

ASSOCIATE MEMBER VIEWPOINT

NBWA associate members are invited to submit educational articles quarterly for inclusion in the weekly email newsletter and posted on the NBWA website.



Follow these instructions and rules for “Associate Member Viewpoint” submissions:

- **Content:** Articles are subject to editorial review by NBWA. The contents of the article are to be educational in nature demonstrating your value and knowledge, discussing an industry topic of importance to beer and beverage distributors, and not a sales pitch. Please include a title for the viewpoint article, along with the author’s name, title and contact information.
- **Length:** Articles should be no longer than 1,200 words.
- **Photos:** If possible, please submit photos relevant to the topic discussed or headshots for the author.
- **Submission Deadlines:** Submissions are accepted on a rolling basis but are limited to one per quarter. NBWA staff will review your submission one time to ensure the material is educational and provide one round of feedback – submissions cannot be ad content. Associate members will then have the opportunity to resubmit updated educational content for publication. If the second submission still is not focused on education, NBWA will be unable to publish the content and the member will have the opportunity to resubmit the following quarter. Once the content has been reviewed, NBWA staff will work to publish the viewpoint article within two weeks, depending on the association’s communications calendar.
- *Recent submission topics include the importance of retail data and insights in the bevalc supply chain, and fleet adaptability. You can find examples of published submissions, [here](#) and [here](#).*

For submissions or questions, contact info@nbwa.org.