



# the BottlingLine

Issue No. 332 • Winter 2017

## The 21st Century US Beverage Partnership Model *Reaches Completion!*

One of the most sweeping and historic changes in the history of our System formally reached completion just last month.

With the closing of Liberty Coca-Cola Beverages, Reyes Coca-Cola Bottling and the final territories for Swire Coca-Cola USA, ownership of US Bottling Operations was returned from The Coca-Cola Company to our independent Bottlers. The Company and our US Bottlers have worked together to execute 60 transitions, which include 350 distribution centers, over 50 production facilities, over 55,000 employees and over 1.3 billion physical cases of volume. *See page 2 for highlights of the final transactions.*

**Congratulations to all Bottlers of Coca-Cola who have participated in this exciting and historic process!**



*continued page 2*

## 2018 Schedule (to date)

**Spring Mainstream Meeting**  
Palm Springs, California  
February 15-16

**CCLT Meeting**  
Feb. 20-22

**Mainstream Call**  
March 1

**ABA Fly-In**  
Washington DC

**Apr 16-18**

**Scholars Banquet**  
April 19

**Spring CCBA Board Meeting**  
April 18-19

**CCLT Meeting**  
April 17-19

**Mainstream Call**  
April 26

**Loss Control Forum**  
TBD

**CCLT Meeting**  
June 5-7

**Mainstream Call**  
June 14

**Spring Financial Management Forum**  
June 20-22

**CCBA Annual Meeting**  
August 6-7

**System Planning Meeting**  
August 8-9

**CCLT Meeting**  
August 14-16

**Mainstream Call**  
August 23



# The 21st Century US Beverage Partnership Model *Reaches Completion!*.....(continued from page 1)

**Liberty Coca-Cola Beverages LLC**, began operations in New York, New Jersey and the metro Philadelphia area. This is the former Tri-State Metro Operating Unit of Coca-Cola Refreshments (CCR). Paul Mulligan and Fran McGorry are at the helm of this newest Bottling venture, and bring a combined 55 years of experience from the Coca-Cola system.

Paul served as President of Coca-Cola Refreshments since 2014, working with Bottlers across North America to transition to the 21st Century Beverage Partnership Model. He has deep experience in our system, including leadership roles in Coca-Cola operations around the world.

Fran has been part of the Coca-Cola family for 30 years, was President of the Tri-State Metro Operating Unit and also served as President of the Philadelphia Coca-Cola Bottling Company. Returning to his "local roots", Fran is a native of Philadelphia with strong, local connections throughout the Tri-State area. Liberty Coca-Cola Beverages also includes production facilities in Philadelphia, Moorestown, NJ, Maspeth, NY, and Elmsford, NY.

**Reyes Coca-Cola Bottling** officially took on new bottling territories in California and Nevada, including the major metropolitan markets of Los Angeles, San Francisco, San Diego and Las Vegas, along with three bottling operation facilities (which were previously operated by CCR.) Reyes also added to its existing operations in parts of six Midwestern states, including the cities of Chicago, Detroit, Minneapolis and Milwaukee.

**Swire Coca-Cola, USA** closed on an additional production facility in Denver, Colorado, adding to its existing bottling operations across 13 Western states. Swire also completed its acquisition of distribution and production facilities in Arizona, Washington, Oregon and Idaho during the last few months. This sixth production plant increases Swire Coca-Cola's workforce by almost 130 employees, bringing its total head count to almost 6,700.



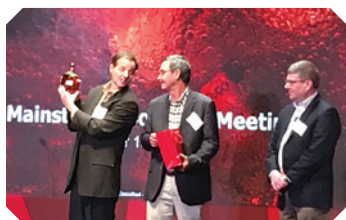
# Fall 2017 Mainstream Meeting Highlights



*John Otterbeck and Ilene Grimes lead an open dialogue with Mainstream Members*

On Oct 18-19, Mainstream Bottlers convened at The Coca-Cola Company for the annual Fall Mainstream session. Atlantic Coca-Cola Bottling Company Chief Customer Officer and Mainstream President, John Otterbeck kicked off the session and shared his comments and observations on our operating

environment. During the special 'Bottler only' morning session, John Otterbeck and Ilene Grimes (CCBA) discussed the evolution of Mainstream and led an open dialogue on key topics, such as governance routine optimization, transshipping concerns and questions on invoice reconciliation. The dialogue was timely and helpful in framing up additional discussion later in the meeting with CCNA that commenced following lunch.



