



the BottlingLine

Issue No. 328 • Summer/Fall 2016

2016 Schedule

Fall Board of Governors Meeting
September 29-30

Fall Risk / Financial Management
October 12-14

CCLT Meeting
October 18-20

Fall Mainstream Meeting
October 25-26

CCLT Calls
- November 11
- December 9

CCBA Mainstream Call
December 15

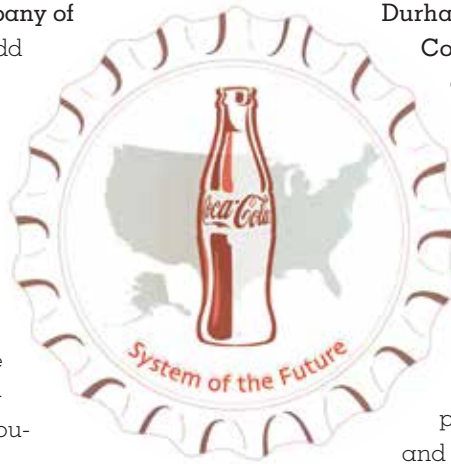
21st Century Beverage Partnership Model Continues SUCCESSFUL PROGRESS

Following are the highlights: During the transition planning process related to their May Letter of Intent, **Arca Continental**, along with **Coca-Cola Bottling Company UNITED** and **The Coca-Cola Company** have determined it will be in the best interest of all parties involved for Arca Continental to focus on the Southwest transition, while UNITED concentrates and directs resources to its previously announced Atlanta market conversion. In light of this development, UNITED will no longer participate in the Southwest joint venture. Arca continues to work toward a Definitive Agreement with TCCC.

Coca-Cola Bottling Company of Yakima, WA, expects to add territory in Moses Lake, WA. This is a portion of the Pacific Northwest territory that was previously announced under a letter of intent with Swire Coca-Cola, USA. Coca-Cola Refreshments (CCR), a subsidiary of The Coca-Cola Company, currently has exclusive distribution rights in this territory.

Swire Coca-Cola USA closed on its transaction that began in February, with a Letter of Intent to assume additional territories in Washington, Oregon and Idaho.

The National Product Supply Group (NPSG) - created to administer key activities for member bottlers, including production of cold-fill beverages) will expand and expects to add Coca-Cola Beverages Florida and newly created **Midwest Regional Product Supply Group, or Midwest RPSG**. The Midwest RPSG will be led by Rosemont, IL-based Great Lakes Coca-Cola Distribution and is anticipated to include other **Midwestern** bottlers.



Durham Coca-Cola Bottling Company of North Carolina expects to add territory in Sanford, N.C. CCR currently has exclusive distribution rights in this territory.

Viking Coca-Cola Bottling Company of St. Cloud, MN, closed on its transaction for territories in parts of Minnesota, Wisconsin and Michigan.

Great Lakes Coca-Cola Distribution reached a definitive agreement to acquire production facilities in Alsip and Niles, IL, Eagan, MN, and Milwaukee. Great Lakes has also closed deals for seven distribution centers in the Midwest.

Coca-Cola Bottling Co. Consolidated signed definitive agreements to expand its distribution territories to include: Cincinnati, Columbus and Dayton, Ohio; Indianapolis, Bloomington, Terre Haute, South Bend, Fort Wayne, Lafayette and Anderson, Indiana; and Louisville, Kentucky (which also covers part of West Virginia.) The agreements also include the acquisition of three manufacturing facilities in

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21st Century Beverage Partnership Model Continues SUCCESSFUL PROGRESS.....(continued from page 1)



Cincinnati, Ohio, and Indianapolis and Portland, Indiana. These facilities are currently owned by CCR, and Coke Consolidated expects to begin a series of transaction closings for them in Q4 2016 through 2017.

So much has been accomplished, but there is a great deal more to come --- with a completion target of 2017 – so stay tuned for more developments on refranchising news! **Scan the code for updates:**



PAC Evolves with System of the Future

Creation of a Coca-Cola System Public Affairs & Communications (PAC) Council

In order to capture the full value of our new franchise system and organize for maximum effectiveness on key PAC initiatives, a system PAC Council is being created that will enable sharing of information and strategies, discussion and collaboration on key issues, and better equip all public affairs colleagues for success in their territories.

