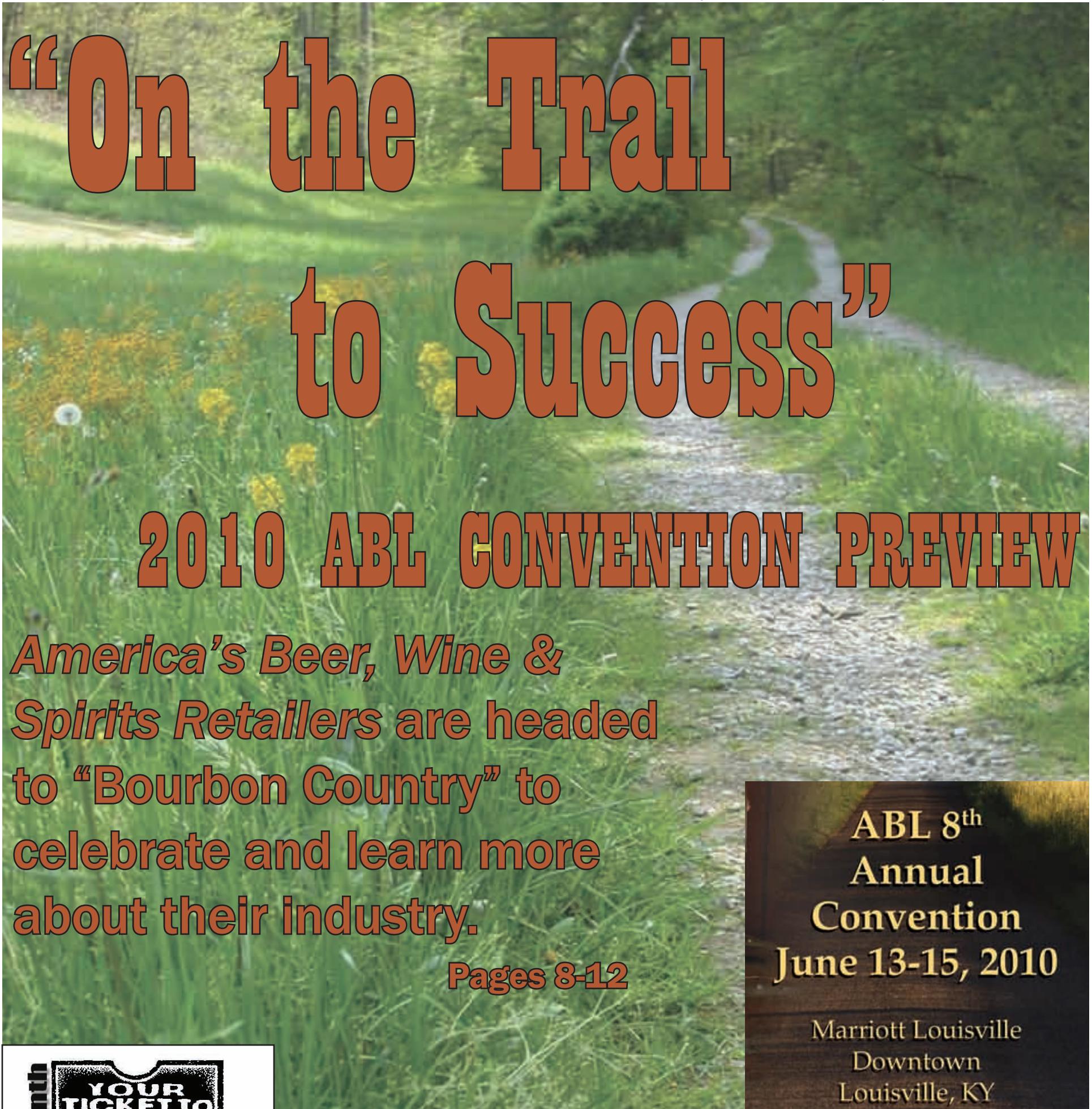


THE VOICE OF AMERICA'S BEER, WINE & SPIRITS RETAILERS

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 4, NO. 2 | SPRING 10



May Is Tavern Month

YOUR TICKET TO FUN

Support Your Local Tavern

2



Member Benefits

learn² serve

14

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 4, NO. 2 | SPRING 10

a word before

May is Tavern Month... Let's Celebrate!

Bar & Tavern Owners Celebrate Their Heritage and Independence

For the 57th consecutive year, tavern & bar owners around the country are hoisting a glass this May to celebrate their rightful place in American society and culture.

May is Tavern Month all across the United States and recognizes 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.

"In many ways, bars and taverns are one of the last American outposts for spirited individuality, entrepreneurship and innovation," said Harry Wiles, executive director of American Beverage Licensees.

"In our increasingly standardized culture, the bar and tavern business continues to be home to some true American originals."

A sense of tradition of offering friends, neighbors and travelers from far-and-wide a refuge from the clutter of modern-day life has its roots in the earliest colonial times of the country.

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.

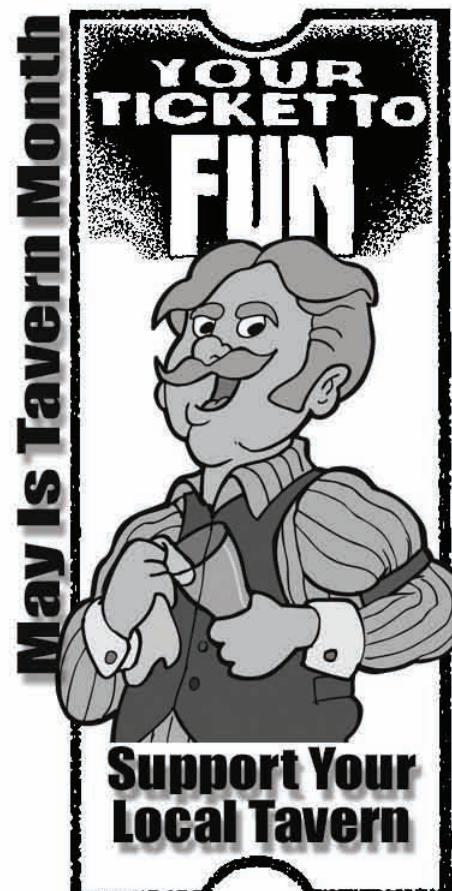
It's possible these days to drink the same kind of beer, wine or spirits pretty much anywhere, but it's the setting that sets apart the experience and makes it memorable.

Despite an economy that has seen on-premise consumer habits shift, 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.

Tavern Month has been celebrated each May by American Beverage Licensees, the largest national trade association dedicated to supporting and promoting beverage alcohol retail community, as well as its on-premise predecessor, the National Licensed Beverage Association.

ABL is joined by its state and local bar & tavern association affiliates this year in reminding everyone that May is Tavern Month...Let's Celebrate! |

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Top Ten for 2010

The Top Ten reasons why you should register to attend the 8th Annual ABL Convention in Louisville, Kentucky this June

1. Celebrating Eddie Block's Service to Our Great Industry

In 2005, ABL created the Top Shelf Award to recognize and honor those who have demonstrated excellence over their career in the beverage alcohol industry either as a representative of the supplier or wholesale tiers, within an association, or in a broader role within the industry. This year, ABL is honoring Eddie Block of Republic National Distributing Company with this award at the Convention's closing night banquet and expects a strong industry turnout to recognize all that Eddie has done for the industry and his community.

2. Exploring Bourbon Country

Fully-registered Convention attendees will head out to bourbon country on distillery tours to see first-hand what goes into distilling bourbon. In addition to learning more about the distilling process – and tasting the product – this will give attendees a chance to enjoy the beauty and history of Central Kentucky's bourbon country. As National Geographic has put it, "Its rolling meadows, limestone-filtered streams, and cool hardwood forests have long provided ideal conditions for producing the honey-colored drink as crucial to Kentucky legend as Daniel Boone himself."

3. Master Distillers Panel

In what is perhaps the single greatest gathering of bourbon master distillers ever assembled, Convention attendees will experience the passion, folklore and knowledge of the Bourbon Master Distillers Panel on Monday morning. A

chance to hear from this collection of master distillers representing some of the most recognizable bourbon distilleries in the Bluegrass State is an opportunity that shouldn't be missed.

4. Product Tastings and Social Events

If there is one thing that ABL members know how to do, it's have a good time. After all, we are in the hospitality business and know the importance of socializing with friends and colleagues. This year's convention will include an unprecedented number of

products tastings and social events where attendees can sample new products and relax in the company of friends.

5. Learning More about Industry Issues

These are both exciting and challenging times for beverage alcohol retailers and the industry that they call home. This year's convention will feature speakers and panelist who will address some of the changes that are taking place including consolidation, the Three-Tier System, the regulatory climate, economic and sector trends, as well as what retailers can expect in the coming months. Being knowledgeable about our industry isn't a luxury – it's a necessity.



