

# TODAY'S "The Vital Link" WHOLESALE



JUNE 2011, VOLUME 35, ISSUE 2

A PUBLICATION OF THE MICHIGAN BEER & WINE WHOLESALERS ASSOCIATION

## NATIONAL STUDY: Americans support meaningful alcohol regulations

Americans want meaningful state and local alcohol regulations – and they don't believe alcohol regulations should be watered down, according to a new bipartisan national survey.

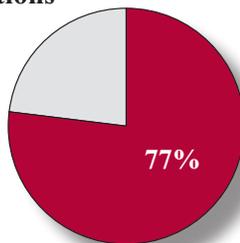
"Across the board, people support alcohol regulations because they understand that regulations are essential to promoting safety, accountability and enforcement – and that taking regulations away will open a can of worms that put people's health and safety at risk," said Mike Lashbrook, president of the Michigan Beer and Wine Wholesalers Association. "Alcohol is not like other consumer products. It must be regulated at a higher standard. Here in Michigan, we have found a balance that emphasizes accountability yet promotes competition and wide consumer choice, and that's why Michigan is a national model for alcohol regulations."

According to the March poll, overwhelming majorities of Americans support state and local alcohol regulations designed to keep consumers safe – and say consumers already have access to a wide variety of beer, wine and liquor.

Here are some key findings of the poll, conducted by bipartisan pollsters, Whitman Insight Strategies and Wilson Research Strategies:

### Americans support alcohol regulations – and they want the state to do it

- **77 percent** of Americans support the right of individual states to set their own laws and regulations on alcohol distribution and sales.



(Continued on page 3)

## State of Michigan and MB&WWA Win First Round of Bottle Bill Challenge

On May 31, 2011, United States Federal District Court Judge Gordon J. Quist denied a motion filed by the American Beverage Association (ABA) seeking to invalidate portions of Michigan's bottle bill. In the motion the ABA was seeking to have amendments adopted in 2008, designed to eliminate illegal redemption of foreign containers, declared unconstitutional on their face.

The 2008 amendments were adopted because Michigan's 10 cent deposit is never collected on foreign containers and their wrongful introduction into the state's beverage container redemption stream robs Michigan citizens, distributors and the State of Michigan's environmental cleanup funds of millions of dollars every year.

The ABA on behalf of soft drink manufacturers, such as Coca Cola and Pepsi, filed a federal lawsuit challenging provisions of Michigan's bottle bill that they claim violate the Dormant Commerce Clause.

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# PRESIDENT'S REPORT



## CARE Act – Much Ado about Something

When I arrived in Washington DC in late March for the NBWA Legislative Conference, I was startled by the knee jerk reaction of our distinguished beer, wine and spirit suppliers about the re-introduction of a toned down CARE Act. As many know, I used to work at the National Rifle Association and I thought that organization took the prize for hyperbole and dreaming up scenarios of the dramatic impact various legislative proposals might create. But I have to say, the Beer Institute, DISCUS and the Wine Institute can now claim the prize.

Upon arrival in our nation's capital, we learn that these organizations have been blanketing Congress with letters, visits and paid advertising that tell complete lies about the impact of the not yet re-introduced CARE Act. Absolutely ridiculous claims of increased prices, reduced choice, regulators run amuck, discriminatory practices, etc. etc., were often repeated themes in these communi-

cations. Where do these fairy tales come from? The simple, two page bill, now re-introduced as HR 1161, says and means nothing of the kind. The legislation addresses who should make decisions about alcohol regulation, not what those regulations should be. It recognizes and reaffirms that alcohol is different from other consumer products and should continue to be regulated by the states. It declares that the intent of Congress is that alcohol be regulated by the states. It places in law the now famous Granholm decision of the Supreme Court which found that states

may not enact laws that discriminate between in-state and out-of-state products and producers.

