

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

ABL Insider

8th Annual ABL Convention
June 13-15, 2010
Louisville, KY

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 4, NO. 1 | WINTER 10

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a word before

ABL Addresses Proper Use of Interlocks in USA Today Op/Ed

Interlocks for all offenders divert resources, detract from core issues.

On December 26, USA Today ran an editorial titled "Our view on highway safety: Big gain on drunken driving; Wider use of interlocks, checkpoints curbs deadly toll on roads." This is ABL's counter-point article that also ran on that day.

By Harry Wiles

Despite statements by the ignition interlock industry and its supporters, interlock laws for all offenders are not the silver bullet that will end the scourge of drunken driving on our nation's highways.

Such claims are misleading and fail to address a variety of core issues.

To be clear, interlocks, which measure blood-alcohol content (BAC) and determine whether you can start your

car, are an appropriate sanction for repeat offenders and those with high blood-alcohol content.

Those drivers represent the vast majority of the drunken-driving problem.

Work continues with state legislatures to close loopholes for these most egregious offenders.

And in many states, judges can already order interlocks for first offenders.

Mandating interlocks for all offenders, however, fails to recognize the judicial philosophy of graduated sentencing.

Such laws force reallocation of scarce resources from tracking the most dangerous drunken drivers to monitoring first-time, low-BAC offenders.



They also place an undue burden on probation and parole professionals whose resources are already stretched thin in an age of huge state budget deficits. It costs about \$3 a day to supervise a DWI offender, according to the American Probation and Parole Association.

Mandating ignition interlocks for all offenders, and then supervising them, would cost about \$432 million a year.

Nor will passing mandatory ignition interlock laws in isolation deliver the long-term effects promised by their proponents.

This issue demands responsible and sustainable public policy. Funding and coordination for engaged monitoring and enforcement are critical if compliance goals are to be met.

Research shows that interlock compliance is embarrassingly low in some states, raising questions about claims that all-offender laws alone can decrease drunken-driving deaths. Overly vindictive all-offender measures alone won't change long-term behavior.

Only properly funded and comprehensive solutions that incorporate technology, judicial discretion, screening, assessment and treatment will lead to the mutually agreed upon goal of stopping drunken driving. |

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"Research shows that interlock compliance is embarrassingly low in some states, raising questions about claims that all-offender laws alone can decrease drunken-driving deaths."

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Let's Allow Our Great Industry to Continue to Grow

This past

December I had the opportunity to take part in a "State of the Alcohol Industry" panel discussion and media event organized by the Wine and Spirits Wholesalers of America and held at the National Press Club.

The panel included members from each tier of the beverage alcohol industry, which spoke to the strong relationships that exist amongst those representing the different tiers.

My message that evening was one that I illustrated by using my family's experience.

substantial community involvement, I am proud to say that Twin Liquors now has nearly 60 stores in Texas and continues as a truly family-owned and operated business.

There are many things in the beverage alcohol business that have changed since my father's time, and some things that have not.

One thing that has remained a constant throughout the years is the positive impact that our industry has had on the American economy.

Today, we are continually bombarded with references to "stimulus packages" and "bailouts".

I'd like to remind everyone that the creation of our industry seventy-six years ago was part of the original "stimulus package" that helped this country recover from the Great Depression.

To this day, the economic engine of the beverage alcohol and hospitality industry remains an indispensable piece of the economy.

Manufacturers, distributors and retailers directly and indirectly employ over 3.7 million hardworking Americans.

The retail tier – liquor and package stores, as well as bars, taverns and restaurants - provides jobs for millions of American workers.

And these jobs are more than just a paycheck. They are destination jobs that provide stability and quality of life.

I have seen firsthand in my business the experienced talent-pool of workers we have.

This demonstrates that these jobs are attractive and valuable and it is imperative that we do what we can to preserve these jobs.

PRESERVATION is the key word that we will focus on moving forward.

Make no mistake, GROWTH is important. But making sure we don't repeat the mistakes of the past and protect what we have so worked so hard to create is also paramount.

Part of preserving our industry means getting people to recognize that we are not immune to downturns in the economy.

Speaking generally, this economy has been tough for everyone as average price points have decreased and consumers have reassessed their definition of an affordable luxury.

Nor is the beverage alcohol industry impervious to the damage that can be done to it by public policy changes and tax increases.

Take the Federal Excise Tax increase on alcohol in 1991 for example. Not

only did these tax increases generate \$2.4 billion less than Congress expected over the succeeding 5-year period, spirit sales alone actually dropped, and it took 10 years before they regained their pre-1991 levels.

My message is simple: Let's allow our great industry to continue to grow as beverage alcohol becomes further integrated into American culture.

It has taken us decades to achieve what we have today and we are just now recognizing that impact.

In my Dad's time before me, our business was more consumption based and less qualitative in nature.

Today, there is much more intrigue, more knowledge and more information that consumers want to be involved in.

There is a growing fascination in American culture with beverage alcohol.

It is evident in the growth of craft beers, single malt scotch and boutique wines. People want to know more about what's in the bottle.

This is especially true with wine. Wine is more accepted and commonplace than ever before and that is a good thing.

This is something that was simply not experienced decades ago.

Americans' increasing interest with our industry – whether in its products or the employment and career opportunities it offers - shows the way we have evolved is desirable and is something that people want to be part of.

Now is not the time to reverse the position trends. |

“Part of preserving our industry means getting people to recognize that we are not immune to downturns in the economy.”

I come from a family that has been in the beverage alcohol business since the end of Prohibition.

My father, Theodore Jabour, began Twin Liquors in downtown Austin, Texas as one small store that has since emerged as a "home-grown" American success story.

Through hard work and



The WSWA "State of the Alcohol Industry" discussion panel from L-R: Craig Wolf of WSWA; Mark Brown of Sazerac Co.; Rocky Wirtz of Wirtz Beverage Group; Phil Terry of Monarch Beverage Company; David Jabour of Twin Liquors; and Danny Brager of The Nielsen Company.



How Very Lucky We Are

It has been well

over a month now since Jeff Becker, long-time President and CEO of the Beer Institute, passed away at the age of 51.