6. The Frazier International Heritage Museum

Home to 1,000 of years of history and a priceless collection of art, the Frazier International Heritage Museum will host the convention's Opening Night Reception on Sunday evening. The Museum is part of a 100,000 square foot, state-of-the-art facility on downtown Louisville's historic West Main Street, and will give attendees a chance to come face-to-face with some of the people and stories that changed the world forever, as well as the museum's collection from Britain's Royal Armouries and its permanent collection.

7. Retailer of the Year Awards

A staple of every single convention since the association's creation in 2002, the Brown-Forman Retailer of the Year Awards will once again be presented to retailers at the ABL Convention. The awards go to retailers nominated by ABL's regional and state affiliate offices and recognize individuals who have demonstrated excellence in responsible and innovative retailing. These award winners are a crucial link in beverage alcohol sales and are also key members in their communities, who take their jobs seriously and strive to exhibit responsibility in retailing.

8. Exciting Downtown Louisville

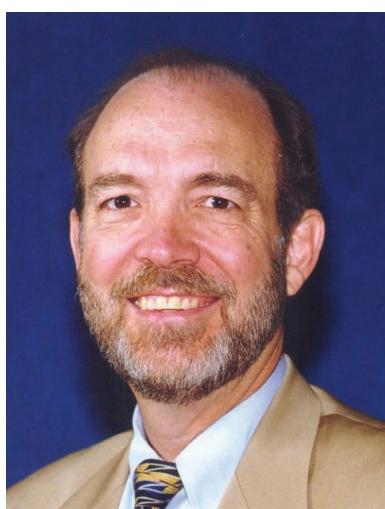
ABL's Convention headquarters is the Louisville Marriott Downtown, which is situated a few blocks from Louisville's vibrant downtown. Boasting an abundance of attractions, the downtown area is host to the Louisville Slugger Museum & Factory, a scenic waterfront with historic riverboats, and "Fourth Street Live!", the city's premier destination for dining, entertainment and shopping. Just a twenty minute ride from downtown is Churchill Downs, home to the Kentucky Derby.

9. Legislative Issues that Affect Your Business

Tea parties, healthcare, the mid-term elections and a multitude of other legislative issues are at the tip of everyone's tongue. How will these issues and more industry specific matters such as the expansion of ignition interlock mandates, federal alcohol regulatory legislation and underage drinking prevention initiatives impact your business? Come hear industry lobbyists and government affairs experts offer their perspective on what's going on in Congress and across the country when it comes to legislative issues.

10. Meeting with Fellow Beverage Retailers

The ABL Convention provides retailers with the ability to share their insights and experiences with fellow beverage retailers. By sharing wisdom and strategies for running successful businesses over a cocktail or during one of the Convention's many social events, attendees can pick up valuable ideas for improving their businesses. |



Why We Convene...

Meetings provide opportunities for connections and growth

Recently I had

the opportunity to attend the Wine & Spirits Wholesalers of America (WSWA) Convention & Expo in Las Vegas.

On the long, cross-country return flight, I got to thinking about the meetings I had with numerous wine and spirits wholesalers from around the country, and the chance it provided me to talk with them about American Beverage Licensees and the issues that the beverage alcohol retail community is facing in states throughout the country.

Not so surprisingly, there are a number of issues that ABL shares in common with its industry brethren of the wholesale tier (just as we share issues with those from the producer tier).

The perspectives and ideas that we discussed were enlightening and just as I took away a better understanding of distributors' positions on the matters at hand, I also think that they learned a bit more about what bar, tavern and package store owners feel strongly about, and that ABL is standing up for those interests.

The conference also allowed me to take a longer-view on meetings and the importance of convening with others who share similar interests.

As with many areas of business, advances in technology have brought us closer together, but have also

moved us further apart in many respects.

The personal touch of a phone call has in many instances been replaced with a text message, or a thank you note has been replaced with an email.

Perhaps I am "old school", but quicker and more informal is not always better. I'd argue that you need a healthy mixture of both to be as effective as possible when it comes to growing and advancing toward business goals.

ABL does a good job of this. We use technology to enhance the value of our board meetings, of which we hold three per year.

Productivity at ABL Board of Directors meetings has increased significantly in the past few years thanks to preparedness and advance work that ABL undertakes to educate our leadership on the issues they tackle at their meetings.

This is made possible by constant communication between ABL's national office and its network of retailers and affiliate associations.

The communications and information "clearinghouse" we often tout means that multiple perspectives from all corners of the country can be shared quickly and result in a reasoned decision-making process.

But it is at our meetings where debate occurs. Just

as Congress, despite all of its current dysfunction, doesn't conduct votes by email, the hard decisions that ABL leaders must make deserve the attention of the gathered leadership.

ABL's Affiliates also understand the importance of getting their membership together in order

to chart a course for their associations in the sometimes turbulent seas of state politics and regulation.

Of course, ABL affiliates are blessed with the steady hands of captains for whom, to mix metaphors for a moment, aren't attending their first rodeo.

Whether meeting for Legislative Day receptions in state capitals, at their own

handshake.

Now you might say that is an antiquated way of doing business, but the simple reality is that there is no replacement for human interaction.

There is simply no substitute for listening to the tone of someone's voice and reading his/her body language.

In-person interaction is a fact of life for beverage

"Maybe most importantly, we convene because we know that there is nothing more meaningful in business than looking someone in the eye and exchanging a firm handshake."

conventions and trade shows, or in a licensee's backroom for a regional business meeting, state beverage retail associations place value in getting together to instill a sense of camaraderie and share critical information.

The ABL Convention epitomizes the importance of convening and the benefits that a meeting of its nature can have.

Just like the WSWA event, it will include members from all tiers and sectors of the alcohol industry.

The free flow of ideas and viewpoints makes the gathering a tool by which beverage alcohol retailers can further improve their businesses.

Maybe most importantly, we convene because we know that there is nothing more meaningful in business than looking someone in the eye and exchanging a firm

alcohol retailers, the vast majority of whose sales are made via face-to-face transactions where the seller or server can match a face with an ID card, and can otherwise assess the nature of the person seeking to purchase an age-restricted product.

Conversing one on one with others is the epitome and nature of the hospitality industry – an industry which places an emphasis on customer service and providing a friendly smile to go along with our industry's products.

So why do we convene? We convene because doing so reaffirms our collective belief that united as a community and as an integral part of our industry, we stand more educated and powerful than we could ever be otherwise. |





Senate Environment & Public Works Committee

Majority Members

Barbara Boxer (CA) (Chairman)
Max Baucus (MT)
Thomas R. Carper (DE)
Frank R. Lautenberg (NJ)
Benjamin L. Cardin (MD)
Bernard Sanders (VT)
Amy Klobuchar (MN)
Sheldon Whitehouse (RI)
Tom Udall (NM)
Jeff Merkley (OR)
Kirsten Gillibrand (NY)
Arlen Specter (PA)

Minority Members

James M. Inhofe (OK) (Ranking)
George V. Voinovich (OH)
David Vitter (LA)
John Barrasso (WY)
Mike Crapo (ID)
Christopher S. Bond (MO)
Lamar Alexander (TN)

Legislative Calendar Continues to Tighten; Mid-terms Loom

With healthcare in the rear view mirror, what issues will Congress address before November that impact beverage retailers?

Transportation Safety – Senate Environment & Public Works Committee Hearing

The Senate Environment & Public Works (EPW) Committee held a hearing on April 14 focusing on transportation safety.

The hearing was one of several held by the Senate EPW Committee over the last few weeks as the Committee considers how it will proceed on reauthorizing the transportation bill. House Transportation Committee Chairman James Oberstar (D-MN) has already introduced a bill.

Though the emphasis of the hearing was not supposed to focus on drunk driving, the issue took up much of the hearing.

The hearing also featured the remarks of Senator Frank Lautenberg (D-NJ), who referred to the “D-Drop Act” (S. 2920), a bill he has introduced that would mandate that every state have laws in place that require all drunk driving offenders to install ignition interlock devices in their vehicles.

EPW Committee Chairman Barbara Boxer (D-CA) referred on multiple occasions during the hearing to the need for “sanctions” for drunk driving laws.

EPW Committee Ranking Member James Inhofe (R-OK) stated his support for a different approach to the drunk driving issue.

Said Sen. Inhofe, “What I oppose is forcing a one-size-fits-all, Washington solution on all states. A perfect example of this is the sanction approach (favored by some on this Committee and some of the witnesses today) that withdraws highway funds from states that do not enact specific laws.”

Federal Government & the Three-Tier System – Hearings & Legislation

On April 15, Rep. Bill Delahunt (D-MA) introduced “The Comprehensive Alcohol Regulatory Effectiveness Act of 2010” or “CARE Act,” (H.R. 5034) in the U.S. House of Representatives.

The National Beer Wholesalers Association (NBWA) and Wine & Spirits Wholesalers of America (WSWA) released statements in support of the legislation.

According to NBWA’s statement, “The CARE Act aims to clarify congressional intent that states have primary authority to regulate alcohol; prevent the additional erosion of

state-based alcohol regulation through the expansion of the Granholm v. Heald decision, but not allow facial discrimination against out-of-state alcohol producers; and clarify that state alcohol laws are presumed to be valid and that plaintiffs should have the burden of proof.”

