink, appearing to read "Steve Lytle".

Steve Lytle  
NBWA 2011-2012 Chairman of the Board

A handwritten signature in black ink, appearing to read "Craig A. Purser".

Craig A. Purser  
NBWA President & CEO

# Telling the Beer Distribution Story

The National Beer Wholesalers Association (NBWA) represents the interests of 3,300 licensed, independent beer distributors—with operations located in every state and congressional district across the United States—before government and the public. NBWA exists to advocate for these local businesses and to serve the 98,000 hardworking men and women that beer distributors employ. America's beer distributors have a great story to tell. To help tell that story, NBWA has produced a new *America's Beer Distributors* brochure that describes who distributors are and what they do. Here is a look at what this brochure explains:

## Who Are America's Beer Distributors?

Beer distributors, licensed by both the federal and state governments, get bottles, cans, cases and kegs from a brewer or importer to the shelf of your favorite store, restaurant or neighborhood bar through a safe, transparent and accountable system. They help new brands get to market and ensure that consumers can choose from a vast selection of beer.

America's independent beer distributors are local businesses that provide solid jobs with good benefits. They are civic leaders, parents and philanthropists who are active in their communities. Beer distributors play a vital role in working to keep the communities where they live and work safe by sponsoring programs that promote responsible consumption, combat drunk driving and work to eliminate underage drinking. Beer distributors also value their role in the state-based system of alcohol regulation that works to keep communities and citizens safe while encouraging healthy competition and a robust marketplace.

## The Importance of State Alcohol Regulation

Today's successful system of state-based alcohol regulation gives each state the ability to enact and enforce alcohol laws consistent with the desires and needs of its citizens. Alcohol is not like potato chips or toothpaste and is not regulated the same way as other products. Today's system is rooted in the 21<sup>st</sup>

Amendment, which was designed to provide guidance and solutions after the failure of national Prohibition. The growth in organized crime, underground black markets and consumption of counterfeit and poisonous alcohol that occurred during Prohibition made clear that a one-size-fits-all approach to alcohol regulation does not work. The 21<sup>st</sup> Amendment gave rise to the American three-tier system of independent alcohol distribution—composed of brewers and importers, distributors and retailers—which has effectively balanced community attitudes about alcohol with healthy marketplace competition and vast consumer choice for 80 years. ■



**"The three-tier system generates healthy competition and a robust marketplace."**

The three-tier system provides a level playing field for all market participants. Beer distributors source beer from a wide variety of importers and manufacturers, providing a vehicle to market for the largest multinational beer brands to start-up craft brewers. The three-tier system provides the infrastructure, capital and personnel small brewers need to reach a wide network of retailers.

## Benefits of the Three-Tier System and Beer Distributors

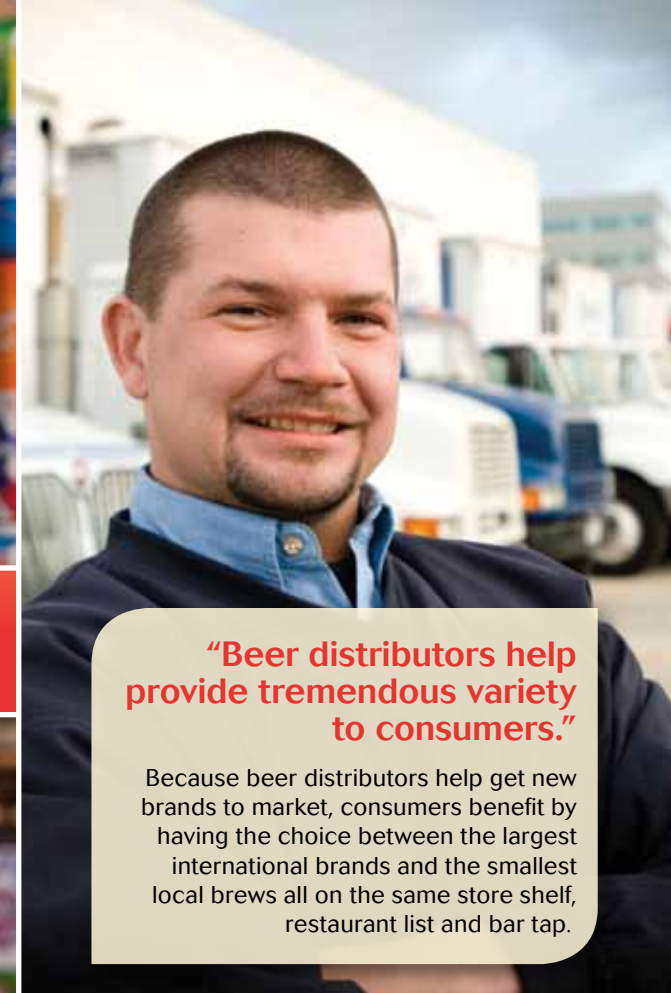
**"The three-tier system works to protect consumers."**

The three-tier system provides a clear chain of custody in the sale of beer. Distributors source fresh beer only from federally-registered brewers and importers and sell it only to state-licensed retailers including restaurants and convenience stores.

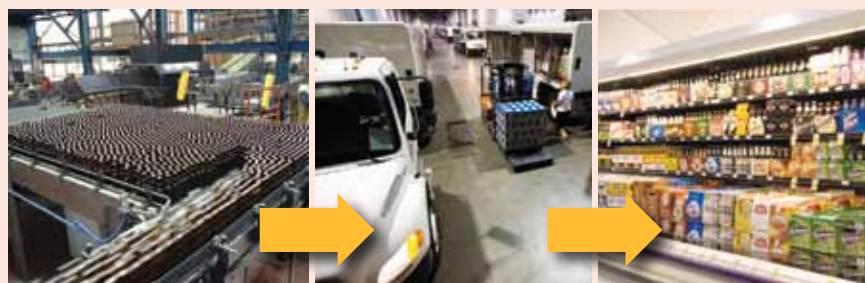


**"Beer distributors help provide tremendous variety to consumers."**

Because beer distributors help get new brands to market, consumers benefit by having the choice between the largest international brands and the smallest local brews all on the same store shelf, restaurant list and bar tap.



## What Is the Independent Three-Tier System of Alcohol Distribution?

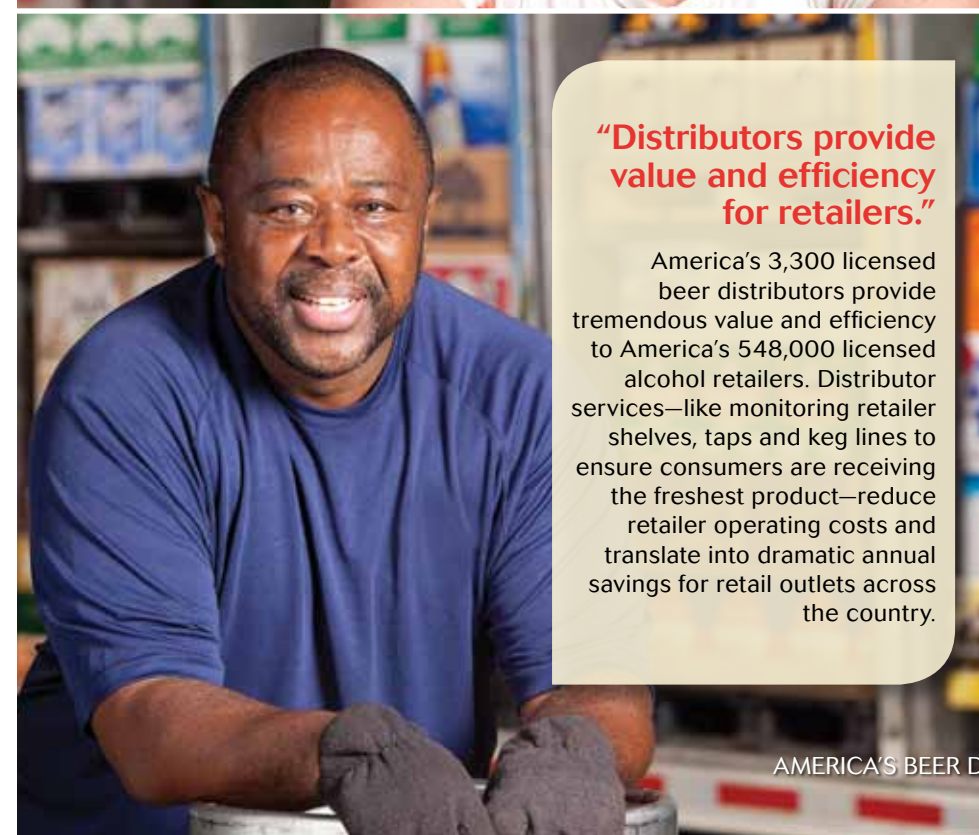


**Brewer or Importer**      **Distributor**      **Retailer**

America's independent beer distributors are a critical link in a three-tier distribution system. The three-tier system is made up of brewers and importers, distributors and retailers.