*John Gould (CCBA) and current mainstream President, John Otterbeck (Atlantic) celebrate Mainstream's 2015-2016 President, Jimmy Briggs (Clark)*

The Company portion of the meeting opened with a big "welcome back" to previous Mainstream President Jimmy Briggs. The Spring Mainstream session is traditionally where the outgoing (Mainstream) President is thanked and celebrated, while Members welcome

our new (Mainstream) President. Since Jimmy was unable to attend the Spring 2017 Mainstream due to illness, the group revisited this ceremonial touch. This was also a celebration of everyone in the room and across our System for the incredible support of one another among our Coca-Cola Family.

Dan Markle, CCNA SVP, Franchise Leadership, then welcomed our Bottling community and covered meeting logistics along with John Scalise and Mike Swim. Dan next launched into an overview of positive performance metrics and insights. He was followed by the National Retail Sales Team who shared a content-rich series of presentations that provided a deeper dive into our 2017 performance and a roadmap to how our System will continue on its winning path in 2018.

The Walmart Customer team's Curtis Stewart, (Vice President, U.S. Sales Sparkling Category) shared insights and

updates on the System's 2017 performance, focusing on OSCA (On Shelf Customer Availability) and 2018 plans. A highlight during this part of the agenda — was the presentation of successful programs or best practices by our Bottling colleagues from Abarta, Timber Country and Tullahoma. Following Walmart, CCNA's Mickey Urmann, Garan Yet, Carroll Diaz and Kurt VandenBerg took the stage to offer updates, discuss product supply and answer questions from our audience. Ed Riemenschneider provided an overview of revenue incidence and key points around the 2018 Joint Growth Fund.

After an introduction by Stuart Kronauge, ABA's Susan Neely, took the stage to share details regarding the recent win on repeal of the soda tax in Illinois and the American Beverage Association's strategy to maintain this positive momentum. Bottlers were again joined by Stuart, who as CCNA President of USA Operations and SVP Marketing shared her candid thoughts, welcomed an open dialogue and answered questions regarding the business. The day went quickly, concluding with an intimate cocktail reception and dinner.



*Bill Odom and Randy Halter (Odom) with Ann Burton (CCBA) and Dwight Frierson (Orangeburg)*

*John Gould (CCBA) with Cy Chesterman (Chesterman Co.)*



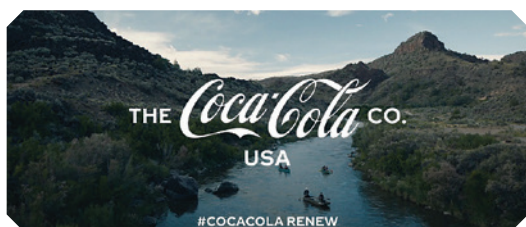
*Debbie Vasquez (CCNA), Sally Hargis (Ozarks), Wes Mayo (Winfield/Sooner) and Morgan Clark Schnur (Clark)*

continued page 4



## Fall 2017 Mainstream Meeting Highlights.....(continued from page 3)

**Day two** commenced with a comprehensive overview of resources that support execution and develop capability. The CCNA Capabilities team shared the stage and walked the audience through the latest news on the many tools our Bottlers use in their day-to-day operations. These included but were not limited to the Customer Authorization Tool, PicOS, Market Street Challenge and Traxx. Mark Rajewski followed to continue the 'capability discussion'. Mark provided an overview of the collaborative business planning process, discussed our enhanced Value Proposition and shared developments to training around Collaborating for Value.



Media, always an essential element of our business planning, has continued to evolve with the launch of the Coke Character Story. Coca-Cola North America's Taylor Miffleton and Jennifer Healan shared updates regarding this work and took our audience through the Bottler Toolkit (available via your Region PAC reps.) This toolkit will enable Bottling Ownerships to extend the campaign into their communities using the latest templates, graphics and creative.