As do so very many of his friends, colleagues, and family members – I miss him and am reminded of his legacy every day.

Many have said, “Jeff was a real beer guy” – and there should never be any doubt about that.

He realized, however, that a universally healthy

attitude to the table each time we met.

While getting to know Jeff in the late 1980s I remember being struck by what a straight-shooter he was. As many of you know (or have most likely surmised), in Washington, D.C. that can be a fleeting quality.

Never once did I walk away from a conversation wondering what he meant or whether he was being totally forthcoming. We disagreed from time to time but he was

meant what he said”.

While Jeff had a deep understanding of our great industry, his perspective, depth of knowledge, and love of the retail tier (in particular) was unique.

Prior to joining the Beer Institute, Jeff had served as National Director of the Techniques of Alcohol Management (TAM) for the National Licensed Beverage Association (NLBA) – one of the two organizations which merged in 2002 (the other being the National Association of Beverage Retailers (NABR) to form the American Beverage Licensees (ABL).

There are many anecdotes I think of when reflecting upon Jeff as a friend. However, I wish to share one with you as his industry colleague. It may give readers some insight as to what a friend we, as retailers, have lost.

When appointed as ABL’s Executive Director in 2002 I’d known Jeff over 15 years. He called me immediately, however, to ask for a luncheon meeting.

His sole purpose, I found, was to impress upon me the importance he held for our role as the retail tier of our industry, the gravity of the recent merger, and to assure me that he would be there for us whenever we needed him for advice or support....

NOW, flash forward 7 ½ years to the week before his death.

I received a call from him wanting me to know that he’d been reading our latest *INSIDER* and was thrilled to see that we had chosen Louisville as the site for our 2010 convention. He said he hoped to be invited as a speaker (which I assured him was the case) and wanted to offer some, as he put it, “unsolicited suggestions” on ways to make the gathering increasingly interesting to those in attendance.

I find it to be somewhat of a remarkable coincidence that our first conversation (at the infancy of ABL) and our last conversation prior to his death, centered on Jeff’s good wishes for ABL.

If pressed to pick one lesson with which Jeff Becker left us, I would have to say that he was a reminder of how lucky we are to be part of this industry. He was fond of saying how much he loved his job, his staff, and his friends.

We all encounter wonderful individuals and experiences in this great industry of ours – Jeff Becker stood out as an example of just how fortunate we are. |

“While getting to know Jeff in the late 1980s I remember being struck by what a straight-shooter he was. As many of you know (or have most likely surmised), in Washington, D.C. that can be a fleeting quality.”

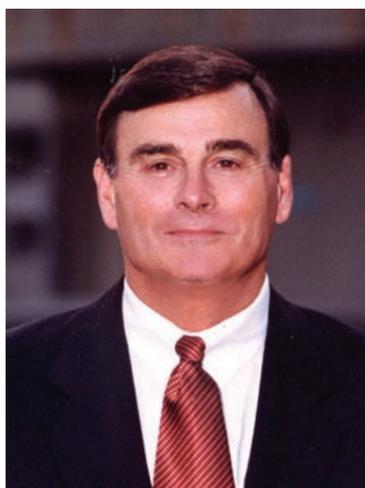
alcohol beverage community was good for the beer industry and he brought that

never disagreeable.

As the saying goes, “He said what he meant and



Beer Institute President Jeff Becker showing his support for beverage retailers at the 2009 ABL Convention.



Cooperation is Key to Hospitality Industry Success in 2010

First let me say

that 2009 marked a year of great cooperation between beer, wine and spirits.

Longtime President and CEO of the Beer Institute, Jeff Becker, contributed greatly to this new era of cooperation across all segments of our industry.

His untimely passing in January after a long fight against cancer has taken from us a wonderful colleague and good friend.

Jeff deserves our heartfelt thanks for his leadership. We all benefited greatly from his generous spirit and dedication to our industry.

Throughout 2009 the American hospitality industry faced some of the most difficult challenges on record.

Complicating the obvious economic hardship, 36 states proposed 120 tax hikes on spirits. The Distilled Spirits Council fought virtually every single threat in lock step with our retail and wholesale partners.

Together we defeated 114 out of 120 tax threats. Such teamwork helped save the industry over \$1 billion in retail revenue and countless hospitality jobs.

This partnership was essential. Without cooperation, the Indianapolis Colts' new stadium would be paid for on the backs of our customers and our businesses.

Without teamwork, every single municipality throughout New Mexico might be pushing

to increase their local tax. And, who knows – had Governor Quinn followed our call to veto the excise tax hike in Illinois, maybe the 2016 Games would be in Chicago instead of Rio.

But, now is no time to take a break. The economy is still in trouble and legislators from Washington State to Washington, DC will consider raising alcohol taxes to pay for bloated government spending.

Increasingly, well-funded anti-alcohol groups are entering these state tax debates with “advocacy research” in hand outlining the need for increased alcohol taxes.

Even when this research is bad science, legislators desperate for revenue often use these reports to masquerade their alcohol tax proposals as preventive health measures.

Recent examples include the Marin Institute's report, “The Annual Cost of Alcohol in California” and CAMY's report, “Potential Benefits of Alcohol Excise Tax Increases in Maryland,” which was published under the guise of Johns Hopkins Bloomberg School of Public Health where David Jernigan is now an associate professor.

There is real danger in letting this “junk science” go uncontested. As we have seen too often, once these so-called “studies” get into the mainstream press it becomes part of the rhetoric used regularly by those who advocate for higher taxes,

advertising restrictions and restricted adult access to our products.

DISCUS has made it a priority to challenge these advocacy-driven unscientific reports.

We have created a rapid

prime example of the industry's support for scientifically-grounded programs to reduce underage drinking.

Based on the research that most teens who drink obtain alcohol from social sources, the industry collectively has

“A key weapon in our fight against junk science is our steadfast commitment to responsible advertising, social responsibility and support for evidence-based measures to combat alcohol abuse issues.”

response team comprised of DISCUS scientific affairs, economics, legal and public affairs professionals to quickly identify key flaws in the methodology and publicly raise questions regarding their credibility.

As a result, in many cases government officials and the media have more closely scrutinized these reports and publicly recognized their flaws including major media outlets like the *New York Times* and NBC Nightly News.

