

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

# ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 6, NO. 2 | SUMMER 12



*Celebrating 10 Years*



**ABL Convention**  
**June 10-12, 2012**  
**Las Vegas, NV**

*Special Preview*



On & Off-  
Premise  
Licensees Are in  
the Same Boat

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May is  
Tavern Month!

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Death and  
Taxes...but  
Mostly Taxes

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## a word before

# Public Service Announcements Focus on Responsible Driving

ABL is always working to bring you more resources to promote the industry and our commitment to responsible retailing. Among these resources are two public service announcements regarding impaired driving.

Provided by the American Beverage Institute, and shared with its permission, "Know Your Limit" features adults with an awareness of responsibly celebrating. It promotes the individual responsibility of the consumer in recognizing their own limits.

"Negligent Driving" raises awareness of the dangers of distractions while behind the wheel. As cases of driving while intoxicated have sharply dropped over the last ten years, the advent of cell phones and myriad other distractions has led to an increase in negligent driving.

Both these advertisements are available on ABL's website and on YouTube. We encourage you to share them on your website or through social media, and keep informed on these important issues to all beverage licensees.

For more information, please contact Rosanne Ferruggia in the ABL office: 301-656-1494 |



Screenshots of two PSAs now available on [www.ABLUSA.org](http://www.ABLUSA.org)

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# On & Off-Premise Licensees Are In The Same Boat

Our differences are our strengths.

This May, for the 59th consecutive year, American Beverage Licensees celebrates Tavern Month, a time to recognize and thank America's on-premise beverage licensees. Started in 1953 by the National Licensed Beverage Association, Tavern Month has continued on as a tradition and celebration even as the times and culture has changed.

As the owner of an off-premise package store, I have been fortunate to learn more from ABL's bar, tavern and on-premise-licensed members over the last decade than I ever expected. Chief among my education is the understanding that we have more in common than we ever thought.

While some may try to paint package stores and bars as competitors and adversaries, I've found that not to be the case. I've never owned or operated a tavern, but my respect and admiration for those that do, and their dedication and hard work, has grown considerably since becoming active in ABL. I am proud to call them my colleagues in our industry, on our board of directors, and my friends. To them, this

May, I raise a glass in thanks to their hard work, and I look forward to toasting with many of you in person in Las Vegas this June.

On-premise, off-premise, we share a common bond: We are the face of

the alcohol industry in the United States. Whether that face is looking across a bar, serving the day's special, stocking bottles on shelves, or working behind the cash register, it makes no difference. What affects one affects us all, as we are one community. This is why we stand together and staunchly defend our role in our industry, our communities and our culture.

As the national trade association representing small business alcohol licensees, ABL is amplifying the voices of thousands of beverage licensees in Washington, D.C. That means taking on issues that affect on- and off-premise members alike. Because

when one of us is attacked, all are attacked. And when one of us prospers, we all prosper. I've been asked recently how this can be possible. How can we serve our members when we have different business profiles? Shouldn't we divide ourselves into smaller groups focused on different issues?

I could not disagree more with this line of thinking. Since its inception ten years ago, ABL has drawn its strength from its membership, who pull the oars of the ship in the same direction. We've spoken as one voice on the integrity of the three-tier system, threats to responsible, social drinking, and the importance that responsibility plays in work and lives of our members. As a truly, fully-integrated association, with strong leaders of the on-premise and off-premise profile elected as officers to our organization, the foresight of those who boldly formed ABL ten years ago has been vindicated.

What we have in ABL is good, but we are poised to make it better and more responsive to our members' needs. We'll continue to support the work of the good men and women on-premise in preventing the misuse of alcohol in their establishments. Similarly, we'll join together as small business owners to fight for a level playing field for our independent package stores. Sure enough, what affects one affects us all, as the inevitable changes in our industry put us in the same boat.

ABL represents both on-premise and off-premise because we are equals in the industry. As such, we are also equals in ABL. I look forward to continuing to work with all our members, on-premise and off-, over the next year, and I am really looking forward to seeing many of you in Las Vegas this June! |

**ABL represents both on-premise and off-premise because we are equals in the industry.**



ABL members learned from industry experts and each other at the 9th Annual ABL Convention in Milwaukee in June 2011.



## Death and Taxes...but Mostly Taxes

*It's more than alcohol taxes that are in play*

With the release of

the Obama administration's budget in February and the House Republican's budget in March, there's been a growing buzz in Washington about sources of revenue and the federal budget deficit. Economists of all stripes have suggested that with such a large deficit, a combination of higher taxes and lower spending is the best way to reduce the federal budget deficit. The politics of Congress notwithstanding, serious conversations about how to address this problem are taking place.

Since its inception, American Beverage Licensees has unflinchingly opposed increases to federal excise taxes (FET) on alcohol and even supported a roll-back of FETs. In addition to the direct impact that changes to the FET on alcohol would have on beverage alcohol retailers, ABL is working in coalition on a handful of other tax matters.

### Estate Tax/Death Tax

Known to many as the "death tax" because of its reach from beyond the grave, the estate tax used to be a more prominent topic in general public discourse and in Washington. Thanks to a rate reduction in 2001 and a subsequent two-year

extension in 2010, the estate tax conversation has remained relatively dormant...until now. If Congress fails to act before December 31, 2012, the current top estate tax rate will balloon from 35 percent to 55 percent, and the exemption will shrink from \$5 million to \$1 million.

ABL has always supported the full repeal of the estate tax, and believes this is the best solution to protect all family-owned businesses. ABL will continue to fight for this, in part by supporting the Death Tax Repeal Permanency Act (H.R. 1259). However, should permanent repeal not be achievable in this Congress, ABL supports permanently extending current law with a 35 percent top tax rate and \$5 million exemption.

ABL is working with other business

groups in Washington and the Family Business Estate Tax Coalition (FBETC) to advance the cause of estate tax repeal and if necessary, support permanent reform of the tax.

### Internet Sales Tax Fairness

In 1992, the U.S. Supreme Court ruled that retailers are exempt from collecting sales taxes in states where they have no physical presence, such as a store, office, or warehouse. Although the case dealt with a catalog mail-order company, the ruling has subsequently been applied to all remote sellers, including online retailers. With the advent of technology and computer software, the challenge of tabulating and remitting sales taxes has been significantly minimized. Yet Congress has not acted to extend sales tax collection to online merchants. This has resulted in disadvantaging local businesses; undermining state and local governments by reducing tax revenue for services; and increasing the regressive nature of an already regressive tax.

The issue of internet sales tax fairness has subsequently gained greater attention in Washington and become an increasingly prominent issue for the brick-and-mortar retail community. Large national organizations are now devoting resources in support of two bills in Congress – the Marketplace Fairness Act (S.1832) and the Marketplace Equity Act (H.R.3179) – that would "level the playing field" for retailers.

### S Corporations & Comprehensive Tax Reform

The concept of "comprehensive tax reform" is something that has been bantered about for many years. While a majority on Capitol Hill thinks that the tax code is unwieldy, inefficient or just plain broken, there is no consensus on the proper solution to the problem.

One potential change to the tax code that could have a negative impact on thousands of ABL members is any "reform" process that would benefit C corporations at the expense of "flow-through" businesses. Flow-through businesses, structured as S corporations, partnerships, LLCs, or sole proprietorships,

contribute more to the United States national income and job base than all the publicly-traded corporations combined.

