



# the BottlingLine

Issue No. 330 • Spring/Summer 2017

## 2017 Schedule

**CCBA Loss Control Forum**  
May 9 - 10

**WAUKOMIS Bottler Meeting**  
May 17 - 18

**CCLT Meeting**  
June 6 - 9

**CCBA Financial Management Forum**  
June 20 - 23

**CCBA Annual Meeting**  
July 31 - August 1

**2017 TCCC System Planning Meeting**  
August 2 - 4

**CCLT Meeting**  
August 15 - 18

**Fall Board of Governors Meeting**  
October 5 - 6

**Fall Mainstream Meeting**  
October 18 - 19

**CCLT Meeting**  
November 7 - 10

*Check the CCBA website for schedule updates*



## 21ST CENTURY BEVERAGE PARTNERSHIP MODEL PROGRESSES



### North America Refranchising Plan Continues to Evolve

Coca-Cola Bottlers in North America continue to make investments with The Coca-Cola Company that will shape our system for long-term success. Below are highlights of key transactions since our previous article in the Winter edition.



- **Heartland Coca-Cola Bottling Co.** (Kansas City, MO), completed its transaction for territory in parts of Illinois, Missouri, Kansas and Nebraska, including the cities of St. Louis and Kansas City; and a production facility in Lenexa, KS.



- **Coca-Cola Beverages Florida**, (Tampa), closed on territory in north Florida, including production facilities in Orlando and Jacksonville.



- **Arca Continental (AC)** of Monterrey, Mexico, closed their transaction on March 31st to establish **Coca-Cola Southwest Beverages, LLC**. The newly formed Bottler will serve a large area of the Southwest United States, including Texas and parts of Oklahoma, New Mexico and Arkansas. This region includes nine production facilities. The Coca-Cola Company will be a minority owner of AC Bebidas, which includes Coca-Cola Southwest Beverages as well as AC's beverage operations elsewhere in Latin America.



*continued page 2*

## 21<sup>st</sup> Century Beverage Partnership Model Progresses.....(continued from page 1)



- **ABARTA Coca-Cola** (Pittsburgh, PA) transferred two territories -- Cleveland, OH to Coca-Cola Bottling Co. Consolidated and Buffalo, NY, to **Coca-Cola of Northern New England** (Bedford, NH) ahead of its current expansion, announced previously.



- **Timber Country Coca-Cola Beverages** (Roseburg, OR) is acquiring two new counties (Siskiyou and Del Norte) in northern California. Coca-Cola Bottling Company of Roseburg / Douglas County Bottling recently adopted this new title and logo to more closely reflect the new regional size of their distribution area, and where they live, the timber capitol of the nation.



- **Coca-Cola Bottling Co. Consolidated**, (Charlotte, NC), completed two closings. The first involved territory in Louisa, Kentucky, and in Cincinnati and Dayton, Ohio, including a production facility in Cincinnati. The second, for territory in Fort Wayne, Lafayette, Anderson, Terre Haute and South Bend, IN. CCBCC also entered into a Letter of Intent (LOI) with TCCC, that anticipates exchanging certain of its exclusive distribution rights and associated assets and working capital relating to the distribution, promotion, marketing and sale of beverage products owned and licensed by The Coca-Cola Company and certain cross-licensed brands located in south-central KY currently served by the CCBCC's distribution center located in Somerset, Kentucky -- for certain like-kind assets of Coca-Cola Refreshments USA. CCBCC Consolidated also signed definitive agreements to further expand their distribution territory within parts of northern OH.



- **Great Lakes Coca-Cola Distribution LLC, (GLCC)**, (Rosemont, IL), reached a Definitive Agreement and closed on territory in eastern Michigan, including a production facility in Detroit. GLCC's Definitive Agreement for the production facility in Grand Rapids is expected to also close soon.