Unfortunately, this advocacy research will continue as long as these anti-alcohol groups depend on publicity to gain funding.

As an industry, we must be vigilant in pushing back with facts.

A key weapon in our fight against junk science is our steadfast commitment to responsible advertising, social responsibility and support for evidence-based measures to combat alcohol abuse issues.

The entire industry's participation in the Federal Trade Commission's “We Don't Serve Teens” effort is a

donated millions of dollars of advertising space, aired public service announcements and displayed and distributed free materials reminding adults that serving alcohol to teens is unsafe, illegal and irresponsible.

Our efforts are making a positive impact.

The most recent federal data shows some continued decline in underage drinking rates as well as a decline in the number of youth reporting that it is “fairly easy” or “very easy” to get alcohol.

While we should take pride in our industry's leadership in promoting social responsibility, much more work remains to be done.

By working together and focusing on science-based solutions, I am confident we will continue to make important progress. |





WSWA & ABL Work Together on Challenges to the Three-Tier System

For over ten years,

WSWA has worked with industry partners like ABL to help shape the outcome of court cases instigated with the purpose of attacking the three-tier system and undermining state authority under the 21st Amendment.

We do this by coordinating with state regulatory and law enforcement officials, and by filing amicus (“friend of the court”) briefs.

Those briefs help to educate the courts on the history and purpose of the 21st Amendment and the regulatory systems created by the states to ensure a safe and accountable distribution system for beverage alcohol.

Late last month, the Fifth Circuit Court of Appeals upheld the constitutionality of a Texas law that permits licensed, in-state—but not out-of-state—retailers to deliver wine to Texas consumers.

very important principles.

First, the unanimous opinion, from one of the most respected circuits in the country, clearly and forcefully reinforced WSWA’s view that the landmark 2005 Supreme Court decision in *Granholm* preserved a state’s right to control the distribution of alcohol.

This decision strongly affirms states’ authority under the 21st Amendment to regulate the distribution of beverage alcohol, and gives them powerful language to use to defend their beverage alcohol laws from attack.

In addition, the Fifth Circuit stated that *Granholm* prohibited discrimination against out-of-state products or producers, but did not prohibit disparate treatment when it comes to wholesalers and retailers.

This is because the three-tier system, which the Supreme Court has twice affirmed as “unquestionably legitimate,” can only function properly in a regulatory climate which mandates that all alcohol be distributed strictly through licensed in-state wholesalers and retailers.

This principle was also echoed in another recent positive decision by the Second Circuit in *Arnold’s Wine v. Boyle*.

Lastly, and perhaps most importantly, the court recognized that alcohol is different. The court emphatically stated that “[i]ntoxicating liquor is the only consumer product identified in the Constitution. Only its regulation by States is given express warrant.”

These statements by the court laid the foundation for upholding Texas’ laws: “[T]he dormant Commerce Clause applies, but it applies differently than it does to products whose regulation is not authorized by a specific constitutional amendment.”

In other words, alcohol is different not only because of the type of product it is, but also because it has its own constitutional amendment, unlike any other product.

And laws regulating alcohol must

therefore be treated differently in a legal context as well.

Despite this strong opinion supporting the three-tier system and the 21st Amendment, this case does not resolve all other litigation.

The First Circuit’s recent decision arising out of a challenge to Massachusetts gallonage-cap laws shows that not all courts have the same view of the 21st Amendment and the meaning of *Granholm*.

And there are other significant challenges pending in both the 3rd Circuit (a NJ case) and the 9th Circuit (an AZ case).

Efforts to deregulate alcohol are driven by a small group of individuals, their cadre of lawyers and their supporters in the media, who believe that alcohol should be treated no differently than books, DVDs and mayonnaise.

This vocal minority ignores the fact that today’s regulatory policies were developed specifically because alcohol is different from other consumer goods and therefore must be treated differently.

Moreover, whatever short term benefits proponents of deregulation believe could be derived from that effort are far outweighed by the negative societal consequences which arise when there is an unrestrained and unaccountable trade in alcohol.

WSWA believes that the three-tier system has ably served consumers, communities and our industry since its inception—and is in fact the safest and most consumer friendly system in the world. Suppliers, importers, wholesalers and retailers, working together, have created a dynamic and innovative industry that provides tremendous choice and variety to the American consumer, while at the same time ensuring product integrity and revenue collection.

And as long as there are those who would seek to undermine our great system, WSWA—and ABL—will be there to oppose them. |



The decision reversed a bewildering and dangerous lower court decision which would have further limited state control of distribution.

The lower court decision held that out-of-state retailers could sell wine to Texas consumers, but only wine that had been purchased from a Texas wholesaler.

This important court of appeals victory for supporters of states’ rights and the 21st Amendment underscored a number of

“In other words, alcohol is different not only because of the type of product it is, but also because it has its own constitutional amendment, unlike any other product.”



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Recent Court Cases Are One Step Forward, One Step Back

When the American

Beverage Licensees (ABL) speaks as an organization, people listen. For example, ABL recently wrote: “Were plaintiffs to prevail, in-state licensed Texas retailers would remain subject to comprehensive and effective regulation, while all other retailers would be free to sell and deliver to Texas residents outside of the three-tier distribution struc-

ture that Texas has elected.”

potato chips.

The ABL brief noted that ABL members in Texas are subject to the laws of Texas and the extensive regulation by the Texas Alcohol Beverage Commission (TABC), but there is no way the TABC could make a California retailer do the same things.

The 5th Circuit agreed and noted:

Our read of Granholm is that the 21st Amendment still gives each State quite broad discretion to regulate alcoholic beverages.

The dormant Commerce Clause applies, but it applies differently than it does to products whose regulation is not authorized by a specific constitutional amendment. Regulating alcoholic beverage retailing is largely a State’s prerogative.

The National Beer Wholesalers Association is proud to work with ABL on a wide variety of matters, including issues ranging from preserving a state’s ability to regulate alcohol to credit card exchange fee concerns. United, beer distributors and independent retailers have long been recognized as a potent force legislatively.