Yet as was pointed out in a letter last year to Congress about potential tax reforms, a coalition representing S corporation businesses wrote that "the (U.S.) Treasury plan may force certain flow-through employers to pay taxes as C corporations despite the fact that the C corporation structure subjects U.S. firms to double taxation, thereby making them less competitive."

The letter went on to point out that, "According to recent estimates by Ernst & Young, this approach to tax reform could increase taxes on flow-through job creators of all sizes by at least \$27 billion per year, making it more difficult for them to raise capital and hire new employees."

Comprehensive tax reform and potential changes to S corporation and flow-through businesses would be major lifts for Congress, especially given the shrinking 2012 Congressional calendar and fall elections. However, a lame-duck Congressional session in December could prove to be a very uncertain time for the millions of S corporation businesses across the country.

\*\*\*\*\*

With so much at stake for ABL members and their businesses, and with federal tax writers leaving no stone unturned in their search for revenue, ABL will continue its efforts to prevent harmful changes – be they by the addition or lapsing of policies – to the tax structure that impact beverage alcohol retailers. |

**ABL has always supported the full repeal of the estate tax, and believes this is the best solution to protect all family-owned businesses.**



## ABL Celebrates America's Rich Tradition of Hospitality

### This May, America's

Beer, Wine and Spirits Retailers encourage everyone to celebrate Tavern Month by supporting America's local bars and taverns. In addition to responsibly providing an array of innovative and cherished brands and products, America's bars and taverns provide jobs to millions and a setting for camaraderie, friendship and hospitality like no other. Tavern Month is a chance to raise awareness of the history and future of local bars and taverns in communities large and small across the United States.

Even before George Washington bid his Revolutionary War troops farewell at Fraunces Tavern, Americans have celebrated their lives with their friends and neighbors at their local bar or tavern. Representing the best of America's community spirit, the locally-owned tavern is at the core of America's character.

Many owners of these bars and taverns have worked for years, even decades, to build a home away from home within their communities. They remain some of the last locally-owned businesses in their communities' downtown area, and their owners quietly work hard to give back, providing millions of jobs, entertaining tens of millions of patrons each year, and giving to thousands of charities throughout the country.

"America has celebrated its rich history at the local bar or tavern," said ABL executive director John Bodnovich. "Now, more than ever, it's important to recognize the role that these places play in their communities and the fact that they provide much more than just the products they sell."

Bar and tavern owners continue to place a strong emphasis on responsible service by training employees and incorporating programs to promote responsibility. By utilizing technology and working with enforcement and regulatory groups, licensees are

doing their part to continue a tradition of responsibility.

"When constructing a solvent plan for combating alcohol misuse issues, there is no one better to consult than the bar or tavern

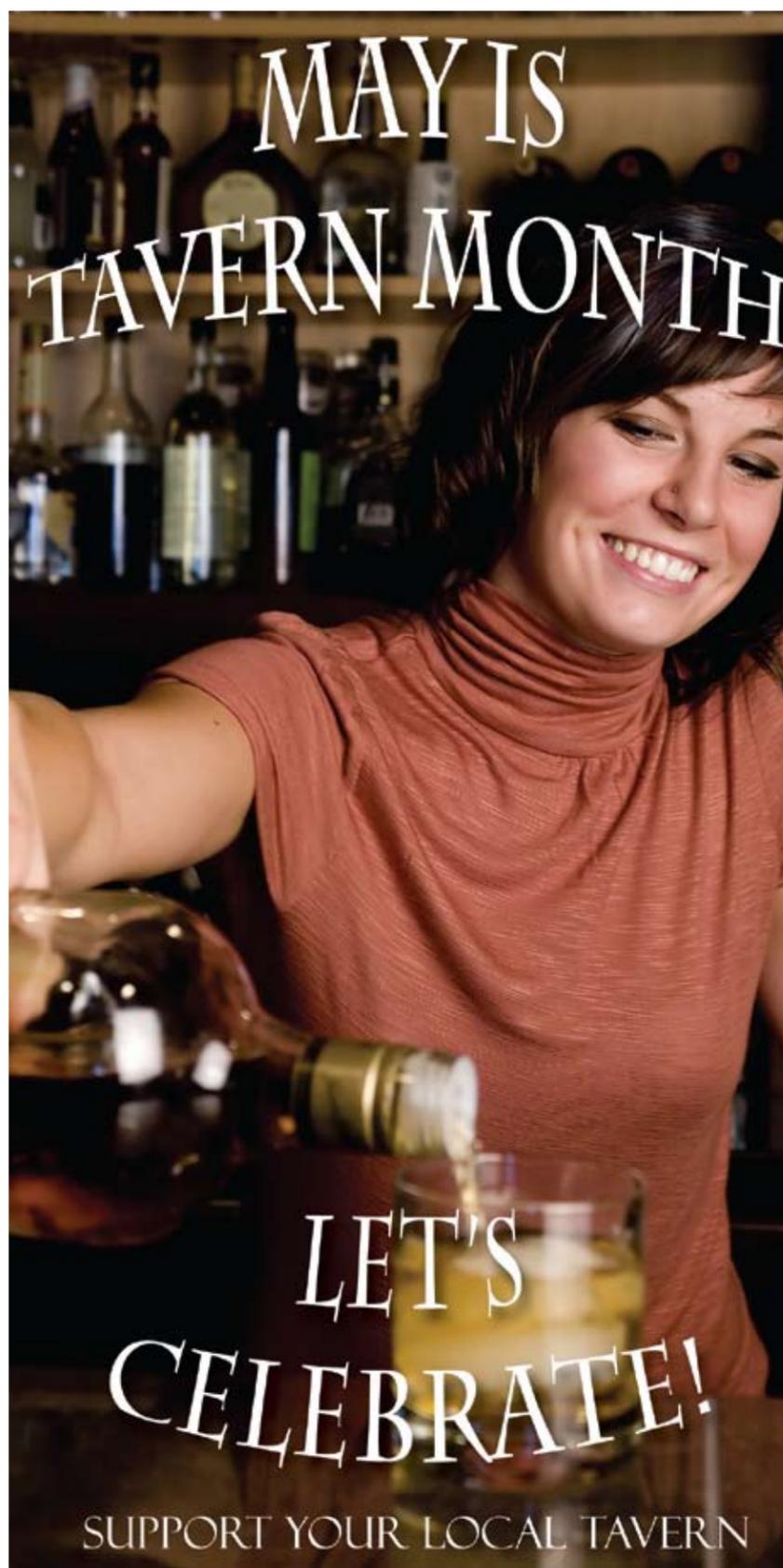
owner," said Bodnovich. "Working day in and day out to responsibly serve their customers and communities, they understand the accountability that comes with their businesses and they take it very seriously." America's retailers of alcohol sales are in many ways the face of the beverage alcohol industry to the consumer. Staunch supporters of the Three-Tier System, ABL and its members continue to oppose any threats to the stability of the alcohol industry.

What makes local bars and taverns special is the unique nature of the places themselves. They are a reflection of their community, their customers, and the fiercely independent proprietors who reflect themselves in their business. Be it the corner pub, a trendy lounge, or a family-owned and operated tavern, you won't find any two the same.

"In the face of homogeneity and uniformity in parts of America's eating and drinking culture, America's independent bars and taverns remind us of the individuality and uniqueness of our cultural history in hospitality," said Bodnovich.

