



2011 Education Seminars

Sunday, October 16, 2011

1:30 – 3:00 p.m.

Social Media: More Than a Fad But Will It Be Your Next Business Tool?

Sponsored by the Beer Industry Electronic Commerce Coalition (BIECC)

In the '80s you needed a fax machine, in the '90s an email address and in the 2000s a company website. Today, do you need a social media presence? And will social media drive the “emerging business tools” of the future? Hear from all three tiers of the beer industry as they discuss the pros and cons of using social media in their businesses and what they see developing in the future. You can't afford to miss this session.

The Demographics of Imported Beer: Surprises from the 2010 Census and Forecasts on Beer Consumer Migration

Sponsored by the National Association of Beverage Importers (NABI) and NBWA

The 2010 census results are out and revealing important insights into the shifting customer base for beer, wine and spirits. Benj Steinman of *Beer Marketer's INSIGHTS* will moderate a panel of experts – headed by demographer Robert Schmidt Ph.D., JD and Nick Lake of The Nielsen Company – discussing the impacts of population changes on the beer industry now and looking forward. Also joining the panel will be representatives from retail and market research who will give real time reports on the evolution of the core customer base for imported beer.

Keeping Your Staff Motivated Through Knowledge; An In-depth Look at Craft Beer and Food Pairings

Scott Kerkmans, Nazdar Beer, Inc.

Don't miss this amazing opportunity to learn the intricacies of pairing beer with food while also learning how to motivate your sales team (and your accounts) to sell more beer. As we taste our

way through several pairings you'll learn all the vital information you need for your sales representatives to begin hosting beer dinners in your market. Plus you'll get plenty of information to take home regarding the brewing process and today's fastest growing styles to keep your sales team motivated.

Monday, October 17, 2011

7:30 – 9:00 a.m.

Risk Management: Practical Strategies for Controlling Workers Compensation Claims and Loss Prevention Applications for All Lines of Insurance (General Liability, Auto, Workers' Compensation)

Lance Abbott and David Torres, BevCap Management, LLC

How does a work-related injury that begins as a simple injury escalate to involving multiple body parts, psychological trauma, tens of thousands of dollars in cost and then take a year or more to close the claim? During this 90-minute presentation, the curtain of "invented complexity" will be lifted. Information and practical solutions will be presented on how to take control of your claim. You will be given strategies on how to set and achieve goals to control your premium costs by controlling claim costs. Additional key topics of this presentation will include what you can do internally to significantly curtail risk management/loss prevention issues across all areas of your business.

Various role-playing scenarios to reinforce the concepts learned will be included during this presentation along with handouts that can help start or add to your current loss control/safety manuals.

Building a Superior Training System and Learning Culture in Your Organization

Bob Brown, Sales System Development, Inc.

The ongoing development of people is a major challenge. The key is being able to structure and sustain effective training and development for all functional areas of the company. Bob Brown will draw on his 25 years of beer industry experience to outline:

- A defined process for the training of new and experienced personnel
- Ideas on evolving Learning Management Systems (LMS)
- How to ingrain key behaviors in the company's DNA
- How to establish and manage training goals
- Guidelines for the management of the training function.

Margin of Safety? Price vs. Value of Distribution Rights

Ben Bowen and Andy Christon, Ippolito Christon & Co.

Benjamin Graham, the father of "value investing," introduced the idea of a "Margin of Safety" in investing. Warren Buffet, who considered Graham one of the most influential people in his life,

seeks that same "Margin of Safety" in his investments. Why does price not always equal value? Why should beer distributors understand this concept? This interactive discussion will encompass key concepts for the purchase, sale or valuation of beer distributorships as well as "Golden Cases."

Successful SKU Management, Handling and Storage Strategies

Greg Ellis and Ned Bauhof, Precision Distribution Consulting, Inc.

Through extensive use of case studies, ranging from conventional to fully automated warehousing, as well as sales and delivery optimization, this seminar will demonstrate the value of progressive warehousing and delivery operations. PDC will portray results achieved by beer and wine distributors, ranging from 1MM to 15MM cases, with widely varying SKU portfolios. The speakers will showcase improvements gained from proven approaches to storage planning, pick area design, equipment application, loading processes and delivery methods.

Sales Leadership: Taking Management to the Next Level

Tom Fox, CM Profit Group

In order to take your sales team to the next level, your management team needs to do more than "manage" the team – they need to "lead" the team. Leadership means driving synergy, establishing a strong culture and developing people – all to enjoy the fruits of a high performance team. Fox will review how to establish and communicate your vision and mission, have a culture of accountability, build skills and gain "buy-in" from the team.