The system public affairs and communications advisory council will be comprised of U. S. Bottlers and CCNA PAC leadership – to serve as a catalyst for discussion and information sharing on public policy positions that directly impact our business.

The overall goal of the PAC Council is to unify our System, model a culture of transparency and enhance key communication tools and capabilities that protect, support and grow our business....as we transform together.

The PAC Council has established its Guiding Principles and is rapidly seeking input from its new members to inform its planning and further strategy development. PAC Council Members appointed so far include: Kel Villarrubia (CCBC UNITED); Kimberly Kuo (CCBCC); Jim Soreng (Great Lakes); Mike Elmer (CCNNE); Scarlet Foster-Moss (Swire); and Amy Maguire (CCBF). Mainstream members of the new PAC Council are: Sally Hargis (Ozarks); Kirk Tyler (Atlantic); Bruce Hanna (Roseburg) and Alberto de la Cruz (Puerto Rico) and Matt Echols as Council Chair. Stay tuned for developments as the 2017 launch of this new and important council approaches.





Highlights from the 2016 CCBA Annual Meeting of the Membership

We hope you enjoy these photos and highlights of the 2016 Annual Meeting, hosted by your Coca-Cola Bottlers' Association. This year's CCBA meeting theme - *"Transforming Together"* - acknowledges the ways you, our Member Bottlers and we, your Association, drive synergy and create our shared System of the Future. From refranchising and beverage contracts (EPB and PB CBAs) to governance (SLGB, CCLT), product supply (NPSG) and an evolving platform of IT solutions (CONA and North Star); CCBSS, CBS -- change is everywhere. While imposing, there is great opportunity in this change and importantly, by supporting one another and by supporting your Association -- we will drive the change we need, to transform our system -- together.

Scan the QR code to read the full article, view select stage presentations and see lots more photos of the meeting and the reception! CCBA Website LOG-IN REQUIRED!!



Sandy Douglas (Executive Vice President and President, Coca-Cola North America) addresses the audience sharing his personal and professional perspective on business trends that will impact our System



Rudy Salas (VP, Franchise Leadership) and Hendrik Steckhan (President, Sparkling) respond to Bottler questions.



Jimmy Briggs, Clark CCBC and Mainstream President is among many meeting participants who asked thoughtful questions.



A surprise and special acknowledgement honoring Paul Wood, who retires at the end of 2016. Paul leaves a legacy of strong business accomplishments and warm relationships that have played a central role in Coca-Cola North America. John Odom, Chairman & CEO, The Odom Corporation made the introductory comments as Paul receives his award from John Gould.



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Highlights from the 2016 CCBA Annual Meeting of the Membership.....(continued from page 3)



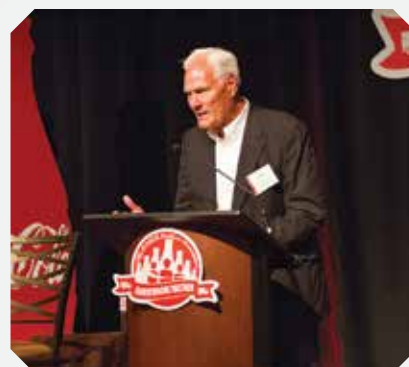
Jane Hopkins, EVP, Coca-Cola Scholars Foundation



TJ Abrams, Coca-Cola Scholar and Co-Chair of Alumni Advisory Board



Sharing news on the work of our Scholars and the impact they are making in our world. **Scan code to view the video.**



CONGRATULATIONS to Coca-Cola Bottling Company of Columbus, celebrating their Centennial Anniversary! Bill Russell accepted the crystal award on behalf of his family and shared warm comments as we honored this very special milestone.



Claude Nielsen, who is retiring from the CCBA Board of Governors, addresses meeting attendees with a very inspirational message.



Claude accepting a Board resolution in his honor, with John Gould and Hank Flint.

Highlights from the 2016 CCBA Annual Meeting of the Membership.....(continued from page 4)



Carl Lehrkind III, Lehrkind's Inc,
Claude Nielsen, CCBC UNITED and
Jim Tyler, Atlantic CCBC



Linvil Day and Elizabeth Barry
Roman of Middlesboro CCBW
enjoying the reception!



