

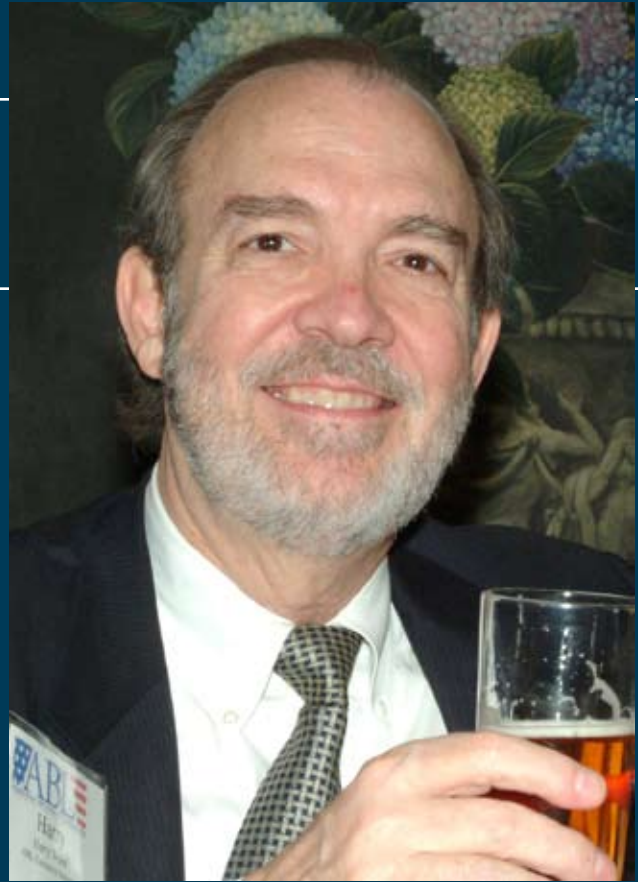


# 2010 Annual Report

Advocating for Beverage Licensees



## In Memoriam



## Harry G. Wiles | 1945 - 2010

The alcohol industry lost a tireless advocate with the passing of Harry G. Wiles on August 18, 2010. Harry was ABL's Executive Director and a leading member of the beverage alcohol community. He will be remembered as a true ambassador for the entire industry and a loyal friend to those whose lives he touched.

Harry served as ABL's Executive Director since 2002. He was chosen to lead the association and its nearly 20,000 members after the merger of the National Association of Beverage Retailers and the National Licensed Beverage Association. Under his leadership, ABL grew in scope and strength as he oversaw the partnering of on-premise and off-premise beverage licensees into a single, unified voice for the beverage retail community.

"Not only has our industry lost a leading advocate, we all have lost a dear friend," said ABL President David Jabour. "He was truly part of our industry family."

An attorney and member of the Bar in the State of Kansas, the District of Columbia, and the United States Supreme Court, Harry followed his political instincts from Kansas to Washington, D.C. in 1976, where he worked on Capitol Hill before becoming a fixture in the beverage alcohol community.

Harry's more than two decades of service to the industry began in 1987 when he became Senior Vice President of Federal Government Relations & Senior Counsel for the Wine & Spirits Wholesalers of America, a position he held for thirteen years.

In 2010, Harry was inducted into the Sky Ranch Hall of Fame, and served on the Executive Committee of the Sky Ranch Foundation. He also served as a board member of the Responsible Hospitality Institute (RHI), the Responsible Retailing Forum (RRF) and the Night Club & Bar Advisory Board.

An avid supporter of the western lifestyle and horseback riding, Harry was a member of western riding organizations Rancheros Visitadores, based in Santa Barbara, CA, and El Viaje De Portola in San Juan Capistrano, CA. He was also a board member of the Heartland Alliance of America, the association for rural Americans.

Harry is survived by his wife Cindy; his daughter Heather and her husband, Troy Valerius; and four grandsons.

## Message from the ABL President



I am pleased to share with you the 2010 ABL Annual Report. As you read through the Annual Report, you will notice that 2010 had its share of challenges and successes for ABL and its members.

ABL's main focus continues to be confronting the issues that face beverage alcohol retailers today while keeping an eye toward the future and positioning itself for tomorrow. This means continually evaluating the programs and direction of the association when it comes to government affairs, communications and membership efforts.

One major change that ABL confronted last year was the loss of its long-time leader in Washington, Harry Wiles. As ABL's executive director since its inception in 2002, Harry effectively fought for beverage retailers and laid a strong foundation on which ABL could build and grow. Fortunately, ABL didn't have to look too far to find a very capable replacement and named John Bodnovich as executive director last November. I'm convinced that John will prove just as effective in his new role with ABL as he was in his previous job as ABL's Director of Communications & Public Affairs.