A Candid Multi-Tier Panel Discussion: Building Collaborative Relationships "Market by Market"

Greg Hopkins, Tamarron Consulting

Navigating through the assumption-based roles and responsibilities of the supplier and distributor tiers has become increasingly challenging and, at times, contentious. A panel consisting of members of the Independent Council on 3-tier Dynamics – a diverse collection of industry leaders from across the tiers – will share firsthand knowledge of Council-developed multi-tier roles, responsibilities and accountability tools and discuss how these tools can act as a GPS for improved relationship navigation. The discussion will focus on how the tiers can work together in a collaborative effort to sell more beer.

The Supplier and Distributor Relationship: Distributor Agreement, Franchise Laws and Recent Legal Developments

Michael D. Madigan, Madigan, Dahl & Harlan, P.A.

The rights and obligations that brewers and wholesalers owe one another are set forth in their beer distributor agreement. Understanding the legal parameters of that relationship is crucial to the success of any beer wholesaler. This seminar will discuss key provisions of beer distributor agreements, the effect that beer franchise laws have on these agreements, and the effect that other laws have on these agreements. In addition, because beer wholesalers are increasingly distributing nonalcoholic products, the seminar will cover laws which define the relationship between suppliers and distributors of these products. Finally, the seminar will discuss what to do if disputes with suppliers arise and will suggest specific strategies to deal with these situations.

Moving Product Through Experiential Marketing and Social Media

Garret O'Shea, RedPeg Marketing

Your company has a Facebook page. Now what? Experiential marketing has evolved and social media has blown the covers off the “how to” guide. By creating meaningful experiences around the brands and venues that sustain your business, you are at an advantage. Learn how the social media arm of your marketing expenditures will elevate demand for your inventory and how the conversational forum it provides will work for you 24/7.

Beer Marketer's INSIGHTS: Deep Dive on Distributors and Beer Industry Data

Benj Steinman, Beer Marketer's INSIGHTS

Beer Marketer's INSIGHTS president Benj Steinman will dig deep to bring distributors fresh insights and analysis about the U.S. beer industry and how beer distributors' critical role in it has evolved. Steinman will present a comprehensive look at the latest beer industry stats and trends, going into more depth than usual to uncover actionable information for distributors. But he will also explore such important themes as consolidation, brewer/distributor relations, the legal and legislative landscape, the rise of craft brewers, distributor networks of different suppliers, what's happening with non-alcoholic beverages and much, much more. Join Steinman for an illuminating 90-minute seminar from the industry's leading provider of information since 1970.

The Evolving Three-Tier System

Joe Thompson, Independent Beverage Group

IBG will take an in-depth look at how industry trends such as volume, margin and cost impact the three-tier system. The seminar will then include a discussion on how these variables could cause dramatic change. Emphasis will be placed on the pace, price and pressure points of consolidation. IBG will show that distributors should embrace value added services in this cost cutting environment and discuss how the choices distributors make will significantly affect consolidation.

Tuesday, October 18, 2011
7:30 – 9:00 a.m.

Consolidation Opportunities? Look Inside Your Own Four Walls!

Michael Brunetto, ARCO National Construction/Beverage Group

Lost among all the talk about distributor consolidation is an opportunity that many distributors may have overlooked – consolidating your current satellite or branch locations under one roof. Eliminating unnecessary buildings within your territory can yield significant operating savings – think of it as your own in-house consolidation! Recent advances in delivery equipment, technology and methods have greatly expanded the footprint that can be economically delivered from one location. Join ARCO Beverage Group and Roadnet Technologies in this interactive workshop that will explore the costs and benefits of alternatives to your current branch setup.

Seven Steps to Optimizing Customer Service Costs

Tim Coughlin, DMG Financial

Recently price increases and low inflation have buttressed distributor profits against volume declines. Moving forward, these factors will provide less earnings support. Managers will need to delve deeper into their cost structure. Making the most of dollars spent *on the street* is essential because that's where the majority of operating costs are incurred. This seminar will present a process for analyzing and optimizing customer service to your distributorship's unique customer base, portfolio and competitive strategy.

The Opportunities and Challenges Presented by the 10 Most Important Provisions in Your Distributor Agreements and How Best to Deal with Them

J. Michael Dady, Dady & Gardner, P.A.

Michael Dady, who has been ranked by Chambers USA as one of the best franchisee/distributor lawyers in America, will give his perspective and some advice about how beer distributors can best maximize the opportunities and minimize the challenges in dealing with the 10 most important provisions in most beer distributor agreements, including minimum performance criteria, deficiency termination, pricing mandates, transfer/succession, new products, unilateral amendment, distributing other brands, operating standards and dispute resolution provisions.

