

A Message from the Chairman & the President

Welcome to Chicago, an undeniable beer lover's paradise!

We are excited you're here for NBWA's 85th Annual Convention and Product Showcase! This year's event features an exciting lineup of speakers, presentations and seminars – all of which will showcase developing and innovative practices across the beer and beverage industry.

Our agenda for this lively trade show is jam-packed. NBWA is excited to present 120 exhibiting companies in the product showcase, a unique opportunity for you to learn about products and services from across the country to help your business grow. We also encourage you to take advantage of the 19 education seminars led by some of the industry's top leaders.

This year's speakers offer an impressive range of insights. Anheuser-Busch Chief Executive Officer Brendan Whitworth will join us during Monday's general session program. Additionally, former NFL quarterback Troy Aikman will discuss his new EIGHT Elite Light Lager in a conversation with Mike McGuire, President & CEO of Andrews Distributing Co. On the political front, NBWA is excited to have political analyst Chris Stirewalt speak on some of the critical issues in Washington, D.C., including the upcoming midterm elections.

Be sure to stay connected throughout the convention by following #NBWAConvention on social media and by downloading the official convention app. We hope you have a great week and enjoy the convention!

Cheers!



Peter Heimark
2021-2022 NBWA Chairman of the Board



Craig A. Purser
NBWA President & CEO

Meet the Incoming Chairman



Incoming NBWA Board Chairman Gordon Green currently serves as Vice-Chair and has been a member of the Board for over 12 years.

Gordon Green is the President-GM and Equity Manager of Capital Distributing in Oklahoma City, Oklahoma, and has worked with the company for nearly twenty years. Green has extensive experience in the beer distribution industry and the broader beverage space. He began his career in the beverage industry at the Gallo Wine Company in Southern California as a salesman and district manager. He went on to work at Pepsi-Cola Bottling Co for eight years, where he served in sales and operations management roles. Green then returned to the Chicago area where he grew up to work as a general sales manager at Courtesy Distributing before moving on to Coca-Cola Enterprises in Central Illinois for four years. He spent a year in the Coors Brewing Company's Key Leadership Program.

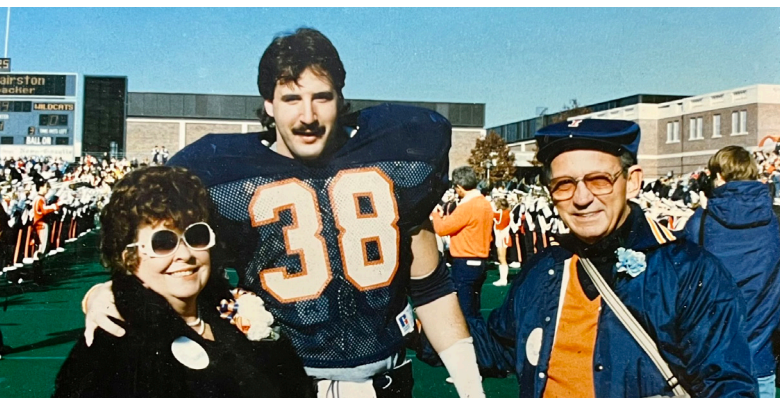
Born in Champaign, Illinois, and raised in Lake Zurich, just outside of Chicago, to a stay at home mom and airline pilot father, Green spent his summers on the lake, skiing and boating with friends. In high school, he was a three-sport athlete. His football skills landed him a scholarship at the University of Illinois,



"I'm incredibly excited for the year to come. I've been involved with NBWA for many years and my time spent on the Board has been one of the most rewarding experiences of my life. I believe I am uniquely positioned to tackle the challenges facing our industry, given my experience across the beverage industry. Our industry is constantly evolving and facing new challenges and opportunities, and it is important that we also continue to adapt."

Champaign-Urbana, where he played tight end and outside linebacker. He even had the opportunity to play in the 1984 Rose Bowl and the 1985 Peach Bowl.

