



EDUCATION SEMINARS

Sunday, September 29, 2013
1:00 – 3:00 p.m.

What's Better than Cash? How Leveraging EFT and E-Commerce Leads to Immediate Savings

Sponsored by the Beer Industry Electronic Commerce Coalition (BIECC)

A variety of factors have led to a slow year for beer sales nationwide. First, industry economist Lester Jones will provide an economic snapshot of the industry. Then, distributors and retailers will discuss how the use of some basic electronic-commerce solutions can reduce delivery times, speed up payment and save hours in the back office for distributors and retailers as they seek to improve their bottom lines.

What's Driving the Retail Beer Consumer's Buying Decisions? A 2014 Outlook

*Sponsored by the National Association of Beverage Importers (NABI) and NBWA
Panelists: Randy DeWitt, Front Burner Restaurants; Bill Pecoriello, GuestMetrics and Consumer Edge Research; Robert Schmidt, Ph.D., University of Nevada, Las Vegas and Claremont College; Eric Shepard, Beer Marketer's INSIGHTS.*

This panel of experts and entrepreneurs will discuss the multiple factors driving beer consumer choices for how, where and why they buy malt beverages. From analysis of broad and deep on-premise data and socioeconomic findings to in-the-trenches concept development and execution, these leaders will inform and excite you about what to expect in 2014.

The Cost of Health Care: Planning Strategies for the Business Community

Nick Hammelman and Tony Hines, Northwestern Mutual; Tom Tobin, Fit for Work LLC

Health care costs continue to increase for businesses across the country. NBWA Founders Club Sponsor Northwestern Mutual will provide an update on the status of The Affordable Care Act and existing deadlines to ensure that distributors are planning proactively for regulatory changes. Tom Tobin of Fit for Work LLC will educate attendees on how to incorporate a wellness program into your health care strategy. Attend this seminar to learn strategies that will help your business stay ahead of the curve on health care. Discover the best practices that business leaders are using to contain health care costs.

Monday, September 30, 2013

7:30 – 9:00 a.m.

Building Negotiation Skills Builds Sales & Profits: Is \$\$\$\$ Being Left on the Table?

Robert Brown, Sales System Development, Inc.

When dealing with customers, vendors, suppliers or employees, the negotiating skills of distributor personnel – from managers to drivers – can impact the bottom line. Those who have mastered negotiation tactics are better sales people and managers, generating a higher return on investment. Participants in this interactive session will learn their own negotiation style and how to recognize the style of those with whom they do business. The seminar will define the difference between "selling" and "negotiating," and describe five high- impact negotiation planning questions. Participants will learn techniques for managing the give and take of concessions and eight specific negotiation tactics.

Redefining Distributor Values: What's the Rush?

Tim Coughlin, DMG Financial

Buyers inspired by cheap money and tax motivated sellers produced a bump in deals and another uptick in values last year. This latest price escalation can be explained using relatively modest updates to old assumptions. Inside the industry, notions of intrinsic worth have not changed substantially. Outside the industry, however, investors reexamining their notions of value in the wake of "The Great Recession" are looking at beer distribution for potential investment.

Understanding Social Media: The Evolving Beer Business

Matt Dahlstrom, Learnbeer.com

LinkedIn, Facebook, Twitter, YouTube, Instagram – what are these social media tools and should you use them to grow your business? Or maybe use them to find your next great employee? Yes. Technology teaches us that your business and your consumers are connected in ways you need to understand immediately. This 90-minute seminar will explain the benefits of using social media to stay connected with your customers, your consumers and your employees.

We Need More Space: The Science Behind Designing and Operating a Warehouse

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

Warehouses, once spacious and easy to operate, are now overflowing and congested. When determining corrective action, it is essential to define a balance between storage capacity, product accessibility and productivity. These elements must be defined based on a distributor's *current and future* SKU, shipping and inventory profiles. Using sample analysis, computer animation, computer simulation and numerous case studies, this seminar will show how best-in-class distributors are designing their warehouses for the future.