Drew Haynie then walked everyone through the Customer Governance Agreement. He covered primary changes for 2018, such as the anticipated new CCLT Membership and voting tables, once the re-franchise work is completed. He also shared new Tier 1 Customers as well as some welcome news on simplification of the financial process and associated trade funds, as well as updates to National and Regional Core SKU list guidelines. Discussion followed regarding interpretation of how Bottler Membership within CCLT and other decision making groups is assigned, before breaking for lunch.

**We hope we'll see you February 15-16 at  
the 2018 Spring Mainstream session  
in Palm Springs!**



*Michelle Heidt (Ozarks) with Jimmy Briggs (Clark) and Dan Tai (CCNA) share updates on North Star*

The afternoon covered important topics that are central to our System success. Bryan Smith and Scott Corley shared news on 2017 FSOP performance with discussion of the 2018 Plan along with an overview of new and enhanced resources and tools that will be available. Bryan and Scott were followed by members

of the North Star Steering Committee. Dan Tai (CCNA), Jimmy Briggs (Clark) and Michelle Heidt (Ozarks) walked the room through a detailed status on the rollout of North Star, along with discussion of how the platform has and will continue to evolve to serve the needs of participating Members.



*Mainstream President, John Otterbeck, helps to summarize, ask clarifying questions and close out the Fall session*

The final presentation detailed consumer dynamics and demographics of online shoppers as Sam Martz (CCNA) walked our audience through how eCommerce is driving innovation and premiumization of the Coca-Cola portfolio.

The session concluded with comments from CCNA leaders, Mike Swim and John Scalise, as well as Mainstream President, John Otterbeck. A flash drive of most CCNA presentations was provided.

However, if you did not attend the meeting, these presentations can be found by scanning this code.

*(You will need your login credentials.)*



The Spring and Fall Mainstream meetings offer an excellent venue for Members to stay informed about our business, connect with fellow Bottlers and System colleagues, and offer input on plans as they come together.



### Coca-Cola Bottling Company High Country Celebrates Its Centennial!



2017 marked a historic milestone for **Coca-Cola Bottling Company High Country**. In September, our Bottling colleagues celebrated the 100 year anniversary of the company's original franchise territory which began in 1917, with their entire Coca-Cola High Country Family. Each of their 25 sales centers held a celebration where employees received gifts that included a customized shirt, engraved tumbler and specialty 8oz glass Coca-Cola bottle commemorating the centennial event.

Coca-Cola Bottling Company High Country is very appreciative not only to their Coca-Cola High Country family, but to all of our Coca-Cola Bottlers for your friendship, encouragement and support through the years.

**Here's to the next 100 years!**



*The Messinger family:  
Trevor, Susan (Mom), Mike (Dad),  
Tura Synhorst and Trask Messinger*

### CCBA Announces a New Member to its Board of Governors



Congratulations to **Andrew Reyes (Great Lakes Coca-Cola Bottling Company and Reyes Holdings)**, who was elected to CCBA's Board of Governors. Andrew, who was also promoted to Chief Customer & Commercial Officer in November, most recently served as President of Great Lakes Coca-Cola Bottling's Chicago Market. He has broad sales and operations experience having held leadership positions within The Martin Brower Company and Reinhart Foodservice since joining Reyes Holdings in 2012. Prior to joining Reyes Holdings, Andrew worked for McKinsey & Company consulting on corporate strategy and the implementation of lean practices in the Financial Institutions Group and Operations Practice.



Andrew holds a Bachelor's degree from the University of Notre Dame where he serves on the Business Advisory Council for the Mendoza College of Business. Additionally, he is finishing his MBA at Northwestern's Kellogg School of Business. We look forward to getting to know Andrew and welcome his contributions to our Bottling community.