Green has been married to his wife Jodi Green for 28 years. She is a full-time volunteer at the Oklahoma City Catholic Charities Central offices in their finance department. They have three children together: Jessica, who has worked at Capital Distributing for eleven years and currently is the On-Premise Sales Manager; Michael who is a lawyer at the University of Oklahoma's Athletic Department and Jacquelyn, who is completing an accelerated nursing program.





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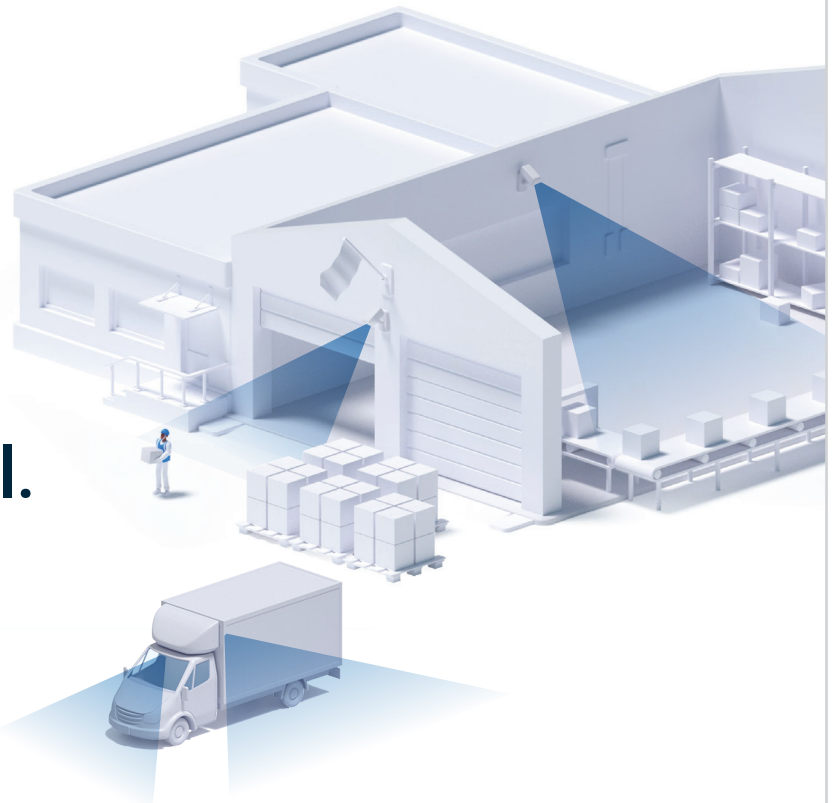


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Featured Convention Speakers



Troy Aikman, former NFL Quarterback

Troy Aikman is a former American football quarterback who played in the NFL for 12 consecutive seasons with the Dallas Cowboys after graduating from UCLA. The number one overall draft pick in 1989, Aikman played as the Cowboys' longest-tenured quarterback. During

his career he led the team to three Super Bowl victories, was the Super Bowl XXVII MVP and was a six-time Pro Bowl selection. He was inducted to the Pro Football Hall of Fame in 2006 and the College Football Hall of Fame in 2008.

Since 2001, Aikman and Joe Buck have served as Fox Sports' top NFL broadcast duo, earning three Emmy Award nominations and the Walter Payton Man of the Year Award. Throughout his career, Aikman has engaged in several successful business ventures outside of football. Most prominently, in January 2022, he founded EIGHT Elite Light Lager, a disruptive newcomer to the light beer category. Additionally, back in his college days he had the opportunity to work for a beer distributor.

Brendan Whitworth, Chief Executive Officer, Anheuser-Busch

As CEO, Brendan leads Anheuser-Busch's growth and long-term commercial strategy. Drawing on his deep experience in the CPG industry and his eight years in the Marine Corps and



Central Intelligence Agency, Brendan has a unique perspective on their business and their consumers. In his previous role as US Chief Sales Officer, his strategic leadership, strong customer relationships and expert use of innovative sales technologies and consumer insights resulted in improved financial results and strong commercial momentum for the company. Since joining A-B in 2013, Brendan has held key positions across their sales organization including leading trade marketing, category and sales technology efforts in the US.