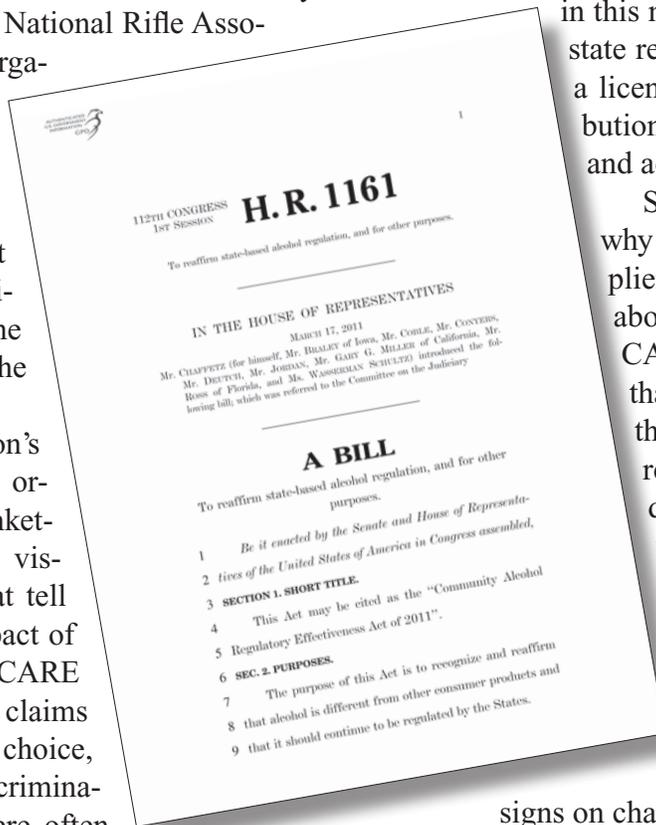
It does however, provide a modest level of additional protection from some of the frivolous lawsuits filed around the country seeking to tear down effective alcohol regulation.

Essentially, the practical impact of the legislation would be to place in law what most believed was the law before this epidemic of frivolous lawsuits started to whittle away at that notion. And, these are principles supported by the vast majority of Americans as indicated by the survey results covered elsewhere in this newsletter, with 77% favoring state regulation and 87% supporting a licensed system of alcohol distribution and sales that is transparent and accountable.

So we must ask ourselves, why is it that our so-called supplier partners are so apoplectic about the re-introduction of the CARE Act? The answer must be that they are afraid of anything that would bolster state based regulation, because they have designs on shifting regulation back to the federal level where they believe they can have more influence and control. Even though they say they support the licensed three-tier system in the states, do they have de-

signs on changing that system? Activities around the country this past year suggest that there are those who do seek the dismantling of effective alcohol regulation.

I have told distributors here in Michigan that the actions of these suppliers are proof positive of the need for the CARE Act. They have a motive for defeating the CARE Act that goes beyond the lies and distortions that have been plastered all over Capitol Hill and the trade press. And, clearly that motive is not in the best interests of distributors. So let's redouble our efforts to get this simple, but meaningful piece of legislation passed!

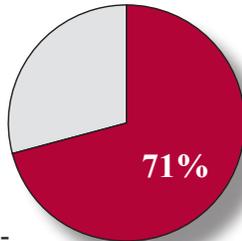


# NATIONAL STUDY: Americans support meaningful alcohol regulations

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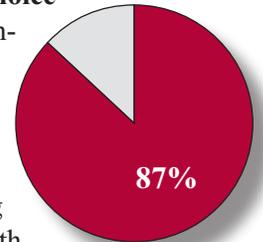
## Alcohol isn't toothpaste – and it needs to be treated differently

- **71 percent** of Americans say alcohol, because of its nature, must be covered by a set of rules that are different and more stringent than those for other consumer products.



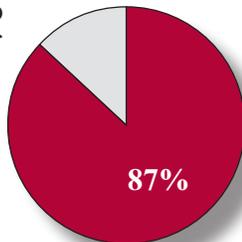
## Strong regulations don't cramp choice

- **87 percent** say adult consumers already have a wide range of choice when it comes to purchasing wine, beer and liquor. Previous studies confirm the finding that people are satisfied with their access to alcoholic drinks and will put the public good ahead of weakening alcohol regulations.



## Only a transparent, licensed system of regulations like Michigan's will do

- **A whopping 87 percent** of adults say that all alcohol sold in their state must go through a licensed system that effectively tracks the product at every step from producer to distributor to retailer. That licensed three-tiered system of regulations is exactly how we hold the alcohol sector accountable in Michigan.



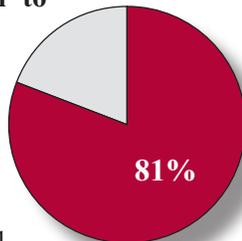
The poll surveyed 1,000 adults March 17-21, with a 3.1 percentage point margin of error.

Ultimately, state-based regulations are designed to promote moderation in adult consumption, prevent underage drinking and drunken driving, and ensure alcohol production, distribution and sales are done in an orderly, accountable and safe manner. These regulations help drive our economy and create local jobs, while protecting public safety.

Eroding regulations are not worth the small gain in convenience for a few customers, said Pam Erickson, an expert on alcohol issues, in the May newsletter of the Campaign for a Healthy Alcohol Marketplace.

## Alcohol regulations are essential to public safety

- **81 percent** say parents, law enforcement, educators and stores are already stretched thin and need the support of strong alcohol regulations to help keep alcohol away from minors and prevent adult over-consumption.



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## Beer, wine warehouse tours highlight local jobs, sustainability

There is no better way to learn about the beer and wine distribution industry than an actual visit, and more and more distributors are opening their facilities to legislators and policymakers.