- **Swire Coca-Cola, USA**, reached definitive agreements for additional territory in the Pacific Northwest, including most of Washington, parts of Idaho and most of Oregon. These agreements include production facilities in Bellevue, WA, and Wilsonville, OR.

These agreements are all in-step with a plan to rebrand all of The Coca-Cola Company's U.S. bottling territories by the end of this year. Ultimately, our Coca-Cola system in North America will be comprised of economically aligned bottling partners that have the capability to serve major customers, coupled with the ability to maintain strong, local ties across diverse markets in the United States and Canada.



And...WELCOME to our newest independent Coca-Cola Bottlers!



# MAINSTREAM BOTTLERS MEET IN

## PALM SPRINGS



*Welcome to — and WHY it's called Palm Springs!*

rich history and has become something of an annual pilgrimage for many Mainstream Bottlers and their families. Attendees spent two days tackling key topics important to driving our business, building capability and optimizing the resources across our Coca-Cola System.



*Meredith Mapel (Durango CCBC) with Emily Tierre (Monster) and Melanie Clark (CCBCU) at the Monster Energy sponsored dinner.*

importance to our Bottling community. The morning session started with Coca-Cola Bottling Sales and Services sharing news on their evolving organization and services. We then progressed through a deep dive into our System's innovation pipeline by Karla Radtke (CCNA), followed by Reginald Goins (CCBF) presenting an update and the strategic vision on eCommerce. Brian Sappington then reviewed the Drug/Value channel plans and programs and finally, the CCNA media team shared the 2017 local media plan and the local media toolkit.



*Andrew Reyes (GLCC) shares a fabulous history of the Reyes family business, an overview of Great Lakes Coca-Cola and his perspective on our industry.*

On February 16-17, 2017, Mainstream Bottlers from approximately 31 independent bottling ownerships participated in the Spring CCBA Mainstream meeting, held in Palm Springs, CA. This meeting has a

**Day One** consisted of a strong agenda kicked off by Mainstream President John Otterbeck (Atlantic CCBC) and CCBA CEO and Executive Director, John Gould. Throughout the day, presentations and discussions by system partners covered topics of high interest and

The afternoon session featured a series of updates on various aspects of the business. Scott Tillman (CCNA), shared news on the Convenience Retail channel, followed by Drew Haynie and Will Kline (CCNA) who covered National Retail Sales and Regional Customer planning. The Monster team led by Andrew Wilkinson and Emilie Tirre walked the audience through their 2017

playbook with special guest Mark Hall, Monster VP of Marketing providing a transparent peek into their overall business and innovation plans. Sharing best practices is another great way to drive success and Andrew Reyes of Great Lakes Coca-Cola generously shared a history and overview of his family's journey through the beverage industry and perspectives since joining the System.

As always, the agenda was supplemented by informal discussions on the golf course, by the pool and at a variety of dinners and get-togethers.

**Day Two** began with updates from Dan Markle and Jim Marvel on the 2016 business results and 2017 priorities. Ken Skutnik (CCBC Tullahoma) offered a perspective on industry competition and Michelle Hiedt provided an update on North Star. Dave Katz (CCBCC), Chris Gaffney (NPSG) and Mickey Urmann (CCNA Exchange) shared an update and responded to questions on the critical area of Product Supply and the National Product Supply Group and CCNA Exchange.

As the meeting came to a close, John Otterbeck and John Gould provided a general update and addressed questions before officially adjourning the meeting.

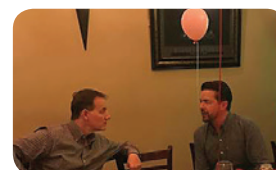
We welcome your feedback anytime! CCBA's goal is to facilitate meaningful Mainstream meetings that benefit our independent bottling community and encourage full participation by all Mainstream members. If you have topics that you would like to see during future meetings, please email Linda Peluso at [lpeluso@ccbanet.com](mailto:lpeluso@ccbanet.com)

You will soon be receiving invitations to the 2017 Mainstream conference calls, which will follow the live CCLT meetings. Please plan to participate if possible!