Charlie Bitzer, ABARTA and Dwight
Frierson, Orangeburg CCBC,
smile for the camera



Dennis Phelps, VP of Merchandising, 7-Eleven, shares the history of his Company with highlights of his experiences and learnings in the Convenience Channel



Trevor Messinger, Mark Francoeur, Hank Flint, John Gould and Bobbie Golden address Member questions and issues during our Member-only session



Congratulations to the winner of the coveted President's Award for Quality Excellence! This year's winner was Coca-Cola Bottling Company Consolidated in Charlotte, NC – Snyder Production Center.

Scan the codes to view fun and inspirational lead performances celebrating Coca-Cola!

Ozarks
CCBC



CCBC
Consolidated



Taste the Feeling - Karaoke
16 sec 20 sec



Sandy Douglas poses with the Consolidated Snyder production team.

Also congratulations to ALL of our Bottlers for an impressive 2015 performance – validated by the Woodruff Cup returning to Coca-Cola North America!



THE MARKET STREET CHALLENGE

Congratulations to the overall winner, **Coca-Cola Bottling Company UNITED!**



John Sherman and Beeland Nielsen react to the announcement.



Team UNITED onstage with Rudy Salas (CCNA)

Congratulations to the Finalists

Abarta Coca-Cola
Chesterman Companies
Coca-Cola Bottling Works of Tullahoma

Coca-Cola Refreshments – West OU
Deming Coca-Cola Bottling Company
Jefferson City Coca-Cola Bottling Company

Love Bottling Company
Swire Coca-Cola USA
Coca-Cola Bottling Company United

And Congratulations to the Execution Award Winners!

Deming Coca-Cola Bottling Company
Decatur Coca-Cola Bottling Company

Ozarks Coca-Cola Bottling Company
Swire Coca-Cola USA

Coca-Cola Bottling Company United

See your CCBA website for more detail on the awards!



Our System Comes Together to Support One Another – Louisiana & Kokomo Rebuild

Devastation can strike at any time and it has touched many across our System over the past few months.

Southern Louisiana experienced significant flooding, impacting **Coca-Cola UNITED**, and its local operations and associates in the State. Coca-Cola UNITED, ever-committed to its communities and associates, quickly mobilized their people and teams to maintain operations and importantly, support their team members who were impacted by this terrible event.

The Coca-Cola Employee Relief Fund was quickly developed*, and the response from you and individuals across our Coca-Cola System was humbling, overwhelming and just amazing! Linda Sewell (Director of Community Relations and Communications) shared that UNITED associates have been resilient and maintained a positive outlook in spite of the devastation. The volunteer efforts from other UNITED associates and business partners to help the affected associates repair their homes was also inspiring.



Flooding in the Baton Rouge DC and irrepresible UNITED employees helping with recovery and the massive cleanup

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A Centennial Celebration in Columbus, Indiana!



Bottling Company of Columbus



*Third Generation Owners –
Nan Russell and Albert H.
'Hutch' Schumaker II*

One hundred years is a long time....but it goes quickly when you are in a business you love. This year the Coca-Cola Bottling Company of Columbus reached its "Coca-Cola" 100 year anniversary.

As a matter of fact, what is now the CCBC of Columbus, began in 1912, when A. E. "Junie" Schumaker purchased some bottling equipment and rented a building on Jackson Street in Columbus, IN. In the beginning, Mr. Schumaker only bottled fruit flavored soft drinks, but just few years later, in 1916, he obtained the franchise to bottle and distribute Coca-Cola in Bartholomew, Decatur and Johnson counties.



*That is A.E. Schumaker
himself sitting on the
carriage/route cart!*

Also during this period, the creation of the Coca-Cola Contour Bottle was still in the early stages of becoming the icon it is today AND had its start not far away -- down Third Street in Terre Haute, IN.

Ever industrious, Mr. Schumaker expanded the business to include ice cream production, (branded Puritian Ice Cream) until 1936, when it was sold to Thompson Dairy Co. of Columbus, Indiana. In the meantime, the Coca-Cola Bottling Co. business continued to grow and was moved to 816 Jackson Street.

