

# 2012

}  
schedule  
of events

**A Very Merry Christmas**  
December 25, 2011  
*Everywhere*

**Western Sales/Mainstream Meeting**  
February 15-17, 2012  
*Palm Springs*

**Coca-Cola Scholars Banquet**  
April 12, 2012  
*Atlanta*

**OPC meeting**  
April 24-26, 2012  
*Las Vegas*

**OPC Meeting**  
July 17-19, 2012  
*TBD*

**CCBA Annual Meeting**  
August 20-21, 2012  
*Atlanta*

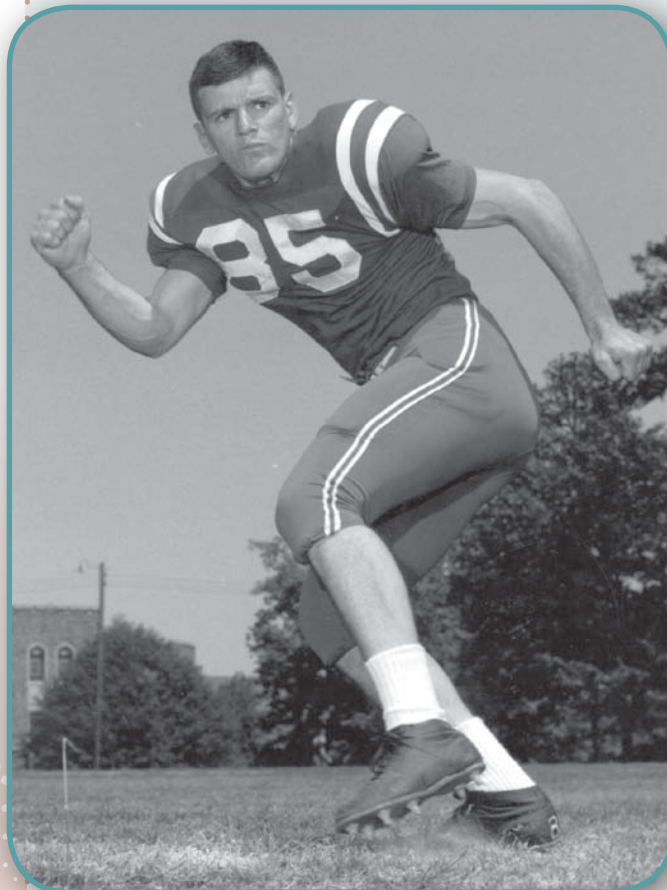
**CCNA 2013  
System Planning Meeting**  
August 22-23, 2012  
*Atlanta*

**OPC Meeting**  
October 16-18, 2012  
*Atlanta*

If you have any stories, concerns, or information about your Bottling organization or employees that you want to include in our next edition of the Bottling Line, please contact Mark Cannon at the Association at 678-539-2309.

## CCBA is pleased to unveil our NEW AND UPDATED WEBSITE!

Once completed, our new site will bring you up-to-date news and information, training modules, electronic versions of The Bottling Line and many other features and information. Be sure to visit often for updates and news pertinent to you and your Bottling organization!



### Art Gregory 1940-2011

Former CCBA Executive Director Art Gregory passed away as we went to press for our last issue. Our IN MEMORIAM section on page 2 provides greater detail of his passing and life that we could not include in our past issue.

*We miss you Art.*

IN MEMORIAM

# Arthur Gregory

Arthur "Art" Gregory  
of Aiken, SC entered  
into eternal rest on  
Sunday, July 31, 2011.

Arthur is survived by his mother, Sophie Christopher Gregory, his siblings, George Gregory (Nancy), Johnny Gregory (Betty), and Maria Taylor (David), and several nephews and nieces. He was predeceased by his father, Euthymios Athan Gregory.