### Local Coca-Cola Bottlers Give Mississippians a Refreshing Way to Celebrate 200 Years of Statehood!



*Hardy P. Graham Sr., Chairman and Ray Hedgpeth, General Sales Manager of the Meridian Coca-Cola Bottling Company, with Mississippi Governor Phil Bryant*

On September 20th, representatives from five Coca-Cola Bottlers joined Mississippi Governor Phil Bryant at a news conference in the state's capital to recognize the 20th U.S. state's bicentennial. Meridian Coca-Cola Bottling Company's Hardy P. Graham Sr., Chairman and Ray Hedgpeth, General Sales Manager, helped to unveil a limited-

edition commemorative eight-ounce glass Coca-Cola bottle and also presented a Meridian-designed 200th anniversary shirt. The shirt featured the iconic Meridian mule-drawn wagon, first used for delivery of Coca-Cola in the early 1900s. Meridian Coca-Cola Bottling Company was the state's first franchise Bottler and has been a part of the Meridian area since 1902, serving all or parts of 13 counties in Mississippi and Alabama.



*Delivering the commemorative 6-pack*

During the news conference, a man in a Coke uniform driving a 1955 Chevrolet pickup truck, painted in Coca-Cola colors, delivered packages of the commemorative soft drink to the

governor. A six pack will also be delivered to the state Department of Archives and History.

"We're thrilled to be participating in the 200th year statehood celebration," said Larry Stanford of Corinth, who works with community and government relations for Corinth Coca-Cola Bottling which distributes to a large area, including both the Corinth and Tupelo areas in Northeast Mississippi.

"Coca-Cola joins the great state of Mississippi, Governor Phil Bryant and its residents to celebrate its 200 years of statehood by offering limited-edition glass

commemorative bottles to mark the special occasion," said Morgan Clark Schnur, Vice President of Clark Beverage Group, Inc., an independent Coca-Cola Bottling partner who has proudly served Mississippi since 1906.



The state of Mississippi and Coca-Cola have strong historical ties. As a matter of fact, it was in Vicksburg, MS where Joseph Biedenharn was also first to bottle Coca-Cola in his candy store in 1894! Today, five Coca-Cola Bottling partners are proud to operate in and serve the businesses and residents of Mississippi. All five (Clark, Consolidated, UNITED, Corinth & Meridian) Coca-Cola bottling companies that operate in Mississippi will be distributing six packs of the commemorative Coca-Cola bottle, which includes the official bicentennial logo, at grocery stores throughout the state.



*(From left to right) - Russ Hendley (UNITED), Larry Stanford (Corinth Coca-Cola), Robert Clark (Clark Beverage Group), MS Governor Phil Bryant, Albert Clark (Clark Beverage Group), Morgan Clark Schnur (Clark Beverage Group), Hardy Graham (Meridian Coca-Cola), April Conrad (CCNA Franchise Leadership). Seated at center is Bob Clinton (former owner of Jackson Coca-Cola)*

Scan this code to see a video of the  
Coca-Cola Bicentennial Celebration >>>



<<< Scan for News Coverage



## Trenton Coca-Cola Bottling Company Receives Missouri Community College Distinguished Business Award



*Peter Trombley with MCCA President, Dr. Lenny Klaver*

Peter and Nancy Trombley, owners of the Trenton Coca-Cola Bottling Company, were recently recognized by the Missouri Community College Association (MCCA) for their outstanding support of Missouri Community Colleges.

Mr. and Mrs. Trombley and the Trenton Coca-Cola Bottling Company received the 2017 Distinguished Business/Industry Award at the statewide MCCA convention held in Branson, Missouri. This prominent award is given annually to businesses that go above and beyond to show their support for Missouri community colleges and the progression of higher education.

"Nancy and I are excited that Missouri Community College Association and North Central Missouri College chose to honor the Trenton Coca-Cola Bottling Company," said Peter Trombley. "This recognition verifies our efforts are going in the right direction and meeting the needs of our consumers from refreshments to support of our education providers."

"Mr. and Mrs. Trombley have been outstanding in their support of North Central Missouri College (NCMC.) We are pleased to be a business partner and grateful for their generosity both financially and as an advocate for our community." Added MCCA President, Dr. Lenny Klaver.