**"Distributors provide value and efficiency for retailers."**

America's 3,300 licensed beer distributors provide tremendous value and efficiency to America's 548,000 licensed alcohol retailers. Distributor services—like monitoring retailer shelves, taps and keg lines to ensure consumers are receiving the freshest product—reduce retailer operating costs and translate into dramatic annual savings for retail outlets across the country.



**"The three-tier system helps ensure the collection of taxes."**

The same controls that provide accountability in beer sales also ensure states can efficiently collect taxes on alcohol products. Because distributors are able to monitor the beer from the time it leaves the brewery until it arrives at a licensed retail outlet, they are often best equipped to collect taxes.





## Advocating for Independent Beer Distributors on Capitol Hill



### 2012 Legislative Conference

America's beer distributors traveled to Washington, D.C., in March 2012 to advocate for effective state-based alcohol regulation and to educate members of Congress about the 98,000 quality jobs that independent beer distributors provide.

In more than 500 meetings on Capitol Hill, beer distributors encouraged members of Congress to continue voicing their support for state-based alcohol regulation, to support a strong and effective federal regulator at the Alcohol and Tobacco Tax and Trade Bureau and to oppose efforts by the Federal Trade Commission to interfere with state alcohol regulation. Beer distributors also encouraged Congress to pass meaningful and permanent estate tax reform, to oppose any efforts to increase the tax burden on flow-through businesses and to oppose any threats to the use of last-in, first-out (LIFO) inventory accounting.

The Legislative Conference program included a supplier perspective with a discussion between NBWA leaders—Chair Steve Lytle and President & CEO Craig Purser—and the leadership of the Brewers Association (BA), including BA President Charlie Papazian; BA Chair Sam Calagione, President of Dogfish Head Craft Brewery; and BA Past Chair Nick Matt, Chairman & CEO of F.X. Matt Brewing Co. The BA leadership provided their perspective on policy issues impacting the industry at both the state and federal levels, including their support for an independent three-tier system of beer distribution and ensuring access to market for small brewers. The leaders of both associations discussed how small brewers and distributors can work together to continue to provide American consumers with the most

choice and variety of any country in the world.

Beer Institute President Joe McClain also spoke to attendees about beer's special place in our nation's culture, the beer industry's combined role in driving economic growth and the importance of working together to build and strengthen the "brand" of beer.

On the legislative front, attendees heard from House Majority Leader Eric Cantor who spoke about his background as a small businessman and discussed initiatives making their way through Congress aimed at balancing the budget and getting the American economy on track.

Attendees also heard from NBC News Political Director and Chief White House Correspondent Chuck Todd, who offered a comprehensive picture of the political landscape and shared his insights on the upcoming presidential election as well as key congressional races. ■

### Next Generation Luncheon

Following a successful inaugural meeting of the beer distribution industry's next generation leaders at NBWA's 74<sup>th</sup> Annual Convention & Trade Show in Las Vegas, this group of "young guns" convened for a luncheon during the 2012 Legislative Conference to network and discuss how they can become more involved with their Association and represent their industry. Congressman Aaron Schock of Illinois, who



became the youngest member of the U.S. House of Representatives at age 27, spoke to the group about how he quickly rose through the ranks of his party and earned a leadership position as Deputy Republican Whip.

### New Communication Seminars for Distributors

2012 Legislative Conference attendees had the opportunity to take part in two new communication seminars aimed at helping beer distributors learn how to become public relations pros.

*Media and Messaging* provided tips on how beer distributors can work with the news media to better promote their business and tell the great story of the beer distribution industry.



*Digital 101* provided basic tips for engaging in social media and sparked a discussion of pitfalls to avoid. Employees from two beer distributorships provided real-life examples and discussed their online strategies and best practices.



## Federal Issues Impacting Beer Distributors

NBWA regularly meets with lawmakers on Capitol Hill to discuss a variety of economic and regulatory issues, including:

### Support for State-Based Alcohol Regulation

The state-based regulatory system for alcohol and the independent three-tier distribution system work to ensure safety, variety and value for communities across the nation. Today's successful system allows state alcohol laws to reflect the needs of its citizens and has worked effectively since the ratification of the 21<sup>st</sup> Amendment in 1933. Yet, this time-tested system has been under attack through litigation and other means by economic interests seeking to deregulate alcohol.

A bipartisan group of more than 100 members of Congress demonstrated support for state alcohol regulation by co-sponsoring H.R. 1161, the Community Alcohol Regulatory Effectiveness Act of 2011, which reaffirms the states' ability to regulate alcohol within their borders. The strong congressional support for this legislation has sent a powerful signal to those seeking to deregulate alcohol through direct litigation. While litigation challenges have significantly decreased, key leaders on Capitol Hill remain vigilant and stand ready to take legislative action should litigation threats resume. NBWA is grateful to the members of Congress who have co-sponsored the CARE Act and encourages all members of Congress to demonstrate support for the state-based regulation of alcohol and the three-tier system.

NBWA encourages members of Congress to oppose federal policies that would preempt state alcohol regulations, support a strong and effective federal regulator at Treasury's Tax and Trade Bureau and express concern over the Federal Trade Commission's advocacy for one-size-fits-all alcohol regulation.

### The Alcohol and Tobacco Tax and Trade Bureau (TTB)

The TTB is the federal agency within the U.S. Department of Treasury that is responsible for the collection of federal excise taxes on alcohol and protects consumers by assuring compliance with federal alcohol permitting, labeling and marketing requirements of the Federal Alcohol Administration Act. The TTB works hand-in-hand with the states to ensure that the regulation of alcohol is carried out in a manner that Congress originally intended—by the states. NBWA encourages Congress to pass legislation that will fully fund TTB and to resist any efforts to undermine or eliminate TTB.

### The Federal Trade Commission (FTC) and Its Overreach in the Regulation of Alcohol

The principal federal regulator of alcohol is the TTB; however, the FTC increasingly has been involved in a series of activities to undermine state alcohol laws. These activities are in conflict with the 21<sup>st</sup> Amendment and the actions of other federal agencies. NBWA encourages Congress to oppose efforts by the FTC to interfere with the state regulation of alcohol and to support the state-based system that has successfully balanced consumer interest in competition with the public's interest in effective regulation for 80 years.

### Tax Reform and Flow-Through Businesses

Most beer distributorships are "flow-through" businesses. The tax on flow-through businesses is paid directly by owners of the company. There is concern that some tax reform proposals could lower the tax rate for corporations and take away some tax benefits for those organized as flow-through businesses. NBWA encourages members of Congress to support comprehensive tax reform that similarly reduces taxes on flow-through businesses and C corporations.

### Last-In, First-Out (LIFO) Inventory Accounting

LIFO is an effective inventory accounting method widely used by beer distributors. Some proposals on Capitol Hill and within the Administration have included the repeal of LIFO. Repealing LIFO would result in significant unplanned tax liabilities for beer distributorships, which could directly affect job growth, business expansion and local communities. NBWA encourages Congress to oppose any efforts to repeal LIFO.



## Grassroots & Political Affairs

### Grassroots & Political Action Center Website

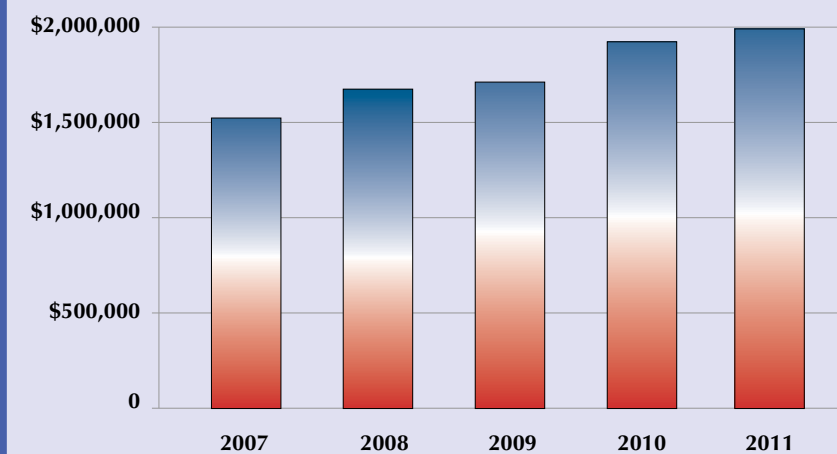
NBWA distributor members now can be more politically active by using the Grassroots & Political Action Center website. The site showcases features of both NBWA's Grassroots Mobilization Campaign and the Political Action Committee (PAC). Highlights of this one-stop site include:

- Voter Resources: Find Your Legislator, Voter Registration, Legislative Glossary
- Current Issues
- Grassroots Mobilization Form
- Warehouse Visit Tips for Hosting Members of Congress
- Grassroots in Action Photos
- Frequently Asked Questions
- NBWA PAC Information: Prior Authorization Form, State Maps  
Featuring PAC Contributions and Disbursements

To access these features and more, distributor members can visit [www.nbwa.org](http://www.nbwa.org) for directions on where to log in to the Grassroots & Political Action Center.