WSWA’s President Craig Wolf noted in his statement that, “It is important that states retain their constitutional power to regulate the distribution of beverage alcohol and are able to fend off litigation, which serves to destabilize or destroy that authority. Although we may oppose direct shipping and self-distribution as a matter of policy, our goal is not to overturn existing state laws. We simply believe the proper forum for resolving legitimate differences over these issues is in the state legislatures – not the courts.”

The CARE Act comes on the heels of a Congressional hearing held by the House Judiciary Committee’s Subcommittee on Courts and Competition Policy on “Legal Issues Concerning State Alcohol Regulation.” During the hearing, Subcommittee members heard testimony from witnesses and asked questions about alcohol regulations.

ABL Sends Letter to Congress Opposing TTB User Fees Proposal

ABL has joined a group of beverage alcohol industry groups in a letter to the Senate Subcommittee on Financial Services and General Government Chairman Senator Dick Durbin (D-IL) and Ranking Member Susan Collins (R-ME); and House Subcommittee on Financial Services and General Government Chairman Jose Serrano (D-NY) and Ranking Member Jo Ann Emerson (R-MO), expressing strong opposition to a proposal to authorize the Department of the Treasury and the Alcohol and Tobacco Tax and Trade Bureau (TTB) to impose user fees on companies that produce, import and sell alcohol beverages.

The proposal is similar to one that ABL helped thwart last year that called for a \$300 fee on licensees, and would essentially be a re-imposition of the Special Occupational Tax (SOT) that was repealed in 2005.

The \$106 million that the fees would raise would disproportionately come from the retail sector, whose members have been hardest hit by the economic downturn and who have the smallest profit margins of all alcohol beverage industry members.

Credit Card Reform in the Senate Financial Regulatory Bill

ABL, as a member of the Merchants Payments Coalition (MPC), has called for Congress to rein in abusive practices and the ability of credit card companies to continue to take advantage of a major loophole in financial regulation.

Introduced by Senate Banking Committee Chairman Chris Dodd (D-CT) and passed out of Committee on a party line vote three weeks ago, the Restoring American Financial Stability Act of 2010 is expected to be taken up in late April/early May.

ABL has joined 55 industry associations representing interests as diverse as jewelers, nursery/landscaping, golf courses, state DMVs, and amusement parks to sign a letter calling for interchange reforms to be included in financial regulatory reform.

ABL Applauds Enactment of PACT Act

ABL praised the enactment of the Prevent All Cigarette Trafficking (PACT) Act of 2009, which was signed into law by President Barack Obama on March 31, 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. It will also provide authorities with a new tool for preventing underage access to tobacco products.

ABL and every single one of its 34 state and regional affiliates joined with the Coalition to Stop Contraband Tobacco in support of the PACT Act (S. 1147), as a means of closing loopholes in current federal laws and combating illegal sales of cigarettes and other tobacco products.

Contraband tobacco includes trafficking in smuggled cigarettes, counterfeit cigarettes, illegally imported cigarettes, and stolen cigarettes.

According to an article in the July 20, 2009 Wall Street Journal, “Studies indicate states are losing about \$5 billion annually in tax revenue because of illegal tobacco sales, said Phil Awe, who heads the tobacco-diversion division of the Bureau of Alcohol, Tobacco, Firearms and Explosives.”

The PACT Act received overwhelming bipartisan support in both the House and Senate, with a diverse coalition of more than 180 groups working to secure the support of members of Congress. |



WSWA's "It's 21. Just Pass" program a continued step in the right direction

Every industry has its

own social responsibility path to chart and ours is certainly no exception. Over the past several years, WSWA has raised its participation in various social responsibility programs and is committed to becoming an industry leader in this area. We strive to develop new programs and partner with groups with similar goals.

One such program that we have just started is "It's 21. Just Pass"—a collaboration with Discovery Education and the National Football League Players Association to engage high school students in an effort to underscore the risks and consequences of underage drinking.

We are pursuing these objectives by sending curriculum kits to high school educators throughout the country.

The kits include posters featuring various NFL players, lesson plans and information that direct teens to a

co-branded WSWA/Discovery Education/NFLPA Web site.

The site showcases videos of players encouraging students to "just pass" on alcohol until they are of legal drinking age.

The central component of this effort is the "It's 21. Just Pass" challenge, an online quiz that tests students' knowledge while providing critical information about the laws and consequences of underage drinking.

By partnering with NFLPA and Discovery Education, we've leveraged high-profile sports personalities and a very credible educational resource to help us develop an innovative campaign that can impact the audience we need to target—those who are facing

peer pressure and are at great risk of engaging in illegal and dangerous behavior.

We recognize that we represent a socially sensitive product, and it is critically important for the public to understand just how serious we are about preventing high school kids from drinking.

The "It's 21. Just Pass" initiative joins WSWA's long list of social responsibility initiatives, like our partnerships with DWI Courts, a program targeting hard-core drunk drivers with the support of judges, prosecutors, probation officers, law enforcement officials and advocacy groups; the TIPS program, which like ABL's partnership with Learn2Serve, promotes the responsible consumption of alcoholic beverages in retail establishments; and the Federal Trade Commission's "We Don't Serve Teens" program, a national campaign to prevent underage drinking.

These programs help to create positive changes in people's habits and attitudes about drinking by altering the social climate.

We applaud ABL and its members for their social responsibility programs, and for their contribution to the "We Don't Serve Teens" program. With their help, nearly 130,000 point-of-sale materials have been displayed in retail outlets across the country since the program began in 2007.

We also commend ABL for its online server training program Learn2Serve, along with its many other responsibility initiatives.

All of these different social responsibility initiatives that WSWA, ABL and other industry groups are involved in are vital and important in educating the public and policymakers about our industry's commitment to the safe and responsible distribution of beverage alcohol.

While organizations such as MADD have argued it was the change in the drinking age that led to the decrease in drunk driving deaths over the past 25 years, a good argument can be made that such gains came about as the result of the industry's efforts to create a different social climate—a different social consciousness.

This change was facilitated by industry leadership in the form of messaging that condemned drunk driving and stressed responsible consumption and designated drivers, which, over time, has permeated the popular culture.

For WSWA, social responsibility is not a contest, and there is no endpoint to speak of—it all begins with a simple desire and commitment to leading our industry in the responsible and safe distribution of alcohol. Our new "It's 21. Just Pass" is a continued step in that direction. |

**MISSING THE PROM.
LOSS OF LICENSE.
SHAME.
BAD GRADES.**

THE CONSEQUENCES LAST LONGER THAN THE PARTY.

**EMBARRASSMENT.
GETTING GROUNDED.
FINES.
MISSING GRADUATION.
EXPULSION.
IMPAIRED.
DEGRADATION.**

**IT'S 21.
JUST PASS.**

WIN

BRANDON JACOBS #27

TERM:
NEW YORK GIANTS
POSITION:
RUNNING BACK
FUN FACT:
IN HIGH SCHOOL, BRANDON JACOBS AVERAGED 215 YARDS PER GAME AND SCORED 35 TOUCHDOWNS.

**A \$5,000 SCHOLARSHIP
A SCHOOL ASSEMBLY STARRING AN NFL PLAYER
TWO NFL GAMEDAY TICKETS**

**THE LEGAL DRINKING AGE IS 21.
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Why Independent Retailers Should Support H.R. 5034

More than 25

states have been sued over the past 10 years regarding their authority to regulate alcohol and maintain a licensed system of alcohol controls.

These lawsuits have been brought by private interests that would like to deregulate the state-based system of alcohol regulation by dismantling the license system through litigation.

In fact, the stated objective by one of the leaders of this effort is to bring about alcohol “anarchy,” while another has voiced his intent to “keep suing” states until

from continuing litigation against the states.

A number of members of Congress expressed a desire to explore federal legislation to address the important balance between effective state-based regulation and competition which would mitigate the litigation threat facing states.

Just about a month after the hearing, on April 15, 2010, a bipartisan group of four members of Congress introduced H.R. 5034, the Comprehensive Alcohol Regulatory Effectiveness Act of 2010 or “CARE Act.”

the public without having to follow the same laws as brick and mortar retailers.

Much has been said about the disorderly market in the United Kingdom and its implications on society, but one aspect that merits specific attention is the impact on alcohol retailers.

The U.K.’s deregulated marketplace that relies solely on high taxes to control the product has devastated small independent operators of alcohol establishments. With nearly 80 percent of alcohol sold through four retailers, there is no level playing field between independent retailers and large, international chain retailers and six pubs a day close.

H.R. 5034 will prevent the same thing from happening in the United States by preserving a regulated industry and protecting the level playing fields that exist in each state.

Beer distributors have been meeting face-to-face with their elected officials and telling them firsthand about the need for Congress to help prevent the erosion of the states’ ability to regulate alcohol by clarifying its intent that states have the primary authority to regulate alcohol and reaffirming its

commitment to effective state-based regulation which promotes responsible consumption and maintains an orderly market.

Specifically, members of NBWA expressed their support for H.R. 5034 and asked their members of Congress to join as an ally in preserving the time-tested system of state-based regulation by cosponsoring the bill.