Mike McGuire, President & CEO, Andrews Distributing Co.

Mike McGuire has led Andrews Distributing, one of the nation's largest beer distributors, since 2010 as president, and CEO since 2018. Mike works daily

to model Andrews' purpose as he leads a team of 1,600 serving more than 10,000 retail customers in 26 Texas counties and a portfolio of over 700 brands from 44 brewing partners.

His background in high-tech sales and marketing, along with his focus on innovation has been instrumental to evolving Andrews' business model in a way that uses data and insights to help customers grow their business and build brands. Among his greatest achievements has been the creation of patented beer brand-building software tools that enable the team to serve their retailer customers.

Currently, Mike is an active board member of the Wholesale Beer Distributors of Texas and a member of NBWA. In addition, he has served on MillerCoors and Heineken's national distributor councils. Mike received his MBA with honors from the SMU Cox School of Business and has a bachelor's degree in business management from Boston College.

Featured Convention Speakers **continued**



Chris Stirewalt,
Political Analyst

For more than two decades, Chris Stirewalt has been a leading and trusted voice in U.S. politics. One of today's liveliest political commentators, he is highly regarded for his candid and straightforward analysis of our current political climate — using his signature 'tell-it-like-it-is' approach to cover the most significant issues of the day and provide his expert outlook for the future. Stirewalt is also the author of the books *Broken News*, a deeply researched, conversation-provoking study of today's profit-driven news cycle and how it can be repaired, as well as *Every Man a King*, a dynamic account of America's populist tradition.

Most recently, he served as the politics editor for the *Fox News Channel*, where he helped coordinate

political coverage across *Fox*. His extremely popular daily newsletter, *Fox News Halftime Report*, had more than half a million subscribers, and his podcast he co-hosted with Dana Perino, *I'll Tell You What*, was so successful that it was spun off into a television show of the same name leading up to the 2016 election – an industry first. Joining FNC's Washington bureau in 2010, Stirewalt made daily appearances on multiple *Fox* network programs, including *America's Newsroom*, *Outnumbered*, *Special Report with Bret Baier* and *Fox News Sunday* with Chris Wallace. He was also a part of the *Fox News Decision Desk* team, where he called races on election nights, and hosted the *Fox Nation Halftime Report* streaming show.

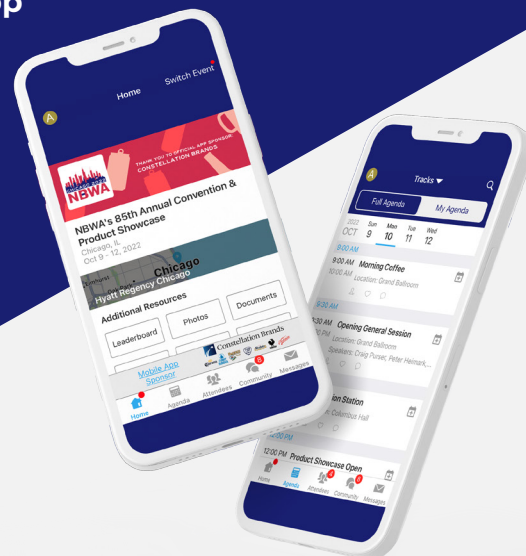
Prior to joining FNC, Stirewalt served as political editor for *The Washington Examiner* where he wrote a twice-weekly column and led political coverage for the newspaper. He also served as politics editor at the *Charleston Daily Mail* and *West Virginia Media*. He is a graduate of Hampden-Sydney College in Virginia.

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Women Leading the Industry

Women in the beer industry can face immense pressure to succeed in what has historically been a male-dominated environment. However, women are increasingly becoming an important part of the beer business, which is why NBWA launched the Building Relationships & Empowering Women (BREW) initiative in 2021. Here's what some industry leaders had to say about their experiences, and advice they would offer to those looking to elevate women in the workplace:



"Women can help other women into leadership roles by supporting one another in our mutual growth and development in this fun and rewarding industry!"