The recent decision of the 5th Circuit underscores ABL’s stewardship on the judicial front and is another testament to the organization’s leadership.

The win in the 5th Circuit is im-

portant for state-based alcohol regulation and ensuring that all licensed retailers (as well as licensed beer distributors) play by the same rules.

It clearly recognized that alcohol needs different regulation than other consumer products. However, it is only a temporary win.

A terrible loss in the 1st Circuit in the Family Winemakers vs. Jenkins case has muted any claims of clear-cut victory for any side.

The 1st Circuit has issued a very anti-state-regulation opinion that the biggest players in the alcohol industry may try to use to muscle away state laws that protect orderly markets and conditions that help small business like those of ABL members grow. The court rejected all 21st Amendment arguments by the state and stated, “Massachusetts bears the heavy burden of showing that the statute is nonetheless constitutional.”

Over the past several years, 28 states have had their alcohol laws challenged through litigation. Opinions as varied as the 1st and 5th Circuits only guarantee more litigation and uncertainty.

NBWA looks forward to continuing to work with ABL to fight efforts in Congress, state legislatures and, yes, the federal courthouse to help preserve and support the world’s best system for regulating alcohol. |

“The dormant Commerce Clause applies, but it applies differently than it does to products whose regulation is not authorized by a specific constitutional amendment. Regulating alcoholic beverage retailing is largely a State’s prerogative.”

-U.S. Court of Appeals for the Fifth Circuit

ture that Texas has elected.”

These words were stated by ABL in its amicus brief to the 5th Circuit in the Siesta Village/Wine Country Gift Baskets vs. Perry case.

The 5th Circuit can now be counted among those who listen to ABL. In its opinion supporting the state of Texas and rejecting the concept that a California or Florida retailer should have all the rights of a Texas retailer, the 5th Circuit adopted much of the logic and arguments of the ABL brief.

It noted that the regulations for beverage alcohol are different than for



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“On the Trail to Success”

Prominent Industry Speakers to be Complimented by Kentucky Bourbon Trail; Local Attractions

Momentum is building

for the American Beverage Licensees 2010 Convention - the beverage alcohol retailer community's signature annual event.

The 2010 ABL Convention will be held on June 13-15, 2010 in Louisville, Kentucky.

The Convention's theme, “On the Trail to Success”, recognizes both the informational business and industry presentations during the convention, and the nearby Kentucky Bourbon Trail.

“The retail tier is where our industry comes together and we want to emphasize that with the ABL Convention.”

-Susan Day Duffy

“We're already anticipating strong industry participation and support for this year's ABL Convention,” said Susan Day Duffy, ABL's Director of Operations and Trade Relations.

“The feedback from industry representatives has been very positive.”

The 2010 ABL Convention marks the first time that ABL will not hold its signature annual event in Las Vegas and in concurrence with the Night Club & Bar Trade Show.

“We wanted to try something different for ABL members and take this opportunity to showcase the industry,” said Duffy.

“The retail tier is where our industry comes together and we want to emphasize that with the ABL Convention.”

IMPRESSIVE PROGRAM SHAPING UP

The 2010 ABL Convention will feature presentations by well-known industry speakers and

educational seminars designed to give retailers a leg-up with their businesses and a better understanding of their industry.

One keynote speaker who has already been confirmed is Mark Brown, the President and CEO of Sazerac Company. Brown is recognized throughout the beverage alcohol industry as a keen observer of trends and the “big picture” and will share his insights on the industry during the challenging economic times that have affected retailers over the past 18 months.

Sazerac is one of leading American distillers and maintains a robust brand portfolio including Buffalo Trace and Blanton's bourbon; Rain Organics vodka; Forty Creek Canadian whisky; and a variety other liqueurs and spirits.

Taking advantage of the being in Louisville and “ground zero” for the bourbon industry, a Bourbon Master Distiller panel discussion will be held, featuring master distillers from the top bourbon distilleries.

Other industry executives will also make remarks about regulatory and legislative issues facing the beverage alcohol community. Their insights from other tiers and sectors of the industry will help broaden attendees' perspective on the challenges that they will eventually face.

For the eighth consecutive year, ABL will host the Brown-Forman Retailer of Year Awards presentation. The awards recognize individuals who have demonstrated excellence in responsible and innovative retailing.

Also not to be missed is the Top Shelf Award Banquet, featuring the presentation of the 2010 ABL Top Shelf Award to Eddie Block of Republic National Distributing Company.

In addition to the banquet, ABL will hold a handful of social events sponsored by and featuring products from a wide array of beverage alcohol supporters.

Confirmed sponsors include Beam Global Spirits & Wine, Beverage Media, Brown-Forman, the Distilled Spirits Council of the United States, Franklin Distillers Products, Maker's Mark Distillery, Mexcor International Wine & Spirits, MillerCoors, National Association of Beverage Importers and Sazerac/Firefly's.

ABL expects to confirm more speakers, sponsors and events in the coming weeks and months.

LOUISVILLE ATTRACTIONS

The Louisville area is home to a veritable plethora of attractions.



One of the main industry attractions just outside of Louisville is the Kentucky Bourbon Trail.

Named one of the 50 “Drives of a Lifetime” by National Geographic Traveler, the trail boasts “rolling meadows, limestone-filtered streams, and cool hardwood forests have long provided ideal



Mark Brown, President & CEO, Sazerac

conditions for producing the honey-colored drink as crucial to Kentucky legend as Daniel Boone himself.”

A number of the Kentucky Distillers' Association's member production facilities are on the trail and offer tours and tastings that are open to the public.

For those who wish to stay a little closer to ABL's Convention headquarters at the Louisville Marriott Downtown, there is an abundance of attractions in and around the city.

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.

For more information about the ABL Convention, including schedule and program updates, visit ABL's home on the web at www.ablusa.org.



Fourth Street Live! is located in the heart of downtown Louisville and features live music, dining, shopping and entertainment.

Eddie Block to Receive 2010 ABL Top Shelf Award

Republic National Distributing Partner to be Honored at ABL Convention



Eddie Block

American Beverage Licensees (ABL) has announced that Eddie Block has been selected as the 2010 ABL Top Shelf Award honoree. Mr. Block is 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 and will be presented to Mr. Block at the Top Shelf Award Banquet at the 8th Annual ABL Convention on June 15, 2010 in Louisville, Kentucky.