### Political Action Committee

The NBWA PAC continues to play an active role in supporting the election of candidates who understand beer distributor issues and the importance of state-based alcohol regulation. In 2011, the NBWA PAC raised \$1.97 million from 1,135 individuals. The NBWA PAC is the largest PAC in the alcohol industry and one of the top business trade association PACs in Washington, D.C.



### Estate Tax Reform

The uncertainty of the estate tax prevents family businesses from growing, creating jobs and planning for the future of their companies. While beer distributors support full repeal of the estate tax, they encourage Congress to extend current estate and gift tax law and to remain vigilant against hidden increases.



### A Drink is Not a Drink

The U.S. Department of Agriculture's 2011 *Dietary Guidelines for Americans* include a definition of an alcoholic drink that is misleading and dangerous to the American consumer. It is dangerous to suggest that if a person has one beer, one glass of wine or one cocktail per day, he or she is consuming the same amount of alcohol.

Alcohol by volume (ABV) is a world-wide standard measure used to determine how much alcohol is contained in an alcoholic beverage. It is expressed as a percentage of total volume of the drink. Beer, wine and liquor differ greatly in ABV content. Despite the variation in alcohol by volume content among alcohol types, the *Dietary Guidelines'* definition leads American consumers to believe that all "drinks" are equal. Consumers should know that the type of alcohol, the individual filling the glass and the size of glass determines the actual amount of alcohol per "drink." NBWA encourages Congress to ask the U.S. Department of Agriculture to review its misleading definition of a "drink" and eliminate reference to 0.6 fluid ounces in a "drink."

### Jobs and Federal Excise Taxes

Beer distributorships are the largest employers in the beer industry. They serve every congressional district across the country and provide quality jobs, solid wages and good benefits for 98,000 employees. The economic contribution by the beer distribution industry is significant. Raising federal excise taxes on such discretionary products as beer would have a major impact on beer industry jobs in every community across the country. NBWA asks Congress to oppose any increase in the beer tax and to support policies that enhance job creation.

### Hours of Service

Beer distribution employees are responsible for safely and effectively delivering their products to licensed retailers in their communities. Delivery drivers typically operate within a 100-mile radius, making multiple stops and returning to the warehouse at the end of their shift. When it comes to Hours-of-Service Regulations, NBWA commends the Federal Motor Carrier Safety Administration (FMCSA) for recognizing the difference between the drivers that beer distributors employ and those who drive across state lines for multiple consecutive hours over several days. NBWA encourages Congress to continue supporting FMCSA in its efforts to recognize the different types of drivers with respect to Hours-of-Service Regulations.

### Multi-Employer Pension Plans (MEPPs)

Some beer distributorships participate in multi-employer, defined benefits or pension plans (MEPPs) and have diligently upheld their contribution commitments to such pension funds. A number of these MEPPs are currently underfunded. The withdrawal liability for employers in such underfunded plans could

exceed a company's net worth. Many now face the prospect of enormous withdrawal liability payments if they are ever to sell the business or do anything else that would trigger the liability. It is increasingly difficult for small business owners to keep absorbing these tremendous liabilities. NBWA encourages Congress to pass legislation that would reform MEPPs and provide withdrawal liability relief for small businesses.

### Natural Gas Vehicles and Tax Credits

NBWA supports legislation that would extend and increase tax credits for natural gas vehicles and the refueling of such vehicles. Extending the alternative-fueled vehicle and refueling property tax credits would provide an incentive for beer distributors to replace their current fleets of delivery trucks. Cleaner and more environmentally friendly trucks would benefit the communities in which beer distributors operate.

### Reauthorization of the STOP Underage Drinking Law

Reauthorization of the Sober Truth on Preventing (STOP) Underage Drinking Act is necessary to increase and better coordinate federal support for state efforts in the fight against underage drinking. The STOP Act, which became law in 2006 with NBWA's support, reaffirms the effective state-based regulation of alcohol, highlights health and safety concerns related to underage drinking and provides funding for state initiatives to address such problems. It also authorized a national media campaign, new grant programs and research to combat underage drinking. NBWA asks Congress to reauthorize and fully fund the STOP Act so that the fight against underage drinking may continue. ■



## Advocacy Beyond Washington, D.C.

Beer distributors know that a strong state-based three-tier system is the key to effective and accountable alcohol control and are proud to be a part of this time-tested system. Through outreach to regulators, attorneys general, state legislators, media and others, NBWA seeks to educate key audiences about the critical role beer distributors play in maintaining an orderly marketplace in the public's best interest.

### State Government

#### Attorneys General

State attorneys general play an increasingly active role in public health debates. When state laws and regulations are challenged, it is up to each state's attorney general to defend the state's practices. NBWA makes it a priority to work alongside attorneys general and help them advocate on behalf of their states' laws. NBWA educates attorneys general from both parties about the issues of importance to beer distributors and the importance of states' ability to protect public health through strong state-based alcohol regulation.

#### State Regulators

While state attorneys general defend state laws, state regulators are charged with enforcing them on a daily basis. That is why regulators can be critical allies when it comes to strengthening state-based alcohol regulation and the three-tier system. NBWA officers and staff participate in regulator events and conferences to highlight the important role beer distributors play in state-based alcohol regulation.

#### Governors

Another key aspect of NBWA's state outreach is its participation in meetings with governors. Governor groups are ideal for meeting and engaging with state leaders and key staff from both parties. NBWA

participates in Washington, D.C., events and travels to each group's national meetings to work with governors on issues important to beer distributors.

### State Legislators

While beer distributors are well represented by their state association executives in state capitols, NBWA has spent a great deal of time representing beer distributors among numerous national organizations of state legislators. Often times these groups will pass policy resolutions or model legislation intended for introduction in state capitols, which makes it critical for beer distributor interests to be represented among these organizations.

### Coalition Partnerships

#### Brewers

NBWA promotes strong relationships between brewers and distributors by participating in a number of brewer events throughout the year. In May 2012, NBWA sponsored a booth at the Brewers Association's Craft Brewers Conference in San Diego and conducted an education seminar for attendees. NBWA also participates in the Brewers Association's annual Great American Beer Festival, where the associations jointly present the Craft Beer Distributor of the Year Award. The Brewers Association hosts the annual SAVOR: An American Craft Beer and Food Experience event in Washington, D.C., which NBWA supports as a sponsor. NBWA also continues to engage with representatives of the Beer Institute and its members by attending their annual conference. NBWA and the Beer Institute also join together in commissioning an economic impact study on the beer industry's contributions to the American economy. This *Beer Serves America* report is published every other year

online and distributed to members of the media.

### Law Enforcement

Because of the system of state alcohol controls, licensed beer distributors secure alcoholic beverages only from federally-registered manufacturers and deliver alcohol only to state-licensed retailers. Beer distributors help alcohol law enforcement efforts by cutting off sales to suspended or revoked licensees and by providing records to ensure regulatory compliance. NBWA regularly speaks to alcohol law enforcement personnel about the importance of supporting state alcohol regulation to protect public health as well as recent challenges to state alcohol laws.

### American Beverage Licensees

Beer distributors are proud of their relationships with retailers large and small. NBWA works with the American Beverage Licensees (ABL), which represents the interests of 20,000 independent retailers, to advocate for an independent three-tier system. NBWA President &

CEO Craig Purser submits quarterly guest columns to the *ABL Insider* publication which discuss issues of concern to both licensed beer distributors and licensed retailers, such as preventing underage consumption or other alcohol misuse. ABL and NBWA also have collaborated in the courts to counter efforts to deregulate alcohol.

