

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

ABL Insider

9th Annual ABL Convention
June 12-14, 2011
Milwaukee, Wisconsin

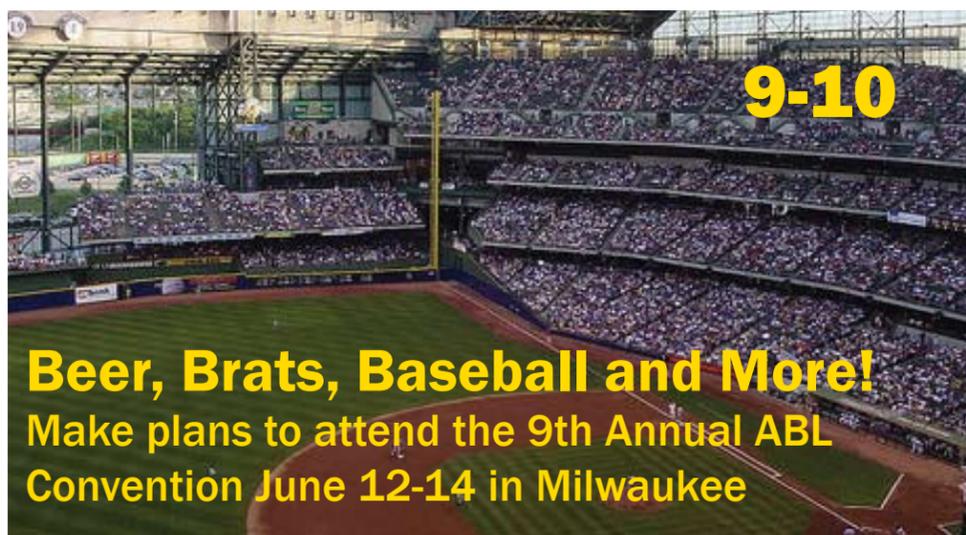
A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 5, NO. 1 | SPRING 11

Improving the Bottom Line

*Beverage Retailers fight to
protect swipe fee reform*



Tell Congress
that debit card
swipe fee reform
is a must **3 & 8**



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Beer, Brats, Baseball and More!
Make plans to attend the 9th Annual ABL
Convention June 12-14 in Milwaukee



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ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 5, NO. 1 | SPRING 11

a word before

Sky Ranch for Boys to Close, WAABI to “retire” in 2011

Sky Ranch for Boys and the World Association of the Alcohol Beverage Industries (WAABI), two longstanding organizations with direct ties to the beverage alcohol industry, have announced that they will be closing their doors in 2011.

Sky Ranch Foundation – a separate entity from Sky Ranch for Boys – will continue to carry out its commitment to troubled kids.

The decisions to cease operations by the two groups were unrelated, though Sky Ranch has received significant financial support from WAABI over the years.

Painful decision to close Sky Ranch for Boys

In a statement issued on January 6, Sky Ranch for Boys reported that it will cease providing residential treatment and educational services for troubled teens in the first part of 2011.

The painful decision was a result of the trend away from the kind of residential treatment program Sky Ranch offers in favor of less expensive, community based alternatives for kids in trouble and at risk.

The Ranch is currently caring for less than 20 boys (down from 40 a few years ago) and that number is expected to decline sharply in the weeks ahead as states implement new budget policies.

Although exacerbated by the recession, this does not appear to be a short term trend.

Sky Ranch Foundation assured the Sky Ranch for Boys Board that they will give as much help as possible to care for the remaining boys at Sky Ranch.

The Foundation will also assist the Sky Ranch Board as appropriate to make sure the dedicated employees of Sky Ranch are provided for.

Sky Ranch for Boys has been helping troubled kids since 1960, primarily on a campus and ranch owned by Sky Ranch Foundation on the South Dakota/Montana border.

Sky Ranch Foundation, whose membership and contributors are primarily associated with

the alcohol beverage industry, has provided the facility and as much as 35 percent of the annual operating budget of Sky Ranch for Boys since shortly after the Foundation was established in 1961.

Sky Ranch Foundation President Ralph Aguera said, “The decision to close Sky Ranch was extremely difficult for all concerned. For 50 years this program has been helping kids who others had given up on. We believe the positive spirit of Sky Ranch deserves to continue and to guide us in our efforts to help those in need.”

WAABI to dissolve after 67 years of volunteer work

Following a meeting of its board of directors, the World Association of the Alcohol Beverage Industries, Inc. (WAABI) announced on February 16 that the volunteer group would dissolve after 67 years of activity citing declining membership and corporate support.

The Board reviewed several options for stemming a dwindling cash reserve and roster of local chapters that had recently closed or were facing difficulties.

“WAABI will always be a great part of the history of this industry,” said WAABI President Paul Houston. “Everyone associated with the organization can be proud of what we accomplished over a pretty good run.”

Organized in 1944, the original name of the group was the Women’s Association of the Allied Beverage Industries, Inc.

The first chapters outside the home base of New York City were organized in 1947.

Active membership was restricted to women until 1990 when men were admitted and WAABI changed its name to World Association of the Alcohol Beverage Industries, Inc.

Throughout its history WAABI had active



L-R - Rob Swearingen, Joyce Bartelt, David Jabour, Bob Sprenger and Harry Wiles at the Sky Ranch for Boys Hall of Fame Dinner in 2010.

chapters in dozens of large and small cities across America.

WAABI always placed a high value on industry unity and encouraged active participation by people from all segments and tiers of the industry.

WAABI was perhaps best known for extensive charity work, especially on behalf of Sky Ranch for Boys, as well as for dozens of other good causes.

In the past 15 years, WAABI generated over \$2.1 million for Sky Ranch.

WAABI’s final act of charity and support for industry priorities will be to donate the remaining funds in the national and chapter treasuries to Sky Ranch Foundation.

WAABI will cease operations at the end of its current fiscal year on May 31, 2011. |

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ABL Membership: What's the Return on Your Investment?

It may be more than you realize

As a beverage

retailer, I understand the effects of the recent economic downturn on the industry.

People are watching how they spend their dollars more closely than they have in quite some time and in doing so, are taking a hard look at what sort of bang they get for their buck.

While the economy appears to be making a modest turnaround, most people are still reviewing the return on their investments and what makes sense for their budget.

A question I am sometimes asked is "What is ABL members' return on their \$25/year investment in ABL membership?"

It's a fair question. It's also one that that deserves a good answer.

face of federal legislators or anti-alcohol social health activist groups.

If there was no ABL, there would be no group to defend retailers from harmful legislation and smear campaigns.

Unlike restaurant & food service groups, ABL's primary focus is beverage alcohol retailers.

ABL promotes and defends the rights of beverage licensees to legally and responsibly sell beverage alcohol.