“In the traditionally flamboyant beverage business, ‘modest’ and ‘mild mannered’ aren’t words typically assigned to top brass,” said ABL President David Jabour.

“Eddie Block is an industry pillar that is humble and forever caring for everybody in the industry.”

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 Company, 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.

“Eddie Block is a truly revered member of our great industry,” said ABL executive director Harry Wiles.

“His reputation among those who have had the good fortune to cross his path makes his selection as Top Shelf Recipient the perfect choice. ABL is honored by his acceptance of this award.”

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. |

ABL CONVENTION | Schedule of Events

SATURDAY, JUNE 12, 2010

4:00 - 6:00 p.m.
ABL Executive Committee Meeting

SUNDAY, JUNE 13, 2010

9:00 - 9:55 a.m.
ABL Board of Directors & Trade Press Breakfast
sponsored by Beverage Media

9:40 - 10:30 a.m.
ABL Committee Meetings - Breakouts

10:00 a.m. - 4:00 p.m.
ABL Board Meeting (Board Members Only)

12:00 Noon - 5:00 p.m.
ABL Registration Desk Open

5:00 - 7:00 p.m.
Welcome Reception with Import Beers
sponsored by NABI

MONDAY, JUNE 14, 2010

8:30 a.m. - 12:00 p.m.
ABL Registration Desk Open

8:30 - 9:00 a.m.
Continental Breakfast
sponsored by Sazerac/Firefly

9:00 a.m. - 12:00 p.m.
General Session:
Welcome & Executive Director Report
ABL President's Report
ABL Government Affairs Report
MillerCoors speaker
Key Note - Mark Brown,
President & CEO, Sazerac Company

MONDAY, JUNE 14, 2010 (continued)

9:00 a.m. - 12:00 p.m.
General Session:
Bourbon Master Distiller Panel:
Kevin Smith, Master Distiller for Maker's Mark
Harlen Wheatley, Master Distiller for Buffalo Trace

12:00 - 12:45
Annual MillerCoors Luncheon

1:00 p.m.
Off Property - Visit distillery on the Bourbon Trail

5:00 p.m.
Reception at Maker's Mark Distillery

TUESDAY, JUNE 15, 2010

8:30 a.m. - 12:00 p.m.
ABL Registration Desk Open

8:30 - 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:
DISCUS
Key Note - DISCUS MEMBER
Industry Speakers
TURF - Charmer Sunbelt & Brown-Forman Presentation

ABL Banquet
7:00 p.m.
DISCUS Reception
ABL "Top Shelf" Award Honoring Eddie Block of RND
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.

"On the Trail to Success"

ABL 8th ANNUAL CONVENTION

Sunday, June 13 - Tuesday, June 15, 2010

Marriott Louisville Downtown

Louisville, Kentucky

MAIL THIS FORM WITH YOUR PAYMENT
BY CHECK TODAY!

American Beverage Licensees (ABL)
5101 River Road, Suite 108
Bethesda, MD 20816

REGISTRATION FORM

INFORMATION

NAME _____ GUEST NAME _____

COMPANY/ESTABLISHMENT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE _____ FAX _____

EMAIL _____

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.



2010 Calendar of Events

MAR 8-10, 2010

NIGHT CLUB & BAR
TRADE SHOW
LAS VEGAS, NV

MAR 8-10, 2010

NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION
LEGAL SYMPOSIUM
ARLINGTON, VA

MAR 13-15, 2010

AMERICAN BEVERAGE LICENSEES
SPRING BOARD OF DIRECTORS MEETING
PONCE, PUERTO RICO

MAR 22-25, 2010

TAVERN LEAGUE OF WISCONSIN
SPRING CONVENTION & TRADE SHOW
EAU CLAIRE, WI

APR 6-8, 2010

WINE & SPIRITS WHOLESALERS OF AMERICA
67TH ANNUAL CONVENTION & EXPOSITION
LAS VEGAS, NV

APR 7-10, 2010

BREWERS ASSOCIATIONS
CRAFT BREWERS CONFERENCE
CHICAGO, IL

APR 18-21, 2010

NATIONAL BEER WHOLESALERS ASSOCIATION
LEGISLATIVE CONFERENCE
WASHINGTON, DC

APR 21-22, 2010

RESPONSIBLE RETAILING FORUM
NATIONAL MEETING
ROCKVILLE, MD

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



U.S. Senators Retiring & Running for Reelection in 2010

RETIRING (5 D & 6 R)

Evan Bayh (D – IN)
 Kit Bond (R – MO)
 Sam Brownback (R – KS)
 Jim Bunning (R - KY)
 Roland Burris (D - IL)
 Christopher Dodd (D - CT)
 Byron Dorgan (D - ND)
 Judd Gregg (R - NH)
 Ted Kaufman (D – DE)
 George LeMieux (R – FL)
 George Voinovich (R – OH)

REPUBLICANS (12)

Bob Bennett (UT)
 Richard Burr (NC)
 Tom Coburn (OK)
 Mike Crapo (ID)
 Jim DeMint (SC)
 Chuck Grassley (IA)
 Johnny Isakson (GA)
 John McCain (AZ)
 Lisa Murkowski (AK)
 Richard Shelby (AL)
 John Thune (SD)
 David Vitter (LA)

DEMOCRATS (13)

Michael Bennet (CO)
 Barbara Boxer (CA)
 Russ Feingold (WI)
 Kirsten Gillibrand (NY)
 Daniel Inouye (HI)
 Blanche Lincoln (AR)
 Patrick Leahy (VT)
 Barbara Mikulski (MD)
 Patty Murray (WA)
 Harry Reid (NV)
 Chuck Schumer (NY)
 Arlen Specter (PA)
 Ron Wyden (OR)

Drunk Driving Legislation Tops List of ABL Issues on Capitol Hill

As we head into

this mid-term election year, Washington is as unpredictable as ever. Special election results, retirement announcements and a pervasive anti-incumbent feeling that transcends political party stripes have all but guaranteed a rocky road to November.