### Responsible Hospitality Institute

NBWA holds a seat on the Board of Directors of the Responsible Hospitality Institute, a non-profit organization that assists businesses and communities in creating safe and vibrant places for people to socialize. As an elected Board member, NBWA gives beer distributors a voice in discussions surrounding the best ways to facilitate a balance between residential areas, business, dining and entertainment.

### Responsible Retailing Forum

NBWA participates in the Responsible Retailing Forum, an organization that brings together all three tiers of the alcohol industry with public health advocates and researchers to identify ways to prevent underage sales of age-restricted products.

### TEAM Coalition

NBWA is active in the TEAM Coalition, which stands for Techniques in Effective Alcohol Management. TEAM members work to enhance the entertainment experience by providing effective alcohol management training in public assembly facilities and promote responsible alcohol consumption through the use of positive messages that reward responsible behavior.

### Public Health

NBWA understands the need for the public to be better informed about the effects of alcohol on health and behavior and is proud to partner with various health associations. NBWA serves on the Board of Trustees for the Alcohol Beverage Medical Research Foundation, the largest independent, non-profit foundation in North America devoted solely to supporting research on the effects of alcohol on health, behavior and prevention of alcohol-related problems. NBWA also continues outreach to a wide variety of public health groups where there is substantial alignment on concerns about the effects of alcohol deregulation and efforts to prevent illegal alcohol sales.



### Beer Industry Electronic Commerce Coalition

The Beer Industry Electronic Commerce Coalition (BIECC), established in 1994 and managed by NBWA, is a working group that strives to maximize the beer industry's role and interest in the implementation and utilization of electronic commerce within the three-tier system. One key project of the BIECC involves utilizing the efficiencies of Electronic Funds Transfer.



### Center for Alcohol Policy

The Center for Alcohol Policy is a 501 c(3) organization, originally established as the NBWA Education

### In the Courtroom



Across the U.S., long-standing state laws regulating alcohol are under legal challenge. Since 2005, more than half of the states have had their alcohol regulatory structure challenged by special interests. Several court decisions threaten to dismantle effective state-based alcohol regulation including laws that: inhibit illegal sales to minors; ensure that all intoxicating liquor is lawfully sold through licensed vendors; curb overly aggressive marketing and consumption; achieve the effective collection of taxes; and establish an orderly, accountable and transparent distribution and importation system.

Court cases continue to provide a mixed bag of results when it comes to state regulatory power, and the litigation continues as certain businesses seek to put profit ahead of the public interest. NBWA continues to monitor these legal challenges and remains committed to legal advocacy that works to protect core state regulatory powers that are guaranteed by the 21<sup>st</sup> Amendment.

### Online Alcohol Law Forum

In order to share timely information about the most pertinent developments in alcohol regulation and litigation, NBWA maintains a blog and discussion board at [www.AlcoholLawReview.com](http://www.AlcoholLawReview.com). Because alcohol is a subject of great legal debate, from local courthouses around the country all the way to the U.S. Supreme Court, the website facilitates dialogue about current alcohol law cases, legal challenges and issues around the country. The site includes alcohol law news updates and links to important legal developments. Visitors to the site can also sign up to receive notifications when new content is posted.



Foundation, that works to educate policymakers, regulators and the public about alcohol, its unique attributes and the role of alcohol regulation. The 21<sup>st</sup> Amendment defines alcohol as "intoxicating." As such, the Center focuses its research and educational efforts on

a broad range of issues including the appropriate regulation of alcohol and the alcohol industry, safe and responsible consumption of alcohol, underage drinking, abusive drinking, drunk driving and the effects of alcohol consumption. ■







## Bringing the Industry Together: 74<sup>th</sup> Annual Convention & Trade Show



Lee Scott



Eric Greitens



A Stable Orderly Market for Alcohol Panel

Beer distributors from across the country came together October 16-19, 2011, at NBWA's 74<sup>th</sup> Annual Convention and Trade Show at Caesars Palace in Las Vegas, Nevada. Attendees took advantage of the opportunity to network, discuss the future of the beer distribution industry, attend some of the 23 educational seminars offered and visit the Trade Show filled with new products and services from more than 270 different exhibitors.

During the General Session program, 2010-2011 NBWA Chairman of the Board Larry Del Papa reflected on the goals he set for 2011 including increasing the Association's advocacy efforts and strengthening relationships with brewer partners. Del Papa cited progress on both of those fronts.

NBWA President & CEO Craig Purser talked about changes and transformation in the beer industry. He described the successes achieved by the pursuit of a distributor-focused agenda including the education of policymakers at all levels about the three-tier system, the formation of new relationships and coalitions, improved dialogue and new commitments to the system from industry partners. Purser also

"Brewers have come to agree that the three-tier system is valuable, that threats to it do exist and we see mutual opportunity to promote the economic value of beer, the three-tier system and distributors together as partners."

~ Steve Lytle,  
NBWA 2011-2012 Chairman  
of the Board

discussed the importance of brand building to the future of the beer industry.

Bump Williams of Bump Williams Consulting moderated a panel of craft brewers—including Nikos Ridge of Ninkasi Brewing Co., Bob Sullivan of Boulevard Brewing Co., Rob Tod of Allagash Brewing Co. and Dick Yuengling of D.G. Yuengling & Son Co.—entitled "Growing Through Distribution: Craft Brewers on the Move." The panel discussed the challenges breweries face as they move from state-wide to regional to national distribution, how brewers can keep up with present demand yet look forward to adding new territory and how independent beer distributors can help them grow.

Eric Greitens—a Navy SEAL, Rhodes Scholar and the award-winning author of *The Heart and the Fist*—inspired the audience with



"It's the brands that make this industry. Distributors are in the brand building business. So are brewers, and so are retailers. Maintaining a three-tier system that includes independent distributors is good for everyone. It is good for brewers of all sizes looking for access to market."

~ Craig Purser,  
NBWA President & CEO



personal anecdotes from his travels. Greitens drew from his experience as a humanitarian and Navy SEAL lieutenant commander to address leadership, team building, overcoming adversity and the power of service.

"If we as a unified industry will stand tall together to promote and, when necessary, defend the regulated three-tier system, then we will prevail."

~ Larry Del Papa,  
NBWA 2010-2011 Chairman  
of the Board



On the second day of the General Session program, 2010-2011 NBWA Chairman Larry Del Papa handed over the reins to Steve Lytle of Columbia Distributing Co. in Portland, Oregon, who assumed the position of 2011-2012 Chairman of the Board. Lytle reflected on successes from the past year as a result of the Association's pursuit of federal legislation and a distributor-focused agenda, including a reduced litigation threat, an increased understanding of the three-tier system by stakeholders and decision makers and improved dialogue with

brewers. He emphasized that a key goal for the Association in the coming year is to communicate the social and commercial value that beer distributors and the three-tier system provide.

Lee Scott, former president and CEO of Walmart, took part in an interactive discussion with attendees and gave remarks on leadership, corporate culture, global business, innovation, supply chain management and social responsibility, as well as the business strategies that led Walmart to be the successful retailer it is today. He acknowledged that alcohol is



"We all share a passionate commitment to winning and that's what makes the American beer business so fun; it's also what makes the American beer business the best system in the world."

~ Tom Long, Chief Executive Officer, MillerCoors LLC



different and encouraged distributors to embrace the opportunity to demonstrate the valuable services they provide as part of the three-tier system.

Tom Long, Chief Executive Officer of MillerCoors LLC, talked about changes in the beer industry in recent

years and the current challenges presented by choppy economic waters, uncertainty in the tax and regulatory environments and threats to the three-tier system. He highlighted the power of unity and working together for the common good, noting that the MillerCoors Three-tier System Doctrine focused on an area of agreement.

Eric Best, general manager/partner of Bob Hall LLC in Maryland, moderated the panel "A Stable Orderly Market for Alcohol: What Does It Mean and Why Is It Important?," which featured insights from Phil Craig of the Ohio Licensed Beverage Association; Chuck Ferrar, owner and operator of Bay Ridge Wine and Spirits in Maryland and president of

the American Beverage Licensees; P.J. Stapleton of the Pennsylvania Liquor Control Board and National Alcohol Beverage Control Association chair; and Michael Homeyer of U.S. Bank. The panelists described how the American system of state-based alcohol regulation and an orderly marketplace has benefited the public, allowed many new entrants to the alcohol industry and allowed suppliers, retailers and distributors to succeed.