Arthur grew up in Aiken and graduated from Aiken High School in 1958. He received his undergraduate degree from Duke University where he was an All Atlantic Conference and All American football player. He was awarded the ACC Jacob's Blocking Trophy for two consecutive years, his Duke teams won three consecutive ACC Championships. Later in life he was inducted into the Duke University Athletics Hall of Fame, the South Carolina Athletics Hall of Fame, and the Ahepa (Greek American) National Athletics Hall of Fame. In 2000, the Duke media and fans voted him to the Duke All Twentieth Century Football Team. In 2006 he was honored as a Duke Legend at the ACC Championship game.

After his graduation from Duke, Arthur served as an officer in the United States Navy. Upon completion of his military service, he attended the University of South Carolina School of Law where he graduated with honors in 1968. From 1968-1981, he distinguished himself as a trial lawyer in Atlanta, GA. In 1981,

## ANNUAL MEETING RECAP

The Coca-Cola Bottlers' Association held its annual meeting in Atlanta this past August, bringing together our Bottling partners from all across the country. The well-attended two day meeting began with welcoming remarks from current Association President and Atlantic Coca-Cola Bottling's President, Kirk Tyler. Kirk set out the meeting's agenda, which included discussions from CCBA's Tom Haynes on our ever-expanding group health care benefits plan, hedging and commodities opportunities, business plans and the Coke Scholars presentation from Mark Davis and Claude Nielsen.

As expected, the room really came to life when the Industry Issues Committee report was presented. If you didn't come or send a representative from your Bottling organization,

you truly missed out on an outstanding opportunity to be a part of very frank and candid discussions on issues that affect your business operations and bottom line. Day two presented the opportunity for attendees to hear from Coca-Cola's Sandy Douglas and later to participate in breakout sessions and workshops that addressed issues such as our training initiative, CBS services, healthcare reform, hedging and margin minder, among others.

Once again, our annual meeting provided a forum for our Bottlers to enjoy fellowship, an open forum to discuss important mutual issues, educational opportunities and most of all, a chance to reconnect with others that share your concerns, goals, and values. Hope to see everybody here next year!





Art Gregory in 2006

Arthur joined the management of Coca-Cola Bottlers' Association and shortly thereafter became its Executive Director.

Arthur was very active in Atlanta community affairs. Included in his civic involvement were his service as President of the Atlanta Touchdown Club, Chairman of the Peach Bowl Selection Committee, and later as a member of the Chick-Fil-A Bowl selection Committee. In 2001, Arthur retired mainly to his beloved Aiken.

Arthur was justifiably proud of his many athletics and career honors and achievements. However, it was family and treasured friendships that truly provided him joy and satisfaction. He had an extraordinary sense of fair play. He was true to his conservative principles, always respectful of others, intensely loyal to his alma mater Duke University, unyielding with his patriotism and love of country, secure in his faith and enormously proud of his Greek heritage.

## Safety Topic of the Month

### Complacency Has No Place When It Comes To Safety

**Admit it,** everyone at some point in time has become complacent about something they do on a daily basis. After all we have done that task 100 times and nothing has ever happened, what would it hurt this time to not wear my \_\_\_\_\_ or do not do \_\_\_\_\_ this one time? You fill in the blanks. It only takes one time to get injured, cause damage, or be involved in a near miss incident.

Let's pretend for a moment that you are involved in a car crash. The police conduct an accident investigation and during the interview with the other driver, it is discovered that he felt that since he had driven that route for several years and nothing had ever gone wrong before, he figured that he did not need to check his mirrors before changing lanes, because in the past it had always been clear. Would you or your family be upset to find out that the accident was due to a complacent attitude? How is this different than if you engage in complacent behavior while working?

On the job complacency is a big problem when it comes to safety, and every year causes unnecessary injury and damage. Safety habits need to be observed at all times. This means wearing your PPE, buckling your seatbelt, wearing fall protection correctly, etc. Did you know that your complacent act could have an effect on a coworker? When they see that you are not observing safe practices they may figure it is okay to do the same, especially if this is a new or young employee. So remember, **just because you feel safe does not mean you are** and that **complacency does not belong in the workplace.**

*Thanks to our friends at the Odom Corporation for supplying us with this article.*



*com•pla•cen•cy (kəm-plā'sən-sē)*  
a feeling of quiet pleasure or security, often while unaware of some potential danger.