In 2010, ABL continued its active participation in advocacy coalitions, responsibility campaigns and other less-formal initiatives involving industry groups that share similar positions on beverage alcohol issues. This work incorporated efforts as varied as supporting efforts to stop contraband tobacco sales, reforming interchange swipe fees for retailers who accept debit cards and advocating for sensible policies when it comes to fighting drunk driving and underage drinking.

Always cognizant of the history and story that the beverage alcohol industry has to tell, ABL moved its 8th Annual Convention to bourbon country and Louisville, Kentucky in 2010. The 2010 convention afforded ABL members a chance to network with others in the industry and a first-hand look at the world of bourbon.

When it came to recognizing the heritage of the retail tier of the industry, ABL launched the inaugural Package Liquor Store Month in November. By designating a month to celebrate the positive contributions that package liquor stores make to their communities and the economy, ABL added this recognition to the annual celebration of Tavern Month each May.

ABL's communications efforts in 2010 saw the continued production of the ABL Insider, the association's membership publication. Coupled with electronic updates on legislative affairs in Washington and other communications, the ABL Insider continues to provide timely news and updates on ABL business and news that matters to beverage alcohol retailers.

As the tier "where the industry comes together", Americas Beer, Wine and Spirits Retailers worked closely with their supporters and partners in the wholesale and supplier tiers of the industry in 2010. Whether coordinating resources for efforts on Capitol Hill or sharing views and news from the other tiers, ABL was proud to continue its relationships with other industry trade associations and their members.

I'd like to express my gratitude for the opportunity to serve as your national president for the past two years. A special thank you goes to the many men and women who offer their time, energy and insight at the national, state and local levels as ABL Board members, affiliate association executives and others who care about beverage licensees. I am proud of our industry and what we represent, and I will always be proud to be a member of ABL.

*Sincerely,*

A handwritten signature in black ink that reads "David Jabour". The signature is written in a cursive, flowing style.

**David Jabour**  
ABL President  
Twin Liquors  
Austin, Texas



## The Face of the Alcohol Industry

Beverage retailers are the last to handle beverage alcohol products before they reach consumers and have an unmatched impact on the “who, what, when, where and why” of beverage alcohol use. In addition to their every-day interactions with customers, there also exists a long-standing structure with state licensed beverage associations and ABL that allows for them to have an organized voice at the local, state and national levels.

In many cases, ABL members are family-owned and operated business owners with long-time involvement and standing with their local communities. These retailers are accountable to their friends and neighbors and believe in doing the right thing. That means contributing to charitable causes, sponsoring sports leagues, and above all, serving and selling beverage alcohol products responsibly.

# Message from the ABL Executive Director



When looking back at 2010, it will stand out as a time of change and transition for American Beverage Licensees. At ABL's Fall Board of Directors meeting in Boston this past October, I was honored and humbled to be offered and accept the position of executive director of this proud organization.

Thanks to the guidance and leadership of the ABL Board of Directors, and with a debt of gratitude and appreciation going to Harry Wiles for the procedures and policies he put in place, ABL hardly missed a beat as we picked up the torch representing the interests of beverage licensees.

After spending the last seven years with ABL, I am truly excited and energized to take on the challenges of leading our diverse and engaged membership as we face the realities of an ever-evolving beverage alcohol landscape. There is a lot of potential for ABL and independent beverage retailers in general. The businesses that comprise our tier in the Three-Tier System of beverage alcohol production, distribution and sales are by no means the richest, but they are the greatest in number and the most in-touch with American consumers. ABL members are where the rubber meets the road, as they are the last to handle the industry's products before they reach the consumer.

ABL's strength lies in our membership base and its willingness to engage key decision makers in their communities – be they federal, state or local elected officials, regulators, the media, social media networks or their friends and neighbors. The foundation that ABL is built on is solid. We have grown as an association over the past eight years to become a strong advocate for retailers, but our work is far from finished.

ABL must continue to increase its value to its members at a time in America when we are all taking a second look how we spend our money. Nationally, experts tell us that the country is on its way out of a recession though not quite where it needs to be in terms of jobs and unemployment. Historic midterm

elections have swept a wave of Republicans to office in Washington. It is imperative that ABL build on the opportunities presented by changes in Washington and a recovering economy to advocate for policies that will help ABL members.

In addition to the public at large, there are a lot of challenges out there for independent beverage retailers. Whether it's established package stores with loyal customer bases or small, multi-generational taverns in small towns or night clubs in big cities, consumers are constantly reassessing how they are spending their entertainment and hospitality dollars. It's important for ABL to stay attuned with the challenges its state affiliates are facing when it comes to maintaining membership, encouraging grassroots participation and funding advocacy activities to protect their interests at the state level.