Spring and summer are the perfect time to organize and hold these tours.

For a distributor, it's a great opportunity to showcase their warehouses and the importance of Michigan's alcohol regulations, while telling positive stories in the community. For visitors, it's a good chance to learn more

about what goes on at a distributorship and how what distributors do impacts the local economy and community.

Distributors are some of the state's leading investors – and innovators – in energy efficiency, clean energy, fuel efficiency, waste reduction, recycling and other sustainability programs.

Distributors are also often significant job providers in many communities, employing people in good-paying

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## State of Michigan and MB&WWA Win First Round of Bottle Bill Challenge

*con't from page 1*



### All Systems Go to Stop Container Fraud in MI

The process of upgrading cans, bottles and the machines that return them at the stores is well underway. In fact, the entire project is set to culminate on June 1, when the process goes entirely live for the first time.

Back in 2008, the legislature passed a series of laws designed to curb the fraudulent influx of foreign containers coming into Michigan on which no deposit was ever paid. Estimates are that this problem costs the Michigan consumers around \$15 million per year. A coalition of industry professionals including bottlers, brewers, distributors and retailers agreed to a mechanism where a specialized mark would be placed on containers sold in Michigan (and possibly other bottle deposit states). This would allow the collection machines at retail outlets, with improved camera technology, to distinguish an in-state container from an out-of-state container thereby eliminating the fraud.

The State has already appropriated \$1.5 million to cover the cost of upgrading many machines. Brewers and bottlers are marking certain high sale volume containers. A number of machines are up and running. More machines are coming online every day.

Testing of the machines is being conducted and the results have been very positive. The machines are rejecting containers they should be rejecting and accepting the appropriate containers at high success rates.

The motion for summary judgment was the first round in what is expected to be a lengthy legal battle.

In denying the motion, Judge Quist specifically found that the law is not facially discriminatory and is not extra-territorial (directly regulating activities occurring wholly in another state). Absent an appeal of the summary judgment decision, the case will proceed to trial to determine if the 2008 amendment places too great a burden on interstate commerce relative to the states legitimate interest in preventing fraudulent redemptions and protecting Michigan's environment.

It is ironic that soft drink companies have filed this lawsuit after they were instrumental in the creation of the 2008 amendments. One would think that the soft drink companies would have raised their concerns before the legislation was passed if they actually believed it was unconstitutional. Instead, they worked closely for over two years with legislators and other industry groups, including the MB&WWA and retail representatives, to craft the solution that was ultimately adopted.

The new system requires beverage manufacturers (both soft drink and beer) to place a unique to Michigan mark (that can also be used in any other bottle bill state if a manufacturer chooses) on 12 ounce aluminum, 20 ounce plastic and 12 ounce glass containers of a limited number of high volume brands. RVM's located along Michigan's borders are required to be sold, or in the case of existing machines retrofitted, with camera technology that can read the new mark. These two requirements allow an RVM to identify and to reject foreign containers. In addition, the new mark is visible to the human eye so an individual will also be able to identify and reject the foreign container.

"The 2008 amendments took a reasoned approach to the problem of foreign containers and were designed to aggressively protect Michigan businesses and the State of Michigan from the continuing harm created by individuals redeeming foreign containers while also ensuring that the burden, if any, placed on beverage manufacturers would be minimal" said MB&WWA president, Mike Lashbrook.

The Michigan Attorney General's Office is vigorously defending the 2008 amendment and disagrees with the claims of the soft drink companies. In addition, in accordance with our Board's directive, the Michigan Beer and Wine Wholesalers Association has intervened as a defendant in this legislation and plans to stand side by side with the Attorney General's Office to defend the 2008 amendments.

## Michigan, National Beer Distributors Applaud Introduction of Legislation to Reaffirm States' Authority to Regulate Alcohol

The Michigan Beer and Wine Wholesalers Association applauds the introduction of federal legislation designed to protect the ability of individual states to regulate alcohol.

On March 17, the U.S. House introduced H.R. 1161, the Community Alcohol Regulatory Effectiveness Act of 2011, or "CARE" Act. The legislation was introduced by a bipartisan group of eight members of Congress, including Michigan's John Conyers of Detroit.

The goal of the CARE Act of 2011 is to recognize and reaffirm that alcohol is different from other consumer products and that it should continue to be regulated by the states.

"This important legislation strengthens the ability of Michigan and other states to protect consumers, keep alcohol out of the hands of minors and hold the beer and wine industry accountable, while offering extensive choice and variety to adult consumers," said MB&WWA president Mike Lashbrook. "Michigan's alcohol regulations reflect what Michigan adults, voters and consumers want – and that's decision- and policymaking at the local and state levels by people who will be accountable to our citizens. Thanks to our state-based system of alcohol regulations, Michigan continues to find a solid balance between safety and consumer choice and that's helped our alcohol regulatory system become a national model."