Whether in newspaper editorials, media interviews or in the halls of Congress, ABL represents your business and your right to sell or serve alcohol products.

ABL promotes the historical and traditional role that beverage alcohol has in social occasions.

ABL provides networking and education opportunities, as well as access to alcohol industry experts, information and resources.

The annual ABL Convention provides a venue in which retailers can learn more about their industry.

ABL also serves as a clearinghouse for information about beverage laws, regulatory trends, and news and information from all tiers and all sectors of the beverage alcohol industry.

ABL provides news to its members in print and electronic formats.

The quarterly ABL Insider membership magazine, which is mailed to every ABL member, provides news and updates on ABL's actions and efforts.

More frequent electronic memos and legislative alerts are distributed to ABL's affiliates and affiliate executives, who in turn share that information with their members.

Beverage alcohol licensees are faced with many tough financial choices. Now, more than ever, they need their voices to be heard. Supporting ABL through membership is a first step in protecting your business. |

"What is ABL members' return on their \$25 a year investment in ABL membership?"

ABL speaks exclusively for independent retail licensees of beverage alcohol.

ABL does not represent big-box retailers.

It does not represent on-premise establishments that only serve food, be they fast-food chains, quick service, or fast-casual restaurants.

The majority of ABL members are family-owned, single unit stores or bars that support their local economies and communities.

ABL is a foremost advocate for the validity of the Three-Tier System and an alcohol regulatory environment as set forth by the 21st Amendment.

ABL has always supported states' rights to regulate the sale of beverage alcohol to consumers, opposed heavy-handed federal mandates – many of which are unfunded – and supported the rights of its affiliate member organizations to advocate for legislative and regulatory policies.

ABL is the voice of beverage licensees in Washington, D.C.

ABL stands up for independent retailers' rights in the

DID YOU KNOW?

Compared to other national retail organizations, many of which don't focus primarily on alcohol issues, ABL is a tremendous value.

Annual Membership rates for other national retail/business groups:

- National Restaurant Association via a state affiliate: as much as \$255
- U.S. Chamber of Commerce: \$250
- National Federation of Independent Business: \$180
- National Retail Federation: \$175
- **American Beverage Licensees: \$25**



ABL members' grassroots actions are an example for all

As you'll read

elsewhere in this issue of the ABL Insider, a legislative battle is underway in the Congress over the matter of debit card swipe fees.

A little over five years ago, hardly anyone who wasn't a retailer or merchant knew what an "interchange fee" or a "swipe fee" was.

Now those terms and the issue are front and center in the Wall Street Journal, CNBC, other mainstream media outlets and most importantly, in the halls of Congress.

Not only have the public and elected officials been educated about the monopolistic forces that have made swipe fees so damaging, but bipartisan legislation was passed in Congress last year that would increase the transparency of the fee-setting process while offering relief to merchants and their customers who are forced to pay these hidden fees.

The "Durbin Amendment", contained in the Wall Street Reform and Consumer Protection Act, contains language for a series of reforms on how credit card companies and their issuing banks determine swipe fees for debit cards.

The legislation required setting a range on debit-card swipe fees to help merchants who are powerless to negotiate

rates with the payment networks.

Last December the Federal Reserve issued rules proposing a 7 to 12 cent fee limit for every debit-card transaction.

That rule was to be finalized this April and implemented in July.

"Members from the Tavern League of Wisconsin and the Wyoming State Liquor Association have flown in to meet with their state delegations face-to-face to impress upon them the seriousness of swipe fee reform."

Now, as we stand upon the precipice of reform being finalized, retailers are faced with their biggest challenge.

Wall Street banks and the credit card companies have unleashed a lobbying tidal wave on Capitol Hill.

They have called in an army of lobbyists and launched a wave of commercials, advertisement and public relations efforts to scare members of Congress into thinking they have somehow made a mistake in standing up for fairness, the free market and small business in the face of a monopolistic corporate money-grab.

These big banks are spreading misinformation by telling members of Congress that small community banks and credit unions would be hurt by this law, despite the fact that it specifically exempts all community banks and credit unions but one from the law's provisions.

In response to this, some ABL members are leading by example when it comes to grassroots lobbying and advocacy for swipe reform reform.

In the past two months, members from the Tavern League of Wisconsin and the Wyoming State Liquor Association have flown in to Washington to meet with their state delegations face-to-face to impress upon them the seriousness of swipe fee reform and how these fees have a direct impact on their ability to maintain and grow their businesses.

At the recent ABL Board of Directors meeting in March in Washington, ABL Board members scheduled visits and met with their members of Congress to talk about just how important this issue is to them and their customers.

Swipe fee reform means that, thanks to free market principles, beverage licensees can offer their customers the best price possible for goods and services.

In the hyper-competitive retail market, merchants will be incentivized to pass their savings along to consumers.

In fact, a number of consumer groups asked the Federal Reserve that there be no interchange at all because the fees stifle competition and hurt consumers.

Beverage retailers and their merchant cousins understand that no service is free, and accept the fact that there is a cost inherent to accepting and processing debit cards.

But they also think those charges, just like any others they deal with from other vendors to their business, should be fair and negotiable.

Right now, they are anything but fair and negotiable.

I encourage all ABL members to reach out to their members of Congress and ask them to oppose any delay to swipe fee reform. |

TAKE ACTION NOW!

Senators Bob Corker (R-TN) and Jon Tester (D-MT) have introduced legislation that would delay and effectively kill debit card fee reforms scheduled to go into effect this July; reforms that will have a positive impact on your business and ultimately your customers.

Call your Senators and strongly encourage them to stand up for Main Street business and consumers by not co-sponsoring S. 575, the Debit Interchange Fee Study Act of 2011, and also opposing any efforts to move this bill in the Senate.