ABL is only as strong as its members and the resources and potential they provide when it comes to capabilities for grassroots government affairs advocacy on the issues that beverage retailers face at the national level. Beverage retailers have fantastic stories to tell and we must never shy from standing proudly and sharing the success and goodwill that are the hallmarks of the retail tier of our great industry.

I look forward to continuing the good work of the association and building on the solid foundation that we have in place at ABL, while at the same time indentifying and adapting the association for the changing environment in Washington and needs of ABL members.

*Sincerely,*

A handwritten signature in black ink that reads "John D. Bodnovich". The signature is written in a cursive, slightly slanted style.

**John D. Bodnovich**  
Executive Director



## Beverage Retailers' Voice in Washington

The public policy arena changed significantly in 2010, though challenges for beverage alcohol licensees have not subsided in any respect. It is vital that they have political representation in Washington, D.C. and the issue advocacy ABL provides on behalf of the entire beverage alcohol community.

ABL is an increasingly respected and valued voice on Capitol Hill. ABL works with its state affiliates to build on their members' relationships with key legislators and champions of our great industry. ABL advocacy is only made more credible by the faces and stories of our small-business owner membership.

More significant than ABL's proximity to the halls of Congress are the thousands of ABL members who act as unpaid citizen lobbyists who voice their opinions and share their experiences with elected officials, regulatory bodies and law enforcement each and every day.

# Leading on the Issues

## **Debit Card Swipe Fee Reform Signed Into Law**

ABL members were part of a big victory in July of 2010 when the President signed into law a measure that would ensure that debit card transactions are reasonable and proportional to the cost of processing the transaction. It directs the Federal Reserve to issue rules to ensure that debit interchange fees are reasonable and proportional to the processing costs incurred. Visa and MasterCard currently charge debit interchange fees that are far higher than the actual cost of processing debit transactions, which means that small businesses and merchants always get short-changed when they accept a debit card for a sale.

This was a great legislative victory for ABL, its members and the retail community as a whole. Many ABL members did their part – writing, calling, faxing or emailing their members of Congress; talking to media about interchange fees; and educating their customers and the public about this important issue.

The legislation also prevents card networks like Visa and MasterCard from penalizing sellers for offering discounts to customers. Merchants now have the right to offer discounts for customers who use competing card networks and for customers who pay by cash, check or debit card. The legislation also allows sellers to choose to decline credit cards for small dollar purchases (because interchange fees often exceed profits on such sales).

ABL has long been engaged in the fight to reform swipe fees and we have moved a step closer to protecting retailers and their customers from unfair swipe fees.

## **Contraband Tobacco Legislation Passed**

ABL supported the enactment of the Prevent All Cigarette Trafficking (PACT) Act, which was signed into law by President Obama on March 3, 2010. Thanks to this new law, hundreds of millions of dollars in state tax revenues will no longer be lost to illegal online cigarette sales and tobacco trafficking.

ABL and every single one of its 34 state and re-

gional affiliates joined with the Coalition to Stop Contraband Tobacco in support of the PACT Act, as a means of closing loopholes in current federal laws and combating illegal sales of cigarettes and other tobacco products.