An overwhelming majority of Americans support

strong regulations of alcohol and that those regulations be implemented and enforced at the local and state levels, according to a bipartisan national survey by Whitman Insight Strategies and Wilson Research Strategies done in March.

"Voters understand that alcohol is very different from toothpaste," Lashbrook said. "They understand alcohol must be regulated to prevent underage drinking and over-consumption. The majority of Americans support state-based laws regulating alcohol. We urge all our policymakers to listen to the people and join them in supporting strong alcohol regulations so together we can promote safety, prevent minor access to alcohol, expand consumer choice and protect local jobs."

Craig Purser, president of the National Beer Wholesalers Association based in Washington, D.C., said, "This makes it clear that decisions regarding alcohol regulation should continue to be made at the state and local levels. This bipartisan legislation clarifies congressional intent in reaffirming the states' authority to make their own alcohol-related decisions. Ultimately, this legislation is about who should make decisions regarding alcohol regulation, not what those decisions should be."

The CARE Act has drawn bipartisan support from 69 co-sponsors as of May 12, including Michigan members of Congress Candice Miller, John Dingell and Gary Peters.

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### Beer, wine warehouse tours highlight local jobs, sustainability *con't from page 3*

skilled jobs with benefits. Distributors are family owned businesses with long-term employees and even multiple generations of employees.

The system of alcohol regulations that form the backbone of beer and wine distribution is also recognized as a national model for protecting consumers from tainted products. In an era when food-borne diseases affect everything from peanuts to spinach, strong accountability measures like those deployed in Michigan's alcohol regulatory system can help keep diseases, tainted or dangerous products off the shelves and away from our consumers. These tours give legislators a unique opportunity to see firsthand how the alcohol regulatory system works and distributors the chance to educate on alcohol issues.

Michigan's beer and wine distributors are eager to share the story about their impact on the local economy, job creation and sustainability. Please don't hesitate to



contact the Michigan Beer and Wine Wholesalers Association at (517) 482-5555 to learn more.

# Michigan beer and wine distributors in the News

Michigan distributors continue to appear in the news media statewide and locally, highlighting the great work they do in their local communities. The MB&WWA applauds all our distributor members who are communicating to their local media and encourage all members to continue this terrific work. We also applaud community leaders and others who speak up on important issues affecting local jobs at distributorships, fighting underage drinking and reducing alcohol abuse.

You can also read these and other distributors in the news at [www.mbwwa.org](http://www.mbwwa.org), and click on the News section.



Beverly Hills Grill, Ocean Prime, and Wolf Gang Puck Grille, among others. The exquisite cuisine offered during the affair will be paired with 100 of the finest wines and live entertainment. New this year is a classic car display, fashion trends from Neiman Marcus, and The Suburban Collection's showcase featuring new vehicles. More than 750 people are expected to attend the event.

Tickets for *The Garden Party* are \$100 per person. Patron tickets are \$250 per person and include special recognition and a pre-reception at 12:30 PM. Attire is traditional Garden Party chic. The event

hosts are requesting that ladies wear hats. Guests must be 18 and older to attend the event. Visit [www.thegardenparty-michigan.org](http://www.thegardenparty-michigan.org) for more information.

The Garden Party is presented by The Garden Party Foundation and sponsored by Atlas Oil, Bodman PLC, Celani Family Vineyards, Charity Motors, Comerica, English Gardens, Epiphany Glass, Fifth Third Bank, Great Lakes Wine & Spirits, Hour Detroit, Korotkin Insurance Group, Moon Valley Rustic Furniture, The Morawski's, Ryder, Plum Market, The Suburban Collection, UHY Advisors, and Yelp.

In 2010, The Garden Party raised \$30,000 each for Children's Leukemia Foundation of Michigan and the OCC Culinary Studies Institute, Ross said.

## Fantastic Food, Fabulous Cars & Fine Wine to Raise Funds for Leukemia Fight, Budding Chefs

Bloomfield Hills, Mich., (5/16/2011) – Fantastic food, fabulous cars and fine wine will be served up at the third annual Garden Party, a fundraiser to help fight childhood leukemia and assist budding chefs. The event will be on Sunday, June 12, 2011, from 1 p.m. to 4 p.m. at the Academy of the Sacred Heart in Bloomfield Hills.

The event will raise money for two Michigan-based organizations, Children's Leukemia Foundation of Michigan and Oakland Community College's Culinary Studies Institute.