"This May, we're raising a glass to the more than three hundred thousand independently-owned bars and taverns in the United States, to the people who work hard to keep their doors open, and the millions of good jobs they provide in their communities."

This is the 59th consecutive year bars and taverns have celebrated Tavern Month with American Beverage Licensees, the largest national trade association dedicated to supporting and promoting beverage alcohol retail community. ABL is joined by its state and local bar & tavern association affiliates to spread the word that May is Tavern Month...Let's Celebrate! |



### Five Ways to Celebrate Tavern Month This May

**Spread the Word:** Post this article, or just the image above, in your business

**Give Back to Your Customers:** Celebrate the history of American taverns with a classic on special

**Give Back to Your Community:** Host an evening to benefit a local charity

**Contact Your Community Leaders:** Reach out to local, state, and Congressional leadership

**Write a Letter to the Editor:** Submit one to your local paper to celebrate your role in the community





## Evaluating WSWA's Priorities in the Changing Landscape

Every year, WSWA's

government affairs team meets with the ABL Board of Directors to communicate our respective priorities and discuss areas of commonality. We met most recently in March. Those annual meetings are very important because they serve to remind us of our shared interests and the importance of working together wherever possible to confront the substantial challenges we face. I should also mention that it is always a pleasure meeting with the leadership of ABL - both your officers and full-time staff - because it is clear that

a result of a reassessment of the changing landscape. First, it became apparent that the rapidly evolving privatization movement was being hijacked by big box retailers in an effort to tip the scales in their favor - to the detriment of virtually every other player in the marketplace and the consuming public. Second, we recognized that there was a tsunami coming at the federal level in the form of "comprehensive tax reform" - a looming legislative imperative that we knew could have potentially devastating consequences for virtually everyone in the beverage alcohol business.

Given those two growing concerns, we realized that there was a need to address the divisions in our industry, divisions that had arisen out of the concerns of our industry partners related to our support of the CARE Act over the past two years. We also understood that it didn't matter whether we felt the divisions engendered by our support for that legislation were ill-conceived or misguided. The bottom line was that our continuing support for the CARE Act was proving to be detrimental to our ability to address more immediately pressing issues that would require industry unity and comity to effectively address.

It was for that reason - along with the fact that the CARE Act had partially served its purpose by deterring additional 21st Amendment litigation and the federal courts had overwhelmingly supported our view of the pre-eminence of state constitutional authority, putting an end to other pending cases - that WSWA made the decision to suspend our efforts on behalf of the CARE Act and seek a rapprochement with our supplier partners. I can report that our suppliers have been very receptive to our outreach and I believe a good foundation has been laid for industry cooperative efforts going forward. And that is crucial because the two battles I noted above must be waged cooperatively.

The 2011 initiative in Washington State was a 60 page model of anti-consumerism, inequity and self-interest, drafted by Costco to favor their individual concerns at the expense of others within the retail tier, the wholesale and supplier tiers as well as the consuming public. For example, thanks to that initiative, it is estimated that the Washington State consumer will see price increases of anywhere from \$2-\$20 per bottle of spirits and reduced selection in most parts of the state.

In America, we have the most innovative, dynamic, consumer-friendly and profitable - but also the safest and most accountable - marketplace for beverage alcohol in the world today. That is no accident. We all know that it is the three-tier system that fostered and nurtures that balanced marketplace, and radical changes like the Costco-backed initiative will destroy that balance if not overturned by the courts or blunted in state legislatures going forward.

In the other Washington, comprehensive tax reform could prove just as devastating to the industry if not effectively addressed. Among the matters that will be considered as part of that process: the estate tax, last-in, first-out (LIFO) accounting, industry tax credits like 5010 and 5011, excise taxes, pass-through entity tax levels and a host of other business tax treatments. Needless to say, radical and ill-considered changes to any of those laws could harm an industry that is integral to the financial health of this nation, an industry that provides millions of great jobs and billions of dollars in federal, state and local taxes.

In each of those battles, the voice of one tier or one group within a tier will not be effective. It is only through industry unity - through a collective effort - that our voices will be heard. And WSWA looks forward to working with ABL - and all our industry partners - in making sure that we are heard in these ongoing and upcoming battles. |

**The bottom line was that our continuing support for the CARE Act was proving to be detrimental to our ability to address more immediately pressing issues that would require industry unity and comity to effectively address.**

they are dedicated, that they take their responsibilities very seriously and that they do their utmost to ensure that the issues of concern to your organization are addressed in a professional and effective manner.

At the latest meeting, I explained that WSWA's priorities had shifted over the past year as





## We Must All Hang Together or We Shall Most Assuredly All Hang Separately

Over the past couple

years, NBWA has conducted a poll of its membership to get feedback on a variety of topics. The results have shown that despite evolving challenges and issues throughout the country, one constant is that beer distributors identify their independent retail partners as their closest allies.

This should come as little surprise since both independent beer distributors and independent retailers work hard, are community based, provide great jobs, strongly believe in a regulated and level playing field for alcohol sales and seek to prevent undue pressure from any other tiers or segments of the industry.

Declaration of Independence said, "We must all hang together or we shall most assuredly all hang separately."

At times, debates over particular issues in the states become difficult. Often times, deregulatory forces will attempt to divide ABL members or NBWA members from one another. One side will sometimes be offered a carrot or given a reprieve if they are willing to stand against the other. We cannot take the bait and must stand together against these tough challenges.

Of course, the rhetoric of remaining unified is easier said than done. The reality in the states is that independent distributor and retailer interests may not always be aligned on every issue. This is when communication and working together is the most important. Identifying which issues are core issues to each party and which issues threaten a company's business versus which issues may just inconvenience one party or another is critically important.

Understanding each other's priorities and biggest challenges is necessary to forging a strong partnership with one another. NBWA is pleased with the ability to share these issues on the national level with ABL, but state beer distributor associations and independent retailer groups also need to be talking more than ever.

One example of the type of issue that needs more, not less, public policy communication are those related to laws surrounding how a supplier treats a wholesaler. Most retailers do not understand why one wholesaler may have a different price in one part of the state than another. This is not a function of the territories given to wholesalers by state law. Rather, it is most likely a function of the wildly disparate prices suppliers are charging their wholesalers in the state.

Many states such as Arkansas have made it clear that the supplier must give the same price and terms to all wholesalers and not cherry pick favorites for favorable pricing. Nondiscriminatory pricing laws like these help an orderly marketplace and provide stability for wholesalers and retailers but most importantly the consumer. I would encourage you to work with your distributor to understand these "upstream" pressures that they are facing.

As ABL President Chuck Ferrar stated in his presentation before the entire NBWA membership at our most recent Convention in Las Vegas, "Beer distributors and independent retailers work together as a team and it's important. We're going to live together. We're going to die together, but our two tiers have got to work together." I wholeheartedly agree. Cheers!

**Independent beer distributors and independent retailers hold a great advantage over national and international forces seeking to tear down and deregulate the alcohol market: we are local.**

Independent beer distributors and independent retailers hold a great advantage over national and international forces seeking to tear down and deregulate the alcohol market: we are local. While large corporations based out of state may whisper promises of increased tax revenue or new development by changing this law or that law, what they cannot promise is that their profits and their ownership will remain a part of the community.