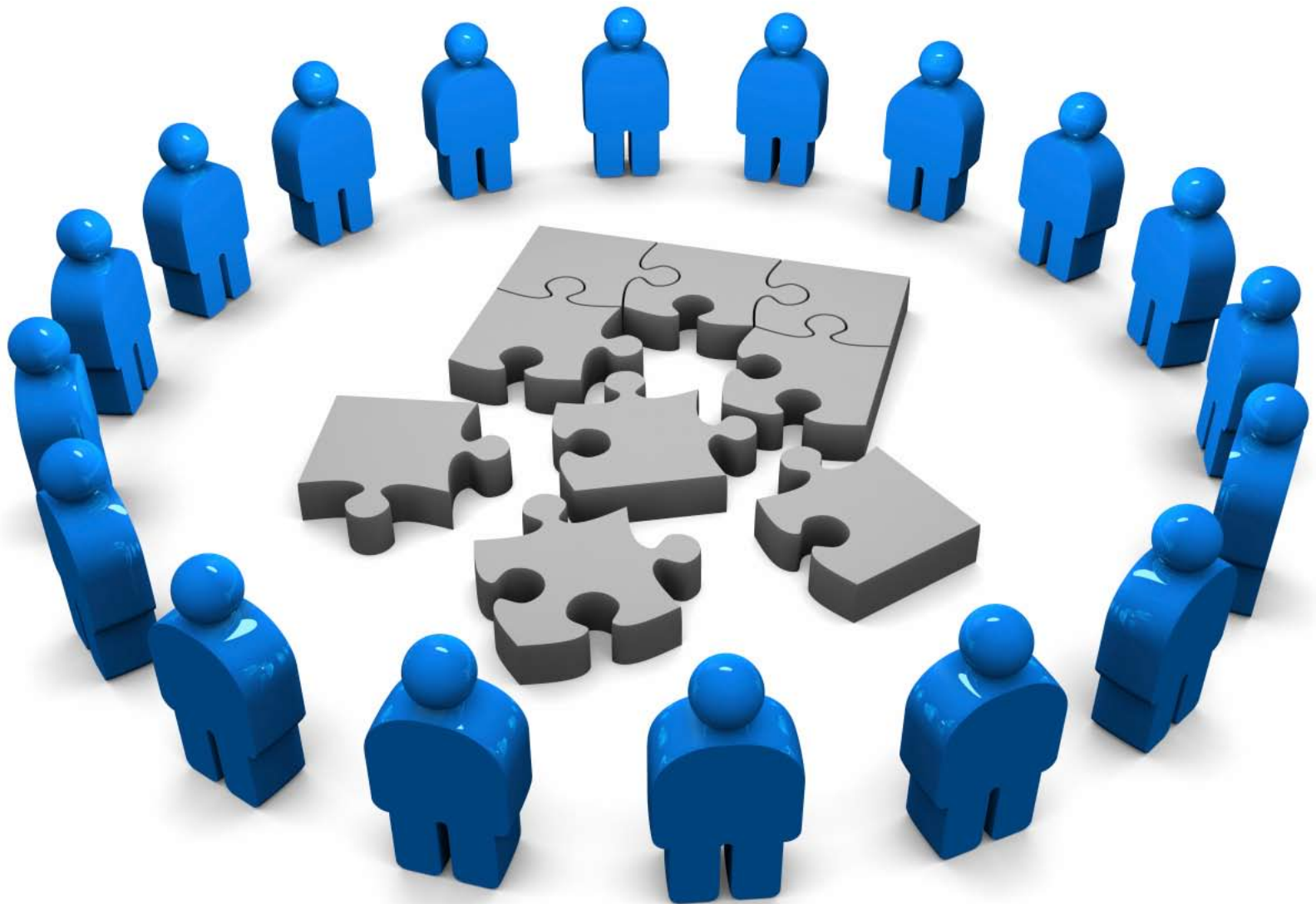
From the passage of the bill in Senate and the House, to the President's signature, ABL and its members are gratified to know that they played a role in this important step in fighting youth access to tobacco and contraband tobacco sales. In addition to beverage alcohol, many ABL members legally and responsibly sell tobacco products. This new law will assist them in making sure that only legal tobacco products reach the hands of adult customers.

## **ABL Supports Sensible Drunk Driving Policy, Not Unfunded Federal Mandates**

In 2010 ABL was engaged in the debate over what public policies are best for fighting drunk driving. In particular, ABL objected to legislation that would call for an unfunded federal mandate providing for penalties on states that have not enacted or are not enforcing a law requiring the installation of an ignition interlock device for all first-time alcohol impaired driving offenders.

ABL's position, which is almost universally shared by the rest of the beverage alcohol industry, continues to be that states should consider legislation to impose ignition interlock devices for first-time high B.A.C. offenders and repeat offenders, and include judicial discretion as part of the sentencing process. In addition to a departure from the long-held philosophy of graduated sentencing, federal mandates would take the gavel from the hands of judges by eliminating judicial discretion from the sentencing process. ABL has long opposed one-size-fits-all programs and unfunded federal mandates.

In addition to the threat of loss of highway funding, a federal mandate of this nature would place a budgetary burden on states, many of which are already dealing with severe budget shortfalls.



## Meeting Your Needs

In addition to direct and grassroots advocacy, ABL addresses other needs that its members may have with communications and networking about business and public affairs. A quarterly membership magazine, an annual convention and daily electronic updates are just some of the ways in which ABL acts as a conduit for news and information.

Cognizant of the evolving technological culture and changing needs of retailers, ABL knows that to stay relevant and of value that it must stay on the cutting edge of how retailers, legislators and the media are talking to their audiences. This means constantly examining how it can best meet the needs of its members.

# Networking & Information

## ABL INSIDER

Now into its fifth year of publication, the staff-produced ABL Insider continues to function as ABL's membership magazine and direct mail piece to each of its members as well as those in the beverage alcohol industry,

THE VOICE OF AMERICA'S BEER, WINE & SPIRITS RETAILERS

# ABL Insider

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regulators on a quarterly basis. The magazine's editorial focus remained on the retail tier of the beverage alcohol industry with perspectives and news from various industry executives, as well as articles about ABL association news, federal legislative affairs and other trends affecting beverage retailers. ABL also accepts limited advertising in the publication and as outlined in the ABL Insider Media Kit.