"The Garden Party is a terrific opportunity to show our support for families battling leukemia and help give them hope, as well as open the doors of opportunity for emerging talents who could be the Next Top Chef," said Sydney L. Ross, founder of The Garden Party Foundation and owner of Great Lakes Wines and Spirits, a wine and spirits distributor based in Dearborn. "The Garden Party is extremely fortunate and grateful for the support from our partners and our entire community. We invite everyone in the community to join us on June 12 to eat great food, admire great classic cars and sample great wines. It's a great way to raise Michigan money, keep it in Michigan and help our fellow Michiganders."

*The Garden Party* will feature fare from more than 30 of Michigan's best restaurants, including Andiamo,

## Oakland Co. Distributor Heads for Alabama, Help Disaster Relief with 36,000 Bottles of Donated Water

*Powers, O&W, Easttown in metro Detroit join with Penske, United Way*

ORION (5/13/2011) – Oakland County-based Powers Distributing Co. will donate and deliver 36,000 bottles of water early Saturday morning to the region of Alabama struck by monster tornadoes that killed more than 350 people and left thousands injured and homeless. Powers drivers Randy Spicer and Jim Macheske, along with delivery and fleet manager Joe Dinverno, will make the 1,600-plus-mile drive to Tuscaloosa, Ala., on a truck donated by Penske.

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## Michigan beer and wine distributors in the News *con't from page 6*



*From left, Joe Dinverno, delivery and fleet manager for Powers, stands with Ronald Scott, Dave Melville, Richard McLaughlin, Jimmie Andronikidis and Jeremy Sager of Penske. Penske handles truck repairs for Powers, where Melville is based. (Photo by Breanna Roscano of B Kubic Photography, via Powers Distributing)*

The early Saturday morning delivery is part of an effort by Powers to assist with disaster relief in Alabama, partnering with other metro Detroit distributors, O&W Inc. based in Ypsilanti and Eastown Distributors Co. based in Highland Park.

“When we saw the devastation in Alabama, we knew we had to do something to help the survivors get back on their feet,” said Jerry Powers, president of Powers, on Friday during a media availability session. “Our employees at Powers deserve the credit for taking the initiative and volunteering to help deliver the water to Alabama. When Michigan’s economy was in serious trouble, the rest of the nation stood with us and helped us get back on our feet. We’re proud to work with our fellow distributors and other partners here in Michigan to help our fellow Americans recovering in the South.”

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### Distributor Partners with ‘Lucky Leprechauns,’ Raises \$8,200 for Families in Need

*H. Cox & Son continues 13-year tradition of giving, raising more than \$100,000*

TRAVERSE CITY (5/3/11) – Beverage distributor H. Cox & Son today announced that it brought in more than \$8,200 for the popular Father Fred Lucky Leprechaun fundraiser, which provides furniture, clothes and other resources to local families in need.

H. Cox & Son is participating for the 13th year in the program, and has raised more than \$100,000 for the community during that time. Also, Schmuckal Oil Co. helped

raise over \$7,000 at its retail outlets for the program.

“As a family owned local company, H. Cox & Son is committed to supporting our community and giving back to families in need,” H. Cox & Son Vice President Ryan Ribel said. “H. Cox & Son is proud to join forces with many of our local friends on a program that can help make a positive difference in the lives of many northern Michigan families. This community has been very supportive of our business for generations, and we are committed to helping in any way we can to support the folks who have stood with us and our employees through the years.”

Under the program, which takes place in March in conjunction with St. Patrick’s Day celebrations, people can buy “lucky leprechauns” for \$1 at locations throughout the region. The “lucky leprechaun” is then displayed at the business with the donor’s name. The proceeds are donated to northern Michigan families in need, in the form of furniture, clothes, appliances, goods, food and other resources and items. H. Cox partners with local taverns, restaurants, stores and other businesses to make the Father Fred fundraiser a success.

The Father Fred Foundation, which organizes the program, is staffed by volunteers. H. Cox & Son began participating with the fundraiser program in 1999.

H. Cox & Son was established in 1933 in Traverse City, and is a distributor of beer, wine and pop to seven counties in Northwest Michigan: Antrim, Benzie, Leelanau, Grand Traverse, Kalkaska, Wexford, and Missaukee counties. H. Cox and Son employs 66 full-time employees, and services 542 retail accounts with a fleet of 15 delivery trucks.

In addition to the Father Fred fundraiser program, H. Cox & Son is also active in many local charitable and humanitarian activities.

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### EARTH DAY 2011: Family Owned Distributor Unveils Michigan’s 1st International-Standard ‘Green’ Beverage Warehouse

*Griffin Beverage invests locally to reduce energy use, earn LEED certification*

ST. IGNACE (4/20/2011) – Family owned distributor Griffin Beverage Co. has earned the internationally recognized energy efficiency LEED designation for its new warehouse in St. Ignace – Michigan’s first LEED-certified

*(Continued on page 8)*

## Michigan beer and wine distributors in the News *con't from page 7*

beverage distribution warehouse.