Discover the core benefits available to The Coca-Cola Company and its business units, subsidiaries and affiliates, including its franchise Bottling partners and Members of The Coca-Cola Bottlers' Association, through its corporate partnership with the National Safety Council!

### Member-Exclusive Website Content

Find member-exclusive information including:

- Downloadable content such as articles, posters, presentations, data sheets, checklists, and more
- FREE monthly webinars
- FREE Spectrum of Safety benchmarking tool

To access the Members-Only website:

1. Go to [www.members.nsc.org](http://www.members.nsc.org)
2. Click on the "Sign In" button at top right of page
3. Choose "New Web Registrant with NSC ID" from First Time Users column on left
4. Enter NSC ID# 920221 and your last name
5. Choose any location and click "Register"
6. Complete New Contact Registration Form and follow instructions to complete registration

### Subscription to *Safety+Health*® Magazine

*Safety+Health*, the official magazine of the National Safety Council, offers comprehensive, national coverage of occupational safety news and analysis of industry trends.



"Opt-In" for this and other FREE benefits (including Weekly News Alert below) in the Members-Only website under Member Exclusive Content/Opt-In for Benefits.

### Weekly News Alert

Produced by the editors of *Safety+Health*®, this weekly electronic newsletter provides you with the latest safety news, health tips, and access to additional resources.

### FREE use of the NSC Knowledge Center

The NSC Knowledge Center and Library has one of the most comprehensive collections of safety and health information in the world and a staff of librarians to assist you in your searches.

Contact the library at 800-621-7615 ext. 52199 or [library@nsc.org](mailto:library@nsc.org).

### Product & Training Discounts

Member discounts of up to 30% can be applied to the NSC's large selection of books, manuals, periodicals, training classes, videos and more. Visit <http://shop.nsc.org> for a complete listing of offerings.

### Registration Discount for the NSC's Annual Safety and Health Conference

Rated as one of the top 200 trade shows in the nation, the NSC Congress & Expo attracts 15,000-18,000 safety and health professionals and suppliers worldwide. Visit [www.congress.nsc.org](http://www.congress.nsc.org) for details.

### Division Networking Groups

NSC Division networking groups are a great resource for sharing experience, getting answers to your questions, and assisting in the development of best practices. Learn more in the Members-Only website under Member Exclusive Content/Networking.

### NSC Chapter Network

The NSC Chapter Network – a collaboration that's unique to NSC – conducts SH&E efforts at the community level providing training, conferences, workshops, consultation, newsletters, updates, and support materials, as well as valuable networking opportunities. Visit Member Exclusive Content/Networking in the Members-Only website for a complete Chapter listing by state, annual conference schedule, and national training calendar.

### Participate in NSC Award Programs

The NSC's member-exclusive Motivation & Recognition Awards Program helps members acknowledge individual and group safety achievements, both on the road and in the workplace. Additional information—including award criteria and applications—are available in the Members-Only website under Member Exclusive Content/Member Awards.

If you have any questions regarding membership benefits, please contact the National Safety Council at [membershipinfo@nsc.org](mailto:membershipinfo@nsc.org) or (800) 621-7619.

[www.nsc.org](http://www.nsc.org)

## National Safety Council Membership Invitation

We are happy to share with all of you that you are now able to enjoy the benefits of membership in the National Safety Council. Through the cooperative efforts of Amy Lokken, Group Director of Health and Safety for Coca-Cola Refreshments, Jim Wood, Occupational Safety & Health Program Manager for The Coca-Cola Company, and Charles Norton of CCBA, all Members of The Coca-Cola Bottlers' Association are now able to enjoy the core benefits of membership in the NSC. We are grateful to Amy, Jim and all the members of their respective teams, for reaching out and working together toward making safety a priority for the Coke System.