“Bench Strength”: How to Successfully Develop Your Next Generation of Leaders

Matt Dahlstrom, LearnBeer.com

We have a “talent gap” – a gaping hole in our industry that has become a challenge to wholesalers across the country. Starting today we need to prepare our employees to take on

bigger and more challenging leadership roles. Building the leadership bench strength of your organization requires a steady supply of talented people who are prepared to take on this challenge. If you're feeling pinched because of a shortage of quality leaders who can manage people and a P&L, you're not alone. With 20 years of experience helping wholesalers adapt to today's beverage industry, author, trainer and beverage consultant Matt Dahlstrom outlines the 10 ways to grow tomorrow's leaders. You'll learn how to map your employees' leadership potential, measure critical leadership skills and accelerate development to prepare employees for bigger roles.

Brewers Association/CraftBeer.com Bootcamp for Distributors

Julia Herz, Brewers Association

Join Julia Herz, Craft Beer Program Director at the Brewers Association (BA) and publisher of CraftBeer.com, as she shares an overview of the latest statistics on U.S. craft brewers and Association resources available to distributors. The BA has also tapped an industry analyst who will present current sales trends in the craft segment. As an added bonus, several American craft brewers will share what they want distributors to know about working with today's small producers.

Blue Skies Ahead: Women Craft Beer Buyers + Craft Beer + Social Media = SUCCESS!

Ginger Johnson, Women Enjoying Beer

Marketing craft beer to women is the way to your future success. Learn the basics of why, how and when women engage in social media and in craft beer and how you can build steady sustainable sales with this magic trifecta. This seminar will cover what you can do about it today. Beer, women and social media are all here to stay. Can you afford to miss this session? Be ready, come to this session and get ahead.

Succession Planning: How to Accomplish It Successfully and Maintain Peace Among the Stakeholders

Timothy R. Lee, ASA, Mercer Capital

Planning for management and ownership succession is a daunting task due to the increasing complexity of day-to-day life as a distributor as well as the long-term strategic issues facing the beverage industry. Ultimately, most planning actions and conflicts revolve around the issue of valuation. When your shareholder base, the market or your supplier dictate that you are either exiting or accumulating ownership, the primary concern is the value at which transaction participants will buy and sell. This session provides an overview of critical succession planning considerations as they relate to valuation. In addition, Tim Lee instructs attendees about the conflicts that will likely arise among shareholders, non-family managers and family members as

a result of the succession process. Lee also will provide insight on the financial positions that often underpin buyers' and sellers' claims about business value, whether in a courtroom setting or across the dinner table. Attendees will gain significant resources to effectively review and understand the uses and abuses of valuation reports for succession planning, transactional events and litigated disputes.

Beyond Beer 101: The State of Beer Education, Training and Certification in Our Rapidly Changing Market

Samuel Merritt, Civilization of Beer

There's a lot of misinformation about beer out there. Bad information hinders sales and breeds confusion for retailers and beer drinkers alike. In this seminar, we'll explore all the information pathways in the three-tier system and provide several of the options available for accurate information about beer. Providing good information to the people who make a difference in sales by educating customers adds value, whether teaching styles of beer or proper storage and service. We'll provide attendees with the resources for good beer education and add in an in-depth and personal view of the beer sommelier's growing role in the business of making and selling beer.

Your Brewprint Solutions: The Challenges Presented to the Five Tiers of the Craft Beer Industry

Joth Ricci, First Beverage Group; JB Shireman, The Beverage Intelligence Group; Bump Williams, Bump Williams Consulting

In this point vs. counterpoint discussion, the presenters will debate their perspectives on the craft beer category from a supplier, distributor and retailer point of view and will offer solutions to the challenges facing the five tiers of the craft industry. Whether it's a concern about supplier-to-supplier dynamics, SKU proliferation, sales focus, getting the "local" product to market or consumer trends, the presenters will deliver ideas on how to successfully tackle these issues.

Behind the Headlines: The Latest in Industry News from *Beer Business Daily*

Harry Schuhmacher, Beer Business Daily

Beer Business Daily publisher Harry Schuhmacher takes you through current events in the beer industry and examines how they may impact the future. The seminar will cover both supplier and distributor consolidation issues, craft beer's exploding growth, demographic changes, retailer power, taking costs out of the system, the reformulation of caffeinated alcohol beverages, three-tier threats and more. Schuhmacher will attempt to extrapolate from past developments and recent events to predict the most probable scenarios for the future and suggest what distributors can do to influence those events.