LEED certification is the recognized standard for measuring building sustainability. The LEED green building rating system – developed and administered by the U.S. Green Building Council, a Washington D.C.-based, nonprofit coalition of building industry leaders – is designed to promote design and construction practices that increase profitability while reducing the negative environmental impacts of buildings and improving occupant health and well-being.

To earn LEED certification, Griffin – serving 41 counties in northern Michigan and the Upper Peninsula – used local and recycled materials, worked with local contractors and businesses, and deployed energy efficient devices and techniques at virtually every stage of construction. The warehouse is located at the corner of US-2 and Portage Road, St. Ignace.

“Griffin Beverage has deep roots in our community and our state and we want to do everything we can to protect Michigan’s natural resources for generations, while reducing our dependence on imported fossil fuels,” said General Manager Bob Griffin Jr. “For Griffin Beverage, saving energy is good for the bottom line as well as our local economy, public health and quality of life. We are proud to do everything we can to reduce our carbon footprint while at the same time partnering with local businesses, suppliers and contractors to protect and create local jobs.”

Griffin Beverage invested around \$1 million in the 20,000-square-foot St. Ignace warehouse. They worked hand in hand with the East Lansing-based architectural firm Bergmann Associates, with the focus on making the building as energy efficient as possible. The following are some of the techniques Griffin deployed to make its warehouse earn the LEED certification:

- The warehouse was sited on a location to minimize excavation and maximize natural drainage.
- Builders used locally sourced and recycled materials virtually throughout the facility.
- Griffin used paints, adhesives and other materials with low volatile organic compounds (VOC). Conventional paint contains hundreds of known chemical toxins that pollute the air and endanger public health. By using low-VOC paint, typically containing around half the amount of VOCs in conventional paint, Griffin is also improving the quality and safety of its indoor air.
- New, electric operated forklifts eliminate indoor ex-

haust emissions.

- The warehouse incorporates low-flow plumbing fixtures to reduce the building’s overall water consumption.
- Griffin’s new refrigeration system uses safer, less damaging alternatives to chlorofluorocarbon, which has been linked to ozone depletion and serious harm to the atmosphere. Griffin recycled its refrigeration system, retrofitting it with CFC-free refrigerants.
- Griffin partnered with local contractors and businesses throughout the project, such as Miller Construction of West Branch; Warner Plumbing and Heating of Cheboygan; Island Electric of St. Ignace; Huskey Construction of St. Ignace; and many other regional businesses.
- Griffin used polished concrete for the flooring, eliminating the use of carpets and epoxies in the office.
- The windows are recycled from old cooler doors.
- Bob Griffin Jr. himself cut and dried the lumber used for the tongue-and-groove paneling.
- The warehouse features the use of skylights, motion-activated lighting, lighting designed to minimize light pollution, automatic climate controls and low-flow appliances
- The roof is made of a material designed to eliminate heat islands and help reduce impacts on climate change.

Completed in 2010, Griffin’s new warehouse earned the LEED certification in March 2011, after commissioning to measure all systems.

With its main office in West Branch, Griffin Beverage delivers beer, wine and other beverages to retailers, taverns, restaurants, stores and other businesses in a geographic region measuring more than 27,000 square miles – around half of Michigan’s 58,000-plus-square-mile area. Using a network of strategically located warehouses, Griffin distributes its products to 41 counties, from Flint to Marquette. Griffin’s products include Anheuser-Busch-InBev products, as well as Michigan craft beers such as Bell’s Brewery and a wide selection of domestic and imported beers. Griffin also distributes wines and Michigan-made Faygo pop, along with other non-alcoholic beverages.

Established in 1967, the two-generation family business is one of Michigan largest recyclers, recycling bev-

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## Michigan beer and wine distributors in the News *con't from page 8*

erage-related plastics, aluminum, cardboard, glass and paper for the region stretching from the Saginaw area through northern Michigan and far into the Upper Peninsula. Griffin is proud to employ over 180 people at its business, providing well-paying jobs with benefits. Griffin is also very active in the communities it serves; giving back thousands of dollars to local charities supporting community programs every year, humanitarian events and causes such as American Red Cross and Humane Society.

### Family Owned Pike Distributors Expanding in Marquette, Keeps Newberry Jobs and Connections

NEWBERRY (4/11/11) – Pike Distributors, a family owned beverage distributor, today announced that it is on track to relocate its headquarters to Marquette while still preserving operations and staff at its longtime Newberry facility.

“Pike Distributors has very deep roots in the Upper Peninsula and we are committed to continuing our long partnership with all the communities we serve,” said Pike Distributors President Joe Ketvirtis, the second generation of the family to own and operate the beer, wine and beverage distributor.