Throughout the Convention & Trade Show, attendees could follow live updates via the NBWA Twitter Wall and interact with NBWA's @MrBeerGuy and fellow attendees online using the #NBWAVegas hashtag. ■

## 2011 NBWA Awards

### Life Service Award

NBWA's highest honor was presented posthumously to **Gary Blinn**, former president of Norfolk Beverage Company in Norfolk, Nebraska. Blinn, who passed away in 2011, left behind an impressive legacy of accomplishments, including military service as a swift boat captain in the U.S. Navy, international business experience and his work as president of a family-owned beer distribution company since 1981. Norfolk Beverage President Dick Uhing and General Manager Debra Auen received the award on Blinn's behalf.



### Industry Service Award

Three state association executives were honored for their energy, insight and service to the distribution industry and for making significant decisions that will influence the industry for years to come.

**Kristin Crawford**, Executive Director of the Associated Beverage Distributors of Nebraska, developed a broad and successful coalition of interests to support a proposal by the Nebraska Liquor Control

Commission to update its alcohol code and laws impacting the three-tier system.

**Eric Jensen**, Executive Director of the Wisconsin Beer Distributors Association, helped organize a broad coalition of brewers, retailers, distributors and others to help more clearly differentiate the three tiers in Wisconsin through legislation signed into law by the governor.

**Bill Olson**, President of the Associated Beer Distributors of Illinois, tackled controversial issues in Illinois including ownership, vertical integration by beer suppliers, the rights of small brewers and a state legislature's proper role in determining the rules of alcohol distribution, rather than federal judges.



### Public Affairs Award

**Cheryl Timberlake**, Executive Vice President of the Maine Beer and Wine Wholesalers Association, was recognized for her efforts to advocate for and promote the beer distribution industry through effective communications and public affairs initiatives. Her efforts led to a Joint Resolution from the Maine State Legislature recognizing Alcohol Awareness Month and her association's responsibility initiatives.



### Whitey Littlefield Award

This award is named for the former NBWA Political Action Committee (PAC) chair who established the Chairman's Circle recognition group because he believed those who give maximum contributions need to be recognized for their commitment and belief in the future of the Association. In that spirit, the award was presented to **Boening Brothers, Inc.** of North Lindenhurst, New York, for its outstanding employee participation.



### Kenneth Kerr Award

This award is named for the man who more than 30 years ago was an instrumental leader in the growth of the NBWA PAC. The award was presented to **Greg Lamantia** of L & F Distributors, LLC, in McAllen, Texas, for his efforts to increase Chairman's Circle donors and promoting the PAC in individual states. His enthusiasm motivated everyone working on behalf of the PAC.





# Communicating The Value Of America's Beer Distributors

NBWA works to identify new and innovative ways to communicate the important economic, commercial and regulatory contributions that America's 3,300 licensed, independent beer distributors make every day across the country—in every state, congressional district and media market. Through a variety of communication tools, NBWA works to inform and educate distributor members, policymakers, the media and the public about the value of America's beer distributors and state-based alcohol regulation.

## New Website Design

One powerful communications, educational and marketing tool is NBWA's website, [www.nbwa.org](http://www.nbwa.org), redesigned in 2011. The site appeals to a diverse audience and offers a wide range of content including high-energy educational videos demonstrating what a beer distributor does each day; colorful photographs showing the inside of a beer distribution warehouse; a daily news scroll; social media links; services for America's beer distributors; delicious "cooking with beer" recipes that highlight the wide variety of beer available across the country and poignant public service announcements that fight underage drinking and drunk driving.

## Distributor Responsibility Website

In addition to the Association's website, a prominent forum for featuring the responsibility and sustainability initiatives of America's beer distributors is the NBWA microsite [www.DistributorResponsibility.com](http://www.DistributorResponsibility.com). Beer distributors are encouraged to use the site to submit and share stories about how they promote responsible consumption and environmental sustainability in their individual communities.

Beer distributors sponsor a vast array of programs that promote responsible consumption in their communities. The programs range from free taxi rides home for restaurant patrons who do not have a designated driver, to alcohol-free

after-prom events and educational materials to help parents talk to their children about illegal underage drinking. Along with promoting responsible consumption, distributors also are leaders in environmental sustainability by utilizing alternative energy sources and conserving resources in warehouses, on the roads and in the marketplace. Beer distributors have undertaken initiatives that range from harnessing solar power, employing energy-saving lighting technologies and switching to fuel-saving hybrid or biodiesel beer trucks.

## The Daily Brew E-Newsletter and The Beer Route Feature Stories

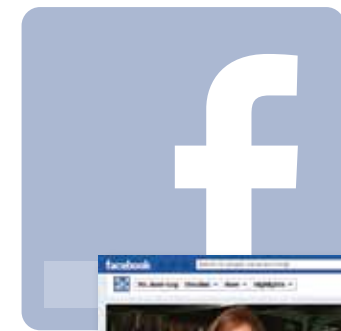
*The Daily Brew* is a daily electronic roundup of the most up-to-the-minute beer industry, economic and political news of the day. This resource features online news stories and audiovisual clips from broadcast news. It also includes

*The Beer Route*, which features articles that showcase beer distributor contributions to their communities, editorial comment on top-of-mind beer industry issues and updates on NBWA initiatives and programs. Through the Associate Member Viewpoints Program, associate members are encouraged to submit informative and educational articles to help beer distributors grow their businesses.

## Social Media

NBWA works to expand the reach of its communications on behalf of America's beer distributors through the use of social media, including Facebook and Twitter, where the same Mr. Beer Guy of Mr. Beer Guy video fame posts informative updates online. This persona—which exemplifies the 98,000 hardworking men and women of the American beer distribution industry who work to safely and responsibly provide American consumers with the most choice and variety of beer in the world—gives up-to-the minute updates on the latest happenings in the beer distribution industry.

Facebook users can visit [www.facebook.com/Mr.BeerGuy](http://www.facebook.com/Mr.BeerGuy) to become a fan of Mr. Beer Guy on Facebook and check out photo albums, videos, news links and distributor updates. Once users "like" the Mr. Beer Guy page, updates from NBWA will filter in through their live news feed whenever the users visit Facebook. On Twitter, @MrBeerGuy followers get updates from NBWA in 140 characters or less and the opportunity to follow other people in the beer industry, beer publications and more. With the number of adults using social media sites increasing at a steady pace, NBWA's online engagement continues to grow. ■





## Highlighting Choice and Variety

America's beer distributors are proud to be part of a system that offers more than 13,000 labels to consumers from coast to coast. This diversity is due in large part to the effectiveness of the independent three-tier distribution system and effective state regulation. The system provides a level playing field for brewers working to get established and grow.

NBWA communicates to a wide audience the way in which distributors source beer from brewers of all kinds—large and small, domestic and international—unlocking the market for new beer brands, small breweries and innovative beverages. Beer distributors help craft brewers grow and compete by providing the infrastructure small brewers need to reach a wide network of retailers through a regulated system. The United States has more than 2,000 registered breweries—up from less than 50 in 1983—according to the Brewers Association (BA). This large number of breweries shows the entrepreneurial spirit is alive and well in the American beer industry.



Powers Distributing Company



J. J. Taylor Distributing Florida, Inc.

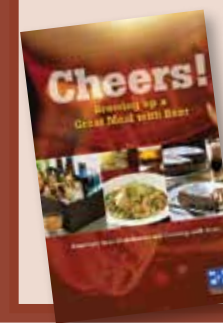


Gretz Beer Company

### Beer Education

#### Beer Pairing Tips

NBWA's Beer Pairing Tips card gives brief descriptions of popular styles of beer and recommendations for making successful food matches. With more than 13,000 labels of beer available across the U.S., there is a wide variety of flavors, textures and styles—something for everyone and for every occasion. Beer enhances the flavor of food, but food also enhances the flavor of beer. There is no better way to learn to appreciate the complexity of hidden flavor within various beers than to pair it with food.



#### Cheers! Brewing Up a Great Meal with Beer

*Cheers! Brewing Up a Great Meal with Beer* is NBWA's cookbook. This cooking with beer resource features original recipes that showcase beer as the key ingredient. The resource has been a favorite in statehouses around the country and provides great recipes and tips for sampling the multitude of flavors of beer available in the U.S. thanks to the level playing field promoted by beer distributors.



#### Flavors of Fall Event Brings Diversity of Craft Beer to Capitol Hill

During a "Flavors of Fall" event on Capitol Hill, NBWA partnered with the BA to give members of Congress and their staffs, media, industry friends and others the opportunity to sample some of the wide variety of beer labels available across the United States. Showcasing beers from at least 30 of America's breweries—from California to New York—the event showcased how the American beer distribution system provides access to market for beers of all styles and flavors and delivers the widest selection of beer in the world.



#### Craft Beer Distributor of the Year Award

To honor the innovation that craft brewers and distributors bring to the industry, NBWA partnered with the BA to present the Fifth Annual Craft Beer Distributor of the Year Award at BA's annual Great American Beer Festival in Denver, Colorado, in October 2011.