As long-time supporters of state-based alcohol regulation and a three-tier system that ensures an orderly market and maintains conditions that help small businesses like those of ABL members grow, independent retailers and beer distributors are strong allies in working to preserve the world’s best system for regulating alcohol.

Just as NBWA looks forward to continuing a successful partnership with ABL, NBWA will continue outreach to Congress, regulators, attorneys general, state legislators and others in order to protect the U.S. system of state-based regulation that has balanced the public’s interest in effective regulation with the consumer’s desire for choice and variety for more than 75 years.

111TH CONGRESS
2D SESSION

H. R. 5034

To support State based alcohol regulation, to clarify evidentiary rules for alcohol matters, to ensure the collection of all alcohol taxes, and for other purposes.

they reach this goal.

The National Beer Wholesalers Association (NBWA) has been proud to work with the America’s Beverage Licensees (ABL) in responding to these litigation threats.

Recently, the ongoing legal challenges threatening states’ authority to regulate alcohol has caught the attention of lawmakers on Capitol Hill.

NBWA was pleased that the Courts and Competition Policy Subcommittee of the House Judiciary Committee held a hearing on March 18, 2010, regarding “Legal Issues Concerning State Alcohol Regulation.”

The hearing featured testimony from a wide range of sources – including a state regulator, a former regulator, a state’s solicitor general and constitutional expert, an antitrust professor, a beer industry member as well as several members of Congress.

There was a robust discussion about the issues related to alcohol deregulation and the problems resulting

This legislation which seeks to reaffirm state-based alcohol regulation was introduced in the U.S. House of Representatives by Rep. Bill Delahunt (D-MA), Rep. Howard Coble (R-NC), Rep. Mike Quigley (D-IL) and Rep. Jason Chaffetz (R-UT).

The CARE Act aims to clarify congressional intent that states have primary authority to regulate alcohol; prevent the additional erosion of state-based alcohol regulation through the expansion of the 2005 Granholm v. Heald decision; and clarify that state alcohol laws are presumed to be valid and that plaintiffs should have the burden of proof.

At the same time, the legislation preserves state laws that allow direct-to-consumer shipments of wine by specifically prohibiting facial discrimination against out-of-state producers.

The bill would also help states fight litigation by virtual retailers that seek to render licenses meaningless by their attempts to secure the right to sell alcohol to

“The bill would also help states fight litigation by virtual retailers that seek to render licenses meaningless by their attempts to secure the right to sell alcohol to the public without having to follow the same laws as brick and mortar retailers.”

feature ABL Convention Preview



Downtown Louisville, Kentucky

"On the Trail to Success"

ABL turns over a new leaf this summer by holding its 8th Annual Convention in Louisville, Kentucky. ABL decided to hold its signature annual event in a place with a strong industry influence, and what better place to do that than "bourbon country". With Convention headquarters at the Marriott Louisville Downtown, convention guests can enjoy the luxury of being conveniently located in downtown Louisville and all the shopping, dining and entertainment attractions it has to offer. ABL members will be able to enjoy a variety of hospitality events all in the company of their industry colleagues and friends.

- Susan Day Duffy

ABL Director of Operations & Trade Relations

SUNDAY, JUNE 13

Trade Press & ABL Board of Directors Breakfast hosted by Beverage Media Group

Beverage Media and its Chairman Bill Sloane will once again host the Beverage Media Trade Press & ABL Board of Directors Breakfast on Sunday morning. The breakfast, limited to ABL Board members and industry trade press, remains a wonderful opportunity to discuss industry trends and the role of industry media with those that cover the industry with timely reporting and helpful information. The breakfast will be immediately followed by an ABL Board of Directors meeting for board members only.

BEVERAGE
MEDIA
GROUP

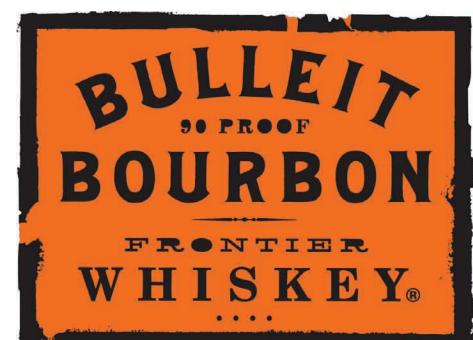
ABL Convention Registration

The ABL Convention registration desk opens at 12:00 Noon on Sunday in the Marriott Louisville Downtown and will stay open until 5:00 p.m. Convention attendees will be able to check in and pick-up their registration packets and name badges that will provide them access to Convention events.

Welcome Reception

sponsored by Bulleit Bourbon

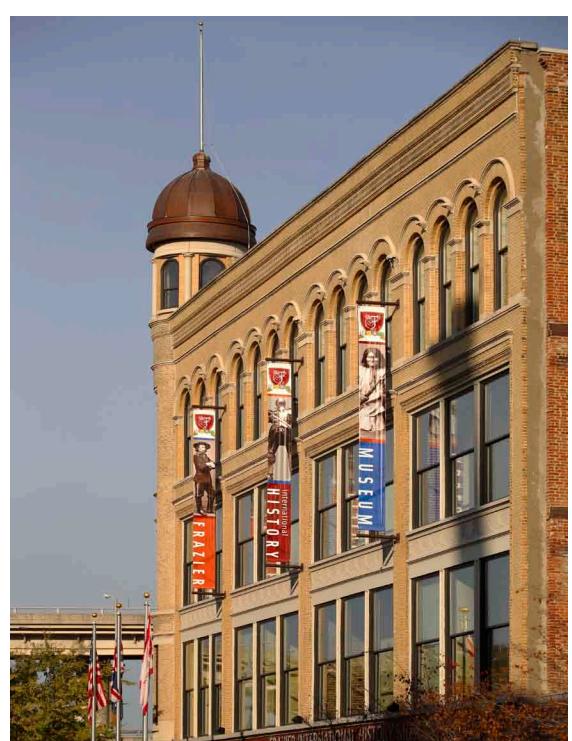
After picking up their registration packets, Convention attendees are invited to a Welcome Reception sponsored by Bulleit Bourbon. Tracing its roots back to a tavern keeper in Louisville in the 1830's, Bulleit is traditional small-batch bourbon which, because it is especially high in rye content, has a bold and spicy character with a distinctively smooth, clean finish.



"Meet & Greet"

sponsored by Tito's Handmade Vodka

An ABL Convention favorite and home-grown success, Tito's Handmade Vodka returns in support of ABL members by hosting an informal "Meet & Greet" Sunday afternoon. Attendees can stop by the reception in the lobby of the Marriott to enjoy Tito's Handmade Vodka cocktails and learn more from Tito Beveridge himself, about how a Texas geophysicist went on to conquer the world of micro-distilling.



Frazier International History Museum

Opening Night Reception

sponsored by NABI & cosponsored by Coole Swan

Always a great way to close out the first night of the Convention, this year's Opening Night Reception on Sunday evening will move off-site to the Frazier International History Museum, just a few blocks from the Downtown Marriott. The Frazier is home to 1,000 of years of history and a priceless collection of art.

The reception will feature a wide variety of imported beers from some of the world's most renowned brewers, all of whom are members or the National Association of Beverage Importers (NABI).

Adding a welcome twist to this year's opening night event is the participation of Coole Swan as cosponsor. Coole Swan super-premium cream liquor launched in 2007 in Ireland and continues to expand in markets the world over. Come enjoy hors d'oeuvres and sample some of the finest beverages the industry has to offer in the company of friends and colleagues.



On the Trail to Success

MONDAY, JUNE 14

ABL Convention Registration

The ABL Convention registration desk re-opens at 8:15 a.m. Noon on Monday and will stay open until 12:00 Noon.



Continental Breakfast

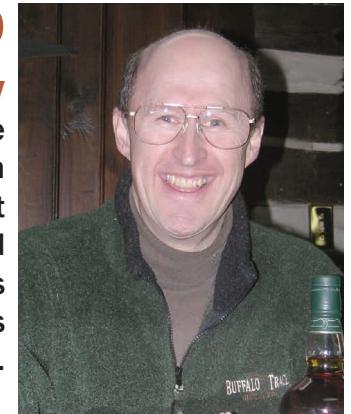
sponsored by Firefly Sweet Tea Vodka

Join fellow convention guests for a Continental Breakfast sponsored by Firefly Sweet Tea Vodka. This breakfast will feature different flavors of Firefly Sweet tea Vodka for convention guests to sample. Created in a small still on Wadmalaw Island, South Carolina, Firefly stays true to its southern roots. Firefly is distilled four times, infused with tea grown on a plantation five miles from the distillery and blended with real Louisiana sugar cane.

Mark Brown, President & CEO

Sazerac Company

Monday morning's General Session begins with the insights and commentary of the day's Keynote Speaker, Mark Brown, President and CEO of Sazerac Company. Brown has worked in various roles in the beverage alcohol industry including multiple times at Sazerac, and work with Brown-Forman. Mr. Brown's global perspective on alcohol and industry affairs, which is evidenced in the daily news clips that he emails to countless interested parties, will be on display. His comments on industry trends and developments will make this a "must see" presentation.