“We are excited about our new headquarters in Marquette, and remain firmly committed to our loyal employees and community partners in Newberry, which was Pike’s home for more than seven decades,” Ketvirtis said. “The Newberry facility will continue to be a fully operational warehouse and an important facility for our operations. Pike is proud to create good-paying local jobs, invest in Michigan and help build a stronger future for our economy here across the Upper Peninsula.”

Pike expects to fully open its new headquarters in Marquette during the first week of May. The 35,000-plus-square-foot facility is located at 353 U.S. 41 East, and is an upgrade and expansion of an existing warehouse. Meanwhile, Pike’s 17,454-square-foot warehouse in Newberry will continue operations and serve its 66 retail accounts. Altogether, Pike employs more than 40 full-time employees at its three locations: Marquette, Newberry and Gladstone, with 13 employees at the new Marquette facility and 9 employees at Newberry, including three semi-divers. Pike’s employees enjoy good wages and benefits, including health care, profit sharing, 401 (k) and other benefits.

Pike is also active in the local community and actively participates in charitable, humanitarian and community events. In 2010, Pike spent \$16,000 on responsibility advertising and programming, as well as community giving and sponsorships in Newberry, including popular local programs such as Whitetails, the Turkey Federation, the Newberry Buck Pool and Predators Hunts.

Pike distributes beer, wine and other beverages through a system of regulations that emphasize accountability, consumer safety and choice. Pike serves nearly 400 retailers and customers in Marquette, Luce, Alger, Schoolcraft, Chippewa, Mackinac and Delta counties.

First established in 1937 by Mervin Pike, the business first began distributing Soo Brew, made in Sault Ste. Marie just 60 miles from Newberry. The company then began distributing Schmidt’s and Phieffer’s beer, using one small truck. Today, Pike’s distributes Anheuser-Busch, Miller/Coors, Labatt and Pabst brands, craft beers such as Bell’s Beer and Keweenaw Brewing Co., wines from Gallo and other products, with a fleet of trucks and vans and a team of skilled, highly trained professional.

## MB&WWA Welcomes Our New Associate Members

### August Schell Brewing Co.

Ted Marti, President  
Ed Schumacher, Sales Manager  
1860 Schell Road  
New Ulm, Minnesota 56073

### Intervolve Inc.

Bill Kaluza, CEO  
4141 Parklake Ave., Ste. 530  
Raleigh, NC 27612

### Mark Anthony Brands

Matthew Yurkie  
15675 White Oak  
Fraser, MI 48026



*Birdseye view of the welcome reception before the festivities begin.*



*MB&WWA's vice president Spencer Nevins addresses members on trends and challenges relating to supplier relations in the 21st century.*

## **MB&WWA Winter Seminar Series New Decade, New Directions**

It was "winter break" for wholesalers, key employees and other industry friends, March 2-5 at the Association's Winter Seminar Series at LaPlaya Resort in Naples, Florida. Aided by the enhanced learning environment, the program earned high marks with presentations by industry consultant Mike Mazzoni, PR consultant Mark Fisk and the MB&WWA staff.

New decade, new directions was the theme this year as wholesalers celebrated a significant legislative victory in late 2010 and discussed the implementation of the new laws which will expand marketing opportunities within the industry. The weather cooperated and gave folks a break from the grueling MI winter.

Mark your calendars for February 8-12, 2012 when our winter meeting will take us to Palm Springs, California for our joint convention with the Associated Beer Distributors of Illinois.



*Distributors and their families have some fun during the closing banquet.*



*Industry consultant, Mike Mazzoni delivers seminar presentation on the science of the lifecycle of beer brands.*



*Pat Laughlin and Steve Young of GCSI moderate a distinguished panel of legislative guests. Big thanks go to (L to R) Senate Majority Leader Randy Richardville, Rep. Tim Melton, Sen. Rebekah Warren and Rep. Hugh Crawford.*

# Parents Unite against Underage Drinking Making a Positive Impact 10 Years Later

2011 marks the 10th year of the distribution of “Parents Unite to Prevent Underage Drinking”, a free informational booklet that empowers parents and helps them tackle underage drinking in their homes and their communities. This innovative booklet is a joint project between the Michigan Beer and Wine Wholesalers Association and the Michigan Association of Secondary School Principals.

Begun in 2002, we have now distributed more than a half-million of these booklets – 561,239 through this year – via local schools, state legislators and other partners. In 2011, 15 schools, 32 state legislators and local distributors helped get nearly 35,000 “Parents Unite” booklets into their local communities.

Efforts like these are making a difference: 84 percent of teens ages 12-17 do not drink and the percentage of college freshmen that say they drink beer frequently or occasionally was 48 percent lower in 2008 than in 1982 and 21 percent lower in 2008 than in 2000.