With an estimated readership of 50,000, the magazine is dedicated to the beverage retailer's perspective on the issues of the day. It is also full of news, opinions and helpful information from others in the industry. The publication has proved to be a unifying communications tool for retailers and ABL.

## ABL Annual Convention

America's beer, wine and spirits retailers, along with representatives from every tier and segment of the beverage alcohol industry descended on Louisville, Kentucky on June 13-15 to participate in the 8th Annual ABL Convention. The successful and exciting annual event featured speakers and presentations from beverage alcohol executives, industry trade association leaders, bourbon master distillers and social responsibility experts.

This year's convention marked the first time ABL has held its signature event in Louisville, which is located in the heart of bourbon country and has a strong

beverage alcohol industry presence. One of the convention's two General Sessions featured a panel discussion with eight bourbon master distillers, and was followed by a trip to bourbon country for distillery tours, tastings, and a reception.

The convention also focused on industry trends, alcohol-related legislative issues, responsibility programs and ways in which to market and succeed in an increasingly digital world.

Eddie Block, Partner of Republic National Distributing Company, was honored at the convention's Final Night Banquet with ABL's Top Shelf Award.

Also honored at the convention were the Brown-Forman Retailers of the Year. Nominated by ABL's state and regional affiliates, the Retailer of the Year awards

recognize dedicated ABL retailers who are the last to handle beverage alcohol products before

they reach consumers, and are the face of the industry to millions of Americans who responsibly enjoy beer, wine and spirits.



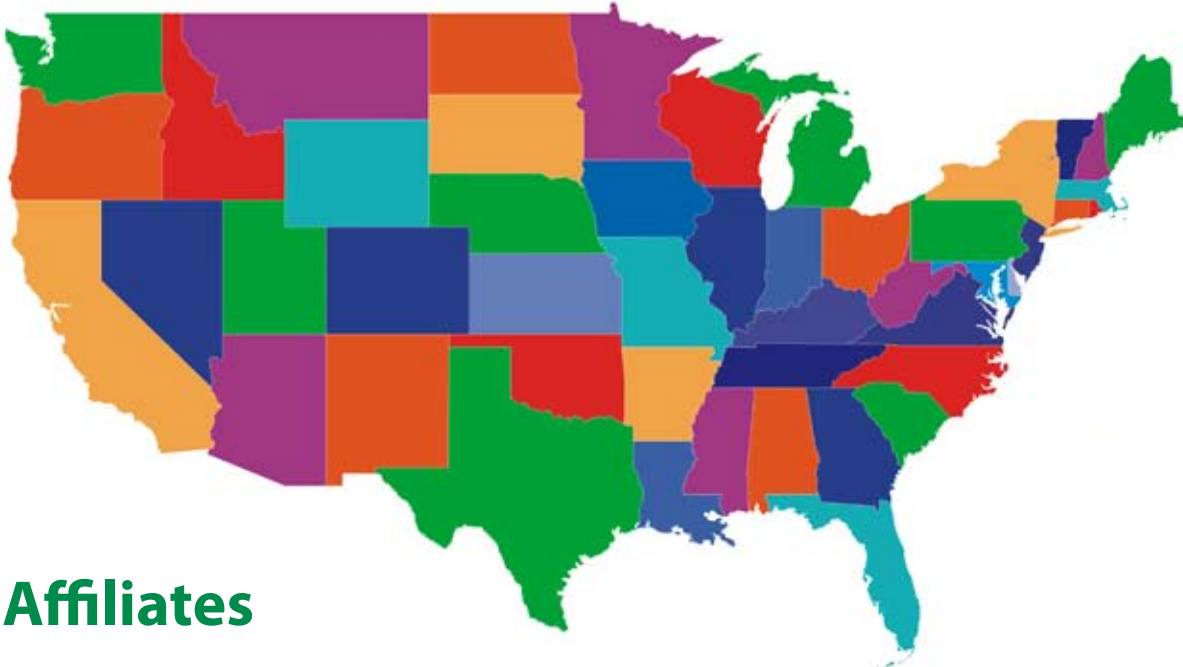
## Industry News & Legislative Updates from Washington

ABL provides daily industry news and legislative updates via email to its affiliates that cover issues in Washington, D.C. that concern beverage retailers. Additionally, legislative alerts and updates are broadcast when key legislation is being considered in order to mobilize grassroots efforts.

# Working Together, Linking Retailers

American Beverage Licensees (ABL) traces its roots back to the earliest days of the post-Prohibition era. The National Liquor Stores Association was formed in 1935, just 15 months after the repeal of Prohibition. Its on-premise sibling, the Associated Tavern Owners of America, was founded just 11 years later in 1946.