The strength of local businesses that provide local jobs and are invested in the communities in which they do business resonates with policy makers and other elected officials, and the other side knows it. As the local faces of the alcohol industry, it is more important than ever that we heed the advice of Benjamin Franklin who at the signing of the



# 2012 convention preview



## Heading Back to Vegas!

After two years exploring the origins of some of America's best beverage products, ABL is thrilled to return to Las Vegas to celebrate ten years of ABL and the tenth annual ABL Convention!

From June 10-12, we will be celebrating ten years of ABL coming together, growing stronger, and becoming the foremost voice for small business beverage licensees. We are looking forward to the best lineup of speakers and social events in our convention's history. We hope you will join us to learn from experts, network with industry leaders and other licensees, and celebrate ten years!

## Sunday, June 10



**Opening Night Reception**  
sponsored by NABI  
6:00-8:00PM

A signature event, the National Association of Beverage Importers (NABI) and its member companies will continue their tradition of hosting an Opening Night Reception at this year's convention.



**Afterglow Reception**  
Sponsored by Anheuser-Busch  
featuring Bud Light Platinum  
8:00-9:30PM

Sample the newest Budweiser product, the bold Bud Light Platinum, at this sponsored event immediately following the NABI Opening Night Reception.

## Monday, June 11

**General Session: Public Attitudes on Alcohol: A Discussion Featuring Adam Chafetz & Dr. Jeffrey Schaler**  
9:30-11:00AM



Adam Chafetz is president and CEO of Health Communications, the Arlington, Va.-based firm that developed TIPS (Training for Intervention Procedures). TIPS originated as a server training program for bartenders and servers, and now meets the diverse needs of communities across the globe. *For more information, visit [www.gettips.com](http://www.gettips.com).*



Jeffrey Schaler is an Assistant Professor at American University's Department of Justice, Law and Society. His work is focused on the "therapeutic state"—the union of medicine and state. Dr. Schaler is particularly interested in how research in the behavioral sciences is interpreted and applied in public, social, and legal policy arenas. He writes and speaks extensively on the relationship between liberty and responsibility.

### The Great Whisk(e)y Debate: Who Rules Supreme?

11:00AM - 12 noon

Luncheon: 12 noon-1:15PM

Moderated by Bobby G, Beam's Master Mixologist



Bernie Lubbers,  
Whiskey Professor, Jim Beam  
Bernie is The Whiskey Professor for Jim Beam.

Not only the best job title on the planet, but it translates to him talking about bourbon. A veteran comedian of 25 years he is entertaining, but he can also tell you more about bourbon than you ever thought you could know. *Bourbon Whiskey - Our Native Spirit* is Bernie's recently-published book on bourbon, so it can truly be said that he "wrote the book on bourbon!"



Dan Tullio  
Master Ambassador & Director  
Canadian Club Whisky

Known for his knowledge of Canadian Club Whisky, Dan Tullio has been with the brand owner, Beam Inc., for over 30 years. His passion, pride and appreciation for this brand are what Dan is internationally known for as the Canadian Club Ambassador. As the Brand Ambassador for the corporation's principal brand, Canadian Club, Dan is the point of contact for all distributors globally for C.C. brand management and training.



Simon Brooking  
Master Ambassador  
Master Ambassador for Laphroaig

A well-known expert on Scotch whisky, Simon has worked for many of the leading Scotch distilleries, learning the art and science of distilling from the world's foremost master distillers and blenders. For over 15 years, Simon has led thousands of Scotch whisky tastings for consumers, bartenders and social organizations. Both informative and entertaining, his presentations have made him an in-demand speaker and spokesperson.

### More to Come for Monday...

Social Media & Your Business

ABL will continue the social media education series for the third year at the 2012 ABL Convention.

### Tour of Southern Wine & Spirits of Nevada

Afternoon/Evening

Includes transportation, tour, and reception



*Southern Wine & Spirits*  
Dedicated to Sales & Service

Since its founding in 1968, Southern Wine and Spirits of America, Inc. (Southern), is the leading nationally recognized wine and spirits distributor in the United States known for its historic commitment to delivering the highest standards of customer service, creative marketing programs and partnerships.

The Company is also known for its best-in-industry professional and well-trained sales, operational and support staff, its ongoing investments in and contributions to hospitality and beverage education for its staff, its customers and to many national educational institutions.

In 2002 Southern Wine & Spirits of Nevada moved their Las Vegas facility to a new state-of-the-art 425,000 square foot warehouse, training, educational and entertainment facility.

The new home to Southern Wine & Spirit houses two sophisticated in-house educational institutions - which collectively offer complete beverage training for Southern Wine & Spirits of Nevada sales staff, as well as for hotel, resort, casino and off-premise sales and hospitality management executives in Las Vegas and the entire state.

The tour of their facility will include a reception on-site, as well as transportation to and from the Monte Carlo.

**General Session:  
Industry Perspectives**  
10:00AM - 12:00 PM

This year, the Chairmen of the boards of our industry partners will represent their associations in a unique presentation of the current state of the industry.

**From the Distillers**



**John McDonnell**  
Chairman, Distilled Spirits Council of the United States  
COO, Patron Spirits Company  
John McDonnell, DISCUS's newly-elected Chairman of the Board. Mr. McDonnell has been Chief Operating Officer of Patron Spirits since 2005.

**The Distributors' Perspective**



**Steven J. Lytle**  
Chairman, National Beer Wholesalers Association  
Director, Columbia Distributing  
NBWA's Steven Lytle is a fourth-generation family business owner and a consultant to family businesses on executive leadership. He was elected Chairman at NBWA in 2011.



**Charles Merinoff**  
Chairman, National Wine & Spirits Wholesaler of America  
Chairman/COO, The Charmer Sunbelt Group  
Charles Merinoff was elected WSWA chairman in spring 2012, and has been with his family business, The Charmer Sunbelt Group, since 1980. He was named Chairman of Sunbelt Holdings in 2011.

**Annual MillerCoors Luncheon**  
12:15-1:30PM



MillerCoors will once again host the annual MillerCoors Luncheon again at this year's convention. A long-time sponsor of the convention and strong supporter of ABL, MillerCoors will showcase its popular brands.

**General Session: Marketing Beer to Women**  
1:45-2:45PM



**Ginger Johnson, Women Enjoying Beer**

Do you know what women want from you? In this session, you will learn how to encourage your female customers to try beer and return over and over.

Based on the information provided by hundreds of female consumers and buyers, you will receive relevant, pertinent, and timely intelligence to assist you in accurately and efficiently marketing and selling your beer to the female consumer.

*More to Come for Tuesday...*  
Another great educational seminar to make you a better advocate for your business.

**ABL Top Shelf Banquet**

Events Tuesday Evening

**Brown-Forman Retailer of the Year  
Awards & Photo Session**  
6:00-7:00PM



**BROWN-FORMAN**

Brown-Forman will continue their longtime support for the Retailer of the Year Award, representing the best in retailing from each ABL Affiliate member.

Retailers of the Year only.

**ABL Top Shelf Banquet**  
7:00PM



For the sixth straight year, the Distilled Spirits Council of the United States (DISCUS) will sponsor the reception and dinner at the Top Shelf Award Banquet, which will feature beverage products from each of DISCUS's 13 member companies.