Check out additional photos and select presentations online (You will need to log in with your password to view this content)



*Reginald Goins presents thoughts on eCommerce.*



*The meeting has always been known as a great spot to collaborate and relax. Here John Gould and Monster Energy's, Renold Aparicio talk business over dinner.*





## A LITTLE INSPIRATION FROM OUR 'MAINSTREAM MAN'



*Jimmy Briggs (Clark Beverage Group and recent Mainstream Bottling President) with Clark's Joe Wilson – proudly displays his Team Coca-Cola banner, that was signed by everyone in Palm Springs to send get well wishes his way. Ditto on that Mr. Briggs — from everyone across our System, that may not have been in Palm Springs!*

At each CCBA Spring Mainstream meeting, the Mainstream members often honor some personal milestone or event among their colleagues. Sometimes it's simply a special thank-you to their outgoing (Mainstream) President. This year, our meeting attendees were missing their "outgoing President", Jimmy Briggs - who was busy on the homefront.

When you are inside the "walls of Coca-Cola" in downtown Atlanta, Jimmy Briggs is one of the key "all-around go-to guys" for questions and input on all things Bottling System related. As many of you may be aware, Jimmy is charting an unexpected course as he manages and boxes back brain and lung cancer. Jimmy has approached his journey with wisdom and good humor -- and is providing inspiration to his colleagues and extended Coca-Cola family as his journey unfolds.

Since he has always been one of the stalwart attendees at this special meeting, his System colleagues there decided to send Jimmy some 'Coca-Cola Bottler love' with a banner signed by everyone at the meeting to wish him well.

As we publish this article, it is important to note that there are many CCBA Members and their respective families who may be facing challenges with illness at this time. While we do not always highlight this news publicly, we also ask our community to send positive prayers and thoughts to support any of our fellow Bottlers and extended Coca-Cola family who may be dealing with adversity. Our individual circumstances and experiences are at once, unique and then, so collectively unified.

**Jimmy, your fellow members and the staff here at CCBA are sending extreme wellness prayers your way!**

# Hendrik Steckhan to Succeed Claude Nielsen as Coca-Cola Scholars Foundation Chairman

After 20 years of dedicated service to the Coca-Cola Scholars Foundation Board of Directors, Claude Nielsen is stepping down as Chairman. He hands the reins to Hendrik Steckhan, President of USA Operations at Coca-Cola North America and current board member.



During Claude Nielsen's 8 years of thoughtful leadership of the Board of Directors, the Foundation reached several key milestones, strengthening its impact. In 2013, Claude was instrumental in securing funding of \$25 million through a combined gift from The Coca-Cola Company and Coca-Cola Bottlers to the Foundation. In addition, during his tenure the Foundation

increased the number of \$20,000 scholarship winners from 50 to 150. Claude welcomed many esteemed speakers to the Foundation's annual Scholars Banquet, including Condoleezza Rice, Tom Brokaw, and David Rubenstein, to celebrate the newest class of Coca-Cola Scholars.

As impactful as his contributions have been to the Coca-Cola Scholars Foundation, his passion for education and service has also left a lasting impression on fellow board members, Foundation staff, and Coca-Cola Scholars.

"Claude Nielsen has been a thoughtful, empathetic, and inspiring leader for the Coca-Cola Scholars Foundation and the Coca-Cola family. While many great leaders have a strong mind, Claude leads with an even stronger heart. His authentic passion and genuine love for Scholars has strengthened our community. It is under his leadership that we have brought greater financial strength to the Foundation, set a strategic course for the future, and embraced the voice of Scholars in everything we do. I am deeply grateful for his years of advocacy and ambassadorship on behalf of this family – his family – and will continue to be inspired by all Claude has helped us achieve together," said Jason Pate, 2005 Coca-Cola Scholar and former member of the Coca-Cola Scholars Foundation Board of Directors.