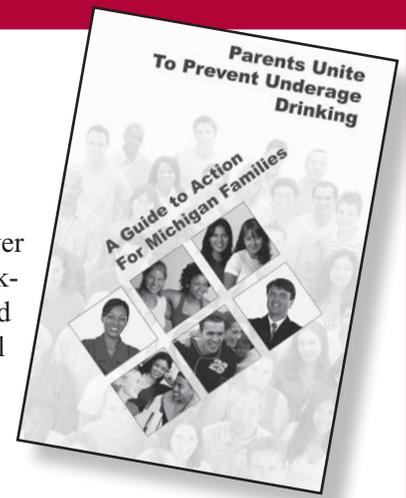
We are making progress in the fight against underage drinking. At the same time, it is clear that more must – and can – be done.

Resources like “Parents Unite” are the key.

This informative 28-page guide offers helpful tips for parents on how to talk to their teen about alcohol, how to spot alcohol use; and, most importantly, how to prevent it.

First published over ten years ago, the booklets have been distributed to parents during April for Alcohol Awareness Month to focus attention on this important issue prior to prom and graduation seasons.

The important efforts to fight teen drinking don’t just happen during the prom and graduation seasons. All throughout the school year, distributors are reaching out to their communities to take action. As part of our commitment, distributors continue to sponsor motivational speakers and alcohol free prom and graduation events.



To get a free copy of “Parents Unite to Prevent Underage Drinking”:

- Contact the MB&WWA at 517-482-5555 ext. 12 or go to [www.mbwwa.org](http://www.mbwwa.org)
- Contact the MASSP at 517-327-5315 or go to [www.michiganprincipals.org](http://www.michiganprincipals.org)
- Schools and parents can also get a copy of the guide through their local legislator’s offices

## PAC Update

Below is a list of companies who have contributed to the MB&WWA Political Action Committee, thus far in 2011. Thank you to all company owners and employees who continuously support MB&WWA’s political actions and work hard to promote the beer and wine wholesaling industry.

### Total Contributions YTD for 2011 - \$234,230.86

Anderson Distributing  
Atlas Sales, Inc.\*  
B & B Beer Distributing\*  
Bayside Beverage\*  
Bink’s Wines and Beverages  
Caswell-Latocha, Inc.  
Daniel L. Jacob & Company  
Earl Smith Distributing\*  
Eastown Distributors\*  
Fabiano Brothers, Inc.\*  
Floral City Beverage, Inc.\*  
Four Seasons Beer Distributing, Inc.  
Great Lakes Beverage\*

Great Lakes Wine & Spirits\*  
H. Cox & Son, Inc.\*  
Hubert Distributors, Inc.\*  
Huron Distributors, Inc.  
Kent Beverage Company\*  
Ludington Beverage Company\*  
M & M Distributors, Inc.\*  
Main Beverage Company\*  
MB&WWA Staff\*  
Mervenne Beverage, Inc.\*  
Modern Beverage\*  
O.K. Distributors, Inc.\*  
O & W, Inc.\*

Paw Paw Wine\*  
Petitpren Inc.\*  
Powers Distributing\*  
Rave Associates  
Silver Foam Distributing\*  
Thompson Beverage  
Tri-County Beverage\*  
Tyler Sales Company\*  
Ward Beverage  
West Side Beer\*  
Wicksall Distributors, Inc.\*

*\*Companies with employee programs*

## MB&WWA Information

# Summer Convention & Annual Meeting

Mark your calendars as MB&WWA returns to Grand Traverse Resort & Spa for the 2011 Annual Meeting and Summer Convention Sunday, July 24 to Tuesday, July 26.

*Join us in beautiful northern Michigan for three days of important governance meetings, business sessions, networking, and family fun!*



## Tentative Schedule

### Sunday, July 24:

9:00 a.m.	18 Hole Golf Tournament on the Bear—tee times
Afternoon	Board Meeting (tentative)
4:00-5:30 p.m.	Registration
6:30-8:30 p.m.	Dinner and Family Entertainment “Come Sail Away with MB&WWA” (Outdoors on the Shores Deck, weather permitting)

### Monday, July 25:

8:00-8:30 a.m.	Registration
8:30 a.m.-12:00 p.m.	MLCC and Legislative Panels
12:00-1:00 p.m.	Lunch for Everyone
1:30-3:00 p.m.	Seminar Panel on Employee Theft
Afternoon	Open Family Time
6:30-9:30 p.m.	Children’s Activity and Dinner
6:30-9:30 p.m.	Reception, Dinner and Entertainment

### Tuesday, July 26:

9:00 a.m.-12:00 p.m.	Annual Meeting and Election of Officers/Directors *Wholesalers Only
Departure	

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