**2012 Top Shelf Award Honoree  
Bennett Glazer, Glazer's, Inc.**



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. Bennett Glazer, CEO of Glazer's, Inc., has been selected as the 2012 ABL Top Shelf Award honoree. Mr. Glazer oversees one of the country's largest distributors of beverage alcohol products, Glazer's Distributors.

As the CEO of one of the largest wine and spirits distributors in the country, Mr. Glazer cultivates vendor relationships, new business development and formulates company strategy. Glazer's is a thirteen-state distributor in the Midwest and Southwest U.S., with over 6,000 employees, 900 beverage suppliers, and over 30,000 customers. The firm is an industry leader in supply chain management, category management, and educating its employees and customers on how to grow the beverage category. With revenues of \$3 billion, Glazer's has over 40 branch operations in its thirteen states.



*Don't forget!*

The ABL Convention is on Twitter!  
[@ABLConvention](#)  
[#ABL12](#)

Continued: Accommodations,  
Registration, & More





## Saturday, June 9

4:00p - 6:00p ABL Executive Committee Meeting - (Executive Committee Only)

## Sunday, June 10

10:00a - 10:50a **Beverage Media** Annual ABL Board of Directors & Media Trade Press Breakfast (ABL Board Members Only)  
 11:00a - 3:00p ABL Board of Directors Meeting  
 12:00p - 4:30p ABL Registration Desk Open  
 5:30p - 6:30p ABL Registration Desk Open  
 6:00p - 8:00p Opening Night Welcome Reception with Imported Beer sponsored by **National Association of Beverage Importers**  
 8:00p - 9:30p Afterglow Reception sponsored by **Anheuser-Busch featuring Bud Light Platinum**

## Monday, June 11

8:30a - 12:00p ABL Registration Desk Open  
 9:30a - 11:00a General Session  
 Welcome by John D. Bodnovich, ABL Executive Director  
 Remarks by Chuck Ferrar, ABL President, Bay Ridge Wine and Spirits (Annapolis, MD)  
 Public Attitudes on Alcohol - A Discussion featuring:  
 Adam Chafetz, President/CEO, Health Communications  
 Jeffrey A. Schaler, Ph. D, M. Ed., American University  
 11:00a - 12:00p The Great Whisk(e)y Debate sponsored by **Beam**  
 12:00p - 1:15p Luncheon sponsored by **Beam**  
 1:00p - 2:00p ABL Registration Desk Open  
 1:15p - 2:15p Seminar - Social Media & Your Business  
 Afternoon/Evening Tour of **Southern Wine & Spirits of Nevada** - Off-site (Includes transportation, tour & reception)

## Tuesday, June 12

9:00a - 12:00p ABL Registration Desk Open  
 10:00a - 12:00p General Session  
 John McDonnell, Chairman, Distilled Spirits Council of the U.S., COO, Patron Spirits Company  
 Representative, Beer Institute  
 Distributor's Perspective - A Discussion featuring:  
 Steve Lytle, Chairman, National Beer Wholesalers Association; Director, Columbia Distributing  
 Charlie Merinoff, Chairman, Wine & Spirits Wholesalers of America; Chairman/CEO, The Charmer Sunbelt Group  
 12:15p - 1:30p **MillerCoors** Annual Luncheon  
 1:45p - 2:45p Seminar "Women + Beer: Develop a Successful Future for You" Presented by Ginger Johnson, Women Enjoying Beer  
 2:45p - 4:35p Seminar - TBA  
 6:00p - 7:00p **Brown-Forman** Retailer of the Year Awards Photo Reception - (Invited Guests Only)  
 ABL Top Shelf Banquet  
 Reception sponsored by the **Distilled Spirits Council of the U.S.**  
 2012 ABL Top Shelf Award - Bennett Glazer, Chairman & CEO, Glazer's, Inc.  
**Brown-Forman** Retailer of the Year Awards Presentation  
 8:30p Dinner sponsored by the **Distilled Spirits Council of the U.S.** (Jacket Suggested)  
 ABL Outgoing Officers Awards & Incoming Officers Presentation

\*This schedule is subject to change without notice.

Monte Carlo Resort and Casino

## May 9, 2012 is the Hotel Deadline! Don't Miss Our Lowest Rates Ever.

Attendees may make a reservation by calling the Room Reservations Department at  
**1-888-529-4828** and identifying themselves as part of the ABL-2012 Convention.

**Rate Per Night:**  
**Sunday to Thursday \$60.00++ | Friday and Saturday \$130.00++**  
 ++ Does not include taxes and fees

*Celebrating 10 Years*



# ABL's Tenth Annual Convention June 10-12, 2012

Monte Carlo Resort & Casino  
Las Vegas, Nevada

**LEARN**

### GENERAL SESSIONS

Attend presentations from industry leaders as they share their views on the issues facing beverage retailers.

### LEGISLATIVE AFFAIRS & GRASSROOTS

Listen to ABL leaders talk about the legislative and grassroots efforts on alcohol issues in Washington and how you can help make a difference

### MARKETING BEER TO WOMEN

Learn how marketing beer to "the other 50%" can improve business and bottom lines.  
Presented by Ginger Johnson of Women Enjoying Beer.

### SOUTHERN WINE & SPIRITS FACILITY TOUR & RECEPTION

Tour the new state-of-the-art 425,000 square foot warehouse, training, educational and entertainment facility.  
Sponsored by Southern Wine & Spirits



**NETWORK**

### OPENING NIGHT RECEPTION

Mix and mingle with retailers  
Sponsored by the National Association of Beverage Importers

### THE GREAT WHISK(E)Y DEBATE

Learn about American, Irish, and Canadian whisk(e)ys and decide your favorite.

### TOP SHELF AWARD BANQUET

ABL Honors Bennett Glazer, CEO of Glazers, Inc., with its highest honor  
Reception & Dinner sponsored by the Distilled Spirits Council of the United States

### HOSPITALITY EVENTS

Enjoy networking and social hospitality events throughout the convention  
Sponsors Include: Beverage Media, Brown-Forman, MillerCoors, and more.



## Registration Form

NAME \_\_\_\_\_ GUEST NAME \_\_\_\_\_

COMPANY/ESTABLISHMENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

This is my first time attending the ABL Convention: **YES** **NO**

### Payment

#### ABL Member Convention Registration Fee (Per Person)

\$250 x \_\_\_\_\_ = \$ \_\_\_\_\_

#### ABL Non-Member Convention Registration Fee (Per Person)

\$275 x \_\_\_\_\_ = \$ \_\_\_\_\_

- Fee Includes All Events, Seminars/Sessions and Hospitality Events
- CANCELLATION/REFUND FEE: \$25.00 PER PERSON
- Call ABL at 1-888-529-4828 or Visit [www.ablusa.org](http://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



**For the first time, ABL is offering online registration, without fees!**

**Visit [www.ABLUSA.org](http://www.ABLUSA.org) to register with a credit card.**

**Online registration deadline: June 6, 2012. Checks must also be received before June 6.  
Hotel Discount Deadline is May 9, 2012!**

# Transportation Bill in Limbo, Swipe Fee Fight Continues, CARE Act “Off the Table”

## Transportation Reauthorization in Limbo; Senate Version Contains DADSS Funding

On March 29, Congress passed the 9th extension of current transportation legislation that will keep funding in place through June 30. The current law was set to expire on March 31 should Congress have failed to act. This gives Congress 90 days to work out their differences and, in the case of the House, simply get a longer-term transportation bill passed. The Senate passed a surface transportation reauthorization bill (S. 1813) on March 14 by a vote of 74-22.