Sen. Jeff Sessions	Alabama	202-224-4124	Sen. Max Baucus	Montana	202-224-2651
Sen. Richard Shelby	Alabama	202-224-5744	Sen. Jon Tester	Montana	202-224-2644
Sen. Mark Begich	Alaska	202-224-3004	Sen. Mike Johanns	Nebraska	202-224-4224
Sen. Lisa Murkowski	Alaska	202-224-6665	Sen. Ben Nelson	Nebraska	202-224-6551
Sen. Jon Kyl	Arizona	202-224-4521	Sen. John Ensign	Nevada	202-224-6244
Sen. John McCain	Arizona	202-224-2235	Sen. Harry Reid	Nevada	202-224-3542
Sen. John Boozman	Arkansas	202-224-4843	Sen. Kelly Ayotte	New Hampshire	202-224-3324
Sen. Mark Pryor	Arkansas	202-224-2353	Sen. Jeanne Shaheen	New Hampshire	202-224-2841
Sen. Barbara Boxer	California	202-224-3553	Sen. Frank Lautenberg	New Jersey	202-224-3224
Sen. Dianne Feinstein	California	202-224-3841	Sen. Robert Menendez	New Jersey	202-224-4744
Sen. Michael Bennet	Colorado	202-224-5852	Sen. Jeff Bingaman	New Mexico	202-224-5521
Sen. Mark Udall	Colorado	202-224-5941	Sen. Tom Udall	New Mexico	202-224-6621
Sen. Richard Blumenthal	Connecticut	202-224-2823	Sen. Kirsten Gillibrand	New York	202-224-4451
Sen. Joseph Lieberman	Connecticut	202-224-4041	Sen. Charles Schumer	New York	202-224-6542
Sen. Thomas Carper	Delaware	202-224-2441	Sen. Richard Burr	North Carolina	202-224-3154
Sen. Chris Coons	Delaware	202-224-5042	Sen. Kay Hagan	North Carolina	202-224-6342
Sen. Bill Nelson	Florida	202-224-5274	Sen. Kent Conrad	North Dakota	202-224-2043
Sen. Marco Rubio	Florida	202-224-3041	Sen. John Hoeven	North Dakota	202-224-2551
Sen. Saxby Chambliss	Georgia	202-224-3521	Sen. Sherrod Brown	Ohio	202-224-2315
Sen. Johnny Isakson	Georgia	202-224-3643	Sen. Rob Portman	Ohio	202-224-3353
Sen. Daniel Akaka	Hawaii	202-224-6361	Sen. Tom Coburn	Oklahoma	202-224-5754
Sen. Daniel Inouye	Hawaii	202-224-3934	Sen. James Inhofe	Oklahoma	202-224-4721
Sen. Michael Crapo	Idaho	202-224-6142	Sen. Jeff Merkley	Oregon	202-224-3753
Sen. Jim Risch	Idaho	202-224-2752	Sen. Ron Wyden	Oregon	202-224-5244
Sen. Richard Durbin	Illinois	202-224-2152	Sen. Bob Casey	Pennsylvania	202-224-6324
Sen. Mark Kirk	Illinois	202-224-2854	Sen. Patrick Toomey	Pennsylvania	202-224-4254
Sen. Dan Coats	Indiana	202-224-5623	Sen. Jack Reed	Rhode Island	202-224-4642
Sen. Richard Lugar	Indiana	202-224-4814	Sen. Sheldon Whitehouse	Rhode Island	202-224-2921
Sen. Charles Grassley	Iowa	202-224-3744	Sen. Jim DeMint	South Carolina	202-224-6121
Sen. Tom Harkin	Iowa	202-224-3254	Sen. Lindsey Graham	South Carolina	202-224-5972
Sen. Jerry Moran	Kansas	202-224-6521	Sen. Tim Johnson	South Dakota	202-224-5842
Sen. Pat Roberts	Kansas	202-224-4774	Sen. John Thune	South Dakota	202-224-2321
Sen. Mitch McConnell	Kentucky	202-224-2541	Sen. Lamar Alexander	Tennessee	202-224-4944
Sen. Rand Paul	Kentucky	202-224-4343	Sen. Bob Corker	Tennessee	202-224-3344
Sen. Mary Landrieu	Louisiana	202-224-5824	Sen. John Cornyn	Texas	202-224-2934
Sen. David Vitter	Louisiana	202-224-4623	Sen. Kay Hutchison	Texas	202-224-5922
Sen. Susan Collins	Maine	202-224-2523	Sen. Orrin Hatch	Utah	202-224-5251
Sen. Olympia Snowe	Maine	202-224-5344	Sen. Mike Lee	Utah	202-224-5444
Sen. Benjamin Cardin	Maryland	202-224-4524	Sen. Patrick Leahy	Vermont	202-224-4242
Sen. Barbara Mikulski	Maryland	202-224-4654	Sen. Bernard Sanders	Vermont	202-224-5141
Sen. Scott Brown	Massachusetts	202-224-4543	Sen. Mark Warner	Virginia	202-224-2023
Sen. John Kerry	Massachusetts	202-224-2742	Sen. Jim Webb	Virginia	202-224-4024
Sen. Carl Levin	Michigan	202-224-6221	Sen. Maria Cantwell	Washington	202-224-3441
Sen. Debbie Stabenow	Michigan	202-224-4822	Sen. Patty Murray	Washington	202-224-2621
Sen. Al Franken	Minnesota	202-224-5641	Sen. Joe Manchin III	West Virginia	202-224-3954
Sen. Amy Klobuchar	Minnesota	202-224-3244	Sen. John Rockefeller IV	West Virginia	202-224-6472
Sen. Thad Cochran	Mississippi	202-224-5054	Sen. Ron Johnson	Wisconsin	202-224-5323
Sen. Roger Wicker	Mississippi	202-224-6253	Sen. Herb Kohl	Wisconsin	202-224-5653
Sen. Roy Blunt	Missouri	202-224-5721	Sen. John Barrasso	Wyoming	202-224-6441
Sen. Claire McCaskill	Missouri	202-224-6154	Sen. Michael Enzi	Wyoming	202-224-3424



RRF & ABL partner on Responsible Retailing Research Project

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.

Thanks to a Small Business Innovation Research award from the National Institutes of Health in 2009, RRF will be partnering with stakeholders in each state who will also examine whether and how to sustain and expand the model if it proves to be effective.

How the Model Works

Responsible Retailing is an umbrella term for the many hiring and training practices, point-of-sale protocols, employee policies, supervisory procedures, and communications directed to customers, that together combine to prevent the unlawful sale of alcohol to minors, to intoxicated customers, or to individuals who then furnish alcohol to minors (“3rd-party” sales).

The RRF model emerges from past agreements between state attorneys general and national grocery and gas station chains that agreed to implement RR systems.

The RRF model establishes a similar system for independent operators and small chains, supporting the same RR practices adopted by national chains.

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 RR practices may serve as a mitigating factor if a licensee were cited for an alcohol sales violation in the future.

Drivers of the Model

Since laws regarding the distribution and sale of alcohol vary so greatly among states, no “one-size fits all” RR model could work.

Effective RR is best achieved when all the key stakeholders, public and private, are actively involved; and each project will strive for a cooperative, problem-solving approach by retailers and their associations, regulators, law enforcement, and public health/prevention stakeholders.

But in each program, one stakeholder will lead as the “driver” of the comprehensive RR system.

In Vermont and Montana, both Control states, the alcohol regulator will be the “driver” of the system.

Vermont and Montana represent states in which the alcohol regulators work closely with licensees on training issues and also work closely with public health / prevention organizations in reducing underage alcohol access and use.

In Brattleboro, Vermont and Helena, Montana, the ABCs will engage the licensees and work with prevention agencies to develop community-level resources (like safe ride home programs) that support licensees.