MARYAM MORSE, *EVP Human Resources and Communications, Andrews Distributing*



"It has started through allyship with our male counterparts. With their help and support, women can realize their ambitions in this industry and we can work towards a better gender balance at the top."

LINDSI TAYLOR, *Director of Corporate Communications, Columbia Distributing*

"Make it a point to seek out new, diverse people that you may not normally work with. Bring them into the fold. If they're good at what they do, give them a 'leg up' when you can. Nothing changes if we don't change who we work with and promote."

JENN LITZ-KIRK, *Executive Editor, Beer Business Daily*



"Leaders are taking a stand on behalf of their employees, specifically women, to create high-performing and inclusive cultures. As they challenge the biases, behaviors and beliefs of the men, women and other underrepresented groups are driving the initiatives as well. It's only through this collaborative work that the beer business will shine."

SARAH BETTMAN, *Founder, Bettman Consulting Group*



"I'd love to foster an environment that builds self-confidence in women to strive for and thrive in leadership roles. More women in middle management roles can have a breakthrough impact in developing a more inclusive culture/industry."

LORI SCHEIFFLER, *Co-Founder and President, Tamarron Consulting*



BREW

BUILDING RELATIONSHIPS & EMPOWERING WOMEN

BREW's mission is to attract, connect and elevate women in beer and beverage distribution. Group membership is free and open to all interested distributor members. Email info@nbwa.org to join the email list so you don't miss out on initiative updates and opportunities to get involved!

Women Leading the Industry continued



"To support women into leadership roles, we can start by making a concerted effort to listen to women in our organization and give them credit for their ideas, contributions and accomplishments."

REBECCA MAISEL, General Counsel, Gulf Distributing Holdings

"One of the best ways to get women into leadership roles is inclusion. By including women in meetings, luncheons, speakers or other opportunities of the like, we are encouraging them to see the potential in themselves to do great things."

CARLY LAMONICA,
President, LaMonica
Beverages, Inc.



"Women-owned businesses represent a tremendous opportunity to level the playing field, particularly in male-dominated industries such as the beer distribution business, where we've demonstrated continued success for generations."

LAURA MARKSTEIN, President, Markstein Sales Company



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Join Us in Denver This Fall!

NOVEMBER 9 - 11

NBWA NEXT GENERATION GROUP 10TH ANNUAL SUCCESS IN LEADERSHIP CONFERENCE

NBWA's 10th Annual Success in Leadership Conference on November 9 - 11 in Denver, Colorado provides you with networking opportunities as well as educational content to learn more about the industry, share peer-to-peer best practices and gain leadership skills.

KEYNOTE SPEAKER

Russ Laraway, *Author,
Inspirational business leader*

Russ Laraway is the author of "When They Win, You Win: Being a Great Manager Is Simpler Than You Think", which provides a simple, coherent and complete leadership standard that teaches organizational planners and managers how to develop incredible levels of employee engagement. Russ Laraway's approach to management, developed at Google, Twitter and Qualtrics, shows the way to cultivate a happy, productive and engaged team. He has a diverse 28 year operational management career and has managed 700 person teams and \$700M businesses facing a vast array of leadership challenges along the way.



SCHEDULE AT A GLANCE

Wednesday, November 9

Welcome reception at 6:00 pm

Thursday, November 10

Breakfast

Programming all day

Evening event

Friday, November 11

Breakfast

Programming until 3:00 pm

FEATURED PRESENTATIONS

- "Hardwired to the Heart" by **Mike Barnes**, *Barnes Leadership and Strategy Coaching*
- "Leading the Culture of the Future" by **Sarah Bettman**, *Principal, Bettman Consulting Group, LLC*
- "What Does a Beverage Wholesaler Look Like in 5 Years? And How To Prepare" by **Wes Verno**, *Consultant, Verno Consulting, LLC*
- More programming and speakers be announced!



For more conference details or to register, visit www.nbwa.org/nextgen



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TRUIST



Recruiting and Retaining the Best and Brightest Workforce

In response to the challenges many distributors are facing recruiting during the nationwide labor shortage, NBWA created a customizable recruitment video with male, female and Spanish-language voiceover options. The video is intended to be used at job fairs, high school or vocational school presentations, in social media posts or however distributor businesses would like.