This outlines the benefits in more detail, and also provides guidance on the best means of accessing them. If you have any questions, please don't hesitate to contact Charles Norton, General Counsel, at 678.539.2304, or [cnorton@ccbanet.com](mailto:cnorton@ccbanet.com).





## Is Driving Drunk Worth It? The Cost of a DUI

**T**is the season to be jolly..." This holiday season you no doubt will have plenty of opportunities to be jolly at various holiday parties. Throughout the night you may enjoy several alcoholic beverages, but now the party is over and it is time to head home. Instead of calling a cab or having a designated driver take you home, you instead say your good-byes, get into your car and begin to drive home.

Then, out of nowhere you see flashing lights in your rearview mirror that are not the traditional Christmas red and green, but the red and blue of a police car. You are being pulled over by a police officer. The officer asks you to get out of your car and you take a sobriety test. While you might "feel" fine your test comes back that your blood alcohol content is above the legal limit and you are placed under arrest for Driving Under the Influence.

You are taken to jail, processed, and eventually your bail is set. Your bail could range anywhere from \$150–\$2000. While you were being processed your car was towed and placed in the impound lot. The towing and impounding could end up costing you \$100–\$1200. You make your bail and pay your towing and impounding fees and now it is time to hire a lawyer. These fees can range from \$2000–\$25000. If you are convicted of a DUI, the costs really begin to add up in fines, not to mention possible loss of your driver's license, and a dramatic increase in your insurance premiums. There is also the greater price and that is the loss of a life. Had you not been stopped by the police there is a chance that you could have hit another car and either killed or injured you, your passengers, or anyone else in the other vehicle. Are these costs worth it? The next time you go to a party and plan on drinking, make sure you have a designated driver or money for a cab ride home. These alternatives are a lot cheaper than the cost of a DUI.

*From our friends at the Odom Corporation.*

## Cold and Flu Season is Here

**F**all is here and so is the cold and flu season, which means you will come in contact with more and more people that are unwittingly passing on their germs to you. Take precautions and wash your hands frequently throughout the day, especially if you handle money or your job requires you to be at locations where you are dealing with the public. If you are not always able to wash your hands keep hand sanitizer with you. Get a flu shot if it is offered at work, from your local pharmacist, or from your doctor. If you are sick and running a fever, **STAY HOME**. Your coworkers will thank you for not sharing your illness with them. If you are pre-scribed medication or are taking over-the-counter medicine make sure that you know what the side effects are. Many drugs will cause drowsiness and it is not advised that you operate heavy machinery like a forklift or drive a truck. Be sure to inform your supervisor that you are taking medication, as they also need to be aware of the side effects and that you will need to change your job assignment during the time you are taking the medication. When you need to cough or sneeze do so into the crook of your elbow and not your hands. After blowing your nose, dispose of your used tissue in a trash can and be sure to wash your hands thoroughly. Be sure to get plenty of rest and liquids when you are sick. Your body needs to repair itself in order to get better and not resting or by letting yourself get dehydrated will slow down this process. Take care of yourself this cold and flu season and help to stop the spread of germs.

*Thanks to our friends at the Odom Corporation for supplying us with this article.*



# Bottling Family News



## Coke Acquires Great Plains

The Coca-Cola Company has reached an agreement to purchase our fifth largest independent Bottler, Great Plains Coca-Cola Bottling Company, for \$360 million. Great Plains handles roughly 1.2% of Coke's U.S. bottle and can volume and has its territories in Oklahoma and Arkansas. Coke leaders were quick to state that the deal is not an indication of a broader desire to acquire more bottling operations, and that Great Plains pursued the deal with Coke.

"The Coca-Cola Company remains committed to the franchise system, and we believe that independent bottlers are key to our success," said Coke spokesman Scott Williamson in an interview with our Atlanta newspaper.