Then in 1942, the company built a new plant at the site where it is today --- **1334 Washington Street**. In 1956 A. E. sold the bottling business to his son, Albert H. Schumaker, who then passed ownership on to his son Albert H. (Hutch) Schumaker II and daughter, Nan (Schumaker) Russell.



1334 Washington Street

On behalf of our members and the Coca-Cola System, CCBA congratulates the Schumaker and Russell families on this exciting and inspiring milestone. **To the next 100 years!**



*Pictured (l to r): Nan and Bill Russell, Hutch and
Kevina Schumaker and GM Kirk Freese*

A true family business (l to r): Nan & Bill Russell with Hutch & Kevina Schumaker...AND the fourth and fifth generations!





Bottling Company of Kokomo, Indiana

Our System Comes Together to Support One Another – Louisiana & Kokomo Rebuild.....(continued from page 6)

Operations have been back in full swing since days after the floods. The folks at Coca-Cola Bottling UNITED want to let YOU know how appreciative they are for your concern, prayers and financial support. It's a real sign of the strength of the Coca-Cola family.

** The UNITED Coca-Cola Employee Relief Fund, established a partnership with the Baton Rouge Area Foundation, that provides key benefits to both donors and recipients. All donations are now and will be tax-deductible and the grants made to employees are not taxed as ordinary income by the federal government.*

Almost simultaneously with the Louisiana flooding, Kokomo, IN was hit by a massive tornado.

Several Coca-Cola employees suffered damage to their homes, and across the area -- 150 homes were totally destroyed and another thousand or more homes were impacted. Miraculously -- there were no fatalities and very few serious injuries, especially when you see the destruction left in this storm's wake.

Kokomo city employees and literally thousands of volunteers did a remarkable job of cleaning up the city and beginning the rebuilding process. Many contributions have flowed into the community including some from other Coca-Cola Bottlers. Folks all over the area are pulling together to help out. For example, in spite of their game being cancelled, the high school football team AND their opponents, from 40 miles away, spent the evening cleaning up and hauling debris.

Craig Severns, of CCBC of Kokomo stated "our people are resilient and they are proving once again that we are KOKOMO STRONG." Craig also shared his pride in being a Coca-Cola distributor and "to be a kid from Kokomo!"



Mike Fox, CCBC Kokomo, serves as President on the Board of Directors of the Kokomo Rescue Mission. Mike (center) is accepting a donation of \$20,000 to the Mission and for helping with the damage you see in the photo at left.



Ozarks Coca-Cola Raises Funds for UNITED Employees

On Friday, August 26th Coca-Cola Ozarks conducted a fundraiser in their branches to help fellow Coke UNITED employees. The event featured an all-day cook out with a silent auction that raised \$3400. All proceeds from the auction were directed to UNITED's Coca-Cola Employee Relief Fund. Sally Hargis (VP, Corporate Strategy) shared, "Once our "Sparkling" committee heard about the devastation and the specifics of those UNITED employees affected, we wanted to help!"

Local Marketing Notes / Member Updates

Odom Corporation Plans New \$40 Million Beverage Distribution Center



THE Odom CORPORATION

Executive Vice President Bill Odom announced plans to build a new \$40 million beverage distribution facility in Anchorage, Alaska. The 240,000-square-foot building will be constructed at the Odom Corporation's land across from the Chugach Power Plant. The new facility will consolidate the company's three other operations into the same building.

"This shows people who have guts to move forward, who have the confidence in their own ability to compete in the market are willing to invest in Anchorage and invest in Alaska," said Anchorage Mayor Ethan Berkowitz.

"It's a commitment to the state; it's a commitment to Alaska," Odom said. "There are some ways that we could have shipped direct from Seattle and bypass some of the warehousing we have to do here. But I think for getting the product on time to customers it's still the best way to do it."

Construction will begin in the spring. The project is expected to last two years.

Coca-Cola Consolidated Celebrates Grand Opening of New Anderson County Sales and Distribution Facility & Annapolis Regional Operations Center



Coca-Cola Bottling Co. Consolidated opened a new chapter in its 114-year history in South Carolina by celebrating the grand opening of its new Regional Sales and Distribution Center in Anderson County. Elected officials, key customers, and community leaders joined CCBCC at an open house and ribbon-cutting ceremony in late June at the new sales and distribution facility in Piedmont.