For those monitoring the issues, reading the tea leaves has become an art form.

Senator Scott Brown (R-MA)

Senator Lautenberg Introduces D-Drop Act; Transportation Bill Still in Play

On December 21, Senator Frank R. Lautenberg (D-NJ) introduced the Drunk Driving Repeat Offender Prevention Act of 2009 (S. 2920) or D-Drop Act.

This bill mirrors language in the draft House surface transportation bill, which would force states to enact and enforce “a law that requires throughout the State the installation of an ignition interlock device for a minimum of 180 days on each motor vehicle operated by an individual who is convicted of driving while intoxicated or driving under the influence.”

Noncompliance by a state would result in the withholding of federal funds from the state in a manner similar to states that did not lower their legal drinking age from 21 to 18; and states that did lower their legal BAC from 1.0 percent to .08 percent.

ABL remains committed to finding effective means for reducing drunk driving but will continue to oppose heavy-handed federal mandates that take a one-size-fits-all-approach to complex issues.

Speaking of Transportation legislation, it appears that House Transportation Committee leaders may get their wish for a transportation bill debate this year.

Since last fall, when the current transportation bill expired, conventional wisdom has argued that the Administration and Senate would have their way and extend the law into 2011.

However, there are now reports that the Senate will move transportation legislation this year thanks to an agreement between Senate Democratic leadership and Republicans who voted in favor of the recent jobs bill.

However, just where a large transportation bill will fit on a shortened and crowded legislative calendar remains to be seen.

Also in question is how an expansion of the transportation law – the current draft bill in the House more than doubles the spending under the current law – will be paid for if not by an increase of gasoline and other taxes, which are

officially dismantled both the Democratic supermajority in the Senate and the Democrat’s healthcare initiative with his victory in a special election to replace the late Senator Ted Kennedy.

The issue for the better part of 2009, “healthcare”, has been replaced with a news buzz word: “jobs”. In just what form “jobs” will manifest itself remains to be seen, though members of both parties are jockeying for position on the issue.

politically unattractive to those seeking reelection in November.

Alcohol “User Fees” Suggested in Budget

With the unveiling of the President’s \$3.8 trillion budget on February 1 came the following revelation, as reported in Congressional Quarterly:

“The Treasury department is also reviving a proposal from last year to fund the \$106.2 million operations of the Alcohol and Tobacco Tax and Trade Bureau with user fees, instead of paying for it out of the general budget.”

This proposal was also floated in 2009 before eventually dying though not before a fair amount of concern was expressed by the beverage alcohol industry. The imposition of such a fee would have amounted to a reintroduction of the Special Occupational Tax (SOT), the permanent repeal of which was successfully passed in 2005. Should this new proposal begin to gain any traction whatsoever, the industry will surely work together to prevent it from becoming reality, though its reintroduction does indicate that the administration will be looking for revenue sources wherever it can.

ABL Joins Coalition to Stop Contraband Tobacco

ABL has joined the Coalition to Stop Contraband Tobacco to help prevent the illegal tobacco products from entering the marketplace.

As tobacco product excise taxes increase, so do the prices of tobacco products. Criminal organizations exploit these increases by selling contraband or counterfeit tobacco products for their own financial gain and without regard to youth access prevention laws.

This illicit activity deprives governments of tax revenue and hurts law-abiding businesses.

The Prevent All Cigarette Trafficking Act (PACT Act) of 2009 (H.R. 1676), passed the House of Representatives by a vote of 397-11 in May 2009. Companion legislation in the Senate, (S. 1147) currently has 20 cosponsors and was reported out of the Senate Judiciary Committee in November 2009.

It has been placed on the Senate calendar under General Orders and is awaiting the priority to come before the

Senate to be discussed and then voted upon.

Accompanying “jobs” down the path to winning over voters’ hearts is an impetus to put the brakes on the growing national debt. The policies behind the debate have yet to reveal themselves, which has led to a heightened degree of skepticism by those calling for greater austerity.

As these bigger picture issues continue to unfold, there remain a handful of legislative and regulatory issues that those in the beverage alcohol industry are monitoring.

Financial Regulatory & Credit Card Fee Reform

ABL remains a member of the Merchants Payments Coalition (MPC) whose goal is to increase transparency and fairness in the process of setting interchange fees.

ABL and the MPC have been monitoring the financial regulatory reform debate in the Senate to see if there is an opportunity to include language that would address unregulated profit centers and create electronic check parity.

Senate Banking Committee Chairman Chris Dodd (D-CT) and Committee member Senator Bob Corker (R-TN) have been rumored to be working together to craft legislation that will appeal to members of both parties.

In the House, there has been little action on the credit card reform front since last October’s House Financial Services Committee hearing conducted by Chairman Barney Frank (D-MA).

The Credit Card Fair Fee Act (CCFFA) remains in the Judiciary Committees in both the Senate and the House, where it is championed by Sen. Dick Durbin (D-IL) and Rep. John Conyers (D-MI), respectively.

Death and Taxes...and the Death Tax

While death and taxes are both certainties, the future of the Death Tax is anything but.

Always passionately debated, the Death Tax was phased out over ten years starting in 2001 and went into full repeal this year. A blessing for family-owned businesses, right?

Not so fast my friends. If Congress does not act this year, the Death Tax will not only come back in 2011, it will do so at the pre-2001 maximum rate of 55% on estates worth more than \$1 million.

The 2009 maximum rate was 45% with a \$3.5 million exemption per spouse.

With the recent passage of Pay-As-You-Go spending rules, House legislation that would indefinitely extend the 2009 appears to be in jeopardy. |



Taking a look back at the year that was...

ABL continued

to grow in strength and reputation in 2009. Despite a challenging economic and political climate, ABL accomplished a good deal in its efforts to promote and protect beverage alcohol retailers' interests legislatively and in the court of public opinion. Let's take a look at some of the events in which ABL engaged in 2009.

CONVENTION & MEETINGS

- ABL held its 7th Annual Convention on March 1-3, 2009 in Las Vegas, Nevada. The Convention was a success, with several hundred registrants. Attendees learned about the latest news, trends and issues in the alcohol beverage industry. Convention participants were treated to a broad array of industry executive perspectives as well as an impressive supply of industry personality.