NBWA also provided support resources including suggested customization instructions, sample social media posts and tips on how to create a video.

If you'd like more information on the project or to get access to the tools, go to www.NBWA.org.



“We frequently hear from our members about the challenges of recruiting employees. It has become harder to get many applicants knocking on the doors of beer distributors – distributors must be more proactive to find the right employees. NBWA is proud to support beer distribution companies as they cope with continued workforce shortages.”

Craig Purser
NBWA President & CEO



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Life Service Award Winner



NBWA is proud to honor Lewis Bear Jr. with the Life Service Award in recognition of his lifetime of service to the beer distribution industry and his Northwest Florida community.

Lewis Bear Jr. is president and chief executive

officer of the Lewis Bear Company, the oldest privately held corporation in Florida and Anheuser-Busch's oldest continuous distributorship. Bear's family-owned company, which dates to 1876, carries more than 300 brands of beer and other products and operates two distribution centers in Northwest Florida. The company employs 270 people and handles distribution and merchandising for more than 2,500 accounts.



Bear was instrumental in helping Northwest Florida recover from the impact of the BP Deepwater Horizon oil spill, working with then Gov. Rick Scott and Sen. Don Gaetz to bring sorely needed recovery funds to Northwest via Triumph Gulf Coast, the entity created by the state legislature to distribute funds from the Deepwater Horizon settlement with BP.

Bear also served in the United States Air Force Reserve as Technical Sergeant from 1963 to 1969, receiving an Honorable Discharge.



LEWIS BEAR & CO., WHOLESALE GROCERS. 404, 406 & 408 Palafox St., Pensacola, Fla. 2, 4, 6, 8 & 10 Main St., Pensacola.

Bear is civically and politically active in Northwest Florida and held leadership roles for numerous civic and business organizations, including the Florida Beer

Wholesalers Association, the Pensacola Area Chamber of Commerce, Gulf Coast Community Bank, the Pensacola Museum of Art, the United Way of Escambia County, the Baptist Health Care Foundation, the Anheuser-Busch Wholesaler Advisory Board, Big Brothers Big Sisters of Northwest Florida, the University of West Florida, the Florida Arts Council and the Statewide Health Planning Council Board.



With his wife, Belle, and other family members, Bear founded the Bear Family Foundation which has donated millions to support Northwest Florida organizations, including the Bear-Levin-Studer Family YMCA, the Bear Family Foundation Pediatric Oncology Center for Hope, the Bear Family Foundation Center at Baptist Hospital and the Bear Family Foundation Engineering Program at the University of West Florida. Bear has three children, Lewis III, Cindi and David, as well as four grandchildren, Lauren, Chad, Julia and Max.

Bear is recognized as a "living legend" by *Florida Trend* magazine. He holds a bachelor's degree from Troy University.

Compensation & Benefits Study

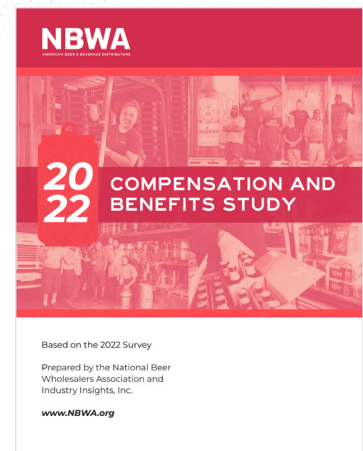
The *Compensation & Benefits Study* gives beer distributors the ability to compare compensation, benefits and Human Resources policies with other distributors of similar size and by region. Produced every other year, NBWA's *Compensation & Benefits Study* provides timely information and is an important management tool for beer distributors. The 2022 study is now available for purchase on NBWA's website!