This state-of-the-art, 150,000 square foot facility is located on a 36-acre site that will serve retail customers and consumers throughout Upstate South Carolina and North Georgia. The new facility will handle sales and distribution of Coca-Cola products throughout Anderson, Pickens, Greenville, Oconee, Greenwood, Abbeville, McCormick in South Carolina and Carnesville, Hartwell and Lavonia in Georgia. The Regional Sales and Distribution Center will run 40 routes daily to deliver more than 8.5 million cases a year, is equipped with state-of-the-art audio/visual equipment and has a large training room that seats more than 60 people.

"Anderson County is extremely excited to welcome Coca-Cola Consolidated to our county, and especially to the Powdersville community," said County Council Vice

Chairman Ken Waters. "As one of Coca-Cola's popular slogans is "Choose Coke" – we are thrilled that "Coke Chose Anderson County!"



Anderson County Sales & Distribution Facility

And in September, CCBCC also celebrated

the grand opening of its new Regional Operations Center in Annapolis, MD. Annapolis traces its Coca-Cola history back to 1923, when the Coca-Cola Bottling Company of Annapolis began manufacturing operations. The Regional Operations Center, or ROC, was originally built in the 1980s and handles deployment and refurbishing of vending and other sales equipment. The ROC currently has 46 employees and serves territory throughout Maryland and eastern Virginia for Coca-Cola Consolidated. It also contracts work in parts of New Jersey and Pennsylvania for Coca-Cola Refreshments.

The \$2.2 million investment in the two buildings – totaling 107,700 square feet of space – will enable Consolidated to be more engaged with and more efficiently serve retail customers and loyal consumers throughout the region.



Great Lakes Coca-Cola named Wisconsin Grocer Association's 2016 Vendor of the Year



The Wisconsin Grocers Association (WGA) announced that our bottling partner, Great Lakes Coca-Cola Distribution, was named their 2016 Vendor of the Year. WGA President & CEO Brandon Scholz made the surprise award presentation to Great Lakes Coca-Cola sales leaders during a meeting at the Festival Foods' Green Bay

support office. Festival Foods, which operates 24 stores in Wisconsin, nominated Great Lakes Coca-Cola for this award. Scholz was quoted as saying, "Great Lakes Coca-Cola does a fantastic job with their customers as well as participating and supporting all WGA events." The formal award presentation will occur at the WGA Innovation Expo on October 12th in Milwaukee.



OZARKS Coca-Cola 'Claus' Encounters...in July!

Yes – Virginia, there is an annual Santa convention! It is held in Branson MO and this year marked the world's largest Santa Convention ever staged, with over 800 Santas and Mrs. Claus, plus an additional 300 Industry professionals, vendors and Kringle Family members. ...And, did you also know there is an International Brotherhood of Red Bearded Santas (IBRBS), Knights of St. Nicholas and a Santa Claus Hall of Fame?



Ozarks Coca-Cola was a lead sponsor of this heartwarming event. Even The Coca-Cola Company's Ted Ryan (Archives Director) attended to accept an award for Haddon Sundblom! The Convention also benefits the United States Marine Corps Reserve's Toys for Tots Foundation, with over \$10,000 raised by convention attendees and vendors.

Our Colleagues in the News...

A conversation with the CEO of Tampa Bay's next billion-dollar company



The volume of refranchise news and updates can be overwhelming with the complexity of changes to our System and its respective territories. This news however, is always more meaningful in a Bottler's hometown.

Recently the *Tampa Bay Business Journal* interviewed **Troy Taylor, Chairman and CEO, Coca-Cola Beverages Florida** and published an article that highlighted CCBF's plan to acquire four production facilities in Tampa, Orlando, Jacksonville and Hollywood. Troy shared his enthusiasm about our industry, his business philosophy and his organization's expansion plans. Coca-Cola Beverages Florida will triple in size when it completes its pending agreements.



Congratulations to **Thomas Benford**. Mr. Benford was named Executive Vice President and Assistant to the Chairman at **Coca-Cola Beverages Florida**. He previously served as CCBF's vice president for strategy and planning, and has been a longtime advisor to **Chairman and CEO, Troy Taylor**.



