



2012 Education Seminars

Sunday, October 14
1:30 – 3:00 p.m.

Digital Media in a Modern Distributorship

Sponsored by the Beer Industry Electronic Commerce Coalition (BIECC)

Join us for a comprehensive panel discussion exploring successful ways distributors of all sizes have used social media and the Web to enhance their businesses. Attendees will learn about innovative ways distributors improved their retailer relationships through interactive company websites and creative social media campaigns. The panel will also look at how companies are working to quantify the value digital media provides. Bring your questions for this experienced industry panel of your peers!

Building Customer Relationships That Sell More Beer!

Bob Brown, Sales Systems Development, Inc.

Bob Brown, one of the beer industry's most experienced trainers, will present ideas on how to be more effective at building relationships with customers, suppliers and employees. As sophisticated as the beer business has become, the reality is we still do business with people. The more we understand about human behavior, and the principles of influence and persuasion, the more successful we will be selling beer. This seminar will offer practical techniques for building rapport, credibility and trust that result in productive business relationships.

Developing a Successful Employment Testing Program

Tom Tobin, BevCap Management LLC/WorkSTEPS

The Occupational Safety and Health Administration (OSHA) estimates that one in three American workers will suffer a musculoskeletal disorder this year at an estimated societal cost of \$150 billion. Functional Employment Testing can be the "missing link" in successful safety programming to assist employers in preventing injuries and containing costs. This seminar will explain the legal and practical considerations for development and implementation of a functional testing program that will reduce injury risk.

Monday, October 15
7:30 – 9:00 a.m.

Stop Thinking Like an Employee: Building an Empowered Team of Owners, Not Renters
Matt Dahlstrom, Learnbeer.com

“Job-owners” are employees who naturally give 110 percent. To them, work is part of a bigger cause because they believe in the mission and are truly responsible for the outcome. They own their job and consistently create value for the company. So how do you turn job-renters into job-owners? In 90 minutes, author Matt Dahlstrom will give the seven secrets in his new book, *Stop Thinking Like an Employee*, and build an empowered team of people who own their jobs and work to help the company win.

Identifying the Total Low-Cost Strategy: Warehouse and Delivery for the Future
Greg Ellis and Ned Bauhof, Precision Distribution Consulting, Inc.

Considering growing portfolios, competition, pricing pressure, delivery frequency, fuel costs, and tighter margins, the importance of a low-cost strategy has never been greater. Distributors are looking to evaluate every potential warehouse and delivery solution. Unfortunately, many distributors make decisions based solely on past experience. Through a review of operating cost components and multiple case studies, this seminar will discuss the innovative approach required to evaluate, define, and execute an optimal beer/wine distribution cost structure.

Social Media 102: The Next Step
Apryl Hanson and Alicia Anderson, Blytheco

So you’ve dipped a toe into social media – set up Facebook, explored Twitter. Now you need a strategy and a plan to make it work effectively. Social media helps build brand awareness and improves business connections. This seminar will help you decide which social media tools are right for your brand and will detail how you can use social media to grow your company. Each attendee will get a take-home Social Media Guide and a free website analysis.

Jumpstart Sales Through Knowledge, Not Money
Scott Kerkmans, Nazdar Beer, Inc. & Beer Conscious Training

If you have been concerned with rising costs and lackluster sales in today's marketplace, you aren't alone. During this 90-minute seminar, you'll be shown proven, inexpensive techniques to get your staff motivated to sell without mentioning incentive trips, iPads or even commission checks. Techniques discussed will include beer knowledge classes (that actually increase sales), homebrewing seminars, minimizing downtime during training and an introductory syllabus to follow to begin this transformation.

The Supplier & Distributor Relationship: Distributor Agreement, Franchise Laws & Recent Legal Developments
Mike Madigan, Madigan, Dahl & Harlan, P.A.

This seminar discusses 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. Because beer distributors are increasingly handling non-alcohol products, the seminar will also discuss laws which define the relationship between suppliers and distributors regarding these products. The seminar also will survey recent cases involving disputes between suppliers and distributors. Finally, the seminar will discuss what to do if disputes with suppliers arise and will suggest specific strategies to deal with these situations.

The Evolving Distributor Landscape!

Joe Thompson, Independent Beverage Group

This seminar will review the industry's recent history and offer insight into why you should pay attention to important indicators that could have a significant impact for distributors. Independent Beverage Group takes sometimes confusing and conflicting information and offers common-sense solutions. This seminar will discuss how the choices distributors make will affect their future.

Tuesday, October 16
7:30 – 9:00 a.m.

Business Succession Planning: The Key to Preserving Family Value

Ben Bowen, Ippolito Christon & Co.

Distributors will be faced with choices of either selling their businesses, merging their businesses, passing down their businesses to the next generation, or throwing their businesses to the wolves! Businesses differ from other assets and should be managed from a perspective of creating and preserving value. Key estate and gift tax concepts and their interrelation with succession planning will be reviewed along with ideas for effective succession planning and value management.