The Montana Tavern Association will be a key stakeholder.

Through a grant from Diageo, RRF is also partnering with ABL to develop programs in which the driver is a state licensee association.

In New York, RRF is working with the Empire State Restaurant & Tavern Association, NY State Liquor Stores Association and the Metropolitan Package Store Association to develop programs for both on- and off-premises licensees.

In Texas, RRF is working with the Texas Package Store Association to develop a program for association members.

In both states, the ABL chapters are reaching out to the state alcohol regulator to share the goals of the program and get input on site selection.

Working with MillerCoors, RRF is conducting programs in New Mexico,

Utah and Wisconsin in which the principal program “driver” is the MillerCoors distributor.

Respect 21 — a successful 6-month RR program developed for MillerCoors by RRF and Brandeis University for use by MillerCoors’ distributors — is being expanded into an ongoing program incorporated into the account support activities of local beer distributors.

The Wisconsin Tavern League will be a key stakeholder in what we hope will become a network of community programs covering the entire state.

A Commitment to Alcohol Beverage Licensees

The Federal Trade Commission, in its 2003 Report to Congress on Alcohol Marketing and Advertising, specifically cited the important role of RRF in developing an empirical, evidence-based study of best practices to reduce commercial access by underage drinkers.

The researchers who are developing this knowledge base include five Ph.D.s from three institutions and an MBA who administers the field projects.

But the one indispensable member of our research team is a package store owner: Tom Williams, a second generation operator in Waltham, MA who also sits on the board of MASS-PACK and ABL.

Tom, whose son now extends the Williams into the 3rd generation of owner-operators, is the key for us in understanding:

(1) the challenges faced by licensees and their staff;

(2) the relationship of operators to their distributors and suppliers, to law enforcement and regulators, and to their customers and the public at large; and

(3) the ways in which RRF and these other stakeholders can most ably assist licensees in their commitment to comply with laws and policies that protect themselves, their staff, their customers and the community at large.

We hope to add additional operators, especially those working in the on-premises environment, to extend this commitment to assisting licensees. |

What will licensees participating in the RRF project do?

- Conduct a Self-Assessment of current practices
- Establish a written Alcohol Sales Policy for staff to follow in checking and authenticating IDs and refusing sales/service to underage or visibly intoxicated customers or to adults who may be purchasing alcohol in behalf of an underage customer
- Receive links to in-person, online and computer-based training for clerks and servers and RR resources (e.g., specialty calendars, signage) and communications for staff and customers to reinforce ID-checking and respect for the legal drinking age
- Receive feedback on actual staff performance as observed by Mystery Shoppers—young, legal-age inspectors who ask to purchase or be served alcohol. The Mystery Shopper hands out a Green Card following a correct ID check or a Red Card if an ID is not checked.

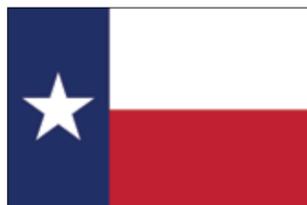
ABL Affiliates participating in the research include:



Montana Tavern Assn.



Empire State Restaurant & Tavern Assn.
Metropolitan Package Store Assn.
NY State Liquor Stores Assn.



Texas Package Stores Assn.



Tavern League of Wisconsin



WSWA supports “CARE Act” Reintroduction

This past February,

a group of wine, spirits and beer suppliers sent a joint letter to Capitol Hill lambasting the Comprehensive Alcohol Regulatory Effectiveness (CARE) Act (H.R. 5034), which was supported by WSWA and NBWA in the last legislative session.

In that letter, they put forward a number of unsupported and erroneous criticisms of a bill

state control over alcohol policy decisions.

In other words, this legislation is about WHO should make decisions regarding alcohol regulation, not WHAT those decisions should be.

What the legislation won't do (contrary to the allegations in the supplier letter):

1. The legislation will not invite “discriminatory states laws.”

The bill will contain language pulled word-for-word from the seminal 2005 Granholm case explicitly prohibiting both facial and intentional discrimination by states against out-of-state suppliers.

2. The legislation will not “favor one segment of an industry” over another, but would instead protect considered state policy decisions enacted under

3. The legislation will not lead to “protracted litigation,” but is actually designed to put an end to the proliferation of litigation that has plagued more than half the states and the industry for the past 13 years—with no signs of abating.

Conflicting decisions in these cases significantly undermine the ability of states to regulate this unique product, as state legislators and regulators are pressured to abandon alcohol regulation out of fear of litigation and the expense of scarce taxpayer-funded resources that goes with it.

Several weeks ago we reached out to the supplier groups, inviting them to meet with us to try to resolve their concerns about the form of legislation that will be proposed this session—but to no avail.

That is unfortunate.

WSWA has always kept the door open to such discussion and will

“The overwhelming majority of Americans believe state and local governments should decide how alcohol is sold in their communities, and so do we.”

whose language they haven't even seen, because it has not as yet been reintroduced this session.

The CARE Act will be reintroduced in the near future with narrower language than was originally introduced in April 2010.

Given the suppliers' actions, it is important that the truth be told concerning what that 2011 legislation is designed to do — and perhaps just as importantly, what it does not do.

First, what it says and what it will do: The CARE Act recognizes that alcohol is different from other consumer products and that it requires effective regulation.

The CARE Act reaffirms and protects state authority to control the sale, distribution and consumption of alcohol (as enshrined in the 21st Amendment).

And the CARE Act enables states to defend their alcohol laws from litigation designed to eviscerate

their 21st Amendment authority.

For over 75 years, America's state-based system of regulating beverage alcohol in the United States has created an orderly and accountable marketplace, allowing Americans to enjoy unparalleled choice, while at the same time promoting responsible drinking and ensuring the efficient collection of taxes.

The right of the states to make those decisions—even those we dislike—should be maintained.

continue to do so going forward.

But WSWA is also resolved to work with this new Congress to introduce and pass a bill that will reaffirm and protect a state's authority to regulate alcohol as it sees fit.

The overwhelming majority of Americans believe state and local governments should decide how alcohol is sold in their communities, and so do we. |

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.

“The CARE Act reaffirms and protects state authority to control the sale, distribution and consumption of alcohol (as enshrined in the 21st Amendment).”



U.S. Supreme Court Rejects Latest Attempt to Weaken Local Alcohol Control and ABL Membership

Much has changed

On Monday, March 7, the Supreme Court of the United States denied a request by Wine Country Gift Baskets to review the case of Wine Country Gift Baskets v. Steen.

The Supreme Court's order is a welcome end to this online retailer's unnecessarily long and drawn-out challenges to Texas law.

In this case, out-of-state, virtual retailers demanded that the Texas Alcohol Beverage Commission grant them retail licenses to sell alcohol to Texas consumers.