Claude recently retired after 25 years as CEO of Birmingham's Coca-Cola Bottling Company United. Under his direction, United grew into the nation's largest privately owned Coca-Cola Bottler.

Chairman-Elect Hendrik Steckhan will lead as the first chair from The Coca-Cola Company in Scholars Foundation history. He was appointed president of Coca-Cola's U.S. operations in December 2015, previously serving as president of Coca-Cola's North American still beverages unit. He was head of Coke's German business from 2010 to 2014, and oversaw carbonated brands in North America from 2007 to 2010.



Hendrik brings a wealth of valuable experience with over 20 years of international business experience in strategy, marketing, commercial and general management roles with The Coca-Cola Company and formerly with Kraft Foods in Europe.

"We are thrilled about Hendrik's upcoming tenure as the new Chair! I know that Scholars and alumni will be excited to work alongside him in service of this Foundation and mission we believe in so passionately," said Sue Suh, 1991 Coca-Cola Scholar and member of the Coca-Cola Scholars Foundation Board of Directors.

The Coca-Cola Scholars Foundation represents the best kind of partnership between The Coca-Cola Company and Coca-Cola bottlers, bringing together the entire Coca-Cola system to bring better to the world, through investment in exceptional high school students who are dedicated to leadership, service, and action that positively affects others.

As the Foundation celebrates its 29th class this year, the Coca-Cola system will have invested more than \$66 million in 5,850 students who represent the most promising qualities of American youth throughout this country: academic excellence, positive leadership and a dedication to service. These students have a vision for positive change that is truly shaping a better future for our world and leaving a lasting legacy for generations to come.

Learn more about the Coca-Cola Scholars Foundation and its community of socially conscious, service-minded leaders at [www.coca-colascholars.org](http://www.coca-colascholars.org) or scan the code here:





## Local Marketing Notes / Member Updates



### SWIRE COCA-COLA USA

Jack Pelo, CEO of Swire Coca-Cola USA, Presented  
Lifetime Achievement Award

by Utah Business Magazine



On March 16, 2017 Swire Coca-Cola USA President and Chief Executive Officer Jack Pelo was honored by *Utah Business Magazine* with its Lifetime Achievement Award. The award was presented during the magazine's annual CEO of the Year Awards luncheon in Salt Lake City.

According to *Utah Business Magazine*, the CEO of the Year Awards honors executives who, "Exude innovation, show sound business judgment and have seen proven financial success. Whether in the private, public, government or nonprofit sector, these individuals have proven to be successful leaders within their companies and their communities."

Jack Pelo became President/CEO of Swire Coca-Cola in 1996 and over the last twenty years he has shaped the company's culture of excellence, while leading it to unprecedented growth. Jack is instrumental in developing the vision and strategy for the company's ongoing growth in size and revenue. From 2014 to the end of 2017 the company will triple the number of its employees to over 6,000 and essentially quadruple the size of the company in terms of sales volume and population served.

Jack has been the key negotiator as the company expanded territory through acquisitions from The Coca-Cola Company. He also sets the tone and tenor for the company's integration of 4,000 new employees into a very tight-knit company culture.

Jack literally grew up in the Coca-Cola System. His father owned and operated a bottling franchise in Walla Walla, Washington, and as soon as he was old enough, Jack spent his summers in the warehouse, on the bottling line, and

running special events. He built pallets and moved cases. He learned the business from the inside by working almost every job in the bottling and distribution operation.

"There are two things I really like about the beverage business. First of all, is the variety. We deal with all types of customers. You might be dealing with a university one day or a major retail outlet the next day," said Pelo. "The other thing is the people I get to work with - our associates, our customers and our business partners. This is a people business and that is what I like."

Jack's leadership also extends to transformation of the nation's beverage industry. Susan Neely, CEO of the American Beverage Association acknowledges Jack's contributions, "As chairman of the American Beverage Association, Jack Pelo oversaw the implementation of a ground breaking initiative to reduce calories from beverages sold in the nation's schools. Leading by example, Jack inspired competitors and fellow Coke bottlers to deliver on the pledge to transform the beverage landscape in schools. The result was an astonishing 90 percent fewer calories from beverages shipped to schools."