## Congrats Kem!

CCBA's own **Kem Hunt** recently celebrated a workplace milestone, as she reached her 25th year anniversary with the Association. Kem started at the Association when she was 10, thanks to the liberal Georgia child labor laws, and has been a valued member of CCBA ever since. As many committee and Board members can attest, our meetings would not be the same without Kem's hard work! So congratulations Kem, and only 17 more years to go to break Sarah's 41 years of service!

## 2012 Mainstream Representatives

Don't forget the upcoming **Western Sales and CCBA Mainstream Meetings** to be held in **February 2012 in Palm Springs, California!** This meeting is done in conjunction with the Western Sales Meeting, and, make no mistake about it, this meeting has become an important element in our Mainstream culture. In addition, it provides time for meaningful fellowship and important business discussions.

Mainstream would like to take this time to give a big thanks to Roger Meek of Ft. Smith, AR (Wal-Mart CCT) and Carl Lehrkind IV of Bozeman MT (CLC). Their dedication and commitment representing Mainstream Bottlers for the past 3 years is recognized and greatly appreciated.

We would also like to recognize and thank Steve Regli of St. Cloud, MN (SuperValu CCT), Dallas Clark of Bowling Green, KY (Drug CCT), Charles Taylor of Corinth, MS (Value CCT) and Francis Ellert of Plymouth, IN (BMAG) for their time and service representing Mainstream interests.

**President** . . . . . Jeff DeBauge  
**Vice President** . . . . . Dwight Frierson  
**Secretary** . . . . . Bobbie Golden

Walmart	Marv Soldner Jimmy Briggs Bruce Long Meredith Mapel	Safeway	Scott Smeback Mike Neuman
Kroger	Mike Fox Eddie Penick Meredith Mapel	Military	Dave Yantes Greg Gates Steve Williams
Target	Marv Soldner Rob Siebers Chad Erickson	Publix	Mike Sokoll
SuperValu	Carl Lehrkind Mike Neuman	Winn Dixie	Mike Sokoll
Drug	Jordan Ennis Marv Soldner Chris Estes	Food Lion	Gary Hamm Wayne Andrews
Value	Cy Chesterman Jordan Ennis Joe Wilson	Giant Eagle	Randy Cornette
Club	Rob Siebers Marv Soldner Trevor Messinger	Wegman's	Matt Spillane
		CLC	Bobbie Golden Marv Soldner Jimmy Briggs Meredith Mapel Trevor Messinger
		CCBSS	Albert Clark Jeff DeBauge
		BMAG	Carl Lehrkind IV Sally Hargis

# New Manufacturing, Sales and Distribution Facility in Casper, Wyoming

## New Facility Will Meet Demands of Market Growth



Coca-Cola Bottling Company High Country and Hillcrest Spring Water, Inc. will open a new manufacturing, sales and distribution facility in Casper, Wyoming. A groundbreaking event was held on August 30, 2011 at the site of the new facility in the McMurry Business Park on Bentley Drive. The facility, constructed by W.N. McMurry Construction Co., is expected to open officially within the next year.

“We are building this new facility to better meet the needs of both companies’ growing business and to best serve our valued customers,” said Trevor Messinger, President and Chief Executive Officer for Coca-Cola Bottling Company High Country and Hillcrest Spring Water, Inc. “We are optimistic about the market in and around Casper and see the potential for sustainable long-term growth.”

Coca-Cola Bottling Company High Country and Hillcrest Spring Water will employ approximately 30 employees at the new facility, and, in time, the companies hope to expand the local workforce as the market grows.

The new facility will be 47,000 square feet, adding a quarter of additional space compared to the two previous locations. The space provides more room for increased product storage, updated employee workspace, and improved access and parking for each company’s distribution fleet. The new facility will serve as the production center for Hillcrest Spring Water.

“Supporting the local communities where we do business and weaving Coca-Cola into the fabric of those communities are hallmarks of Coca-Cola High Country,” said Mr. Messinger. “We are committed to giving back to the community to enrich the lives of those consumers who make the business possible.”