Bourbon Master Distillers Panel

ABL welcomes one of the more impressive gatherings of industry knowledge and skill when it hosts the Bourbon Master Distillers Panel Monday morning.

The panel discussion will bring together the master distillers from eight Kentucky bourbon distilleries who will share their collective wisdom, stories and folklore about the truly American spirit: bourbon.

They represent some of the most recognizable and spirited personalities in the beverage industry.

Distilleries represented include Buffalo Trace, Four Roses, Heaven Hill, Jefferson's Reserve, Jim Beam, Maker's Mark, Wild Turkey and Woodford Reserve.

This discussion will serve as a perfect primer for the off-site distillery visit on Monday afternoon, and give convention-goers a refresher course on the finer points of bourbon distilling and the care involved in creating a world class product.

Convention attendees are encouraged to come prepared with questions for this collection of bourbon experts.



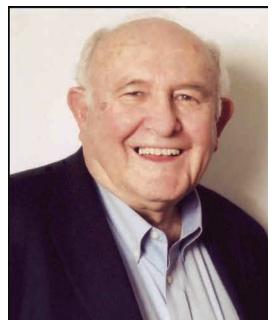
PARKER BEAM
Heaven Hill



CHRIS MORRIS
Woodford Reserve



FRED NOE
Jim Beam



JIMMY RUSSELL
Wild Turkey



JIM RUTLEDGE
Four Roses



KEVIN SMITH
Maker's Mark



HARLEN WHEATLEY
Buffalo Trace



TREY ZOELLER
Jefferson's Reserve

Annual MillerCoors Luncheon

The Annual Miller/Coors Luncheon will be held between the morning and afternoon general sessions and will feature comments from a MillerCoors representative. This luncheon has always proved to be a welcome chance for Convention attendees to discuss the topics covered during the morning presentations and recharge for the afternoon.



Bourbon Country Reception

hosted by Maker's Mark Distillery

Monday evening, Convention attendees will conclude their tour of bourbon country with a reception hosted by Maker's Mark at their distillery in nearby Loretto, Kentucky. Maker's Mark has been bottled at the Loretto distillery since 1958, and the distillery is now listed on the National Register of Historic Places and designated a National Historic Landmark.

Maker's Mark is aged for around 6 to 7 1/2 years, being bottled and marketed when expert tasters agree that it is ready. Maker's Mark is one of the few distillers to rotate the barrels from the upper to the lower levels of the aging warehouses during the aging process to benefit from the differences in temperature during the process.



Distillery Tours in Bourbon Country

Monday afternoon following the morning session and lunch, fully-registered conventioneers will have the opportunity to head out to bourbon country for distillery tours. Coach buses will visit a handful of distilleries, accommodating guests on a first-come, first-served basis. The drive alone, through some of the most scenic landscape in the country, will be worth this trip, though the bourbon tasting probably won't be too terrible either.

"After Glow" hosted by Tito's Handmade Vodka

The day doesn't need to end when Convention attendees return to the Marriott Louisville Downtown. Tito's Handmade Vodka will be sponsoring "After Glow" for those who want to continue socializing.

feature ABL Convention Preview

TUESDAY, JUNE 15



ABL Convention Registration

The ABL Convention registration desk re-opens at 8:15 a.m. Noon on Monday and will stay open until 12:00 Noon.

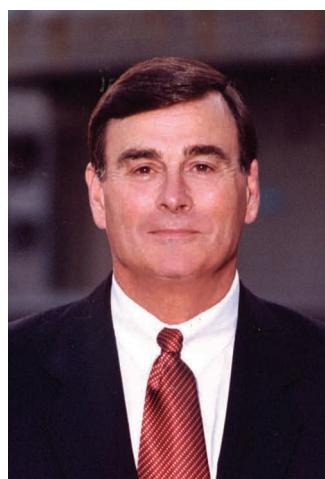
Continental Breakfast

sponsored by Frank-Lin Distillers Products & Mexcor Distributors

Tuesday morning gets started with a Continental Breakfast sponsored by Frank-Lin Distillers Products & Mexcor Distributors.

Frank-Lin is has been in continuous operation since the repeal of prohibition in 1933. Since then, the company had enjoyed year-upon-year of continual, steady growth. Frank-Lin products include all varieties of distilled spirits and a portfolio of imported and domestic wines.

Mexcor Distributors (Wholesale House based in Houston, TX) imports and distributes many high quality product lines in the State of Texas. Mexcor prides itself on the development of long term business relationships and providing customers with quality products at competitive market prices.



Dr. Peter Cressy, President & CEO Distilled Spirits Council of the United States

Dr. Peter Cressy joined the Distilled Spirits Council of the United States (DISCUS) in September 1999 after building what can only be described as a remarkable resume. Prior to coming to DISCUS, Dr. Cressy spent six years as chancellor of the University of Massachusetts, Dartmouth. Dr. Cressy served 28 years in the United States Navy, retiring as a Rear Admiral and as Commander, Fleet Air Mediterranean and Commander, NATO Air Mediterranean during Desert Storm. Dr. Cressy currently is a member of the board of directors of The Century Council.

The Distilled Spirits Council, a Platinum ABL Associate Member, represents America's leading distillers and nearly 80% of all distilled spirits brands sold in this country. DISCUS promotes responsible alcohol use as well as fair and equitable public policies affecting the industry and its consumers.

Bill Newlands, President Beam Global Spirits & Wines, U.S.

Bill Newlands was appointed President of Beam Global Sprits & Wine's, an ABL Platinum Level associate member, U.S. business in February 2008.

Newlands is a member of the company's executive leadership team and is responsible for growing the company's brands and commercial sales and overseeing marketing, commercial activation, sales training and distributor strategies in the United States.

Newlands serves on the board of directors of the two leading national trade associations: the Distilled Spirits Council of the United States, as well as The Century Council, a leader in the fight to eliminate drunk driving and underage drinking and promoter of responsible decision making regarding beverage alcohol.



Craig Purser, President & CEO National Beer Wholesalers Association

Craig Purser became President of NBWA in 2005 and has been with the association for over 10 years. He has been instrumental in the strategic positioning of NBWA in the areas of government, public and political affairs, and he has lead the charge by NBWA to strengthen the Three-Tier System of beer distribution and state-based regulation.

Craig also leads the association's outreach efforts with state beer wholesaler associations, brewers, retailers, alcohol regulators, control advocates and other industry allies.

As an ABL Diamond Level associate member, NBWA works closely with retailers on legislative and grassroots issues and shares resources to help promote a responsible and successful beverage alcohol industry.

Jim Rowland, Sr. VP of Government Affairs Wine & Spirits Wholesalers of America

Jim Rowland is Senior Vice President of Government Affairs at Wine & Spirits Wholesalers of America, (WSWA) the national trade association representing the wholesale tier of the wine and spirits industry.

WSWA is dedicated to advancing the interests and independence of wholesale distributors and brokers of wine and/or spirits. Founded in 1943, WSWA has nearly 330 member companies in 50 states and the District of Columbia that distribute more than 70% of all wines and spirits sold at wholesale in the United States. WSWA is an ABL Diamond Level associate member and ally of ABL's on numerous issues.

Prior to joining WSWA in 2003, Mr. Rowland served for two years as Chief Counsel for the Federal Highway Administration at the U.S. Department of Transportation where he coordinated the drafting of the Administration's highway reauthorization legislation as well as serving as chief regulatory officer and congressional liaison.



TUESDAY, JUNE 15



Tailgaters Urging Responsibility and Fun (TURF) presentation by Brown-Forman & The Charmer-Sunbelt Group

Pre-game tailgating, a time-honored sports tradition, is threatened by the unsportsmanlike conduct of a few who are ruining the game for everyone else. That's why The Charmer Sunbelt Group, Diageo, Brown Forman, CBS Radio and Boomer Esiason have teamed up to promote TURF-Tailgaters Urging Responsibility & Fun.

Brian Fischer, Vice President of Community Relations for The Charmer Sunbelt Group, and Rob Frederick, Vice President of Corporate Responsibility at Brown-Forman, will give a presentation on the TURF program and what it means for the

alcohol beverage industry.

In his role with Charmer-Sunbelt, Brian articulates the company's deep commitment to a proactive role; creating and implementing initiatives to drive social responsibility throughout its organization, the industry and its communities. Rob is responsible at Brown-Forman for leading and deepening the company's commitment to social responsibility and environmental stewardship in ways that support brand building, advance the company's strategic imperatives and improve business performance.

The Digital Imperative presentation by Undercurrent

This talk, led by Clay Parker Jones, a Strategist at Undercurrent, will explain how the shift to a digital mindset – for consumers, marketers and business owners alike – continues to change how marketing is done. Companies are forced to be more transparent, consumers have more control, and finding profitable target segments has become more expensive.

And yet there is hope. Participants in this talk will go home

armed with best practices and actionable ideas that can impact their businesses the day they get home from the convention.