*"I am humbled and honored to receive this Lifetime Achievement Award from Utah Business," said Pelo. "I am proud to lead a great company, filled with terrific people who make and sell the world's most refreshing beverages. To be recognized for all we have accomplished together is very rewarding."*

Jack is a proud and active alumnus of Washington State University. He also serves on the Advisory Board of the Federal Reserve Board of San Francisco, and on the board of directors for Swire Cold Storage, Key Technology, Inc., and Western Container Corporation.



Bottling Company of Yakima & Tri-Cities

## CCBC of Yakima & Tri-Cities Passes Torch to the Next Generation

President and CEO of Coca-Cola Bottling Company of Yakima & Tri-Cities, Bill Dolsen is passing the reins to his son Adam. Bill, who has successfully led his family run business for 25+ years, will remain as Chairman while Adam assumes the title of President.

CCBC of Yakima & Tri-Cities first opened at 113 S. Sixth Ave. in 1911. In 1975, Bill's father, Bob Dolsen purchased the business as a way to diversify their family portfolio, which consisted of (and still does) a dairy, feedlot and an equipment leasing business.

When Dolsen Cos. acquired the Coca Cola Bottling Co., it had 20 employees who manufactured and produced a handful of brands, including the flagship Coca-Cola brand, Tab, Sprite and Orange Crush. The Dolsens also came into a tough competitive market environment during a tumultuous period for the brand, industry and Coca-Cola franchise business. Around 1992, after Bill took over the business from his father, things began to change. Bill effectively combined his competitive drive with a unique 'customer-centric' and gentle approach that won over retailers in his market who had previously only stocked competitive products.

Today -- The Coca-Cola Bottling Co. of Yakima & Tri-Cities has more than 1,400 customers throughout its service area and recently expanded its Pasco warehouse by more than 20,000 square feet. As each of our Bottling colleagues can also attest -- the company went from distributing a handful of brands to dozens of carbonated soft drink, water and juice brands. CCBC of Yakima & Tri-Cities celebrated its Centennial Anniversary in 2011 and is one of the top 10 distributors in Yakima County.

Of course, most local residents know CCBC of Yakima & Tri-Cities for its annual, award-winning lighted Coca-Cola truck that proudly participates in holiday parades across its market. There truly is nothing that compares to this moving celebration in lights as it appropriately embodies the holiday spirit.

Bill, who has always kept a low profile, is not going far...so we are not bidding him farewell, rather acknowledging his contributions and loyalty to the Coca-Cola franchise and brand....AND welcoming Adam to our Coca-Cola Bottling community!



## David "Buddy" Nobriga of Maui Soda & Ice Works, Ltd. Celebrates 90 Years Young!

One of Maui's most celebrated citizens also happens to be our own David "Buddy" Nobriga, who, surrounded by his large family and over 100 friends, celebrated his 90th birthday late last year.

Throughout Hawai'i and most especially on Maui, Uncle Buddy, as he is affectionately known, is an extremely well-respected man. Maui Soda & Ice Works, Coca-Cola®, Roselani Ice Cream, Nobriga's Ranch, water conservation, agriculture -- ALL are synonymous with David "Buddy" Nobriga.

Born on December 7, 1926 into a family of Portuguese immigrants that arrived on Maui in 1886, he is the patriarch of a family that has devoted itself to running and building successful small businesses and to serving the community. For more than half a century the Nobriga family has owned and operated Maui Soda & Ice Works, Ltd., one of only a select group of independent Coca-Cola

bottlers/distributors in the nation and the manufacturer of Roselani Ice Cream. Maui Soda & Ice Works also celebrates 129 years in business on Maui this year!