**HAPPY  
HOLIDAYS**  
*and a prosperous*  
**NEW YEAR** ✨  
*from our family to yours!* ✨





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***It's a Winter Whiteout!*** Coke has turned the familiar red can background to an all-white panorama with red Coca-Cola script to launch our "Arctic Home" campaign. The cans will feature the image of a mother polar bear and her two cubs making their way across the Arctic, to help raise funds and awareness to protect the polar bear's home. Coca-Cola is making an initial donation of \$2 million to the World Wildlife Fund (WWF) and anyone who wants to donate \$1 to WWF can either text the package code to 357357 or on-line at ArcticHome.com, with Coke matching all donations up to a total of \$1 million (for a grand total of \$3 million) until March 15, 2012.

***And Now We're Back in the Red!*** OK, the white cans generated a lot of buzz, with both positive feedback and some confusion. So Coke has decided to give everybody the best of both worlds! A new red can featuring the polar bears has been introduced in time for Christmas and as a present to classic red lovers everywhere. The Arctic Home campaign will continue as planned with phase II including the new red cans, with both limited edition cans remaining on store shelves until they sell out.

***And Speaking of a Great Buzz*** Zeta Interactive, a New York City-based marketing firm has declared that Diet Coke is this year's Best Buzzed Beverage of 2011. According to Zeta, Diet Coke has the most positive social media and on-line buzz of all non-alcoholic beverages of 2011, displacing Pepsi, which held the top spot in 2010.

***An Honest Redesign*** Honest Tea and Honest Ade have introduced new labels for its plastic bottles. The new labels are meant to be less cluttered, brighter-looking and more inviting to potential customers. The fruits that appear on the label of products like Honest Tea Peach White Tea and Honest Ade Pomegranate Blue will now be shown cut open rather than closed and whole.

***Nothing but Net!*** The New Jersey Nets have inked a deal with Coca-Cola to become the beverage supplier at the team's new Barclays Center arena, which is scheduled to open in Brooklyn next year.

***Well, What do You Know, There is an App for That!*** In one of our first corporate, nationwide marketing efforts for our Freestyle vending machine, Coke has released an app offering an interactive replication of the real-world Freestyle experience. The Freestyle app, created with digital agency 360i, is designed to familiarize consumers with how Freestyles work. The app can be accessed by "liking" the machine's Facebook page (cocacolafreestyle). Clicking on a call-to-action to create a Coca-Cola Freestyle mix opens a canvas app that displays a digital interface that's nearly identical with the real life experience.

***Size Matters*** and in this economy, so does price. So, with both of those in mind, Coca-Cola has launched a repackaging strategy that will offer 12.5 ounce bottles, sold at 89 cents each. The new line of bottles will be sold along with the 16 ounce bottles at 99 cents. Now you can count calories and cents!

***Required Reading*** Coca-Cola has released a 125th birthday present in the form of a handsome coffee table book. This sweet edition celebrates 125 years of Coca-Cola and along with the high-end traditional coffee table book comes a hi-tech downloadable app version. At the high end is a limited edition \$650 boxed art book celebrating our advertising and social history. At the low end, an app for iPad goes for \$4.50, and in between, for the typical art book/coffee book buyer, a \$65 version. Along with celebrating our history and advertising, the book contains Robert Goizueta's famous quote, "A billion hours ago, human life appeared on Earth. A billion seconds ago, the Beatles changed music forever. A billion Coca-Cola's ago, was yesterday morning."

***The Secret's Out... We're Moving!*** Well, actually it's our secret formula that's on the move. For the first time in 86 years, Coke has moved our secret formula out of SunTrust Bank's vault to a new repository at our downtown Atlanta Coca-Cola Museum. The vault containing the formula will be on display for visitors at the World of Coke... and to clarify, it's the vault, not the formula that will be on display.