Undercurrent is a think tank based in NYC that provides digitally-focused strategic planning, ideation, measurement, training, and advisement to global brands ready to engage a new generation of human beings that were born digital.

**DISTILLED
SPIRITS
COUNCIL
OF THE
UNITED
STATES**

Final Night Reception & Dinner sponsored by the Distilled Spirits Council of the United States

Tuesday evening and for the fourth straight year, the Distilled Spirits Council of the United States (DISCUS) will sponsor the Final Night Reception, which will feature beverage products from each of DISCUS' thirteen member companies. DISCUS is also sponsoring the Final Night Banquet dinner this year, which is an embodiment of their support for ABL and the ABL Convention.

In addition to the reception and dinner, ABL will recognize the 2010 ABL Top Shelf Award honoree, Eddie Block of Republic National Distributing Company, as well as Retailers of the Year from each of its affiliates. Also recognized during the banquet will be outgoing ABL officers.

2010 ABL Top Shelf Award honoring Eddie Block of Republic National Distributng Company

During the ABL Banquet, the 2010 ABL Top Shelf Award will be presented to Eddie Block, a Partner of Republic National Distributing Company, the second largest distributor of premium wine and spirits in the United States.

The ABL Top Shelf Award recognizes those who have demonstrated excellence over their careers in the beverage alcohol industry and have a successful history of positive influence on their communities. It is the highest honor given by ABL.

Mr. Block traces his roots in the beverage alcohol industry back to 1939 when his father, Ed J. Block, started the original family business, Block Distributing Company in Texas.

He entered the industry professionally in 1964, going to work for Block Distributing two years later. In 1975 he became President of Block Distributing and as consolidation in the industry accelerated, he was named Chairman of Republic Beverage Company in 1996.

In 2007, Republic merged with National Distributing Company to form Republic National Distributing Com-

pany, and Mr. Block joined the other principal owners as a Partner.

Today, Republic National Distributing Company is the second largest distributor of premium wine and spirits in the United States with operations in nineteen states and 6,000 employees nationwide.

In addition to his achievements in the beverage alcohol industry, Mr. Block has been a longtime supporter of a variety of charitable organizations that remain important parts of his life.

He is active with the United Way, the McNay Art Museum, the University of Texas Health Science Center, the Cancer Therapy and Research Center of San Antonio, the Southwest Foundation for Biomedical Research, the San Antonio Food Bank, and Meals on Wheels, among others. Mr. Block also currently serves on the Board of Directors of the Jewish Federation of San Antonio and on the Investment Committee of the Jewish Federation.

He has previously served on the Board of Directors of the Wine and Spirits Wholesalers of America several times.



Eddie Block

Brown-Forman "Retailer of the Year" Awards

For the 8th consecutive year, the Brown-Forman Retailer of the Year Awards will also be presented during the Final Night Banquet. Long a staple at the ABL Convention, the Retailer of the Year Awards are a meaningful recognition on the part of spirits producers of the importance of responsible and innovative retailers that serve and sell their products. This year's winners will be invited to a private reception prior to the Final Night Banquet for pictures.



BROWN-FORMAN

"On the Trail to Success"

ABL 8th ANNUAL CONVENTION

Sunday, June 13 - Tuesday, June 15, 2010
Marriott Louisville Downtown
Louisville, Kentucky

INFORMATION

NAME _____	GUEST NAME _____	
COMPANY/ESTABLISHMENT _____	_____	
ADDRESS _____	_____	
CITY _____	STATE _____	ZIP _____
DAYTIME PHONE _____	FAX _____	
EMAIL _____	_____	

This is my first time attending the ABL Convention: (circle one) **YES** **NO**

PAYMENT

ABL Member Convention Registration Fee (Per Person)

\$250 x _____ = \$ _____

ABL Non-Member Convention Registration Fee (Per Person)

\$275 x _____ = \$ _____

- Fee Includes All Events, Seminars/Sessions and Hospitality Events
- Buses for distillery tours will run on a first-come, first-served basis
- CANCELLATION REFUND FEE: \$40.00 PER PERSON
- Call ABL at 1-888-656-3241 with any questions
- Visit www.ablusa.org for updates

ACCOMMODATIONS

The Marriott Louisville Downtown - ABL's Convention Hotel - is offering very attractive rates of just \$130 (+ state & local taxes) per night, single or double occupancy.

The deadline for this rate is May 15, 2010.

- Make your room reservations now by calling the Marriott Louisville Downtown at 800/533-0127.
- Refer to the ABL Convention in order to receive the special room rate.
- Please have your credit card, arrival and departure dates on hand when you call.



ABL CONVENTION | Schedule of Events

SATURDAY, JUNE 12, 2010

4:00 – 6:00 p.m.	ABL Executive Committee Meeting
6:00 p.m.	Early Arrival Reception Sponsored by Jefferson's Reserve Bourbon

SUNDAY, JUNE 13, 2010

9:00 – 9:55 a.m.	ABL Board of Directors & Trade Press Breakfast (Board Members Only) Sponsored by Beverage Media
10:00 a.m. – 4:00 p.m.	ABL Board Meeting (Board Members Only) ABL Affiliate Advisory Council Meeting
12:00 p.m. – 5:00 p.m.	ABL Registration Desk Open
1:00 - 4:00 p.m.	Welcome Reception Sponsored Bulleit Bourbon
4:00 - 5:30 p.m.	"Meet & Greet" Hosted by Tito's Handmade Vodka
6:00 – 9:00 p.m.	Opening Night Reception with Imported Beers Sponsored by NABI & Cosponsored by Coole Swan at The Frazier International History Museum

MONDAY, JUNE 14, 2010

8:15 a.m. – 12:00 p.m.	ABL Registration Desk Open
8:00 – 9:00 a.m.	Continental Breakfast Sponsored by Firefly Sweet Tea Vodka
9:00 a.m. – 12:00 p.m.	General Session: Welcome - Harry Wiles ABL Executive Director
	President's Report - David Jabour Twin Liquors, Austin, TX
	Key Note - Mark Brown President & CEO Sazerac Company
	Bourbon Master Distiller Panel: Parker Beam, Heaven Hill Distilleries Fred Noe, Sr., Jim Beam Jim Rutledge, Four Roses Harlen Wheatley, Buffalo Trace
	Chris Morris, Woodford Reserve Jimmy Russell, Wild Turkey Kevin Smith, Maker's Mark Trey Zoeller, Jefferson's Bourbon

MONDAY, JUNE 14, 2010

9:00 a.m. – 12:00 p.m.	General Session: (continued) MillerCoors speaker
12:00 Noon – 12:45 p.m.	Annual MillerCoors Luncheon
1:00 p.m.	Off Property – Visit distillery in Bourbon Country
5:00 p.m.	Reception at Maker's Mark Distillery
8:00 p.m. - 10:00 p.m.	"After Glow" Hosted by Tito's Handmade Vodka

TUESDAY, JUNE 15, 2010

8:15 a.m. – 12:00 p.m.	ABL Registration Desk Open
8:00 – 9:00 a.m.	Continental Breakfast Co-sponsored by Frank-Lin Distiller Products & Mexcor Distributors
9:00 a.m. – 1:00 p.m.	General Session: ABL Government Affairs Report & ABL Awards
	Distilled Spirits Council (DISCUS) Presentation
	Key Note – Bill Newlands President Beam Global Spirits & Wine
	Craig Purser, President & CEO, NBWA
	Jim Rowland, Sr. VP of Government Affairs, WSWA
	Tailgaters Urging Responsibility and Fun (TURF) Charmer Sunbelt & Brown-Forman Presentation
2:00 p.m. - 3:00 p.m.	Social Media Presentation by Undercurrent
6:00 p.m.	Brown-Forman "Retailer of the Year" Photo Reception (Invitation Only)
7:00 p.m.	ABL Banquet DISCUS Reception ABL "Top Shelf" Award Honoring Eddie Block of RNDC Brown-Forman "Retailer of the Year" Awards
8:30 p.m.	DISCUS Dinner (Jacket suggested) ABL Outgoing Officer Awards

* This schedule is subject to change without notice.



“Fewer options can diminish retailers’ leverage if they fail to capitalize on their strengths and adapt to changing environments.”

Measuring Up...

ABL’s 8th Anniversary Is An Opportunity for Reflection

This July marks the

8th Anniversary of the creation of American Beverage Licensees and as with any anniversary, brings with it the chance to reflect on what has been accomplished and more can be done.

This anniversary is no different as ABL and its members push forward during a changing alcohol industry landscape.

It can be challenging to grasp just how much has changed in our industry since the leaders from two licensed beverage retail groups-representing both on-premise and off-premise establishments - met in Chicago in June 2002 to determine the future of their national representation as purveyors of alcohol beverages.

The beverage alcohol industry continues to evolve and provide memorable moments as a key component of the larger hospitality industry.

Most importantly, its self-awareness has expanded as it has embraced the role it plays in communities and the necessity that it act responsibly.

As ABL steps into its ninth year it boasts a membership of nearly 20,000 retailers in more than 30 states and more than two-thirds of Congressional districts throughout the country.