Buddy started working part-time for Maui Soda & Ice Works in 1941; he was a freshman at St. Anthony's School. His high school years were interrupted by World War II. He was drafted in 1944 and, fortunately, on his way to service in the Pacific theater, the war ended. When he returned to Maui, he completed his last few months of high school and went back to work at the family companies. When his father, Manuel, retired from Maui Soda in 1971, Buddy became president and ten years later he was CEO.

Buddy "retired officially" in 1998 but he remains Chairman of the Board of Directors, is at his desk early every morning, and still has the biggest office, something his

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## Local Marketing Notes / Member Updates



### David "Buddy" Nobriga of Maui Soda & Ice Works, Ltd. Celebrates 90 Years Young!.....(continued from page 7)

five children are fond of pointing out. At monthly safety meetings, you'll find him out in back of the Wailuku plant cooking up a great big pot full of his famous stew or a huge wok full of his amazing hekka.

In addition to running the family businesses that include the cattle ranch and a feedlot, Mr. Nobriga for many years advocated for Hawai'i's cattlemen at both the State Capitol and in Washington, D.C. He helped form the Maui Cattleman's Association in 1970 and served as its president for ten years and was president of the Hawai'i Cattleman's Council for four years.

Besides his family – and its businesses, Mr. Nobriga is most proud of his 54 years of service to the West Maui Soil & Conservation District. For 50 of those years, he served as its chairman. He and his colleagues are responsible for creating the Honolua watershed which protects the Napili area from flooding, for cleaning up the ocean in the Kahana area, and for work on the Lahaina watershed project throughout the last two decades. He was eco-conscious before it was a trend, having served on the Board of Water Supply for 20 years and held positions on the State Water Commission and in the Department of Agriculture.

In 2009, Buddy was one of four people in the Pacific Islands recognized as environmental heroes by the U.S. Environmental Protection Agency. This was national acknowledgment for founding the West Maui Soil and Water Conservation District. EPA officials said his years of commitment to the environment provided the needed leadership to advance a system designed to prevent the pollution of West Maui coastal waters. He also organized Maui's Resource Conservation & Development, the first in the state, in 1970,

serving as its chairman for ten years. Although he no longer serves officially, he continues to be dedicated to the conservation of Hawai'i's natural resources and mentors others in conservation practices.

He has served on dozens of boards and received more community service awards than the walls and shelves in his office can hold. In 2014, came what is arguably his company's highest honor to date. Maui Soda & Ice Works, Ltd. was named by the U.S. Small Business Administration as the Family-Owned Business of the Year for State of Hawai'i.

Buddy also counts his decades of service to the Federal Land Bank Association of Hawai'i (now known as Farm Credit Services) among his most significant because this organization serves specifically to help the state's small farmers. He has served as member for 36 years, twenty-six of them as Chairman of the Board. And after his retirement from that post JUST last year, he continues to be available as an advisor whenever called upon.

Buddy Nobriga has deeply instilled his core values – family, business, community service – into his children. From the Maui County Fair – Buddy has been involved since 1945 and served as Chairman in 1971 – to the Jaycees Carnival to St. Anthony Schools fundraisers to benefits for virtually every charitable organization and cause on the island regardless of size, Maui Soda is there. Coca-Cola and Roselani Ice Cream are always on the menus. In these days of big, behemoth businesses, Maui Soda & Ice Works personifies a family business that, in addition to manufacturing and selling great products, is exemplary in both personal and professional values. And all of that comes directly from Buddy Nobriga.







## Chesterman Co. Officially Opens New Distribution Facility



The first Coca-Cola shipments from Chesterman's newly constructed flagship distribution facility in South Dakota were transported on February 17, approximately 17 months after the original Mitchell distribution center was destroyed in a fire.



This 55,000-square-foot facility is located west of Floor to Ceiling near the Highway 37 bypass and is significantly larger than the original warehouse.