## Coca-Cola Bottling Company UNITED Honored by Newcomen Society



More than 500 people took part as the Newcomen Society of Alabama honored Coca-Cola Bottling Co. UNITED, its chairman Claude Nielsen and President and CEO John Sherman, at the society's annual awards ceremony in Birmingham. The Newcomen Society of Alabama was founded in 1937 and is a chapter of the prestigious Newcomen Society of the United States, which celebrates free enterprise.



*Left to right, Raymond J. Harbert, Chairman and CEO of Harbert Management Corp. and 2017 chairman of the Newcomen Society of Alabama; Coca-Cola Bottling Company Chairman Claude Nielsen, and John Sherman, President and CEO, Coca-Cola Bottling Company UNITED.*

Claude Nielsen and John Sherman accepted the organization's annual award and presented "The Refreshing Story of Coca-Cola Bottling Company United." The duo was honored for their role in the massive expansion Coca-Cola UNITED has orchestrated over the past four years. Birmingham's Mayor William Bell thanked both leaders for keeping the corporate headquarters in the 'Magic City'.

Claude stated that "The Coca-Cola UNITED story is both an inspiring family story and a dynamic business story that could only be achieved in our incredible free enterprise system."

Coca-Cola Bottling Co. UNITED, founded in 1902 and headquartered in Birmingham, is the largest privately held Coca-Cola Bottler in North America and the third largest Bottler of Coca-Cola products in the nation.

"It was an honor to share the Coca-Cola UNITED story - our rich history, the amazing expansion we've experienced, and the opportunities that come with our expanded portfolio of products," added John Sherman.

Since beginning its refranchise journey, Coca-Cola UNITED has tripled in size, and has acquired additional production, sales and distribution rights in territories in Alabama, Florida, Georgia, Louisiana, Mississippi and Tennessee. CCBCU now employs about 10,000 associates in 54 territories and nine production facilities across seven states. Congratulations to Coca-Cola Bottling Company United on receiving this prestigious award!

# Local Marketing Notes / Member Updates

## Jim Tyler Lifetime Achievement Award



James P. Tyler, Chairman of Atlantic Coca-Cola Bottling Company, received the Lifetime Achievement Award at the 24th annual Iowa Grocery Industry Association

Hall of Fame Dinner on November 7th. This annual event honors champions of Iowa's grocery industry. The Iowa Grocery Industry Association (IGIA) is a state trade association that represents the food industry including chain and independent supermarkets, convenience stores, mass merchandisers, wholesalers, brokers, manufacturers and distributors. Tyler, 93, received the award for his contributions to grocery industry as Atlantic Coca-Cola Bottling's executive chairman of the board and former CEO.



Tyler thanked the audience of more than 300, saying, "I'm not sure I deserve this award, but I'm going to accept it on behalf of the 700 plus hard-working, dedicated people who make me look pretty good." Before leaving the stage, he cheered the Iowa Hawkeyes with a boisterous, "Go

Hawks!" and opened his suit jacket to reveal a black and gold Iowa Hawkeye lining.

Honorees are nominated by their peers, and a committee of IGIA members reviews the nominations and makes final

selections based upon the nominees' character and qualifications. A candidate's contributions to the grocery industry also factor into the final selection.

Jim Tyler is the second generation family owner of Atlantic Coca-Cola Bottling Company, which was founded in 1909. Jim took over management of the company in 1958 and progressively led expansion since that time. He has been heavily involved in the community, serving on the Atlantic School Board for nine years, including four as President, in addition to serving as President of the Atlantic Rotary Club, President of Atlantic Golf & Country Club and Vice-President of the Atlantic Chamber of Commerce. He served as President of the Iowa Association of Business and Industry, and nationally served on the Board of Governors for The Coca-Cola Bottlers' Association for 22 years and on the board of the National Soft Drink Association for nine years. Jim is also a veteran, having proudly served as a P-38 pilot in Italy from 1943-1946, during World War II.

Earlier this Fall, Jim was also honored with a Military Hero Award...you can watch the festivities on the "Around Atlantic" Facebook page by **scanning this code**.



## Time to Celebrate

A new member joins the Coca-Cola family!