Report Highlights & Key Findings

- The U.S. beer and beverage distribution industry employs more than 140,000 people who work every day to build and support beer brands in their local markets. Real wages have been on a steady rise in the industry for several years now. However, balancing the wages and benefits against recent increases in the cost-of-living will remain a challenge into next year.
- At the heart of the beer and beverage distribution industry, about one out of three employees are in sales roles with the position title route salesperson leading the charge. Median salaries for route sales positions have increased by over 6%, the 2020 survey found.

The median annual salary for this position is \$59,000, with a lower boundary of \$53,105 to a high of \$65,400.

- For every case that is sold, a driver needs to deliver. About one out of every three jobs at a distributorship are in the driver/delivery role. The survey found that median wages for delivery drivers have increased by over 10%, since the last survey in 2020. The median wage for this position is \$24.52 per hour, with a lower boundary of \$22.00 per hour and a higher boundary of \$27.00 per hour.



Beer Purchasers' Index (BPI)



The NBWA Beer Purchasers' Index (BPI) is an informal monthly statistical release giving distributors a timely and reliable indicator of industry beer purchasing activity. BPI is the only forward-looking indicator for the industry to measure expected beer demand (one month forward) in the marketplace. Similar to the widely recognized Purchasing Managers' Index, the BPI is a net-rising index and a leading indicator of industry performance based on survey responses from participating beer purchasers. The index surveys beer distributors' purchases across different segments and compares them to that of previous years' purchases.

Attention beer distributors: You can sign up to participate and receive the first and only advance notice of expectations for increasing or decreasing sales. For additional information, please email bpi@nbwa.org.

What Beer Industry Leaders are Saying

Adam Vitale, *President, G&M Distributors, Galesburg, IL*

What advice do you have for future leaders in the beer distribution industry?

Be open to a variety of opportunities and make yourself try new things. At a non-industry seminar in 2019, I heard a healthcare professional attribute his success to “saying yes.” Each time he was presented with an opportunity, he accepted the challenge, whether he liked it or not. This same philosophy can apply to next generation beverage distribution leaders. When you think you have mastered the off-premise, take a job in the on-premise. If you do not know much about human resources or finance, challenge yourself to take a position or go to special training to make yourself a multidisciplinary leader. Ultimately, being multidisciplinary will lead to more success and make you a better leader.



much faster than I did. Most importantly, love what you do and have fun doing it!

Bob Archer, *Chairman and CEO, Blue Ridge Beverage Co., Inc., Salem, VA*

What is your favorite part of your job?

With some hindsight, I would say the “journey,” along with those that help you get where you are going, as you strive to grow your business, etc. This includes family of course, but we must also understand and support our valued employees that come to work every day and make it happen. You simply cannot do it by yourself, so surround yourself with good people, train them and let them do their job. So – the favorite part has to do with your relationships with people (your company, your customers and the community in which you service). Lastly, I would say that another part of my job over the years (by being engaged in your state and national trade associations, for example) that has been enjoyable, is meeting people from all over the country in our industry who have become lifelong friends for many years (all brands, etc.).



Laurie Brown, *Vice President, Brown Distributing Co., Austin, TX*

What advice do you have for future leaders in the beer distribution industry?

First, don't be afraid to reach out to us “old beer folks” and learn from us. While our business has had many changes, the fundamentals are still the same. I learned so much from so many great beer people who offered great advice and helped me along the way. Mike Hopkins, Sr. was my political and family matter consultant, and we spoke on a regular basis, along with the great Mike McKinney! I spent one whole day with Troy LaGrone at Ben E. Keith in my 20's. At Wholesale Beer Distributors of Texas (WBDT) meetings, I would go to dinner with people like Lawrence Del Papa and Hack Branch and just listen to them talk about business. I also called Robert Hallam on many occasions to ask for his opinion. And second, expect and adapt to changes in this business. I wish I had embraced the craft beer movement



Peter Heimark, *NBWA Chairman, President, Heimark Distributing LLC, Indio, CA*

What advice do you have for future leaders in the beer distribution industry?

Show up! Everything good about this industry starts with showing up: going to the warehouse at 4:00 a.m. to hear from your crew, stopping by a bar at 5:00 p.m. to hear from the bartender or heading to Washington D.C. this spring so that your elected representatives can hear from YOU. Don't stand on the sidelines! Get involved in your state association, the NBWA and your partner brewers' advisory council. Your voice needs to be heard!