Following the merger of the National Association of Beverage Retailers (NABR) and the National Licensed Beverage Association (NLBA) in 2002, ABL was formed and now reflects a fully-integrated retail tier of the beverage alcohol industry. Today, ABL has nearly 20,000 members in 35 states and represents on-premise establishments including bars, taverns, restaurants, clubs, casinos; and off-premise liquor and package stores.



## ABL Affiliates

- |   |   |  |
|---|---|--|
| Alaska CHARR                              | Kentucky Assoc.of Beverage Retailers      | Ohio Licensed Beverage Association     |
| Anchorage CHARR                           | Kentucky Licensed Beverage Association    | Retail Liquor Association of Oklahoma  |
| Arkansas Beverage Retailers Association   | Maryland State Licensed Beverage Assoc.   | Pennsylvania Tavern Association        |
| Colorado Licensed Beverage Association    | Massachusetts Package Stores Association  | Rhode Island Liquor Stores Association |
| Connecticut Package Stores Association    | Tavern League of Minnesota                | ABC Stores of South Carolina           |
| Retail Beverage Council of FL Retail Fed. | Mississippi Hospitality & Beverage Assoc. | Licensed Bev. Dealers of South Dakota  |
| Georgia Alcohol Dealers Association       | Montana Tavern Association                | Texas Package Stores Association       |
| Beverage Retailers Alliance of Illinois   | Nevada Tavern Owners Association          | Virginia Licensed Beverage Association |
| Illinois Licensed Beverage Association    | New Jersey Licensed Beverage Association  | Tavern League of Wisconsin             |
| Indiana Association of Beverage Retailers | New Jersey Liquor Store Alliance          | Wyoming State Liquor Association       |
| Indiana Licensed Beverage Association     | New York State Liquor Stores Association  | Wine and Spirits Guild of America      |
| Kansas Association of Beverage Retailers  | Empire State Restaurant and Tavern Assoc. |  |
| Kansas Licensed Beverage Association      | Metropolitan Package Store Association    |  |

# Why are you an ABL member?

On the national level, it is hard to sometimes keep in constant contact with our Senators and Representatives ourselves. If we maintain a strong lobbying effort through our national office and executive board it becomes easier to communicate the issues that are most important to our members. Remember that your business in the hospitality industry is probably your livelihood and your retirement all rolled into one. Why wouldn't you belong to a state and national association that helps fight for your rights as a business owner?

**Don Diserens, Alton Sports Tap, Alton, IL**

We have a responsibility to support our local, state, and national trade associations and it is in our best interest to do so. We are stronger and smarter when we come together to accomplish and address the issues that are important to us all. In exchange we get timely and accurate information, a broader perspective and a louder voice that elected officials, enforcement agencies, and the other tiers listen to, respect, and respond to. Those are the reasons I belong to the Montana Tavern Association and that collectively we belong to the ABL. Both groups give me the necessary information and the united voice I need to thrive.

**Steve Morris, Jorgenson's, Helena, MT**

As the Executive Director of a state retail association, we work hard at the state and local level to protect our members from the constant assault on taxes, regulations and laws that would negatively affect their livelihood, while ensuring that the business climate is the best possible for their success. However, many of those issues are on a national level... and that's where our membership in the American Beverage Licensees is so vital. No matter how successful we are in Wyoming, when issues come out of D.C., they affect us all. Without the American Beverage Licensees, we would all sink or swim separately... and most likely, unsuccessfully.

**Mike Moser, Executive Director,  
Wyoming State Liquor Association**

While we can be an effective force in Wisconsin we rely on our national organization, ABL, to keep us informed on issues of national concern. ABL is our watchdog in D.C. and they make certain we are both informed and heard.

**Pete Madland, Executive Director, Tavern League of Wisconsin**

As independent businesses we are subject to local, state and federal regulations. The ABL is your representation in Washington D.C. and your voice at major functions across the country. It has earned the respect of other trade organizations and is sought out for input on major issues affecting all of us. Along with the Indiana Association of Beverage Retailers, the ABL provides me the best business insurance there is.

**Warren R. Scheidt, Cork Liquors, Columbus, IN**

The ABL and the Texas Package Stores Association combined equal a formidable group to communicate and also work together on issues that affect the beverage alcohol industry. Although each state has its own policies and agencies that are unique the ABL has the ability to unite wine and spirit retailers across the nation.

**Austin R. Keith, Pinkie's, Odessa, TX**

As our state association provides a voice for the South Carolina retailers, ABL provides the voice on the federal level. It unites retailers everywhere, large and small, to give us one voice showing a strong force in Washington. Since our industry is so highly regulated, we need representation to protect against deregulation, maintain the three-tier system, and prevent tax increases. It is vital for our state association to be a member of ABL, who will fight for us against harmful legislation in Washington, as we run our businesses at home.