Its members provide hundreds of thousands of local jobs – often a first job – while contributing billions to the economy and millions in revenues that keep state fund state and local government.

But what's next for retailers? What can they build on and what challenges do they face?

Building on a Solid Foundation

Above all, beverage retailers are hardworking, small business owners who have deep connections with their communities, customers and employees.

They are not detached in a corporate sense and they are invested in their businesses that are quite often passed down through their families.

They are mothers and fathers who recognize the danger that comes with the misuse and misappropriation

of the highly regulated product they provide.

In addition to funding scholarships and charities, they are often involved in local government, chambers of commerce and other community coalitions that do the dirty work when it comes improving communities from the ground up.

This translates into involvement in the political discourse and the public policy arena where alcohol and small business issues are forever being debated. It means grassroots organization to oppose threats to the alcohol industry and small business.

This is critical at the state level because of the 21st Amendment and is one reason retailers believe so strongly in their state associations.

Beverage retailers are ahead of the curve in political involvement and know that they must stay there to effectively promote their businesses and educate lawmakers about the role they play in our society.

Another advantage beverage retailers hold is their size. With more than 500,000 retail licenses throughout the United States, the critical mass of retailers vastly outnumbers their colleagues in other tiers of the industry.

These sheer numbers can make a difference when they concentrate on a specific issue. Just 50 handwritten letters to a Member of Congress can make a huge difference. That's just a hundredth of one percent of all the licensees out there.

The specialized nature of the product that beverage retailers serve and sell also makes them unique. Beverage licensees have to be “LICENSED” to sell alcohol, unlike merchants who sell socks or laundry

detergent or flat screen televisions.

Beverage alcohol is different enough from other commodities to merit two Constitutional amendments. (Editor's Note: They got it right the second time around.)

Retailers take their responsibilities seriously and prefer the sensible regulation of the products they purvey.

Challenges and the Future

Nothing stays the same forever, which certainly holds true for the beverage alcohol business.

In the past eight years, a wave of consolidation has consumed much of the producer and distributor tiers of the industry, while on the other end of the spectrum, a surge in craft brewing and now craft distilling in creating new products for niche markets.

But the “middle class” of the industry, similar to that of the populace at large, is shrinking which means tough choices and a heightened importance for retailers to know where they stand.

Fewer options can diminish retailers’ leverage if they fail to capitalize on their strengths and adapt to changing environments.

Advantages that retailers hold can also be lost if there is a failure to prepare for future realities. While we fight for the policies and laws that protect retailers and allow their businesses to thrive, we must not let those good fights cloud the vision of the future and what it may bring.

This applies to many facets of the business. Technological advances increasingly affect how people interact, how they

get information and news, and how they make decisions about where they spend their time and resources.

Retailers need to stay apace of these changes in order to continue their success, and many have, but as with anything, more can be done.

Building social media components into their marketing strategies; using technology to better identify their customers and track who is visiting their establishment; and using electronic forms of communication to reach out to their communities and their elected officials are all tools and practices that retailers should investigate.

Another challenge is the increasingly contentious regulatory environment in which retailers find themselves.

To be clear, in most instances the relationships between retailers and regulators are improving as each side of that equation, as each community has come to recognize the rightful role of the other.

But there are movements afoot to destabilize or reform (depending on your perspective) state regulatory systems under the guise of increasing free market opportunities for alcohol business; improving social health; increasing government revenue streams from the beverage alcohol industry; and attempting to decrease alcohol consumption in general.

As with any organization, ABL and its member retailers need to take a hard look at what they aim to achieve going forward.

This means not being afraid of adapting to new norms while keeping a focus on longstanding values.

I'm confident that ABL's leadership will continue to build on the association's assets and address the challenges ABL faces with a strategic plan and goals that will preserve ABL's core mission of being a voice and force for retailers nationwide.

In the meantime, let's celebrate ABL's 8th anniversary by measuring just how far ABL has come, and striving to improve in all areas going forward. |



What does the Healthcare bill mean for your business?



How will the recently enacted healthcare bill impact beverage retailers and their businesses? Given the size of the legislation and the partisan noise coming from each side of the issue, it has been challenging to determine what the new law really does. Here are two employer elements.

Year 2010

Small Employer Tax Credit

For years 2010 through 2013, businesses with fewer than 25 employees and average wages of less than \$50,000 are eligible for a tax credit of up to 35 percent of the employer's contribution toward the employee's health insurance premium if the employer contributes at least 50 percent of the total premium cost or 50 percent of a benchmark premium.

Year 2014

Employer Mandate

Effective in 2014, employers with more than 50 employees that do not offer coverage and have at least one fulltime employee who receives a premium tax credit will be fined an amount equal to \$2,000 per full-time employee, excluding the first 30 employees from the assessment.

Employers with more than 50 employees that do offer coverage but have at least one full-time employee receiving a premium tax credit because coverage is "unaffordable," will pay the lesser of \$3,000 for each employee receiving a premium credit or \$750 for each fulltime employee.

Coverage would be considered "unaffordable" if the premiums for the class of coverage selected by the employee exceed 9.5 percent of family income. Employers with 50 or fewer employees are exempt from penalties. |

Member Benefit

Learn2Serve Training

Did you know

that as an ABL member, you are eligible to receive discounts on serving training at Learn2-Serve's "virtual university"?

ABL believes that server and seller training should be affordable, convenient and above all, effective.

Learn2Serve, the nation's leading provider of online alcohol seller/server and food safety training courses, has created a "Virtual University".

This university maintains a catalog of Learn2-Serve's certification and compliance courses that cover all the critical topics needed to responsibly sell or serve alcohol.

It also provides a convenient alternative to traditional classroom based instruction without compromising the quality of server/seller training.

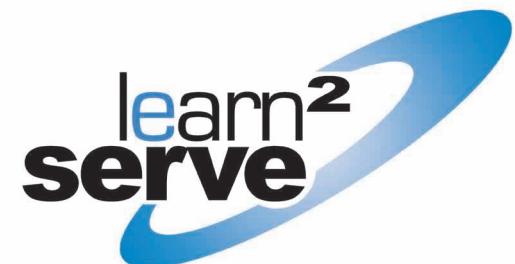
Classes offered include:

- **Alcohol Seller Training** – The basics. This course is required by law in many states and highly recommended in most others.

- **Tobacco Seller Training** – Avoid getting shut down for selling tobacco products to minors

- **Food Manager/Worker Training** – Protect your customers and employees who handle and serve food.

Simply put, Learn2Serve's online training



courses provide on- and off-premise alcohol beverage retailers with an efficient means for training themselves, their managers and their employees.

Continuing education and training is critical to the on-going success of businesses.

You can access the Virtual University's portfolio of training programs by visiting the ABL website at www.ablusa.org and clicking on the 360 Training icon. |

2010 Calendar of Events

MAY 15-19, 2010

NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION ANNUAL CONFERENCE MARCO ISLAND, FL

JUNE 5-8, 2010

WORLD ASSOCIATION OF THE ALCOHOL BEVERAGE INDUSTRIES LEADERSHIP CONFERENCE DEADWOOD, SD

JUNE 6, 2010

SKY RANCH FOUNDATION 2010 HALL OF FAME DINNER DEADWOOD, SD

JUNE 7, 2010

ILLINOIS LICENSED BEVERAGE ASSOCIATION GOLF OUTING SPRINGFIELD, IL

JUNE 13-15, 2010

AMERICAN BEVERAGE LICENSEES 8TH ANNUAL CONVENTION LOUISVILLE, KY

JUNE 20-24, 2010

NATIONAL CONFERENCE OF STATE LIQUOR ADMINISTRATORS ANNUAL CONFERENCE NEW ORLEANS, LA

JUNE 28-29, 2010

BEER INSTITUTE ANNUAL MEETING MILWAUKEE, WI

JULY 25-28, 2010

NATIONAL CONFERENCE OF STATE LEGISLATORS LEGISLATIVE SUMMIT LOUISVILLE, KY

AUG 1-2, 2010

OHIO LICENSED BEVERAGE ASSOCIATION ANNUAL SUMMER MEETING PUT-IN-BAY, OH

AUG 22-24, 2010

TEXAS PACKAGE STORES ASSOCIATION 63RD ANNUAL TPSA CONVENTION GALVESTON, TX

AUG 30, 2010

TAVERN LEAGUE OF WISCONSIN LEAGUE LEADERS DAY LOCATION: TDB

SEPT 12-14, 2010

ILLINOIS LICENSED BEVERAGE ASSOCIATION ANNUAL MEETING & CONVENTION SPRINGFIELD, IL

SEPT 16-18, 2010

BREWERS ASSOCIATION GREAT AMERICAN BEER FESTIVAL DENVER, CO

OCT 3-5, 2010

OHIO LICENSED BEVERAGE ASSOCIATION BUCKEYE BAR EXPO COLUMBUS, OH

OCT 4-7, 2010

TAVERN LEAGUE OF WISCONSIN FALL CONVENTION & TRADE SHOW STEVENS POINT, WI

OCT 6, 2010

MASSACHUSETTS PACKAGE STORE ASSOCIATION ANNUAL TRADE SHOW LOCATION: TDB

OCT 9, 2010

INDIANA ASSOCIATION OF BEVERAGE RETAILERS IABR TRADE SHOW FRENCH LICK, IN

OCT 24-27, 2010

NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION ADMINISTRATORS CONFERENCE PORTLAND, ME

NOV 2, 2010

ELECTION DAY

Responsible Retailing Forum Holds Annual Conference

The Responsible

Retailing Forum (RRF) held its 8th Annual Conference on April 21-22 in Rockville, Maryland. The meeting brought together a broad array of interested parties to discuss methods, practices and trends when it comes to responsibly selling and serving age-restricted products.