Fraud: What Every CEO Should Know

Barry Brandman, Danbee Investigations

Business fraud now exceeds \$450 billion annually, and beer distributors certainly have not been immune. In this seminar, you'll learn the critical mistakes made by other companies and how to avoid duplicating them, where a beer distributor is most vulnerable, several of the devious methods used by dishonest employees, why auditors almost always fail to uncover white collar crime and what never to do if you suspect that you may have been victimized. You'll also learn which safeguards are most effective at protecting your company.

Key Account Leadership

Tom Fox, CM Profit Group

In order to properly influence your key account retailers' distribution and promotional decisions (the key to growing market share), your staff needs to be able to analyze data from a number of sources, interpret that data and then prepare and deliver an insightful presentation. To ensure

that your key account team is able to sell executable solutions via compelling presentations, don't miss this program!

The Health-Care Reform Debate Rages On: Planning Strategies for the Business Community

Nick Hammelman and Tony Hines, Northwestern Mutual (NBWA Founders Club Sponsor)

Northwestern Mutual will provide an update on the current status of The Affordable Care Act and existing deadlines to ensure that distributors are planning proactively for regulatory changes. Attend 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 maintain margins, without jeopardizing recruitment and retention.

Trends, Tips and Tricks from U.S. Craft Brewers

Julia Herz, Brewers Association

Craft beer is on fire across the United States, and today there are more than 2,000 brewers in business from coast to coast. Hear directly from a panel of craft brewers who will discuss trends, tips and tricks of the U.S. craft beer market today. Information will be tailored to distributors and include ways to best leverage the incredible groundswell of interest for today's craft beers.

Strategies for SKU Growth and Impact on Warehouse & Delivery Costs

Chet Willey, Chet Willey & Associates

Dramatic increases in SKUs have had a significant impact on warehouse and delivery costs. Many distributors are averaging a net increase of 75-150 SKUs/year, which has resulted in reduced productivity and increased operating costs. SKU growth is a major reason that distributors must expand their current facilities or build a new facility. This seminar will look at strategies for evaluating new SKUs and predicting future facility requirements.

Tuesday, October 16

2:00 – 3:00 p.m.

Distributorship Pricing: Bounty is in the Arms of the Cash Flow Hoarder

Tim Coughlin, DMG Financial

There have been some exceptionally high distributor and seemingly extravagant brand multiples recently. These multiples merit skepticism. The economy has been weak, unemployment is high and beer has lost volume and share. The erosion of the three-tier system is now more, not less likely. Nonetheless, buyers are saying yes to outwardly high multiples. This seminar will examine why consolidators step up to grab such high multiple deals and a potentially closing window of opportunity for sellers.

What Does a Cicerone Know?

Ray Daniels, Cicerone Certification Program

While marketed as a simple pleasure, beer spouts from the intersection of advanced sciences and comes cloaked in complex cultures that have evolved and developed for hundreds of years. To sell beer today takes the right mix of technical savvy and cultural understanding. This seminar explores what Cicerones should know through a series of quick lessons plus in-depth looks at selected key issues. Participants will emerge with a more educated understanding of the wide range of flavors that beer offers, and they will acquire new knowledge about the wide range of beer styles that can help them sell more beer.

Factoring the Fourth Tier into the Three-Tier System: The Beer Drinker Wags the Dog
Ginger Johnson, Women Enjoying Beer and Samuel Merritt, Civilization of Beer

While the three-tier system is widely discussed, there's actually a fourth tier: the crucial exchange between beer seller and beer drinker. Including the beer drinker is the right way to approach sales. Seamlessness between all four tiers equals maximum success. Ginger and Sam will discuss gaps that must be bridged to get your beer from retailer to beer drinker. You'll get immediately useful ideas at this information-packed session.

Point of Sale Printing: Turning the Print Shop into a Profit Center
Jason Metnick, LexJet

It is estimated that beverage distributors will spend more than \$50 million printing point of sale advertising. Is that money being utilized to its fullest? Is it possible to make point of sale printing a revenue generator as opposed to a loss leader? In this presentation, LexJet's Jason Metnick will answer these questions and more as he explores the costs, benefits and potential profits of printing point of sale promotions and advertising in-house.

America's Beer Industry: Past, Present and Future
Harry Schuhmacher, Beer Business Daily

Thousands of people in the beer industry read his publication every morning to get the pulse of the business. Hear firsthand from *Beer Business Daily* publisher Harry Schuhmacher as he takes a close look at past issues that have shaped this industry, how we are dealing with them presently and the various scenarios that could play out in the future.

The Case for Robotics: A First Look at the 2012 Automation of One of North America's Largest Beer Distribution Centers

Tom Pollard, P. Eng., Application Engineer, Automated Warehousing Systems, RMT Robotics

As pressure increases to reduce operational cost and improve efficiency in beer distribution centers, many companies are looking at materials handling automation and robotics as a solution. This seminar presents an in-depth look at the ground-breaking automation, including the decision making process, the pros and cons of implementation, the justification and the extended factors that drove the automation of one of North America's largest beer distribution centers.