**Suzie Riga, Green's Beverages, Columbia, SC**

As a licensed-holding member in the License Beverage Dealers of South Dakota (LBDS) I feel our State's membership in the ABL organization is a valuable tool in today's business climate. Our state organization networks with ABL providing the opportunity to hear and understand the legislation being discussed in Congress. Our state organization networks with other state liquor organizations to learn and better understand the issues across the nation. The laws, both enacted and proposed, in other states often become national issues and how each state has dealt with these topics can help on the local level.

**Yvonne Hippen, Board Member & Licensee, Licensed Beverage  
Dealers of South Dakota**



# Promoting Responsibility

## Underage Access to Alcohol

The bottom line message from retailers to those under 21 is: “We don’t want your business!” This message is spread in numerous responsibility campaigns that seek to normalize the belief that it is not acceptable to sell or provide minors with beverage alcohol. And that goes for everyone, including parents.



Social sources such as parents, family and friends are responsible for 65 percent of underage alcohol access. ABL continues to support and work with the Federal Trade Commission’s We Don’t Serve Teens public education campaign to help prevent teenagers from getting easy access to alcohol, and to promote compliance with the legal drinking age of 21.

## Drunk Driving

ABL promotes the “Drink Responsibly. Drive Responsibly.” responsibility message that encourages everyone to drink responsibly and drive responsibly. It recognizes the millions of Americans who responsibly consume adult beverages at a tavern, a restaurant, or a friend’s house before safely driving home.

ABL also supports tough drunk driving laws that use resources to target hardcore and repeat drunk drivers, while also working with like-minded groups



to encourage the involvement of DUI courts and judges in the adjudication process. A comprehensive approach to the drunk driving problem is the most promising prospect for a long-term solution.

## Server Training

As a full-service trade association, ABL strives to provide its members with the tools they need to be successful beverage retailers. ABL members can visit the “virtual university” with discounted server training programs for retailers. ABL believes that server and seller training should be affordable, convenient and above all, effective.



## Responsible Retailing Forum

The Responsible Retailing Forum (RRF) has launched a project in partnership with ABL affiliates and state alcohol regulators in six states to measure the effectiveness of a new responsible retailing model designed to improve ID-checking by clerks and wait staff and help alcohol beverage retailers and serving establishments reduce their exposure to alcohol sales violations.

The principal benefits to licensees are the reduced exposure to alcohol sales violations and the goodwill associated with being a responsible retailer. In addition, the demonstrated commitment to responsible retailing practices may serve as a mitigating factor if a licensee were cited for an alcohol sales violation in the future.

## Responsible Hospitality Institute

As a Board Member of the Responsible Hospitality Institute (RHI), ABL has worked with the organization as it assists businesses and communities to create safe and vibrant places to socialize. RHI provides technical assistance that builds local capacity, incubates and shares cutting-edge information and proven strategies, and links a broad-based network of professionals who plan, manage and police dining and entertainment districts.

# Celebrating Our Heritage

## May is Tavern Month

In May 2010, tavern & bar owners around the country hoisted a glass to celebrate their rightful place in American society and culture. For the 57th consecutive year, licensees celebrated Tavern Month and recognized the more than three hundred thousand on-premise beverage alcohol retailers who conveniently and responsibly provide good times and great memories to millions of Americans.

Taverns continue to serve as meeting places for business, forums for discussion of the issues of the day, and settings for celebrations of life, just as they did hundreds of years ago.

Taverns today come in all shapes and sizes. Be it a neighborhood pub, quiet cocktail lounge, pulsating nightclub or just a good old-fashioned bar, these establishments share in common the same values of entertainment and hospitality. Many are family-owned or independent operations that provide a sense of character and authenticity to a town or region.

The bar and tavern business continues to adapt and embrace the ever-changing demands and preferences of American consumers. Whether that means offering a free wireless internet connection so patrons can surf the web or check their email over a refreshing beverage, or renovating their businesses to accommodate smoking bans, the spirit of these small business owners is indefatigable.

Included in these adaptations has been an emphasis on responsibility. This is evident in the increased use of server-training, age-verification techniques, and campaigns against drunk driving and underage access to alcohol. Tavern owners have also embraced their civic roles and are united at the local, state and federal levels to protect their interests in arenas that include city councils, state legislatures and Congress.



## November is Package Liquor Store Month

ABL and its members in communities across the country kicked off the holiday season last November by celebrating the First Annual Package Liquor Store Month. The celebration highlighted the positive impact independent package liquor stores have on their communities, the economy and the social lives of millions of Americans.

By focusing on knowledgeable customer service, in-store education and a wide selection of beverage alcohol products, independent package liquor stores distinguish themselves from other off-premise outlets. Bricks-and-mortar businesses that train their employees to conduct safe and responsible face-to-face sales of beer, wine and spirits to adult consumers, package liquor stores are also leading the fight to prevent underage access to alcohol.