- In June, the ABL Board of Directors met in Washington, D.C. to conduct association business.

The ABL Executive Committee met with representatives of ABL's Advisory Committee and also took advantage of meeting in the nation's capital by scheduling meetings with their Representatives and Senators.

- The ABL Board of Directors followed up the June meeting with a Fall Board Meeting in Austin, Texas. The Board focused on developing strategies for 2010 including government affairs efforts; communications outreach; convention promotion; and membership & benefit program growth.

COMMUNICATIONS & PUBLIC RELATIONS

- 2009 saw the return of the in-house produced *ABL Insider*. The quarterly membership magazine continued to be distributed to ABL members, beverage alcohol industry associates, elected officials and industry regulators on a quarterly basis.

The magazine's editorial focus remained the retail tier of the beverage alcohol industry with perspectives and news from various industry executives, as well as articles about ABL association news, federal legislative affairs and other trends affecting beverage retailers.

- For the 56th consecutive year, ABL encouraged everyone to hoist a glass in May in celebration of Tavern Month. Tavern Month has provided an opportunity for retailers to celebrate their businesses. ABL plans to expand the celebration in 2010 to include all beverage alcohol retailers, both on- and off-premise.

- ABL continued its efforts in 2009 to identify and catalogue cost-saving "green" business practices through its

Green Initiatives Task Force. Included in this effort was the launch of the "Green Corner", an ongoing column in the *ABL Insider* that highlights the benefits of particular green business practices.

- In July ABL staff made a presentation on ABL's responsibility efforts to the World Association of Alcohol Beverage Industries (WAABI) 2009 Leadership Conference in Alexandria, Virginia.

- In December, ABL President David Jabour addressed more than 60 members of the media at the Wine & Spirits Wholesalers of America's State of the Alcohol Industry Briefing. The event was held at the National Press Club in Washington, D.C. and included members from all tiers and sectors of the alcohol industry.

RESPONSIBILITY

- In the spring ABL began working on a campaign to promote the Civil Penalty concept for fighting underage access to alcohol. As part of this effort, ABL took part in the Responsible Retailing Forum's conference in New Orleans in April. During the conference, ABL board members and staff participated in a panel discussion and the production of a video press release featuring the Brown Jug's success. The video press release was pitched in media markets throughout the country.

- In September, ABL renewed its relationship with the Federal Trade Commission's We Don't Serve Teens public education campaign to help prevent teenagers from getting easy access to alcohol, and to promote compliance with the legal drinking age of 21.

- ABL continues to promote the "Drink Responsibly. Drive Responsibly." message that encourages everyone to drink responsibly and drive responsibly. It recognizes the millions of Americans who responsibly consume adult beverages at a tavern, a restaurant, or a friend's house before safely driving home.

- ABL participated in meetings and consensus statement formation with the National Partnership on Alcohol Misuse and Crime, a group of regulators, law enforcement, probation and parole professionals dedicated to formulating and promoting effective approaches to societal alcohol abuse

issues.

- The Responsible Hospitality Institute is a central clearinghouse and facilitator of national, state and local networks seeking to create more safe and vibrant places to socialize. ABL has been involved on the RHI board for the past 6 years.

GOVERNMENT AFFAIRS

- In June, House Transportation and Infrastructure Committee Chairman James Oberstar (D-Minn.) circulated a draft of the Surface Transportation Authorization Act of 2009. This draft bill provides for penalties on states that have not enacted or are not enforcing a law requiring the installation of an ignition interlock device for all first-time alcohol impaired driving offenders.

ABL took immediate steps to counter the objectionable language in the bill, which including a statement on the language; a beverage alcohol industry letter intended for the Transportation Committee and six different grassroots letters on interlocks for distribution to ABL affiliates.

ABL has placed an emphasis on the budgetary burden that this mandate would place on states, many of which are already dealing with severe budget shortfalls. ABL's position has and continues to be that states should consider legislation to impose ignition interlock devices for first-time high B.A.C. offenders and repeat offenders and include judicial discretion as part of the sentencing process.

- The beginning of 2009 saw anti-alcohol activists undertake a big push to increase the Federal excise tax on alcohol. ABL and its industry allies vigorously opposed this call by the anti-alcohol community, activating grassroots efforts among ABL members who contacted their members of Congress to express their opposition to tax increases and sending a letter to the Senate Finance Committee.

In May, ABL circulated an economic impact analysis on alcohol tax increases and a model letter to ABL affiliates in states with Senators who sit on the Senate Finance Committee. Thanks to the hard work of a united beverage alcohol industry, an alcohol tax increase was eventually removed from consideration.

- Also in May, the Obama Administration released its Fiscal Year 2010

Budget. Included in the budget was a proposal to institute "license fees" to fully fund the Alcohol and Tobacco Tax and Trade Bureau (TTB). The proposal created three "fee categories" for each of the three tiers of the alcohol beverage industry, including a \$300 fee for retailers.

Seeing this as an attempt to return beverage alcohol retailers to the days prior to its successful campaign to repeal the Special Occupational Tax (SOT), ABL vigorously opposed this provision. After outreach to Congress, the TTB user fees, as proposed in the federal budget, were specifically rejected by the Senate Appropriations Committee. The House Appropriations Committee came to the same conclusion.

- In 2009 ABL, as a member of the Merchants Payments Coalition (MPC), met with legislators to discuss interchange fees and credit card fee reform with members of Congress and their staffs. ABL also enlisted the grassroots assistance of its affiliates and their members in targeted districts as the MPC lobbied the House Financial Services and Senate Banking Committees.

ABL and its members continue to work with the MPC to reach out to members or Congress to educate them on the importance of credit card fee reform.

MEMBERSHIP & BENEFITS

- ABL welcomed the Tavern League of Minnesota as a new affiliate member in 2009. ABL currently has 36 affiliates in 28 states that include 275 Congressional districts.

- Learn2Serve Training Program - ABL members can visit the "virtual university" with discounted server training programs for retailers. ABL believes that server and seller training should be affordable, convenient and above all, effective.

- ATM Network - ABL members are entitled to a discount on all ATM products from the ATM Network.