The original distribution center caught fire in the early-morning hours of Aug. 18, 2015, causing extensive damage to the 42,000-square-foot structure. Despite the loss, *distribution was paused for only one day*, with the center also cutting back on some flavor/package selections of certain products. Other Chesterman facilities and independent Bottlers rerouted products to Mitchell to assist with deliveries. Accordingly, ***a very special thank you goes to Atlantic Coca-Cola Bottling Company!***

According to Matt Morgan, general manager of central South Dakota operations, there were many customers who didn't even know the facility suffered a major fire. Morgan also praised the hard work of his employees over the past year and a half.

Chesterman operates distribution centers in four of the five states in its service area, South Dakota, Nebraska, Iowa and Illinois. The company's South Dakota operations also include distribution centers in Pierre, Huron and Watertown.

The new building is specifically designed for Coca-Cola distribution and used to distribute beverages across a large area in central South Dakota, stretching from Winner to west of Salem and some areas in Huron. The warehouse holds approximately 40,000 cases, yet is large enough to hold twice that quantity, with space for about 14 trucks. Mitchell is not the largest facility in the Chesterman network, however it is the newest and boasts the latest in facility design and architecture.

Because its located just off the highway, trucks have more space to load and better access to Interstate 90 and other major highways. The facility is also visible to more motorists, so signage serves as advertising.



Cy W. Chesterman, President of Chesterman Co., shared that they decided to build a larger facility to accommodate the expanded number of products sold out of the Mitchell branch, to focus resources close to their customers and to maintain their presence in the area. Cy added "We've got a lot of great employees that work there, and they call it home, ...so we call it home, too."

## Local Marketing Notes / Member Updates

### A Mini-Reunion of Bottlers celebrating Paul Wood's Retirement

In our last newsletter, we sat down with Paul Wood as he prepared for retirement after 40+ years with our Coca-Cola System. Right before 'press time', we were privileged to participate in a final official celebration for Paul. It turned out to be a 'Bottler family reunion' of sorts. We thought our Members might enjoy these photo highlights.

*Photographs courtesy of Guerry Redmond Photography*



*John Gould (CCBA) and Hager Rand (Durham) flank the "man of the hour"*



*Former CCBA Presidents, Wes Elmer (CCNNE) – left and Bob Browne (Great Plains) – right, with our current President, (center) Trevor Messinger (High Country)*



*Mark Francoeur (CCNNE), Charlie Bitzer (ABARTA), Dwight Frierson (Orangeburg) and John Odom (ODOM)*



*Pete Benzino (ABARTA), Ann Burton (CCBA) and Charlie Bitzer (ABARTA)*



*Jeff DeBauge (Emporia) shares some poignant memories with Paul and his wife Alice.*



*John Odom (ODOM) recalling some good times when Paul helped convert them to Sprite.*



*Paul and Alice with Bill Odom (ODOM)*



*Cy Chesterman (Chesterman) and Don Mapel (Durango) catch up*



## In Memoriam

We know you join CCBA in sharing condolences...

### Martin John Meyers II

May 18, 1947 - March 20, 2017

*The following is an edited excerpt of Marty's published Obituary in the SPRINGFIELD NEWS-LEADER:*



Martin John Meyers II of Ormond Beach, Florida, and a Springfieldian most of his life passed away on March 20th. Many of us knew Marty, who retired from and was former Chief Financial Officer for Ozarks Coca-Cola / Dr. Pepper Bottling Company.

A graduate of both Central High School and Drury College (MO), his life was forever changed by a sociology professor who gave him a C on an autobiography assignment. Wondering how a professor could declare he "lived a C life," Marty abandoned sociology as a profession, setting his sights on accounting instead, spending more than thirty years in finance.

Mr. Meyers is survived by his wife Cheri, their three sons and their families: Kevin and his wife Melanie; Chris, his wife Kristen and their children Addison Elizabeth and Martin John III; Brian, his wife Rachel, and their children Caroline Donovan and Gabriel Leonardo; and a litany of other family and friends who were touched by the warmth of his kindness, the light of his intelligence, and the subtle brilliance of his wit. He would also hate being gushed over like this, but he's not around to stop us. Given the occasion, we think he'll forgive us, just this once.