Transportation reauthorization legislation historically contains alcohol traffic safety provisions; the Senate’s bill this year continues that tradition. S. 1813 allows states to qualify for impaired driving countermeasure funding by implementing effective programs or ignition interlocks (broadly defined). It also includes incentive grant language similar to what has been in past transportation bills.

S. 1813 also includes funding for the Driver Alcohol Detection System for Safety (DADSS) program of \$12 million/year for 2 years. This provision of the Senate legislation was originally introduced as a stand-alone bill (Research of Alcohol Detection Systems for Stopping Alcohol-related Fatalities Everywhere Act of 2011 (S. 510)) by Sen. Tom Udall (D-NM) on March 8, 2011. The original House transportation bill did not include DADSS funding.

With passage of the Senate bill, the onus is now on the House to pass its own legislation before the expiration of the current law on June 30. Initially, House Transportation and Infrastructure Committee Chairman John Mica (R-FL) introduced a H.R. 7, a five-year reauthorization bill with a price tag of approximately \$260 billion. Not expansive enough for House Democrats, the bill also ran into surprisingly strong headwinds from Chairman Mica’s own caucus, with many Republicans lamenting it as too costly.

Speaker John Boehner (R-OH) has signaled that the House could be forced to consider a two-year bill similar to the Senate’s, though just how similar remains to be seen. Senate Democrats are using the relatively broad bipartisan support for their chamber’s bill (Three-fourths of the chamber voted

for the bill including nearly half of the Republican caucus.) to push House Republicans to act quickly, but media and transportation industry lobbyists have been skeptical that the House will be able to pass legislation similar enough to the Senate’s for a final compromise to be made in a conference committee.

As it stands today, a House transportation bill not likely to see the floor before mid-April, but the odds are already lining up against a long-term bill. Between the date of the extension and June 30, the Senate will be in for just 45 legislative days, and the House a mere 31 days in session.

## Death Tax Repeal Legislation Now in House and Senate

On March 28, Senator John Thune (R-SD) introduced the Death Tax Repeal Permanency Act (S. 2242), with 20 original co-sponsors. The bill is identical to H.R.1259, introduced by Representative Kevin Brady (R-TX) on March 30, 2011. Each bill would completely abolish the federal death tax. Representative Brady’s bill currently has over 200 bipartisan cosponsors.

The legislation would also repeal the generation skipping transfer (GST) tax, make permanent the maximum 35 percent gift tax rate and a \$5 million lifetime gift tax exemption, and maintain the stepped-up basis provisions important to family farms and businesses.

According to a recent study by Douglas Holtz-Eakin, the former director of the non-partisan Congressional Budget Office, repealing the death tax would create 1.5 million additional small business jobs and would decrease the national unemployment rate by nearly one percent.

Cosponsors of the Senate legislation include: Senators Marco Rubio (R-Fla.), John Boozman (R-Ark.), John Barrasso (R-Wyo.), Roy Blunt (R-Mo.), John Cornyn (R-Texas), Mike Crapo (R-Idaho), Michael Enzi (R-Nev.), Charles Grassley (R-Iowa), Dean Heller (R-Nev.), James Inhofe (R-Okla.), Johnny Isakson (R-Ga.), John Kyl (R-Ariz.), Mike Lee (R-Utah), Richard Lugar (R-Ind.), John McCain (R-Ariz.), Mitch McConnell (R-Kent.), Jerry Moran (R-Kan.), Rand Paul (R-Kent.), Pat Roberts (R-Kan.), and David Vitter (R-La.).

If Congress fails to address the death tax this year, the top estate tax rate will increase from 35 percent to 55 percent, with the \$5 million exemption dropping to \$1 million. Currently, more than 70 percent of family businesses do not survive to the second generation, and 90 percent of family businesses do not survive to the third generation.

## Swipe Fee Coalition Continues Fight for Transparency

With the successful defense of the Durbin amendment last spring, the playing field continues to evolve when it comes to swipe fees. The merchant community remains committed to defending the debit card swipe fee reforms realized in 2010, spreading the message that these reforms are working and expanding the public discourse about swipe fees to include credit card swipe fees.

The Merchants Payments Coalition continues to organize the efforts of the retail community and thwart attacks by the big banks and credit card companies. With the legislative calendar beginning to shrink for 2012, another attempt to repeal transparencies created by 2010 legislation is expected in 2013. A bill has been introduced in the current legislative session by Rep. Jason Chaffetz (R-UT) that would undo the effective reforms. Titled the Consumer Debit Card Protection Act (H.R. 3156), it has only 13 cosponsors.

One persistent topic of conversation has been the “small ticket” issue. A legal challenge has been filed by retailers arguing that the Federal Reserve Board wrongly set interchange fees too high. As the National Journal reported, “The Federal Reserve Board originally proposed capping the fees at between 7 and 12 cents, but ultimately decided to factor in other costs like technology, labor, and fraud prevention, and raised the base to 21 cents, with the average fee set at 24 cents. The end result essentially cut in half the average debit-swipe fee, which was 44 cents.”

## Industry Media: CARE Act “Off the Table”

As has been reported by *Shanken News Daily* and in a *Beverage Network* interview with Wine and Spirits Wholesalers of America (WSWA) Chairman Charlie Merinoff, the Community Alcohol Regulatory Effectiveness (CARE) Act (H.R. 1161) is no longer a legislative priority for wine and spirits wholesalers.

“The CARE Act is officially off the table,” Republic National Distributing Co. president Tom Cole told *Shanken News Daily* in March. The development signals a shift on this contentious issue that saw suppliers and wholesalers split over the legislation. Suppliers vigorously opposed the bill while distributors threw their support behind it.

In an interview with *The Beverage Network*, WSWA Chairman Charlie Merinoff, Chairman/CEO, The Charmer Sunbelt Group, said “The wholesalers truly believed in the CARE Act [a piece of federal legislation designed to reaffirm states’ rights to regulate beverage alcohol], but unfortunately, it created an environment of mistrust with our supplier partners—they really didn’t understand our goals. As with any piece of legislation, you can’t project out every set of consequences that were never intended, and this seemed to be a major hurdle. The CARE Act became really divisive and prevented us from getting together on other important issues.” |



## Updates on New York Wines, Wine in Oklahoma Groceries, and Sunday Sales in Connecticut

### New York: Coalition Launches Fourth Annual Campaign to Promote New York Wines

The Last Store on Main Street, a New York coalition of wine retailers, wineries, small business advocates, unions and distributors, including ABL members Metropolitan Package Store Association and New York State Liquor Store Association, has announced a statewide promotion launching on the first day of spring, March 20, and running through the end of Spring on June 19 to boost the sales of New York wines. This marks the fourth consecutive year the coalition has stepped in to run this kind of promotion to help make up for a shortfall in state funding for wine promotions.

“New York wineries make great wines that can compete with any in the world, but too many New Yorkers look elsewhere when shopping or ordering wine,” said Jeff Saunders, Coalition founder and President of the Retailers Alliance. “We will continue to do all we can to tell the story of New York wines in our stores, even if that means one customer at a time. At the same time, we remain optimistic that Governor Cuomo and our State Legislature will get behind the effort to promote New York wines with a more broad-based campaign.”