The 2011 Craft Beer Distributor of the Year Award went to **Powers Distributing Company** of Orion, Michigan for the distributor's outstanding efforts to market, promote and sell craft beer. In 2004, Powers Distributing Company launched International Beverage Company, a specialty beer division devoted to craft and specialty imported beer, which includes two Certified Cicerones® and 18 Certified Beer Servers in the Cicerone program on staff. The company supports craft beer with tools such as social media, an extensive website featuring beer and

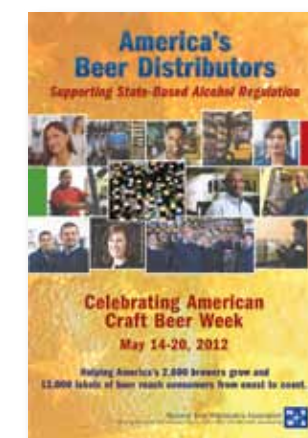
food pairing and videos on pouring techniques and glassware for different craft beers, beer dinners, tastings and retail staff training and support. Powers Distributing Company is praised by local brewers for representing their brands to major chain outlets, creating retail demand for their products and exerting marketing efforts that extend well beyond pickup and delivery.

**J. J. Taylor Distributing Florida, Inc.** of Tampa, Florida, was also honored with the Craft Beer Distributor Achievement Award, and **Gretz Beer Company** of Norristown, Pennsylvania, received the Craft Beer Distributor Recognition Award.

#### Distributors Highlighted During American Craft Beer Week

Beer lovers across the country celebrated American Craft Beer Week, May 14-20, 2012, a national

celebration highlighting the culture and contributions of craft beer and the more than 2,000 craft breweries across the United States. While beer distributors from across the country



partnered with craft brewers and local retailers to hold special events, NBWA took the opportunity to raise awareness of beer distributors' role in serving as the vehicle to market for these brands. By running advertisements in Capitol Hill publications and hosting a craft beer and food pairing

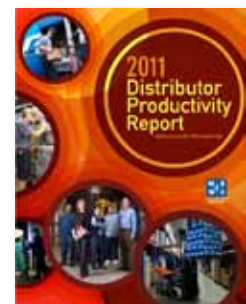
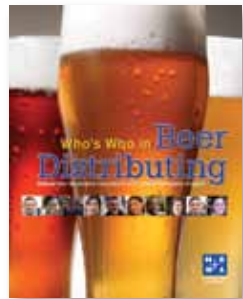
dinner for journalists with well known beer expert Greg Engert at Birch and Barley, NBWA informed influential audiences in Washington, D.C., of beer distributors' terrific partnership with America's craft brewers and the diversity of products available in the marketplace today. ■

# Educational Tools & Member Resources

NBWA provides a variety of services and programs to help distributors grow their business, compare company productivity with others in the industry, strengthen human resource programs and save money on fuel and insurance. Take a look at services NBWA is providing to help distributor members:

## Who's Who in Beer Distributing

NBWA publishes its official membership directory, providing the beer industry with comprehensive information about distributorships across the United States, NBWA associate members, industry organizations and more.



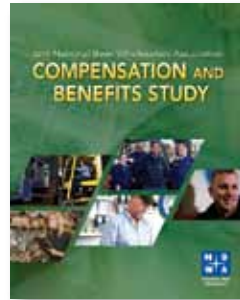
## Distributor Productivity Report

NBWA offers members the *Distributor Productivity Report (DPR)*, an industry-wide research

effort that is designed to serve as an easy-to-understand, actionable tool for firms to evaluate their company's operating results in order to pinpoint strengths, weaknesses and improvement opportunities. The *DPR* is published every other year.

## Compensation and Benefits Study

*The Compensation and Benefits Study* allows NBWA members to easily compare their compensation levels and benefits policies with similar distributors. This study, published every other year, provides an important management tool for beer distributors.



## NBWA's Go-to-Guide for Beer Distributors

NBWA offers an online feature housed on NBWA's home page at [www.nbwa.org](http://www.nbwa.org). The Go-to-Guide for Beer Distributors enables distributors to easily search for products and services. Users have the option of performing keyword-driven searches or searching by category. Another helpful feature is the Request for Information (RFI) functionality. This feature allows users to contact participating suppliers with a click of a mouse.



## Energy Buyers Program

The Affiliated Power Purchasers International (APPI) Saving Solutions Program continues to assist beer distributors with identifying and implementing business options that reduce energy and utility costs.

## Hiring Solutions

NBWA partner Global HR Research is a leader in integrated hiring, pre-employment screening and substance abuse testing technology while also playing an important role in mitigating overall risk. Global HR Research is proud to provide NBWA members with discounted pricing and quick and easy setup, which helps you hire the best employees. Additionally, Global HR Research gives you peace of mind by adhering to the highest security and confidentiality standards in the industry, maintained through the most advanced, secure technology practices available. In addition to these services, NBWA and Global HR host webinars highlighting all aspects of hiring solutions.



## BevCap Management, LLC Property and Casualty Insurance Program

BevCap Management, LLC was founded specifically to write beer distributors' property and casualty insurance and now offers a program with key coverage enhancements for NBWA members. Lines of business eligible for the program include worker's compensation (available mono-line); auto liability and auto physical damage; and general liability. The program includes loss control specifically tailored for NBWA members and enhanced distributor



training opportunities. Limited benefit medical plans are also available. These programs provide a wide array of first-dollar accident and sickness coverage, including specified benefits for doctor office visits, accident medical care, health screenings, in-hospital indemnity benefits, accidental death and dismemberment coverage and more.



## Ameritas Group Dental and Vision Insurance Plans

NBWA and Ameritas Group are excited to offer flexible dental and vision plans to distributor members. With the affordable and flexible dental and vision plans, there is no need for changes in plan design for groups that currently have coverage. Groups without coverage can choose from a selection of four plans unique to NBWA. The plan also offers non-contributory, contributor and volunteer options. With Ameritas designed plans, distributor members will receive a cost savings of up to 15% off stand-alone rates and benefits similar to those of a larger group. ■



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Amy Wells  
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Marcia S. Jonas  
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Kelly Krammes  
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Maggie Graham  
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Director, Information Systems

Tiffany Bennett  
Receptionist

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Blue Ridge Beverage Co., Inc.

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Baker Distributing Corp.

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Warren Distributing Co.

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Baumgarten Distributing Co., Inc.

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The Lewis Bear Co.

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Stacey L. Beauchamp  
Beauchamp Distributing Co.

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F.E.B. Distributing Co., Inc.

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Michael Bjerke  
Marine View Beverage

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Boening Brothers Inc.

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Brown Distributing Company, Ltd.

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Brown Distributing Company, Ltd.

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Brown Distributing Co. of West Palm Beach

Reid A. Brown  
Brown Distributing Co.

S. Scott Brown  
Tri-City Distributors, Inc.

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Buck Distributing Co., Inc.

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Amoskeag Beverages, LLC

Thomas Bullock  
Amoskeag Beverages, LLC

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Burke Beverage Inc.

Nolan Burke  
Burke Beverage Inc.

Ryan Burke  
River City Distributing Inc.

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Burke Distributing Corp.

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Southern Eagle Distributing Inc.

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Distributing Co.

Peter I. Certo  
J & M Distributing Co., Inc. dba Certo Brothers  
Distributing Co.

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Champagne Beverage Co., Inc.

Gregg Christiansen  
CoHo Distributing dba Columbia Distributing

Randy Christianson  
Beverage Wholesalers, Inc.

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Pat Clark  
Nevada Beverage Co.

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Patrick Collins  
Lee Distributors, LLC

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Cone Distributing Inc.

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S.R. Perrott Inc.

Jim Conway  
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Southern Beverage Co., Inc.

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Eagle Rock Distributing Company

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Lawrence J. Del Papa Jr.  
Del Papa Distributing Company, Inc.

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High Grade Beverage Co.

Joseph DeMarco  
High Grade Beverage Co.

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Muller, Inc.

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Det Distributing Co.

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Dickerson Distributing Co., Inc.

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Dickerson Distributing Co., Inc.

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Premier Distributing Co.

Mark Doll  
Doll Distributing Inc.

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Donaghy Sales, LLC

Ryan Donaghy  
Donaghy Sales, LLC

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Standard Sales Co., LP

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Gregory M. Dunn Sr.  
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Frank B. Fuhrer Wholesale Co.

Don Gallian  
Halo Distributing Co.

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Giglio Distributing Co.