- LifeLock - ABL is working with a leading provider of identity theft protection to offer ABL members discounted identity theft protection services so that they can avoid the hassle associated with this fast-growing problem. |



Green Corner

On-Premise—Wrapping up to-go orders or a doggie bag for a guest might seem like just another chore for a server or bartender, but how leftovers and take-out food are packaged reflects on the business and a guest's experience.

How many times have people arrived home only to find a tangle of plastic wrap, an abundance of tin-foil or a grossly oversized styrofoam container inelegantly and wastefully containing their food?

Some cities have banned Styrofoam containers in restaurants because of environmental concerns, but there may be a silver lining in dropping Styrofoam and plastic bags.

By looking into food container options, it may turn out that environmentally-friendly containers made from recycled materials are actually less costly.

Items such as such as brown-paper bags with a bar or restaurant's name serve as one way to "go green" and if the bag is re-used, create a free advertising for the business.

Off-Premise — Some retailers are taking steps to improve their energy costs by replacing all of

their store lighting with energy-efficient light bulb models.

Though the up-front cost of these bulbs may be more than their older and less-efficient predecessors, their longer life-spans and lower-energy use will save a retailer more money in the long run.

One big-box retailer is staking it a step further. Target is beginning to place motion sensors in their stores that will dim lights in unoccupied aisles.

Businesses have already undertaken staff education efforts to cut down on waste and energy use. Now they are looking to looking to new technological advances to increase savings. |

ABL's Harry Wiles to Be Inducted into Sky Ranch Hall of Fame

ABL executive director

Harry Wiles will be inducted into the Sky Ranch Hall of Fame on June 6, 2010. Wiles, along with other members of the 2010 Sky Ranch Hall of Fame class, will be honored at the 50th Anniversary Celebration of Sky Ranch for Boys, which has been helping troubled kids from all parts of America since 1960.

Members of the alcohol beverage industry have been partners with the project since the start, supporting Sky Ranch's 3,000 acre working ranch in South Dakota.

"I'm humbled and honored to be recognized by Sky Ranch," said Wiles. "The work that Sky Ranch

does with so many kids is commendable and I am proud to be associated with its mission."

Wiles is a long-time member of the beverage alcohol industry. Since 2002, he has led American Beverage Licensees (ABL), "America's Beer, Wine and Spirits Retailers".

Wiles was selected to head the national trade association and its nearly 20,000 members following its inception after the merger of the National Association of Beverage Retailers and the National Licensed Beverage Association in that same month.

Prior to joining ABL, Wiles was the Senior Vice President for Federal Government Relations,

and later Senior Counsel for the Wine and Spirits Wholesalers of America (WSWA) from 1987-2000. During that time he expanded WSWA's government relations and grassroots efforts in Washington.

Wiles came to Washington in 1976 to serve as a Legislative Director for a member of the House of Representatives and went to become Majority Counsel to the Senate Judiciary Committee. He is a lifelong advocate of western heritage and actively participates in several organizations that promote the ranching way of life.

For more information about Sky Ranch, visit www.skyranchfoundation.org. |

New Executive Takes Over at NJLBA

Diane Weiss to head New Jersey on-premise group



The Executive

Committee of the New Jersey Licensed Beverage Association (NJLBA) has appointed Diane M. Weiss as its Executive Director.

The appointment took effect on January 1, 2010. NJLBA represents over 6,000 licensees throughout New Jersey.

"I am very enthusiastic about the appointment", stated Weiss.

"These are important times for the industry and the association has many challenging plans for new levels of growth, development and responsiveness to our members. I look forward to playing a key role."

"Diane brings the ideal combination of experience, ability and enthusiasm to the position", claims Fred Barnes, President of NJLBA.

"We look forward with great optimism as Diane works to grow our membership and strengthen our relationship with distributors, suppliers and leaders in the industry".

Weiss has over fifteen years of experience in the licensed beverage industry. She has served as a Senior Staff Member to the Director of the Division of Alcoholic Beverage Control, as well as Bureau Chief of the Licensing Unit for the division. |

ABL Affiliates - In the News

The **Indiana Association of Beverage Retailers** has filed a lawsuit to stop Walgreen's requests for new alcohol-sales permits that would allow it to sell unchilled beer and low- and mid-priced wines Monday through Saturday. The Indianapolis area already has more than 5,000 cumulative alcohol-sales permits at bars, grocery stores, restaurants and convenience stores | In an attempt to find a backdoor for allowing allow grocery stores to sell beverage alcohol, Colorado lawmakers have introduced a bill that would allow supermarkets to purchase liquor stores to sell beer, wine and liquor. The **Colorado Licensed Beverage Association** has opposed this legislation, calling it "the same big profits grab from the

supermarket chains that are going to hurt small business owners all over Colorado. | In Kansas, as the state deals with budget cuts, lawmakers are considering a bill that would double the gallonage tax on alcohol. The **Kansas Licensed Beverage Association** has come out against the tax arguing that "There's absolutely no way any reasonable person believes that the alcohol industry should bear the burden for the state's problem all alone." | The **Wyoming State Liquor Association** has successfully prevented a fee increase on beverage alcohol in the state. By unleashing a fury of old fashioned grassroots action, beverage alcohol retailers were able to thwart what would have amounted to a \$3.28 increase on cases of wine

and spirits | A judge in Ohio has determined that bar owners who try to keep people from smoking can't be penalized if patrons decide to light up. The **Ohio Licensed Beverage Association** has supported the ruling, stating "It is critical that bar owners are able to run their business and not act like smoking police." | New Jersey is considering removing a ban on direct-to-home wine shipments from wineries as part of an alcohol policy reform. The **New Jersey Licensed Beverage Association** has opposed the move noting that the change would do damage to local liquor stores and retailers and enable those under legal drinking age to more readily get their hands on alcohol.

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
Wirtz Beverage Group*

SILVER

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

BRONZE

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

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

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

AMERICA'S BEER, WINE AND SPIRITS RETAILERS

AMERICAN BEVERAGE LICENSEES



American Beverage Licensees

5101 River Rd Suite 108

Bethesda, MD 20816

(800) 656-3241

www.ablusa.org