At Marty's request, there will be no service. Instead, the family requests that you pick a day with good weather and enjoy your favorite thing to do under a sunny, blue sky and think of him. If you happen to be golfing or watching a baseball game, all the better. In lieu of flowers, donations may be made to The Campaign for Mayo Clinic or the general scholarship fund of Truman State University.

Far from a C life, Marty -- No matter who's grading.

## Member Resources

Learn, grow, oh ...and have fun!



Have you been to a CCBA sponsored Seminar or Forum lately? Each year your Association offers a Financial Management Forum, a Loss Control Forum (generally in the Spring) and a Risk & Financial Management Forum in the Fall. These sessions offer an excellent format and opportunity for you to gather, network and brainstorm, not only among yourselves, but with subject matter experts from a variety of disciplines – all in one place, at one time.



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## Member Resources

.....(continued from page 11)

Learn, grow, oh ...and have fun!



This year the Loss Control Forum will be held in New Orleans on May 9th and 10th and the Financial Management Forum will take place in Palm Coast, FL on June 20-23rd. The Fall Risk & Financial Management Forum is being scheduled.

The Loss Control Forum has traditionally been limited to the Association's property and casualty insurance program and its participants. In the past, attendance at those meetings was restricted to Bottlers and beer distributors who were active participants in CCBA's P&C program. This year the Association opened this forum to all Members of the Association, in addition to each beer distributor who currently participates in CCBA's Association sponsored P&C program. The expansion of the list of invitees, as well as an ever-stronger agenda, are expected to help make this one of the best Forums yet! (Check your CCBA website in late May for highlights of that session.)

CCBA sponsored forums are designed to address specific topics and subject matter targeted to our Member needs. The depth of the information presented and access to subject matter experts specializing in the unique needs of our business make these annual events exceptionally valuable and meaningful. Each agenda includes relevant and up-to-the-minute synopses of topics of Member interest and concern. These can include regulatory compliance issues related to Group Health as well as key updates on market economics, beverage related legislation and crisis response, obesity, managing social media, developments on safety initiatives, ways to utilize

safety training materials effectively; --to tough subjects, such as preventing violence in the workplace, how to deal with an active shooter and emergency evacuation training and the Bottling Systems' role and reaction in natural disasters. Workshops on a broad range of safety and injury prevention topics as well as a roundtables and panel discussions that focus on Bottler best practices, among other matters of interest, offer a collaborative environment for Members to engage and learn.

Financial Forum sessions will also include updates on other CCBA sponsored programs, such as the 401k and Voluntary Health Benefits, while the Loss Control session will offer deep dives into Transportation Law, Workers' Compensation, Getting the Most from Your Safety Efforts; Incident Management and Crisis Response and ways an ownership can minimize Property Loss.

These sessions are unique opportunities to connect and share best practices with fellow Bottling colleagues. We encourage you to consider attending each of these valuable forums!

You can also find photo highlights, presentations and reference materials from these sessions available on your CCBA website. You will need to log in with your password to view this content. For more information, contact Charles Norton at 678-539-2304 ([cnorton@ccbanet.com](mailto:cnorton@ccbanet.com)) or Ann Burton at 678-539-2302 ([aburton@ccbanet.com](mailto:aburton@ccbanet.com))

## Time to Celebrate

A new member joins the Coca-Cola family!



Introducing...

**Avon Anne Williams**  
March 3, 2017 – 6LBS. 10Z.

**Proud Parents:**  
Martin and Adriene Williams  
**Proud Grandparents:**  
Kenneth and Nancy Ann Williams



And...what a difference  
a month makes!

3282 Northside Parkway, Suite 200 | Atlanta, GA 30327

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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](mailto:lpeluso@ccbanet.com).