Meeting attendees included regulatory and enforcement agencies; attorneys general; public health agencies and advocates; retailers and their associations; distributors and producers; and researchers.

Attendees from the retail sector included American

Beverage Licensees staff and representatives from the Maryland State Licensed Beverage Association, Massachusetts Package Stores Association, and Tavern League of Wisconsin. Representatives from grocery, convenience, pharmacy and big-box store corporations also were in attendance.

The RRF meeting focused largely on the importance of relationships, building trust and discovering common ground. Panel session included the following topics:

- Raising the Bar. This year's conference examined how RR standards can be extended to independent

operators and the role of chains in this effort

- Working with Community Stakeholders. The meeting examined some of the barriers between licensees and prevention agencies and how those barriers can be overcome to create a symbiotic partnership

- A "Social Contract" between Licensees and the Community. RRF has received Small Business Innovation Research awards from the National Institutes of Health to translate its research findings into sustainable RR systems for cities and states. |

DISCUS Urges Government Support for Standard Drink Information on Alcohol Labels

On April 22,

the Distilled Spirits Council (DISCUS) urged the Obama Administration to mark Alcohol Awareness Month by passing new alcohol labeling requirements to include basic dietary information on the labels of all beverage alcohol products.

"The existing labeling rules for beer, wine and spirits are inconsistent and do not include basic information on all labels that would assist consumers in measuring and moderating their drinking," said Peter Cressy, President of the

Distilled Spirits Council.

"Any final label should serve consumer and public health objectives. The federal government's current proposal fails this test."

Under TTB's current proposed Serving Facts label, companies would not be required to disclose the amount of alcohol per serving. The proposal would also prohibit a company from including on the label how much alcohol is in a standard drink, as defined by the U.S. Government's Dietary

Guidelines for Americans, the basis for nutrition policy in the United States.

This standard drink information is used by federal and state agencies, including the Office of the Surgeon General, the National Institute on Alcohol Abuse and Alcoholism, Centers for Disease Control and Prevention and in state driver's manuals. |

ABL Affiliates - In the News

Indiana Association of Beverage Retailers

A new server training law in Indiana passed by the state legislature will require server training for employees serving beverage alcohol.

The Indiana Server Training law, an initiative of the Indiana Coalition to Reduce Underage Drinking, mandates all bartenders, alcohol servers and sellers of alcohol to complete a certified-server training program in order to renew or obtain permits.

While this new law will affect approximately 140,000 current alcohol employee permit holders, the law exempts convenience, drug and grocery stores, which appears unfair to John Livengood, president and CEO of the Indiana Association of Beverage Retailers.

Said Livengood, "Nobody wants to be serving kids," he said. "Good server training is the best way to bring those numbers down."

Pennsylvania Tavern Association

Pennsylvania is considering the legalization of small games of chance in taverns in an effort to replace millions of dollars lost to the failed pro-

posal to toll Interstate 80. Small games of chance are defined by the Pennsylvania Code as games with daily or weekly drawings, raffles and pull-tab games.

The Pennsylvania Tavern Association contends that by permitting licensed establishments such as taverns to provide small games, the state could raise \$100 million in new revenue.

Under a current proposal, establishments that offer small games of chance would be required to contribute 20 percent of their weekly revenue to a charitable organization of their choice, while another 30 percent would be paid to the state.

Currently there are 12,000 licensed taverns in Pennsylvania, employing more than 200,000 people, according to Pennsylvania Independent.

Colorado Licensed Beverage Association

In Colorado the debate over expanding alcohol availability in grocery stores continues. A proposal to require supermarkets to buy the licenses of two neighboring liquor stores prior to expanding its selection of alcohol has been met with opposition by the Colorado Licensed Beverage As-

sociation.

Despite contentions that the legislation would increase the value of liquor-store licenses, beverage retailers are concerned, arguing that those beverage licensees who choose not to sell their licenses will be forced to shutter their doors.

Colorado Licensed Beverage Association president Jeanne McEvoy said liquor stores sell alcohol more safely and argued that requiring grocers to buy out two liquor stores would do more harm than good.

"We just think that expedites the closure of small business," she said.

Tavern League of Wisconsin

In Wisconsin on April 23, the state Assembly voted in favor of a bill that will make it easier for tavern owners to provide a smoking area for patrons.

The bill will amend a statewide smoking ban that is set to go into effect this summer. The measure was supported by the Tavern League of Wisconsin as it will redefine unenclosed areas, such as porches where smoking will be allowed, as areas with two walls that have open windows. |

Green Corner - Ideas for Greening Your Business

On-Premise – On-Premise – While biodegradable food containers and to-go boxes can cut down on the use of Styrofoam and other plastic containers, they are often more expensive than their greener counterparts. Another idea to cut down on the use of foam or plastic take-out cartons is to modestly reduce portion sizes so there are fewer instances

where a to-go container is needed. In addition to saving on food costs, there will be extra savings on packaging.

Off-Premise – They're starting to become much more common than they were even 6 months ago and retailers can see a return on their investment via the free advertising they provide. Reusable shopping bags are becoming a norm for

trips to the grocery store and can also be used for a quick trip to the package store. Of course, the cardboard wine case or beer case aren't going anywhere, but by selling reusable shopping bags with a store's name, logo and/or website on the side, retailers can cut down on their bag costs and get a moving billboard for their business. |



ABL ASSOCIATE MEMBERS

ABL maintains a robust Associate Membership roster, with membership support coming from all levels of the beverage alcohol industry. |

DIAMOND

Beer Institute

Diageo

**National Beer Wholesalers
Association**

**Wine & Spirits Wholesalers of
America**

PLATINUM

Bacardi USA

Beam Global Spirits & Wine

**Distilled Spirits Council of the United
States**

GOLD

Brown Forman

Charmer-Sunbelt Group

Pernod Ricard USA

Republic National Distributing Co.

Wirtz Beverage Group

BRONZE

Admiral Imports

ATM Network

Luxco

Sidney Frank Importing

**Wine & Spirits Wholesalers of
Georgia**

SILVER

Constellation Brands

Moet Hennessy USA

Monarch Beverage Company

Patron Spirits Company

Remy Cointreau USA

ASSOCIATE

Suntory International Corp.

ABL AFFILIATE MEMBERS

ALASKA

Alaska CHARR

Anchorage CHARR

ARKANSAS

Arkansas Beverage Retailers Association

COLORADO

Colorado Licensed Beverage Association

CONNECTICUT

Connecticut Package Stores Association

FLORIDA

Retail Beverage Council of the Florida Retail Federation

GEORGIA

Georgia Alcohol Dealers Association

ILLINOIS

Beverage Retailers Alliance of Illinois

Illinois Licensed Beverage Association

INDIANA

Indiana Association of Beverage Retailers

Indiana Licensed Beverage Association

KANSAS

Kansas Licensed Beverage Association

KENTUCKY

Kentucky Licensed Beverage Association

MARYLAND

Maryland State Licensed Beverage Association

MASSACHUSETTS

Massachusetts Package Stores Association

MINNESOTA

Tavern League of Minnesota

MISSISSIPPI

Mississippi Hospitality Beverage Association

MONTANA

Montana Tavern Association

NEVADA

Nevada Tavern Owners Association

NEW JERSEY

New Jersey Licensed Beverage Association

New Jersey Liquor Stores Alliance

NEW YORK

Empire State Restaurant & Tavern Association

Metropolitan Package Store Association

New York State Liquor Stores Association

OHIO

Ohio Licensed Beverage Association

OKLAHOMA

Retail Liquor Association of Oklahoma

PENNSYLVANIA

Pennsylvania Tavern Association

RHODE ISLAND

Rhode Island Liquor Stores Association

SOUTH CAROLINA

ABC Stores of South Carolina

SOUTH DAKOTA

Licensed Beverage Dealers of South Dakota

TEXAS

Texas Package Stores Association

VIRGINIA

Virginia Licensed Beverage Association

WISCONSIN

Tavern League of Wisconsin

WYOMING

Wyoming State Liquor Association

WINE & SPIRITS GUILD OF AMERICA

American Beverage Licensees is the preeminent national trade association for retail alcohol beverage license holders across the United States. Its members, who number nearly 20,000, are comprised of on-premise and off-premise retailers who annually help infuse billions of dollars into the American economy. ABL represents the interests of American small business owners and a historical part of the American way of life. Many members are independent, family owned operators who assure that beverage alcohol is sold and consumed responsibly by adults. |

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