In celebrating independent package liquor stores, ABL also recognizes that distilled spirits are not the only industry products most of those stores provide. While many people refer to their local licensed beverage retailers simply as "liquor stores" or "bottle shops" instead of package stores, independent beverage retailers often sell a wide variety of wine and beer as well.

With tens of thousands of locations throughout the country, independent off-premise licensees continue to provide hundreds of thousands of jobs and contribute tens of millions of dollars in taxes to the local, state and national economy.

The local nature of package liquor stores continues to this day and distinguishes them from faceless, corporate off-premise retailers.

Independent package liquor store owners and their employees pride themselves on educating their customers.



# Partnering with the Industry



ABL Associate Members support the responsible and hardworking retailers that contribute to the vibrancy of our great industry. Without the support of ABL's Associate Members ABL's programs and goals wouldn't be what they are today.

ABL has a long track record of working with other segments of the industry on both policy and public awareness issues. Beverage licensees have worked with suppliers to defeat numerous alcohol tax increases, just as they have worked with wholesalers to oppose attempts to completely dismantle the Three-Tier System in the courts. The most tangible success we have achieved as an industry working together was the repeal the Special Occupational Tax (SOT). This put real dollars back in the pockets of alcohol retailers, distributors and producers.

## ABL Associate Members

### DIAMOND

Beer Institute  
Diageo  
National Beer Wholesalers Association  
Wine & Spirits Wholesalers of America

### GOLD

Brown Forman  
Castle Brands  
Charmer-Sunbelt Group  
Pernod Ricard USA  
Republic National Distributing Company

### PLATINUM

Bacardi USA  
Beam Global Spirits & Wine  
Distilled Spirits Council of the United States

### SILVER

Constellation Brands  
Moet Hennessy USA  
Monarch Beverage Company  
Patron Spirits Company  
Remy Cointreau USA

### BRONZE

Admiral Imports  
ATM Network  
Luxco  
Sidney Frank Importing  
Wine & Spirits Wholesalers of Georgia



# Our Association, Moving Forward

ABL knows that those who don't adapt to changing trends eventually perish. It's true in the bar and package store business and it's also true for trade associations. That's why ABL is focused on moving itself and its members forward.

"Social Media" is the latest buzzword in our wired – and increasingly wireless – social and work environments. It's a broad term that can be used to describe any forum or medium in which people gather and communicate electronically to share ideas, news and opinions about their culture, business or other areas of interest.

Social media can be used to give retailers their own voice in matters of business and politics. It can also be integrated into traditional methods of communicating and advertising, not to mention operational tasks.

Whether it's ABL's "home on the web" or the latest social media platform to spread our messages, America's Beer, Wine and Spirits Retailers are moving forward.

## New Website

The name is the same – [www.ablusa.org](http://www.ablusa.org) – but the look and content will be different when ABL unveils its newly redesigned website in 2011. The complete site overhaul will make for a better user experience and more useful information at the fingertips of ABL members. It will also mean more timely updates by ABL staff on the news and information ABL members' need.

## Social Media

Online social media platforms are increasingly used in external and internal business communications to increase efficiency in communications within an organization and also with disparate audiences and constituencies. New media and social networking does not warrant the creation of a strategy unto itself



-- ultimately it is a vehicle of the larger communications strategy and the goals and objectives embodied by ABL.

Social networks and an online presence can, however, provide a means and medium to enhance and deliver measurable results, and also improve the quality and quantity of interaction between and among staff, members and supporters.

ABL's communications efforts will continue to address goals including organizational objectives, increasing membership, improving event attendance, and raising awareness of legislative activities.

## Facebook & Twitter

In the meantime, ABL members and those who are supportive of bars, taverns and package liquor stores can show their support online by becoming a fan of ABL Facebook and following ABL on Twitter @ablusa and @ABLConvention.



**What's this? Use a barcode scanner on your smartphone to find out!**



# ABL Leadership & Staff

**PRESIDENT**  
David Jabour  
Twin Liquors  
Austin, TX

**VICE PRESIDENT**  
Austin Keith  
Pinkie's  
Odessa, TX

**VICE PRESIDENT**  
Skip Boise  
The Tavern  
Cortland, NY

**VICE PRESIDENT**  
Harry Klock  
Stockman Bar  
Harlowton, MT

**VICE PRESIDENT**  
Ray Cox  
Elite Beverages  
Indianapolis, IN

**TREASURER**  
Jonathan Grimes  
Pennsylvania Tavern Association  
Wilkes Barre, PA

## **ABL STAFF**

John D. Bodnovich | Executive Director  
Susan Day Duffy | Director of Trade Relations and Operations  
Rosanne M. Ferruggia | Manager, Communications & Public Relations  
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