The state of Texas requires alcohol retailers to have a physical presence – an actual “brick and mortar” facility with a street address like those of American Beverage Licensees (ABL) members.

Therefore, the request by Wine Country Gift Baskets was denied, consistent with state law.

The National Beer Wholesalers Association (NBWA) applauds the Supreme Court's order to let stand Texas' ability – and by extension, all states' ability – to regulate alcohol distribution and sales as enshrined in the 21st Amendment.

The Supreme Court has already previously declared that the current three-tier system of alcohol distribution is unquestionably legitimate.

The Supreme Court's action once again validates the nation's effective system of state-based alcohol regulation.

This plea before the nine Supreme Court justices came after the plaintiffs lost multiple times in lower courts – all of which ruled in favor of the state of Texas and its laws.

In January 2010, a 5th Circuit panel of judges ruled in favor of the state of Texas and its law that allows in-state retailers to remotely sell and ship wine to Texas consumers but denies that right to out-of-state retailers.

Wine Country Gift Baskets then asked for an en banc hearing, which means the case would be heard by all the judges on the Court; however, in July, the Court denied the request, meaning the previous ruling in favor of the Texas alcohol law stood.

Then, in August 2010, the 5th Circuit Court of Appeals ruled against the plaintiffs in *Siesta Village Market v. Steen* – for the third time in a year – sending a strong message that the Court's original ruling validating Texas' alcohol law stands.

Both NBWA and ABL weighed in with legal briefs that were important in the 5th Circuit's ruling.

The shared interests of local distributors and local independent retailers again have been illustrated by this case.

The ongoing attempts by the plaintiffs in this case and other plaintiffs who have attempted to overturn state alcohol laws using the federal courts serve as prime examples of the threats that states across the country have been facing as they fight to defend their 21st Amendment authority to decide how, when and where alcohol is sold in their local communities.

Unfortunately, more than half the states have faced challenges in federal court that threaten their alcohol laws.

Because big box retailers, online alcohol sellers, foreign-owned alcohol suppliers and professional plaintiffs seek to put profit ahead of the local interest, states like

Texas are being forced to expend taxpayer resources in the face of budget shortfalls simply to defend their basic alcohol laws.

The fact that this case reached the highest court in the land – after the plaintiffs lost multiple times during their relentless appeals process – clearly demonstrates that the plaintiffs in this case and others who have initiated more than two dozen lawsuits against state alcohol

“The shared interests of local distributors and local independent retailers again have been illustrated by this case.”

laws will spare no expense and go to any effort to remove time-tested, alcohol regulations and local controls in the pursuit of larger profits.

The 5th Circuit Court has continued to rightly uphold the ability of the state of Texas to regulate alcohol.

The Court has also recognized the broad authority of the 21st Amendment and has acknowledged that alcohol is different than other products.

It is disappointing that plaintiffs continue to file appeals in their attempts to invalidate legitimate court rulings.

Updated information on these challenges is always available at www.alcoholawreview.com.

These relentless attempts to break down a state's ability to regulate alcohol and efforts to expand the 2005 *Granholm v. Heald* Supreme Court ruling highlight the need for Congress to reaffirm and protect the authority of states to regulate alcohol. |





Debit Card Fee Battle Heating Up; Beverage Retailers Called to Join in Grassroots Fight

With Spring in the

air in Washington, D.C., the legislative season is kicking into high gear. Beverage retailers from across the country are joining with merchants of all stripes in a knock-down, drag-out battle against credit card companies and big banks over debit card swipe fee reform.

Following the passage of financial reform legislation last July, the Federal Reserve was charged with studying debit interchange fees. In December 2010, the Federal Reserve's Board of Governors voted unanimously to propose a 7 to 12 cent fee limit for every debit-card transaction.

This is a compromise of the ideas from the banks and the ideas from retailers and consumers. The statute further directs the Fed to publish a final rule by April 21, which would take effect on July 21. The Fed has indicated that it intends to meet these deadlines unless Congress directs otherwise.

Unfortunately, the fight is not over. Earlier this month, bills were introduced

in the Senate and House that would delay the new rules from taking effect.

The Debit Interchange Fee Study Act of 2011 (S.575) would suspend for two years the implementation of a provision in the 2010 financial regulatory overhaul limiting the fees that banks can charge retailers for processing debit card payments. It also would require a study of the "interchange" fee issue.

The House bill, titled the Consumers Payment System Protection Act (H.R.1081), would delay the rule for one year rather than the two.

In this case, "delay" means "derail". The passage of these bills will hurt beverage retailers and their customers while lining the pockets of Wall Street bankers. Retailers must continue to remind their legislators that the rulemaking process has been very thorough and should not be delayed.

For more information about how you can join the fight, please contact ABL or visit www.unfaircreditcardfees.org.

Drunk Driving Policy - Ignition Interlock Mandate & Research Bills Introduced in the Senate

Congress' interest in sanction-based, alcohol-related traffic safety legislation remains an ongoing concern for beverage alcohol retailers and to a large extent, the industry as a whole.

Not surprisingly, it also remains a priority for social health advocates and their champions in Congress.

Already in 2011 there have been a few opening salvos in the debate.

On February 3, the Drunk Driving Repeat Offender Prevention Act or (D-DROP Act) of 2011 (S. 273) was reintroduced in the Senate.

The D-DROP Act would mandate that every state have laws in place that require all drunk driving offenders to install ignition interlock devices in their vehicles.

It was introduced by Senator Frank Lautenberg (D-NJ) on February 3rd and currently has five cosponsors. Joining Mr. Lautenberg in support of the bill were Sens. Udall (D-NM), Franken (D-MN), Klobuchar (D-MN), Menendez (D-NJ) and Begich (D-AK).

The bill has been referred to the Committee on

Environment and Public Works, just as it was last year.

On March 8, Senator Tom Udall (D-NM) reintroduced the Research of Alcohol Detection Systems for Stopping Alcohol-related Fatalities Everywhere Act (ROADS SAFE Act) of 2011 (S.510).

The bill would provide \$12 million in funding for five years to "continue to explore the feasibility and the potential benefits of, and the public policy challenges associated with, more widespread deployment of in-vehicle technology to prevent alcohol-impaired driving."

Community Alcohol Regulatory Effectiveness (CARE) Act of 2010 (H.R. 5034)

As had been anticipated by most of those in the beverage alcohol industry, the CARE Act was reintroduced in Congress on March 17.

The bill, which was titled the "Comprehensive Alcohol Regulatory Effectiveness (CARE) Act of 2010", has been renamed the "Community Alcohol Regulatory Effectiveness (CARE) Act of 2011" (H.R. 1161).

Much of the language in the new bill is the same as that from an amendment to the initial bill, which was offered in September 2010 by Rep. Bill Delahunt, who is no longer in Congress.