J. C. Giglio  
Giglio Distributing Co.

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GLI Distributing

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Guiffre Distributing Co.

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Ben E. Keith Company

John Hallam  
Ben E. Keith Company

Robert G. Hallam  
Ben E. Keith Company

John W. Harris  
River City Distributing Inc.

Keith G. Hedinger  
Hedinger Beverage Distributing Co., Inc.

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Triangle Distributing Co.

Peter Heimark  
Triangle Distributing Co.

Jerry Helgeson  
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David Hellman  
Preferred Distributors, LLC

James Hellman  
Preferred Distributors, LLC

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Mike Hopkins Distributing Co.

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Mark Hughes  
Budweiser-Busch Distributing Co.

Delbert Hunt  
Kozol Bros., Inc.

David B. Ingram  
DBI Beverage Inc.

Yusef Dubois Jackson  
River North

Robert A. Jeffreys  
R.A. Jeffreys Distributing Company, LLC

Paul A. Jenkins Jr.  
The Columbus Distributing Co.

Glen Johnson  
Standard Sales Co., LP

Robert Johnston  
Florida Distributing Company

Peter C. Jordano  
Pacific Beverage Company

Chris Kaminski  
B & K Distributing Inc.

Neal B. Katcef  
Katcef Brothers Inc.

Sandy W. Kibby  
Wright Distributing Co. Inc.

Donald L. Kloplic Jr.  
West Side Beer Distributing

Keith Kloplic  
West Side Beer Distributing

Paul R. Koerner  
Koerner Distributor, Inc.

Edward Kozol  
Kozol Bros., Inc.

Charles W. Kramer  
Kramer Beverage Co.

Mark Kramer  
Kramer Beverage Co.

Mark A. Kristen  
Kristen Distributing Co.

Anthony LaMantia  
L & F Distributors, LLC

Greg LaMantia  
L & F Distributors, LLC

Joe V. LaMantia Jr.  
L & F Distributors, LLC

Joseph V. LaMantia III  
L & F Distributors, LLC

Steve LaMantia  
L & F Distributors - Laredo

Tim Lanphier  
L & L Distributing Co.

Frank J. LaRose  
House of LaRose

# 2011 NBWA PAC Chairman's Circle

James P. LaRose  
House of LaRose

Lanny Layman  
Standard Sales Co., Inc.

Anthony J. Lazzarini  
Advance Beverage Co., Inc.

William K. Lazzarini Jr.  
Advance Beverage Co., Inc.

Bruce H. Leetz  
North Coast Distributing Inc.

Jon Leetz  
North Coast Distributing

Eric T. Levin  
Gold Coast Beverage Distributors Inc.

Daniel B. Levine  
K & L Distributors Inc. Washington Division

Larry A. Lipov  
Pearlstone Distributors Inc.

Tom J. Louderback  
Bay Area Beverage Co.

James Lunsford  
Standard Sales Co., LP

Richard H. Lytle  
CoHo Distributing dba Columbia Distributing

Steve Lytle  
CoHo Distributing dba Columbia Distributing

Trese Lytle  
CoHo Distributing dba Columbia Distributing

Aldo Madrigrano  
Beer Capitol Distributing Co. Inc.

Glenn Madrigrano  
CJW Inc.

Elliot B. Maisel  
Gulf Distributing Holdings, LLC

George A. Makris Jr.  
M.K. Distributors Inc.

Edward L. Maletis  
CoHo Distributing dba Columbia Distributing

Rob Maletis  
Maletis Beverage

Kenneth Mancini  
C & C Distributing Co.

Hayden Markstein  
Markstein Beverage Co. of Sacramento

Kenneth W. Markstein  
Markstein Beverage Co.

Steven H. Markstein  
Markstein Beverage Co. of Sacramento

Travis Markstein  
Markstein Beverage Co.

James M. Matesich  
Matesich Distributing Co.

John C. Matesich III  
Matesich Distributing Co.

Ann McBrayer  
Kentucky Eagle Inc.

Mark McCaddin  
Bayside Distributing Inc.

Pierre McCormick  
Wisconsin Distributors, LLC

Eugene McEnery  
Euclid Beverage Ltd.

Michael K. McGinn  
Great State Beverages Inc.

Mike McGuire  
Andrews Distributing Co.

Bob McMillan  
Jefferson Distributing Co., Inc.

Dean McMillan  
Crest Beverage LLC

Michael R. McWherter  
Central Distributors Inc.

Phil Meacham  
Glazer's Wholesale Drug Co. Inc.

Mark Meisenheimer  
Golden Eagle Distributing Inc.

Mike Merriman  
Beer Capitol Distributing Co. Inc.

Vail K. Miller Sr.  
Heidelberg Distributing Co.

Manny Mitchell  
Mitchell Distributing Co., Inc.

Patrick E. Mockler  
Mockler Beverage Co.

Timothy E. Mockler  
Mockler Beverage Co.

James R. Moffett Jr.  
Crescent Crown Distributing, LLC

Dean Morrison  
Budweiser Distributing Co.

Shawn Morrison  
Budweiser Distributing Co.

Paul J. Morrissey  
Capitol Beverage Sales L.P.

Sandra Muller  
Muller, Inc.

John L. Nau III  
Silver Eagle Distributors, LP

Joe Nemeth  
Standard Sales Co., LP

Dave Nichols  
High Country Beverage Corp.

Robert A. Nichols  
Eagle Distributing of Shreveport Inc.

George R. O'Connor  
Three Lakes Distributing Co.

Ed O'Donnell  
Muller, Inc.

Dominic Origlio  
Origlio Beverage

William D. Pananos  
Crescent Crown Distributing, LLC

Terry Parr  
LDF Sales & Distributing, Inc.

Susan Pearlstone  
Pearlstone Distributors Inc.

Val Peisen  
L & F Distributors, LLC

Thomas A. Pepin  
Pepin Distributing Co.

Bernadette Ann Perryman  
Carlson & Lyter Distributing, Inc. dba C & L  
Distributing

Dean S. Petitpren  
Petitpren Inc.

Ronald R. Petrini  
Great Bay Distributors Inc.

Richard C. Placek  
Commercial Distributing Co. Inc.

Manuel E. Portuondo  
J.J. Taylor Companies, Inc.

Gerald B. Powers  
Powers Distributing Co., Inc.

Trudi T. Price  
M. Price Distributing Co.

Craig A. Purser  
National Beer Wholesalers Association

James R. Quasarano  
Eastown Distributors Co.

Bill J. Reed  
Bill Reed Distributing Co.

Vance Reed  
Great Western Distributing Co. of Amarillo

Jeffrey Reeder  
Ace Distributing

Christopher Reyes  
Reyes Beverage Group

David K. Reyes  
Reyes Beverage Group

James V. Reyes  
Premium Distributors of Washington, D.C., LLC

M. Jude Reyes  
Reyes Beverage Group

Thomas Reyes  
Harbor Distributing LLC

William F. Reyes  
Premium Distributors of Washington, D.C., LLC

Charles Ricci  
Chesbay Distributing Co.

Sean Rose  
Clare Rose Inc.

Bill Rucker Jr.  
Proud Eagle Inc.

Shirley F. Runyon  
The American Beer Co.

Theodore Rusnak  
King Beverage Inc.

John W. Saputo  
Gold Coast Eagle Distributing, Inc.

Robert M. Saunders  
Saunders Distributing, Inc.

Patrick J. Scherzer  
Schatz Distributing Co., Inc.

J.B. Schilleci Jr.  
Supreme Beverage Co., Inc.

Herbert E. Schilling II  
Schilling Distributing Co., Inc.

Barry L. Schwan  
House of Schwan Inc.

Timothy Sheehan  
L. Knife & Son Inc.

Phillip A. Short  
P.A. Short Distributing Co., Inc.

Mark Smith  
Gate City Beverage Distributor

S. Steve Sourapas  
Crest Beverage LLC

Steven S. Sourapas  
Crest Beverage LLC

Frank R. Sourbeer  
Wilsbach Distributors Inc.

Lawrence S. Sowa  
Town & Country Distributors Inc.

Donna L. Spagnola  
Central Beverage Company

W. Guy Spriggs  
Eagle Distributing Co.

Craig Stein  
C. Stein Beverage Group  
dba C.Stein, Inc.

Keith D. Stein  
Stein Distributing Co., Inc.

Mark Stepanian  
Loveland Distributing Co., Inc.

Kurt Stevenson  
Stevenson Beer Distributing Co. Ltd.

Winburn E. Stewart Jr.  
Bibb Distributing Co.