Mr. Benford will oversee CCBF's ongoing growth through the acquisition of additional franchise territories and operations, and will support the chairman's office in various strategic initiatives. He will also oversee the strategy, planning, safety, security, real estate and shared services functions at Coca-Cola Beverages Florida.



ABARTA

Congratulations to **Abarta Coca-Cola's Joseph Brake**, who will receive the **Lifetime Achievement - Volunteer in the Arts Award**, during the Linny* Awards celebration in November.

Joe is a longtime volunteer in the Lehigh Valley region, who has been involved with numerous community, arts and cultural organizations for more than three decades. The Vice President and General Manager of Coca-Cola Bottling Companies of Lehigh Valley and Chester County, Joe currently serves on the boards of the Lehigh Valley IronPigs Charities and Best Inc., and as a member of the Greater Lehigh Valley Chamber of Commerce Board of Governors. He has also served as member of the Executive Board of the Boy Scouts of America - Minsi Trails Council, as member of the Executive Committee of the Greater Lehigh Valley Chamber of Commerce, and as member of the boards of the Bach Choir, Lehigh Valley Partnership and the Miracle League of the Lehigh Valley.

Joe is also the recipient of the Priscilla Payne Hurd Award from the Bethlehem Chamber of Commerce, the Lehigh Valley PICPA Service Award from the LifePath Foundation and the Distinguished Citizen Award from the Boy Scouts of America - Minsi Trails Council. He was the honorary chair of fundraisers and campaigns for the American Lung Association, the Bethlehem Rotary Club, Muscular Dystrophy Association and the Good Shepherd Rehabilitation Pediatric Hospital "Gala in the Garden."

** The Linny Awards are designed to recognize the thriving arts community in the area, including talented artists, arts educators, students and supporters of the arts. ArtsQuest Foundation Executive Director Jeff Parks emphasized that "Joe truly embodies the spirit of what these awards are all about - dedication and passion for the arts and our community. Joe has done so much for our region and inspired so many through his generosity and his volunteerism, so we are truly honored to present him with our inaugural Lifetime Achievement Award."*



A "Journey" of the Heart, Mind & Body...



Following a 12th-place finish in the heptathlon at the U.S. Olympic Trials, Jess Lehman was named to the U.S. team for the 2016 Thorpe Cup, (an international competition between the United States and Germany in Fayetteville, AR.) The Thorpe Cup Teams are composed of up to seven men and seven women who compete in the decathlon and heptathlon. Jess wrapped up her collegiate career this season as the two-time defending Big Ten Conference heptathlon and pentathlon champion. She holds Minnesota program records in both events and was a four-time All-American as well. Jess is the daughter of TJ and Carol Herauf, (CCBC of Dickinson.)

Member Resources

This year – for the very first time, CCBA was honored to have two inaugural Co-Sponsors of our Annual Meeting. If you did not have an opportunity to meet the folks from C.H. Robinson and Jansen here in Atlanta, take a look to see how these Coca-Cola approved vendors can add capability and value to your business.



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2016 Financial Forum Highlights

The spring/summer Financial Management Forum, sponsored by CCBA is designed to provide insight and access that supports your financial and business planning. The session is always held in a setting conducive to relaxed conversation and collaborative dialogue. Although primarily attended by your Bottler financial leaders, the topics are equally as meaningful for owners and general managers and several always attend. This year's meeting was held in beautiful San Diego and well attended by a large group of Bottlers.

The agenda covered key topics in the financial and beverage industry. Keith Sproles, from AFS Advisors (the current investment advisors of the CCBA 401k Program) explained the new Department of Labor Fiduciary Regulations and the subsequent impact on business and industry. Results of the CCBA Financial Survey along with other trends in the industry were shared by Marion Glover, providing potential guidelines for participants to fine tune their approach to this critical area. Andrew Wilkinson and Emelie Tirre, from Monster Energy provided an in-depth overview of the energy category and shared three exciting new product innovations from Monster. Christina Yuhas from CBS/CCBS provided an overview on procurement – an area of high interest for most.