The 2011 CARE Act was introduced by Rep. Jason Chaffetz (R-UT). Chaffetz was joined by Bruce Braley (D-Iowa), Howard Coble (R-N.C.), John Conyers (D-Mich.), Ted Deutch (D-Fla.), Jim Jordan (R-Ohio), Dennis Ross (R-Fla.) and Debbie Wasserman-Schultz (D-Fla.) in sponsoring the legislation.

Last year this bill drove a wedge between the supplier and wholesaler tiers of the beverage alcohol industry and this year's version appears to have done the same.

Both the National Beer Wholesalers Association and the Wine & Spirits Wholesalers of America immediately came out in strong support of the new legislation.

Just as rapidly, a handful of supplier trade groups including the Brewers Association, WineAmerica, Distilled Spirits Council of the United States, Wine Institute, Beer Institute and the National Association of Beverage Importers issued a statement in opposition.

ABL was neutral on last year's legislation.

ABL will continue to listen to all arguments from its industry friends and supporters on both sides of the issue as it studies this new legislation. |

HAVE THEY NO SHAME

First, Congress bailed out Wall Street, costing taxpayers billions.

Now, Wall Street wants Congress to protect their swipe fee heist. A bailout that will cost small businesses and their customers \$1 billion every month.

**SURELY,
CONGRESS
WON'T
MAKE
THE SAME
MISTAKE
TWICE**

UnfairCreditCardFees.com

Paid for by the Merchant Payments Coalition



STAND UP FOR SMALL BUSINESSES. LEAVE SWIPE REFORM ALONE!

New Speakers and Events Added to ABL Convention

In less than three months beer, wine and spirits retailers will join other alcohol industry members in Milwaukee, Wisconsin at the 9th Annual ABL Convention.

This year's Convention theme, "Brewing Up Business", is a tip of the hat to the local alcohol industry and recognition that while business is turning around for some beverage licensees, there are still many who are looking to recover from the last few years.

The ABL Convention will strike a healthy balance by being both informative and fun. So what's on the schedule?



Beer, Brats & Baseball

Is there anything more American than taking in a baseball game on a warm Sunday afternoon? In fact there is: enjoying a cold beer while watching baseball on a warm Sunday afternoon.

Beers, brats and baseball will be the order of the day on Sunday, June 12 for fully-registered Convention-goers.

Everyone will be heading out to Miller Park to see the Milwaukee Brewers take on the division rival St. Louis Cardinals.

Get to the ballpark early to take part in the pre-game Tailgate Party sponsored by MillerCoors and the Tavern League of Wisconsin.

Tickets to the game and the pre-game tailgate party are included with full-registration to the Convention.

Later that evening, the National Association of Beverage Importers will host a Welcome Reception featuring imported beers from throughout the world.

This event is always a favorite and provides a relaxed atmosphere in which licensees can mingle and sample a wide array of unique beer.



Craft Beer – Examining its Growth and Appeal

ABL is thrilled to have Jeff Colbert of Tenth and Blake Beer Company kick off Monday morning's General Session.

Jeff is the Senior Vice President for Sales & Marketing for Tenth and Blake, an independent division of MillerCoors focused on craft and import beers.

The company's brands include Blue Moon, Leinenkugel's, Pilsner Urquell, Peroni Nastro Azzurro and Colorado Native.

Jeff leads a team of 40, overseeing all aspects of the company's sales and marketing.

A 16-year veteran of the beer industry, Jeff also serves on the Board of Directors for Coors Distributing in Denver, the Molson Coors Global Leadership Committee and the MillerCoors Diversity and Inclusion Council.

Prior to joining Tenth and Blake Beer Company, Jeff held a variety of sales, strategy and managerial roles within Miller Brewing Company, Coors Brewing Company, MillerCoors and Molson Coors.

Miller Brewery Tour

After learning about the products on Monday morning, Convention attendees will then be shuttled off to Miller Brewery to see how it's made.

The Milwaukee Brewery, one of the world's largest, sits on land originally purchased by Miller founder Frederick J. Miller in 1855.

Some 800 employees work round-the-clock here, producing 10 million barrels of beer every year.

After the tour, everyone is invited to a reception at the Brewery featuring beer and light fare.

Spirits on Display

Just as beer is not the only beverage ABL members serve and sell, beer is not the only beverage that will be featured at the ABL Convention.

Spirits will play a prominent role in the convention thanks to the generous sponsorship of two of the leading spirits companies in the country.

On Monday, SKYY Spirits will host a luncheon featuring its wide range of infused vodkas.

Tuesday morning, Beam Global Spirits & Wine will host a continental breakfast during which its products will be on hand.

Industry Speakers to Brief Beverage Retailers

Tuesday morning's General Session will focus on industry, regulatory and legislative affairs. Following a presentation on ABL's government affairs efforts and program, Convention attendees will hear more from those representing the other tiers of the alcohol industry.

They are on the front lines of legislative battles in Washington, D.C., constantly working for their members on issues including drunk driving policy, alcohol taxes, advertising, proper alcohol regulation and responsibility.

Representatives from the Beer Institute, Distilled Spirits Council, National Beer Wholesalers Association and Wine & Spirits Wholesalers of America will address the General Session on Tuesday morning to share their perspective on working with the retail tier.

Social Media 101: Getting Started with Facebook and Twitter

After getting a broad overview on the increasing relevance of social media for small businesses and beverage licensees, this year's Convention will build on those core tenets with a seminar titled "Social Media 101: Getting Started with Facebook and Twitter".

Leading this seminar will be Bob Mack, the Web Developer and new media coach for the World Class Beverages network of craft and specialty beer wholesalers.

Bob is also a certified beer judge with the Beer Judge Certification Program (BJCP) and a part time home brewer.

Bob feels that there is an urgent need for wholesalers, brewers and retailers to stay relevant with today's consumers by engaging them directly in social media.

Today, Bob spends much of his time working with craft/specialty beer wholesalers, brewers and retailers in perfecting their approach to social media.

World Class Beverages of Indiana is the craft and specialty beer group at Monarch Beverage Company (Indianapolis, Indiana) and anchors the World Class Beverages national network of wholesalers.

Returning Sponsors Continue to Support ABL

ABL is excited to have a number of supporters continuing their participation in the ABL Convention.

This year Beverage Media, Brown-Forman and Diageo will all continue their generous support of ABL with sponsorship of the ABL Convention.

ABL Top Shelf Award Banquet

On the final night of the Convention, attendees are invited to the ABL Top Shelf Award Banquet. For the fifth consecutive year, the Distilled Spirits Council of the United States (DISCUS) will graciously sponsor that evening's reception and dinner. ABL maintains a strong relationship with its allies in the spirits world and looks forward to their



Bob Mack

participation in this year's Convention.