New Workplace Regulations: Solutions for Distracted Driving and Disengaged Employees

Theresa Gallion, BevCap Management, LLC/Fisher & Phillips LLP

This seminar will review key labor and employment developments and preview what employers can expect in 2013, including pending legislation and trends. This presentation will help show how to comply with these new and developing requirements while continuing to manage a quality workforce. Attendees will learn business strategies to address government regulation and avoid the civil penalties associated with distracted driving.

Emerging Brewers and the Business of Craft Beer

Moderator: Julia Herz, Brewers Association; Panelists: George Hancock, Phoenix Ale Brewery; Nico Freccia, 21st Amendment Brewery; Smoke Wallin, Napa Smith Brewery; Tim Suprise, Arcadia Brewing Company

Join four emerging craft brewers, each from different regions in the country, as they discuss the evolving craft beer segment, present different expansion modes and offer points for distributors to consider when carrying brands from smaller breweries.

Finding "Success" in Family Business Succession

Steven J. Lytle, Clearpath Family Advisors

Family businesses are the lifeblood of the U.S. beer distribution industry, yet studies show that only 3 percent of families successfully navigate past the third generation. Successful family ownership and management succession requires careful planning, healthy communication and robust systems and processes that support the long-term objectives of legacy-focused beer distributors and the families, employees, industry and communities they serve.

Recent Developments in Beer Franchise Law: Distributor Agreements, Terminations, Proposed Sales and Other Supplier/Distributor Disputes

Mike Madigan, Madigan, Dahl & Harlan, P.A.

As suppliers seek to consolidate and realign their distribution networks, legal disputes between suppliers and distributors have increased. These disputes have primarily arisen out of terminations, refusals to consent to proposed sales, brand extensions, discriminatory treatment among distributors and similar practices. This seminar will review the rights and obligations that suppliers and distributors owe one another in the context of distribution agreements, franchise laws and common law. Learn about public policies underlying franchise laws and recent legislative proposals to amend those laws. Lastly, the seminar will discuss recent franchise cases, what to do if disputes with suppliers arise and specific strategies to deal with these situations.

Current Beer Distributor Lending Environment

Moderator: Sean McLaren, OMAC Beverage Advisors; Panelists: Bob Beckley, Bank of America; Michael Homeyer, U.S. Bank; Joel Landis, JP Morgan Chase

Sean McLaren, a former banker and co-founder of OMAC Beverage Advisors, will moderate an interactive panel of three leading bankers who combined have more than 63 years of lending experience to beer distributors. The industry continues to evolve and so, too, does the lending landscape. Increased consolidation in recent years has added complexity to distributor capital structures. Distributors will benefit from the panel's insights regarding current trends and deal structures.

The Changing Landscape of Beer Distribution

Benj Steinman, Beer Marketer's INSIGHTS

Beer Marketer's INSIGHTS Editor Benj Steinman will discuss changes in beer distribution, including 2012's record number of deals, how craft has changed the landscape of beer distribution and the growing challenges of "SKUmageddon." This seminar also will look at important trends including "the big getting bigger," ABI's "branch strategy," the ABI system playing catch-up with companion brands, the difficulties of being a legacy Miller distributor, MillerCoors megadistributors and more.

Tuesday, October 1, 2013

7:30-9:00 a.m.

Battle Your Fuel Bill and Win!

David Brown, FleetMatics USA Inc.

Fuel prices are the second biggest expense for most beer distributors. Controlling these costs has become a competitive necessity. A distributor spending 20 percent less on gasoline than competitors has a substantial advantage. This seminar will introduce the power of GPS fleet tracking through case studies and outline six small steps that add up to big fuel savings. Learn how GPS fleet tracking is helping distributors win the "fuel bill battle!"

Staying in Business in the Face of Consolidation

Andy Christon, Ippolito Christon & Co.

Many beer distributors are facing the decision of whether to stay the course or explore a sale. This seminar will address trends in brand realignment and consolidation and how to assess your position and capitalize on opportunities for remaining in business in today's competitive market. It also will discuss the variables that impact the decision to "hold or fold," such as leverage options and your ability to acquire a diversified portfolio.