Throughout Spring, retailers across the state will participate in the campaign Spring Break New York Style. They will host in-store tastings with NY wineries, run specials on New York vintages, tout NY wines in their advertisements and include local wines on their list of seasonal selections.

“I think it is fantastic to see the New York wineries and vineyards partnering with the retail stores to promote New York wine,” said Susan Hearn, owner of SUHRU Wines in Mattituck. “Working together will make the impact of all of our efforts that much stronger and will lift the entire industry.”

Retailers across the state participating in the promotions also will display festive, full-color posters in their shops to remind consumers of the high quality of New York wines, and where possible will rearrange their shelves to prominently display New York wines in a way shoppers can not miss.

“Whether it’s a Finger Lakes Riesling, a Hudson Valley red or Long Island white, there’s something for everyone in New York’s vineyards,” said Stefan Kalogridis, Coalition leader and President of the New York State Liquor Store Association. “Enjoy a New York vintage at your first barbecue of the season – it’s a great way to relax.”

Michael Correra, Executive Director of the Metropolitan Package Store Association and a Coalition leader, said, “Working

together with wineries, we can help promote NY wines and increase consumer demand among New Yorkers. That’s good for our stores, for the wineries and for the State. We urge the State to get behind a full-blown promotion campaign because that will create jobs and revenues for the state in these tough times.”

“It’s always great news when New York wineries and vineyards partner with the retail stores to promote New York wine,” said Bob Pellegrini, owner of Pellegrini Vineyards in Cutchogue. “Our entire industry benefits when we pool our efforts to educate consumers about the great wines we make here in New York State.”

New York ranks third in wine production, behind California and Washington, and second in wine consumption; however, Empire State wines are often overlooked when New Yorkers select a vintage. The Last Store on Main Street is determined to help the New York wine industry grow by educating and introducing consumers to local wines.

### Oklahoma Group Files Wine in Grocery Initiative

Voters in Oklahoma counties with more than 50,000 residents will face an ballot initiative allowing wine in grocery stores over 25,000 square feet in size.

The Retail Liquor Association of Oklahoma, an ABL member, opposes the initiative. Executive Director JP Richard told Tulsa World that “This is nothing but a cash-flow grab. The customer doesn’t get a better price. The customer doesn’t get better selection.”

The Oklahoma Grocers Association has not taken a position on the issue, but has stated opposition to the square footage requirement that would exclude small grocers and convenience stores.

### Committee Votes To Approve Sunday Alcohol Sales In Connecticut

Connecticut is one step closer to Sunday sales of alcohol in grocery and package stores, after a bill backed by Connecticut Governor Dannel Malloy was cleared from committee.

In a break from years past, the Connecticut Package Stores Association supported the expansion of limited Sunday sales hours. The change in their position effectively blocked more complicated deregulation of the liquor system in Connecticut, including beer at gas stations, later closing times, and a detailed “medallion” system for transferring ownership of liquor licenses.

Carrroll J. Hughes told the Hartford Courant those sweeping changes would have forced small business package store owners onto an unlevel playing field, “by giving an advantage to big-money, big-box retailers at the expense of low-margin, mom-and-pop package stores that are making small profits with small staffs.”

If the legislation is passed, Connecticut will leave Indiana standing as the last state with a comprehensive ban on Sunday sales.

### Tavern League of Wisconsin Continues Charity Support

Continuing their admirable support of their community, the Tavern League of Wisconsin has begun to help county chapters create their own nonprofit foundations. The pilot program, the Superior-Douglas County Tavern League, has donated more than \$25,000 to local nonprofit groups in less than a year.

The Tavern League has also sponsored a polar swim to benefit Special Olympics Wisconsin, and continued their Safe Ride and taxi program this St. Patrick’s Day. |



ABL Members at the 2011 Convention, photo courtesy of Kelly Slack Wolf & Slack Media

## Effective State Alcohol Regulation Highlighted at 2012 NBWA Legislative Conference

America's beer distributors arrived in Washington, D.C., in late March for the 2012 National Beer Wholesalers Association (NBWA) Legislative Conference to advocate for effective state-based alcohol regulation and to educate members of Congress about the 98,000 quality jobs that independent beer distributors provide.

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

In addition to advocating for the time-tested system of state-based alcohol regulation, the Legislative Conference celebrated the 98,000 hardworking men and women working in American beer distribution. These faces of the industry ensure that the greatest choice, variety and selection of beer are delivered safely and efficiently to store shelves and bar taps across the country.

Visit [www.NBWA.org](http://www.NBWA.org) for more information about the legislative conference.

## WSWA 69th Annual Convention & Exposition in Las Vegas: A Huge Success with Record Attendance

The Wine & Spirits Wholesalers of America (WSWA) 69th Annual Convention & Exposition took place last week at Caesars Palace in Las Vegas. The annual event showcased a number of innovative, as well as established, wines and spirits. The convention also featured prominent industry professionals, speakers, award

honorees, judges and mixology competitors.

"This year's convention was a tremendous success," said Craig Wolf, WSWA President and CEO. "We had close to 2,300 attendees, representing an increase of 22 percent over last year's high attendance," he emphasized. "We are excited to provide a valuable gathering in which wholesalers, suppliers and other industry professionals can work together to bring exciting brands to the most dynamic market in the world."

Event highlights included the U.S. Beverage Alcohol Forum, which presented five compelling educational panels focused on brand activation, industry trends, the three-tier system, socialmedia and building a world-class team.

Visit [www.WSWA.org](http://www.WSWA.org) for more information about the convention.

## Brewers Association Hosts American Craft Beer Week May 14-20 2012

Beer weeks are giving craft beer fans across the U.S. ever-increasing options to enjoy and share the beverage they love. Beer weeks celebrate the culture and community of craft beer, and give breweries and beer businesses the opportunity to connect with the fans.

The Brewers Association, the national non-profit association on behalf of the majority of today's U.S. breweries, and publishers of [CraftBeer.com](http://CraftBeer.com), celebrate the culmination of these events each May with American Craft Beer Week (ACBW), The Mother of All Beer Weeks.

ACBW will be recognized May 14 - 20, 2012 and offers an exciting opportunity for small and independent craft brewers and the community of better beer retailers to celebrate the ever advancing beer culture here in the U.S. Plus, tens of thousands of today's beer beginners, beer enthusiasts, and hard core beer geeks make time to toast the week.

"I think American Craft Beer Week gives us an opportunity to really celebrate all of our supporters throughout the country. Cheers to you for supporting your local breweries. Cheers to you for taking the time to support an American

product," said Julie Weeks, of Boulevard Brewing in Kansas City, Missouri.

Visit [www.CraftBeer.com](http://www.CraftBeer.com) for more information.

## New Federal Standards for ATM Accessibility Now in Effect

The Americans with Disabilities Act of 1990 (ADA) has been revised to incorporate the 2010 ADA Standards for Accessible Design. ATM machine owners had until March 15, 2012 to sufficiently upgrade existing ATM machines to comply with the 2010 standards. Compliance with the new standards is mandatory. Many ATMs will need to be upgraded or replaced.

ABL has included guidance from ATM Network on the ABL website. Please visit us at [www.ABLUSA.org](http://www.ABLUSA.org) for detailed compliance information.