ABL will recognize MillerCoors CEO Leo Kiely with the 2011 ABL Top Shelf Award, as well as the 2011 Brown-Forman Retailers of the Year.

This closing banquet will serve as a fitting cap to this year's Convention and start the clock for the ABL's 10th Anniversary Convention in 2012. |



Industry Veteran & MillerCoors CEO Leo Kiely to be honored with 2011 ABL Top Shelf Award

American Beverage Licensees (ABL) has announced that it will honor Leo Kiely as the 2011 ABL Top Shelf Award honoree at the ABL Convention this June.

Mr. Kiely, in his role as the Chief Executive Officer of MillerCoors, is responsible for leading the company and is known for his hands-on management style and keen knowledge of the beverage business.

MillerCoors currently employs 8,800 workers with total revenues of approximately \$7 billion per year.

Given annually since 2005, the ABL Top Shelf Award recognizes those members of the beverage alcohol industry who have demonstrated excellence over their career and have a successful history of positive influence on their communities.

It is the highest honor given by ABL and will be presented to Mr. Kiely at the Top Shelf Award Banquet at the 9th Annual ABL Convention on June 14, 2011 in Milwaukee, Wisconsin.

“Leo Kiely has been a fixture in the beer industry for nearly two decades and a key player in the evolving landscape of our industry,” said ABL President David Jabour.

“His support for the retail tier and his work to make this a better industry for everyone involved serve as an example for all to follow.”

Before his current role with MillerCoors, Mr. Kiely was the president and chief executive officer of Molson Coors Brewing Company, a position he accepted in 2005.

He guided the company through major transitions in recent years, including the merger of Adolph Coors Company and Molson Inc. in 2005.

Mr. Kiely joined Coors in 1993 as its chief operating officer, and moved into the role of chief executive officer in 2000.

He initiated broad managerial and organizational improvements that are helping the company fulfill its pledge to “sell more beer, more profitably.”

In a relatively short time, he has forged relationships with customers and suppliers, ranging from barley growers to beer distributors to retailers, across the country.

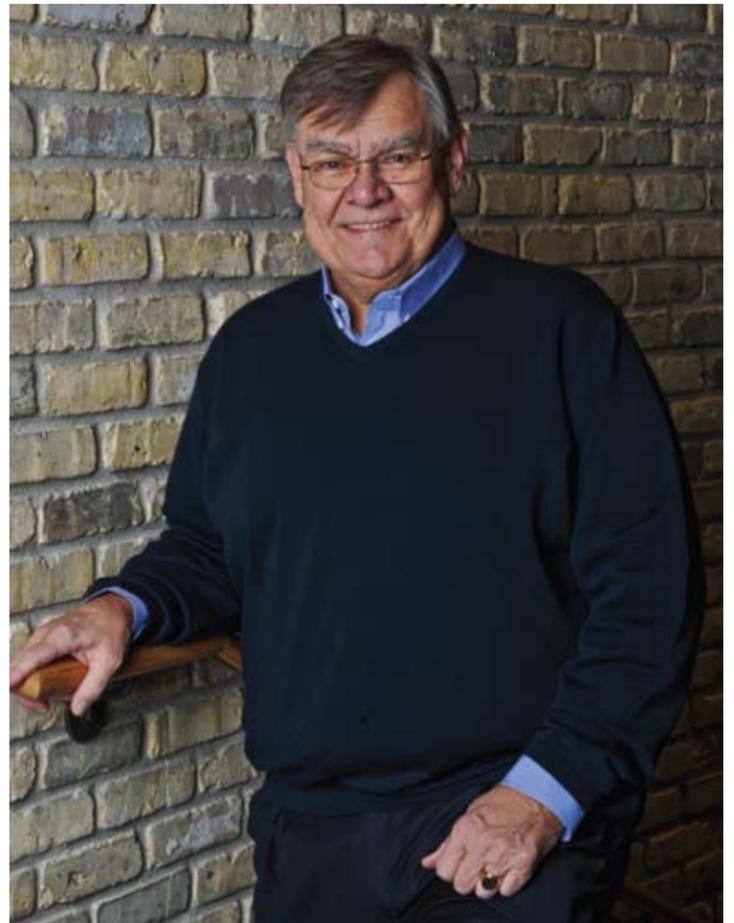
Mr. Kiely also takes time to give back to his community and to charitable causes. He currently serves on the Metropolitan State College of Denver Foundation Board and the board of the Denver Center for the Performing Arts.

He also is a national trustee of the Boys & Girls Clubs of America and chairman of the board of Mile High United Way of Denver.

In addition to his alcohol industry and charitable work, Mr. Kiely sits on the board of directors of the National Association of Manufacturers in Washington, D.C., and the SEI Center for Advanced Studies Board for the Wharton School of Finance in Philadelphia.

“Mr. Kiely joins an elite group of Top Shelf Award recipients who have demonstrated their love of the beverage alcohol business and their dedication to making our world a better place through giving and charitable efforts that epitomize the spirit of our great industry,” said ABL executive director John Bodnovich.

Mr. Kiely graduated summa cum laude from Harvard University with a bachelor’s degree in economics. He earned his master’s degree in business administration from the Wharton School



of Business, University of Pennsylvania.

Before entering the beverage alcohol industry, Mr. Kiely worked in various executive management and marketing positions with Frito-Lay Inc., a subsidiary of PepsiCo; Ventura Coastal Corporation, a division of Seven Up Inc; Wilson Sporting Goods; and Proctor & Gamble.

If you wish to join in honoring Mr. Kiely and for more information about the ABL Top Shelf Award Banquet and 2011 ABL Convention, which will be held on June 12-14, 2011, visit www.ablusa.org.



PAYMENT

ABL Member Registration Fee (Per Person)
\$250 x _____ = \$ _____

Non-Member Registration Fee (Per Person)
\$275 x _____ = \$ _____

- Fee Includes All Events, Seminars/Sessions and Hospitality Events
- CANCELLATION REFUND FEE: \$25.00 PER PERSON
- Call ABL at 888/656-3241 with any questions
- Visit www.ablusa.org for updates

MAIL THIS FORM WITH YOUR PAYMENT BY CHECK TODAY!
American Beverage Licensees (ABL)
5101 River Road, Suite 108
Bethesda, MD 20816

REGISTER NOW

NAME _____

GUEST NAME _____

COMPANY/ESTABLISHMENT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

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

Do you plan on attending the baseball game*: (circle one) **YES NO**

**Admission to the Milwaukee Brewers game on Sun, June 12 at 1:10pm is included for pre-paid FULL convention registrants only.*

ACCOMMODATIONS

The **Hilton Milwaukee City Center** - ABL's Convention Hotel - is offering very attractive rates of just \$139 (+ state & local taxes) per night, single or double occupancy.