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The Coca-Cola Bottlers' Association

2016 Financial Forum Highlights.....

(continued from page 11)

Technology is a core enabler of our System's ability to compete effectively. Two primary technology platforms used across our Bottling System are CONA, primarily used by the largest re-franchising Bottlers, and the more familiar, North Star. To provide the audience with a basic understanding of CONA, its platform and role, — CFO, Scott Armstrong offered his perspective and shared how the organization is evolving. Michelle Heidt of Ozarks CCBC followed Scott and the CONA presentation with an update on North Star. No Bottling Financial session would be complete without perspective on the U.S. economy, offered by Tim Quinlan of Wells Fargo and an in-depth discussion and update on commodities, consolidated invoicing and route to market work, provided by representatives from CBS/CCBSS.

Awesome alert — Robert Ottenstein, Senior Managing Director from Evercore ISIS Global Beverages Research was a Forum highlight, garnering interest and positive feedback. Robert provided a Wall Street perspective of the beverage industry. These industry specific sessions were balanced by general business updates from Coca-Cola North America and CCBA business updates to Members.

Scan the code if you are interested in checking out the information and viewing more photos — to get a sense of the vibe and optimal environment for work, while discussing some tough topics, collaborating and unwinding.

Note - You will need to log in.



The Financial Management Forum is open to all Bottlers and provides an excellent opportunity to stay current on our business with fellow members, Company executives and industry colleagues. **Contact Ann Burton at 678-539-2302 (aburton@ccbanet.com) to learn more!**



three "Mikes" ..Mike Pappas (Atlantic), Mike Fox (Kokomo) and Mike Ramos (SEC) during a break.

In addition to business sessions, the meals and environment never disappoint.



2016 Annual Loss Control Forum Highlights



This year's Spring Loss Control Forum convened in Memphis, Tennessee, from May 4th to May 6th, attended by both our member bottling community and beer distributors who participate in the Association's Captive Insurance program.

This annual event offers access to subject matter experts specializing in the unique needs of our business. The agenda included a broad range of topics critical to optimizing safety and preventing loss in Member businesses. Presentations included an overview and update on the Captive Insurance Program with an opportunity to look at Loss Analysis, Benchmarking and Self Audits for respective attendees.

There is a strong focus among this group on refining and improving the claims management process, and sharing best practice ideas in order to take our program to best-in-class performance levels.

A sample of the presentations included updates to Transportation Law, in-depth look at Workers' Compensation and Optimization of Pharmaceutical Benefits; Getting the Most from Your Safety Efforts; Incident Management and Crisis Response and ways an ownership can minimize Property Loss. A special highlight was the "Day in the Life of a Driver" which offered a video peek into the challenges and day-to-day events that directly correlate to safety and loss control.

In addition to the presentations, a series of concurrent workshops which focus on relevant safety and loss control topics is built into the second day of the agenda. This year's workshops covered what you need to know about OSHA Recordkeeping; a "12-Step Program for Successful Safety"; Development of Transitional Return-to-Work Program and Impact on Loss Control and the Advantages of Using Online Learning Management Systems.

A complete library of safety, training and loss control materials is available to all participants in the Association's Captive program. The strong ROI relationship of an organization's investment in safety training is the cornerstone of this program. Safety and loss control continue to be a high priority for any business, especially in our industry and also among the most costly when issues occur.

For more information, contact Charles Norton at 678-539-2304 (cnorton@ccbanet.com) or Ann Burton at 678-539-2302 (aburton@ccbanet.com).

Submit your news, feedback and ideas.

Want to see your news on the CCBA website or in the Bottling Line? **GREAT**...because CCBA wants to hear from you! **Scan the code to access the form or visit the CCBA website and choose News>Bottling Line>Submit News** -- to share Company and Bottling family news, feedback and stories for inclusion in the Bottling Line, or on our website. In the meantime, we also love to hear your updates; participation in your communities, new babies, marriages, and anything else you want to share. Pictures always add to the fun.



We encourage you to visit CCBANET.COM and share your feedback on content and linkages that complement available resources across our System.

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If you have stories or information about your Bottling organization or employees that you want to include in our next edition of the Bottling Line, contact Linda Peluso at the Association at 678-539-2309 or lpeluso@ccbanet.com.