Patrick Blach, *Pres., Blach Distributing Co., Elko, NV*

What is your favorite part of your job?

I have lots of great experiences, but if I have to identify the most enjoyable thing, I would have to say that I enjoy taking care of and speaking with our customers the most. Our retail customers are so vital to our industry, and it is an amazing thing that through the products we offer them, we can work together to both be successful businesses. There are so many people and personalities – an endless variety of discoveries in our industry.

Exhibitor List

5-Hour Energy / Living Essentials	eoStar	Purkeys
6Street Digital	EPIC Worldwide, LLC	Purple Love Brands, LLC
99Bottles	Eternal Beverage	Quantiphi, Inc.
ABCO Fleet Services	Everlance	Ralph & Charlie's Juice Company
Aiko Importers, Inc.	Fintech	Rehrig Pacific Company
American Talos, Inc.	FTNI	REVOLUTION // SANGRIA REPUBLIC
Andavi Solutions	Goodyear Tire and Rubber Company	Righttime Imports
ARCO National Construction Beverage Group	Gridline	Ritchie Bros. Auctioneers
AtoB	Hackney	Riviera Imports
Balt County Brewing, LLC	HD Fleet	Safety Vision, L.P.
Bang Hard Seltzer	HDA Architects	Salient Management Company
Beans.ai	Howie's Spiked	Samsara
Beer First	Idealease	Saro Cider
BevCap Management, LLC	IM Premium Imports	SC Alexandrion Saber Distilleries 1789 SRL
Big Systems	iSellBeer	Seiko
BIOLYTE	Island District, LLC	ShelfSet, LLC
Blank Collective by Endless West	Isuzu Commercial Truck of America, Inc.	Sonic Hard Seltzer
Boelter Beverage	Jack Links Bloody/Spooky Craft Cocktails	Spindrift Beverage Company
BREWSKI Beers	Kalo Brands, LLC	Spirited Hive
Brother Mobile Solutions	KPI Integrated Solutions	Spring Global
Carbliss Handcrafted Vodka Cocktails	Labrada Nutrition	Stevens Point Brewery/ Ciderboys Cider Company
Cardata	Lantech	Stran Promotional Solutions
Celsius	Makku	SUNICE Beverages
Ceria Brewing Company	Medius	Tennant Company
CFT, Inc.	Mickey Truck Bodies, Inc.	TTB (Alcohol and Tobacco Tax and Trade Bureau)
Championship Golf	Mighty Swell Spiked Seltzer	UPTIME Energy
Cintas Corporation	Mother Earth Brewing	Vehicare Fleet Solutions
Cirrus Tech, Inc.	Motus	Vermont Hard Cider Co.
Clutch Energy Drinks	Nissan Commercial Vehicles	Vermont Information Processing
CMC	NS Corporation	Vertique - System Logistics
Coastal Spritz	Nuvo Technologies, Inc.	Veryable, Inc.
Cousins Packaging	OnTrak Software	Vision Group
Craft Beers of Canada	Orion Packaging	Waterbird Spirits
Craftsmen Utility Trailer	ORTEC	WEIMA America, Inc.
Cycling Frog	Pabst Brewing Company	Western Son Vodka
Descartes	Paradox Brewery	Western Spirits Beverage Company
DispatchTrack, Inc.	Parallel Products	Wild Ohio Brewing
Distributors Solutions, LLC	Partake Brewing	Wise Systems
DraftLine Technologies	Pasmosa Sangria	
EasyCheck	PDC / KPI Integrated Solutions	
Encompass Technologies	Procensis	
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As of 9/2/2022

Save the Date!

NBWA's Next Generation 10th Annual Success in Leadership Conference

**November 9 - 11, 2022
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NBWA's Legislative Conference

**April 23 - 26, 2023
Washington, D.C.**

NBWA's 86th Annual Convention & Trade Show

**October 8-11, 2023
Las Vegas, NV**

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