David M. Stokes

Grey Eagle Distributors

Richard Taelman  
Merrimack Valley Distributing Co., Inc.

John J. Taylor III  
J.J. Taylor Companies, Inc.

Phillip A. Terry  
Monarch Beverage Co., Inc.

Mary G. Trichell  
W.A. Thompson Inc.

W.R. Truitt  
The Best of Beers LLC

Adam G. Vitale  
G & M Distributors Inc.

Albert W. Vontz III  
Heidelberg Distributing Co.

Eugene P. Vukelic  
Try-It Distributing Co., Inc.

Jeffrey S. Vukelic  
Saratoga Eagle Sales & Service Inc.

Bill Wallace  
Vanguard Distributing Corp.

Edward B. Wardell  
Point Pleasant Distributors Inc.

Mitch Watkins  
Watkins Distributing, Sales & Service

Laurie B. Watson  
Brown Distributing Company, Ltd.

T. Conrad Wetterau  
Quality Beverage L.P.

Kevin R. Williams  
Allied Beverages Inc.

Leonard E. Williams  
Wayne Densch Inc.

W. Rockwell Wirtz  
Wirtz Beverage Minnesota Beer, Inc.

Claude Wright  
Wright Wisner Distributing Corp.

John Zeltner  
Premium Distributors of Virginia, LLC

James C. Zink Sr.  
Zink Distributing Co., LLC ■



# 2011 NBWA PAC Company Honor Roll

## ALABAMA

Budweiser-Busch Distributing Co.

## ALASKA

The Odom Corporation

## ARIZONA

Crescent Crown Distributing, LLC  
Golden Eagle Distributors Inc.

## ARKANSAS

Glazer's Distributing Co.

## CALIFORNIA

Advance Beverage Co., Inc.  
Bay Area Beverage Co.  
Beauchamp Distributing Co.  
Crest Beverage LLC  
DBI Beverage Sacramento  
DBI Beverage San Francisco  
DBI Beverage San Joaquin  
Donaghy Sales, LLC  
Gate City Beverage Distributor  
Harbor Distributing LLC  
Heimark Distributing LLC  
Liquid Investments Inc.  
Markstein Beverage Co.  
Markstein Beverage Co. of Sacramento  
M.E. Fox & Co., Inc.  
Triangle Distributing Co.

## COLORADO

B & K Distributing Inc.  
Central Distributing Co.  
High Country Beverage Corp.  
R.M.C. Distributing Company  
Standard Sales Co., LP

## CONNECTICUT

F & F Distributors Inc.  
Star Distributors Inc.

## DISTRICT OF COLUMBIA

Premium Distributors of Washington, D.C., LLC

## FLORIDA

Brown Distributing Co. of West Palm Beach  
Cone Distributing Inc.  
Florida Distributing Company  
J.J. Taylor Companies, Inc.  
J.J. Taylor Distributing Florida, Inc.  
Schenck Family PAC  
S.R. Perrott Inc.

## GEORGIA

Eagle Rock Distributing Company

## IDAHO

The Odom Corporation  
Stein Distributing Co., Inc.  
Watkins Distributing, Sales & Service

## ILLINOIS

Baumgarten Distributing Co., Inc.  
Burke Beverage Inc.  
Central Beverage Company  
Chicago Beverage Systems, LLC  
Koerner Distributor, Inc.  
Kozol Bros., Inc.  
Orange & Blue Distributing Co., Inc.  
Reyes Beverage Group  
Town & Country Distributors Inc.

## INDIANA

Hedinger Beverage Distributing Co., Inc.  
Monarch Beverage Co., Inc.  
North Coast Distributing Inc.

## IOWA

Fahr Beverage Inc.  
L & L Distributing Co.  
Vanguard Distributing Corp.

## KANSAS

Schatz Distributing Co., Inc.

## KENTUCKY

Clark Distributing Co., Inc.  
Eagle Distributing Co. Inc.  
Heidelberg Distributing of Northern Kentucky  
River City Distributing Inc.

## LOUISIANA

Crescent Crown Distributing, LLC  
Eagle Distributing of Shreveport Inc.  
Glazer's Distributing of Louisiana  
Mockler Beverage Co.

## MARYLAND

Bob Hall, LLC

## MICHIGAN

Atlas Sales Inc.  
Fabiano Brothers Inc.  
Powers Distributing Co., Inc.  
West Side Beer Distributing

## MINNESOTA

Carlson & Lyter Distributing, Inc. dba C & L  
Distributing  
Dahlheimer Beverage LLC  
JJ Taylor Distributing Minnesota, Inc.

## MISSISSIPPI

Capital City Beverages Inc.  
F.E.B. Distributing Co., Inc.  
Northeast Mississippi Coca Cola  
Southern Beverage Co., Inc.  
Standard Sales Co., LP

## MONTANA

Summit Beverage

## NEBRASKA

Hoch Inc. dba H & H Distributing

## NEW HAMPSHIRE

Amoskeag Beverages, LLC  
Clarke Distributors Inc.  
New Hampshire Distributors Inc.

## NEW JERSEY

High Grade Beverage Co.  
Kramer Beverage Co.  
Point Pleasant Distributors Inc.

## NEW MEXICO

L & F Distributors-Roswell  
Premier Distributing Co.

## NEW YORK

B.E. Wright Distributing Corp.  
Boening Brothers Inc.  
C.H. Wright Distributing Corp.  
Clare Rose Inc.  
DeCrescente Distributing Co.  
J & M Distributing Co., Inc. dba Certo Brothers  
Distributing Co.  
Manhattan Beer Distributors LLC  
Oak Beverages Inc.  
Saratoga Eagle Sales & Service Inc.  
Try-It Distributing Co., Inc.  
Wright-Wisner Distributing Corp.

## NORTH CAROLINA

The Best of Beers LLC  
Caffey Distributing Co., Inc.  
Coastal Beverage Co.  
R.A. Jeffreys Distributing Company, LLC  
R.H. Barringer Distributing Co., Inc.  
United Beverage of North Carolina, LLC

## NORTH DAKOTA

Bergseth Bros. Co., Inc.  
Beverage Wholesalers, Inc.

## OHIO

The Columbus Distributing Co.  
Dickerson Distributing Co., Inc.  
Heidelberg Distributing Co.  
Heidelberg Distributing of Columbus  
House of LaRose  
Matesich Distributing Co.  
NWO Beverage Inc.  
Spriggs Distributing Co.  
Superior Beverage Group Ltd.

## OREGON

CoHo Distributing dba Columbia Distributing  
General Distributors, Inc.  
Morgan Distributing Inc.  
The Odom Corporation

## PENNSYLVANIA

Glazer's Wholesale Drug Co.  
Muller, Inc.  
Origlio Beverage  
South Carolina  
Lee Distributors, LLC  
Pearlstone Distributors Inc.

## SOUTH DAKOTA

Eagle Sales of the Black Hills, Inc.

## TENNESSEE

DBI Beverage Inc.  
Det Distributing Co.

## TEXAS

Andrews Distributing Co.  
Ben E. Keith Beverages  
Brown Distributing Co., Ltd.  
Budweiser Distributing Co.  
Del Papa Distributing Company, Inc.  
Giglio Distributing Co.  
Glazer's Wholesale Distributors  
Glazer's Wholesale Drug Co., Inc.  
L & F Distributors, LLC  
L & F Distributors - El Paso  
L & F Distributors - Laredo  
Silver Eagle Distributors LP  
Standard Sales Company LP

## UTAH

Golden Beverage Co., LLC

## VERMONT

Baker Distributing Corp.  
The Farrell Distributing Corp.

## VIRGINIA

Blue Ridge Beverage Co., Inc.  
Brown Distributing Co.  
Century Beverage Distributor  
Guiffre Distributing Co.  
Loveland Distributing Co., Inc.  
National Beer Wholesalers Association  
P.A. Short Distributing Co., Inc.  
Premium Distributors of Virginia LLC

## WASHINGTON

CoHo Distributing dba Columbia Distributing  
C. Stein Beverage Group dba C. Stein, Inc.  
Marine View Beverage  
The Odom Corporation

## WEST VIRGINIA

Eagle Distributing Co.  
Proud Eagle Inc.

## WISCONSIN

Beer Capitol Distributing Co., Inc.  
CJW Inc.  
Frank Beer Distributors, Inc.  
Preferred Distributors, LLC

## WYOMING

C.P.O. Inc. dba Casper Beverage  
The Foursome Inc. dba Orrison Distributing ■



America's Beer  
Distributors

## National Beer Wholesalers Association

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Alexandria, VA 22314  
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@MrBeerGuy



Mr. Beer Guy