Sales Coaching: Managing an Exploding Portfolio

Tom Fox, CM Profit Group

Managing and coaching millennials requires a different mindset and skill set. Learn the three aspects of coaching that will drive enhanced teamwork, performance and continuous improvement with the development of your sales team. This seminar will concentrate on the notion that leaders as coaches need to influence their sales teams. Influencing not only behavior but also attitudes is the key to gaining buy-in from the team.

Beverage Distribution Contracts: Key Differences Among Beer, Wine and Spirits and Non-Alcoholics

Drew R. Jaglom, Tannenbaum Helpern Syracuse & Hirschtritt LLP

Typical wine and spirits and non-alcoholic beverage distribution contracts differ from beer, and there is less legal protection. As beer distributors expand into new categories, understanding key differences is essential to negotiating better terms. Drew Jaglom has represented distributors and suppliers in the three segments for three decades. He will review differences in industry practice and laws, focusing on key contract provisions: termination/compensation; supplier support; exclusivity; transfer; product definition; competing products; indemnification; choice of law; and arbitration/litigation.

Show Me the Money! An Introduction to Beverage Lending Basics

Jacob Johnson, Wells Fargo Bank

Your local bank has been great to you, always there when you need them for basic asset purchases. But when it comes to strategic opportunities, they have a difficult time providing you the money you need. This seminar will focus on the key differences between traditional "asset-based" lending and beverage "cash-flow" lending styles. It will walk through approaches to help you secure the funds necessary to reach your strategic goals – whether an acquisition, shareholder buyout or simply taking some of your hard-earned money "off the table."

Creating a Culture of Learning

Scott Kerkmans, Nazdar Beer Inc. & Beer Conscious Training

Have you struggled to find reliable and relevant content for your training? Would you rather involve your staff in their training than lead a weekly talk? Then check out this seminar by one of the premier beer knowledge trainers in the industry. You'll see how to incorporate your team in their own training for multiple topics – from off-flavors to sales and the brewing process. It's time to make training empowering instead of sleep inducing.

Keeping Success in Business Succession for Multi-generational Enterprises: A Contemporary Discussion on Age-old Hurdles

Rosemary Ringwald and Andrew Tanner, Bank of America

Don't miss this interactive dialogue that will illustrate through case studies some common and not-so-common challenges to smoothly transitioning ownership and control of a family enterprise. Topics will include family and hired management, active and non-active family members and the structures and planning utilized to attain family and business objectives. The focus will be on keeping succession planning current in light of changes to the business, the family and external factors – all from the perspective of the current generation of owners, the next generation of owners and other stakeholders in the company.

Tug-O'-War: The Competing Needs of Beer Industry Participants

Harry Schuhmacher, Beer Business Daily

Beer Business Daily Publisher Harry Schuhmacher will take a deep dive into the often mutually exclusive needs and wants of all of the varied constituencies of the U.S. beer business. Small brewers, brewpubs, regional brewers, large brewers, importers, distributors and retailers – while collectively known as the "beer industry" – each have specific needs which can cause conflict. The seminar will investigate the roots of these conflicts and explore roadmaps to better solutions during a Q & A session.

The Impact of Craft Beers on Operations

Steve Stomel, ProCat Distribution Technologies

Many beer distributors are finding that adding SKUs to their product offering is impacting the performance of their operation. This seminar will discuss the impact that the ever increasing number of SKUs is having on quality and productivity. It will address slotting and picking concepts, along with steps that can be taken to ensure accuracy and efficiency.

We Have Evolved, Now What?

Joe Thompson, Independent Beverage Group

This seminar will review how the beer industry has evolved and what aspects of distribution have remained the same. Independent Beverage Group will explain why it's important to pay attention to indicators that have a significant impact for all distributors: why consumers are turning away from beer; the future of business deals for both sellers

and buyers; and risks facing the beer distribution industry, including franchise laws, margin vs. performance issues and W&S inroads.