The deadline for this rate is May 18, 2011.

- Make your room reservations now by calling the Hilton Milwaukee City Center at 414/935-5940.
- Identify yourself as part of ABL in order to receive the special room rate.
- Please have your credit card, arrival and departure dates on hand when you call.

calendar of events

<p>APR 4-7, 2011 TAVERN LEAGUE OF WISCONSIN SPRING CONFERENCE & TRADE SHOW GREEN BAY, WI</p>	<p>JUNE 20-24, 2011 NATIONAL CONFERENCE OF STATE LIQUOR ADMIN. ANNUAL CONFERENCE LAS VEGAS, NV</p>	<p>SEPT 12-15, 2011 MONTANA TAVERN ASSOCIATION 56TH ANNUAL MTA CONVENTION & TRADE SHOW RED LODGE, MT</p>
<p>APR 10-13, 2011 WINE & SPIRITS WHOLESALERS OF AMERICA 68TH ANNUAL CONVENTION & EXPOSITION ORLANDO, FL</p>	<p>JUNE 29, 2011 INDIANA ASSOCIATION OF BEVERAGE RETAILERS 2011 IABR GOLF TOURNAMENT INDIANAPOLIS, IN</p>	<p>SEPT 19, 2011 OHIO LICENSED BEVERAGE ASSOCIATION BUCKEYE BAR EXPO COLUMBUS, OH</p>
<p>APR 12-13, 2011 RESPONSIBLE RETAILING FORUM 2011 RRFORUM PARK CITY, UT</p>	<p>JUNE 29, 2011 NEW JERSEY LICENSED BEVERAGE ASSOCIATION NJLBA ANNUAL PICNIC LOCATION: TBD</p>	<p>SEPT 20-22, 2011 ALASKA CHARR ANNUAL CONVENTION KENAI, AK</p>
<p>MAY 2-3, 2011 LICENSED BEVERAGE DEALERS OF SOUTH DAKOTA SPRING MEETING CHAMBERLIN, SD</p>	<p>JULY 17, 2011 INDIANA LICENSED BEVERAGE ASSOCIATION ILBA ANNUAL GOLF OUTING MUNCIE, IN</p>	<p>OCT 3-6, 2011 TAVERN LEAGUE OF WISCONSIN FALL 2011 CONVENTION & TRADE SHOW APPLETON, WI</p>
<p>MAY 11-15, 2011 NATIONAL ALCOHOL BEVERAGE CONTROL ASSN. ANNUAL CONFERENCE PHOENIX, AZ</p>	<p>JULY 31- AUG 2, 2011 TEXAS PACKAGE STORES ASSOCIATION 2011 TPSA CONVENTION AND TRADE SHOW SAN ANTONIO, TX</p>	<p>OCT 12, 2011 MASSACHUSETTS PACKAGE STORES ASSOCIATION MASSPACK TRADE SHOW MARLBOROUGH, MA</p>
<p>JUNE 12-14, 2011 AMERICAN BEVERAGE LICENSEES 9TH ANNUAL CONVENTION MILWAUKEE, WI</p>	<p>SEPT 11-13, 2011 ILLINOIS LICENSED BEVERAGE ASSOCIATION 126TH ILBA ANNUAL CONVENTION & MEETING EFFINGHAM, IL</p>	<p>OCT 15, 2011 INDIANA ASSOCIATION OF BEVERAGE RETAILERS BEER, WINE & SPIRITS INDUSTRY TRADE SHOW INDIANAPOLIS, IN</p>

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

GOLD

Brown Forman
Castle Brands
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

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

ASSOCIATE

Suntory International Corp.

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

Sign Up for eNews from ABL

ABL will soon be initiating more digital friendly communication options for information and news that concern retail beverage licensees. To get the latest from ABL, send an email with the Subject: "ABLNEWS" to abl@ablusa.org

AMERICAN BEVERAGE LICENSEES

9th ANNUAL CONVENTION

June 12-14, 2011

Hilton Milwaukee City Center
Milwaukee, Wisconsin

SCHEDULE OF EVENTS



*This schedule is subject to change without notice

SAT JUNE 11	<p>1:30 – 3:30 p.m. 3:30 – 7:30 p.m. 4:00 – 6:00 p.m.</p>	<p>ABL Executive Committee Meeting (Executive Committee Only) ABL Board Meeting (ABL Board Only) ABL Registration Desk Open</p>
SUN JUNE 12	<p>9:00 – 9:55 a.m. 9:00 – 11:00 a.m. 11:00 a.m. – 1:00 p.m. 1:15 p.m. 6:00 – 8:00 p.m.</p>	<p>ABL Board of Directors & Trade Press Breakfast (ABL Board Only) <i>sponsored by Beverage Media</i> ABL Registration Desk Open Welcome Baseball Fans to Wisconsin "Tailgate Party" <i>sponsored by TLW & MillerCoors at Miller Park</i> Milwaukee Brewers v. St. Louis Cardinals Baseball Game <i>sponsored by MillerCoors at Miller Park</i> Opening Night Reception <i>sponsored by the National Association of Beverage Importers</i></p>
MON JUNE 13	<p>8:30 a.m. – 12:45 p.m. 8:30 – 9:00 a.m. 9:00 a.m. – 12:00 p.m. 11:30 a.m. – 12:45 p.m. 1:00 p.m.</p>	<p>ABL Registration Desk Open Continental Breakfast General Session: Welcome & Executive Director Report President's Report Key Note – Jeff Colbert, Sr VP Sales & Marketing, Tenth and Blake Beer Company Craft Beer Master Brewer, MillerCoors Luncheon <i>sponsored by Skyy Spirits</i> Miller Brewery Tour & Reception <i>sponsored by MillerCoors</i></p>
TUE JUNE 14	<p>8:30 a.m. – 1:00 p.m. 8:30 – 9:15 a.m. 9:15 a.m. – 12:00 p.m. 1:30 – 3:30 p.m. 7:30 p.m. 8:30 p.m.</p>	<p>ABL Registration Desk Open Continental Breakfast <i>sponsored by Beam Global Spirits & Wine</i> General Session: ABL Government Affairs Presentation Beer Institute Wine & Spirits Wholesalers of America National Beer Wholesalers Association Distilled Spirits Council of the United States Social Media 101: Getting Started with Facebook and Twitter ABL Top Shelf Award Banquet Reception <i>sponsored by the Distilled Spirits Council of the United States</i> ABL "Top Shelf" Award – Leo Kiely, CEO, MillerCoors "Retailer of the Year" Awards <i>sponsored by Brown-Forman</i> Dinner (Jacket suggested) <i>sponsored by the Distilled Spirits Council of the United States</i></p>

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.

American Beverage Licensees



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