## Report on Responsible Retailing Released in Boston

The *Responsible Retailing Practices for On-Premises Alcohol Serving Establishments* report was presented on the final day of the 10th annual Responsible Retailing Forum, hosted by the Massachusetts Alcoholic Beverages Control Commission in Boston, MA. Stakeholder organizations, including ABL, that had worked with RRF and the National Alcoholic Beverage Control Association in developing the on-premise report remain committed to engaging licensees.

The On-Premises report will be used as a series of short articles to be distributed by regulators, licensee associations and training organizations. The Charmer Sunbelt Group will also distribute a 2-page summary of the report, and an earlier report for off-premises licensees, to licensees in their states.

"The On-Premises report is a helpful tool for independent bar and tavern owners who strive to be responsible purveyors of beverage alcohol," said ABL's John Bodnovich, "and our tens of thousands of members will certainly benefit from this great effort in collaboration." |

## calendar of events

MAY 2-3, 2012  
LICENSED BEVERAGE DEALERS OF SOUTH DAKOTA SPRING MEETING  
CHAMBLERIN, SD

MAY 14-20, 2012  
AMERICAN CRAFT BEER WEEK  
[WWW.CRAFTBEER.COM](http://WWW.CRAFTBEER.COM)

JUNE 4, 2012  
ILLINOIS LICENSED BEVERAGE ASSOCIATION ANNUAL GOLF OUTING  
AUBURN, IL

JUNE 10-12, 2012  
AMERICAN BEVERAGE LICENSEES 10TH ANNUAL CONVENTION  
LAS VEGAS, NV

JULY 20-24, 2012  
WINE & SPIRITS GUILD OF AMERICA SUMMER MEETING  
WINNIPEG MB CANADA & GRAND FORKS, ND

AUG 5-7, 2012  
TEXAS PACKAGE STORES ASSOCIATION CONVENTION AND TRADE SHOW  
DALLAS, TX

SEPT 9-11, 2012  
ILLINOIS LICENSED BEVERAGE ASSOCIATION 127TH ANNUAL CONVENTION & BUSINESS MEETING  
COLLINSVILLE, IL

SEPT 10-13, 2012  
MONTANA TAVERN ASSOCIATION 57TH ANNUAL CONVENTION & TRADE SHOW  
LEWISTON, MT

SEPT 17, 2012  
OHIO LICENSED BEVERAGE ASSOCIATION BUCKEYE BAR EXPO  
COLUMBUS, OH

SEPT 22, 2012  
INDIANA ASSOC. OF BEVERAGE RETAILERS TRADE SHOW  
INDIANAPOLIS, IN

## Working Successfully with Local Police and the Community

Around the country, beverage licensees are faced with issues of public safety and concerns from the neighborhood. We know that our members work hard to be responsible retailers of these controlled substances and good community members overall. But how do you deal with citizen action groups and overzealous police enforcement?

It has long been said that the best defense is a good offense. In the case of community relations, this is most definitely true. Taking a proactive stance with the community can mitigate problems or conflicts before they even occur, and prevent more restrictive liquor regulations from affecting your business.

How do you communicate with your residential and commercial neighbors? Do you know if they have concerns about having a licensee in the community? Be sure you hold the door to communication open, because simply talking to those who you see every day on the street could let you know about potential problems before these community members contact law enforcement or elected officials.

It is also important that you know your local police force. Creating a cooperative relationship from the start will prevent an adversarial relationship later. Also ensure that your servers and clerks are serving responsibly, and let your local community know of any training programs you utilize by advertising this right on site.

So what happens when a responsible retailer is targeted by overzealous police enforcement? According to

ABL members throughout the country, communication is the key, once again. If you see police targeting your establishment, talk to them. Ask the officer if you can help them, and get their name whenever you see someone, in the spirit of continuing the cooperative relationship you have already established. It is also important to keep a log of the officers names and when they are present.

If there are still problems, be sure to reach out to the Sheriff, Chief of Police, or other superior officer to ask if there are any ongoing problems in the community of which you should be made aware. Many law enforcement officials are unaware of their officers remaining in a stationary position, targeting a beverage licensee, and will stop the activity. If this is still ineffective, reach out to the mayor or city council as a constituent, and ask your customers to do the same.

If your community has begun to pursue more vigorous regulation of beverage licensees, such as suggesting a moratorium on liquor licenses or curtailing hours of operation, find out what their motivation is for the proposed changes. Meet with leaders of community groups to see if the problem is loitering, noise, or a morality campaign against all service. Suggesting voluntary measures to appease those leading the charge would stop progress toward more stringent regulation of your business.

ABL is a strong supporter of the Responsible Hospitality Institute, which may have more information. Visit [www.RHIservices.com](http://www.RHIservices.com).



## Green Corner

### Chains Learning the Value of Green Restaurants from Independents

The Green Restaurant Association has found that 78% of customers would prefer to visit a Certified Green Restaurant, while 79% of employees would prefer to work there.

The Green Restaurant Association is a national non-profit organization that provides the only official "Certified Green Restaurants" evaluation in the country.

Since 1990, the GRA has pioneered the Green Restaurant movement and has been the leading voice within the industry encouraging restaurants to listen to consumer demand and green their operations using science-based certification standards based off of seven criteria: water efficiency, waste reduction/recycling, sustainable furnishings/building materials, sustainable food, energy, disposables and chemical/pollution reduction.

Originally started with 22 independent restaurant owners, the Green Restaurant Association has grown to include chain restaurants who see the value of marketing their sustainability. Some larger chains that have at least one Certified Green Restaurant are: Moe's, Panera, Uno's, Boloco and Pita Pit, as well as Intercontinental Hotels and Resorts restaurants in the U.S. and Canada.

To learn more about certified green restaurants, visit [www.DineGreen.com](http://www.DineGreen.com)

### Sustainability on the Shelf

A 2012 study from EcoFocus, more than one in every two beverage shoppers are considering beverage ingredients and packaging choices with environmental benefits in mind, and only 6% of beverage shoppers do not consider responsible packaging when making a purchase.

Some nation-wide brands' sustainable packaging initiatives include:

- Coca-Cola's Live Positively Platform for Sustainability
- Heineken Water Initiative
- Honest Tea's Innovative Packaging Program
- Nestle's Life Cycle Approach
- Pepsico's Responsible and Sustainable Sourcing

**Don't Forget: Celebrate Earth Day This April!**

# 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, Inc.  
Distilled Spirits Council of the United States

## GOLD

Brown Forman  
Castle Brands  
Charmer-Sunbelt Group  
Pernod Ricard USA  
Republic National Distributing Co.  
Wirtz Beverage Group

## SILVER

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

## BRONZE

ATM Network  
Luxco  
Sidney Frank Importing

# affiliate members

## ALABAMA

Alabama Beverage Licensees Association

## 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 Association of Beverage Retailers  
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 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

## 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

# ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 6, NO. 2 | SUMMER 12

*in this issue*



**DC Update:  
Transportation Bill In Limbo, Swipe  
Fee Reform Continues, CARE Act  
“Off the Table”**



**2012 Convention:  
Special Preview Issue**



**ABL In Your Corner:  
Working Successfully with Local  
Police and the Community**

WWW.ABLUSA.ORG | WWW.FACEBOOK.COM/ABLUSA | WWW.TWITTER.COM/ABLUSA



American Beverage Licensees  
5101 River Rd Suite 108  
Bethesda, MD 20816  
(888) 656-3241  
www.ablusa.org



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