*Introducing...*

**Owen Michael Roberts**  
November 27, 2017 – 8lbs. 5oz.  
21 inches long

**Proud Parents:**  
Erin and Michael Roberts  
**Proud Grandparents:**  
Susan and Bill Mayes  
(Macon Coca-Cola, MO)



## NEW LOGOS!





# Member Resources

## Introducing CCBA's New Learning Management System

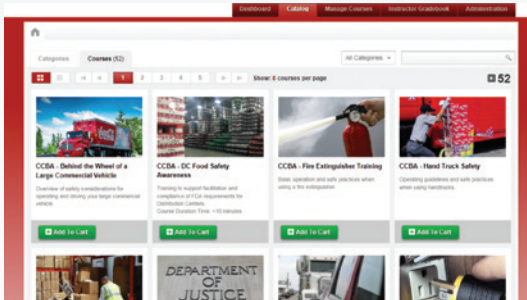


CCBA relaunched its Learning Management System (LMS) this fall to provide enhanced capability in facilitating organizational training & development, as well offer an improved user experience for participating employees across our CCBA Member LMS community.

People are the Coca-Cola System's greatest asset. An effective learning resource is an investment in our people that can produce quantitative and qualitative dividends, such as:

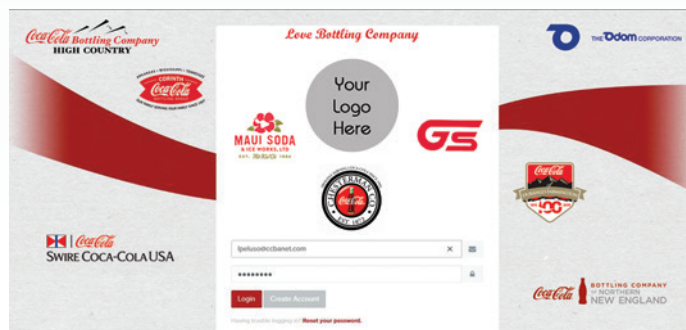
- Increased employee motivation
- Greater job satisfaction and morale
- Building capability & closing skill gaps
- Reduction in employee turnover
- Attracting talent
- Reducing legal & compliance risks
- Increasing safety & decreasing injuries
- Creating a competitive advantage that enhances business performance

The Association's Learning Management System program is a comprehensive platform that is customized to your individual Bottling organizational requirements. The tool enables one to manage, assign, monitor and track employee learning plans, compliance and performance. This tool can be used for individual or employee group use and provides unlimited client administration and student technical support -- all at an exclusive rate that translates into valuable savings for our participating Members.



The program includes a library of approximately sixty (60) Loss Control and safety courses with related reference materials and resources. New to the program is the inclusion of a "compliance course bundle" of eight courses covering standard HR considerations for any business, and a discount on any additional courses a Member might wish to explore through the Association's LMS partners, Visify and Digital Chalk. The compliance training bundle covers topics such as managing military leave; maternity / paternity leave, Fair Labor Standards, HIPPA, ways to avoid discrimination and other areas of management focus. CCBA will continue to acquire additional training content from across the System.

Contact Charles Norton at 678-539-2304 (cnorton@cbanet.com) or Linda Peluso at 678-539-2309 (lpeluso@cbanet.com) for more information!



# In Memoriam

We know you join CCBA in sharing condolences...

## David 'Buddy' Nobriga

December 7, 1926 – November 8, 2017



David "Buddy" Nobriga passed away peacefully on November 8, 2017. He was 90 years old. Buddy was one of Hawai'i's premier cattlemen, one of Maui's most respected businessmen and philanthropists, and the patriarch of a family with roots that now reach five generations deep on Maui. Born on December 7, 1926 into a family of Portuguese immigrants that arrived on Maui in 1886, his family 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., the Coca-Cola bottler/distributor that has served Maui and Lana'i since 1924, and the manufacturer of Roselani® Ice Cream. Maui Soda & Ice Works has been in business on Maui for 133 years.

Buddy started working part-time for Maui Soda & Ice Works in 1941. When his father, Manuel, retired from Maui Soda in 1971, Buddy became president and ten years later he was CEO.

In addition to running the family businesses that include the cattle ranch and a feedlot, Buddy for many years advocated for Hawai'i's cattlemen at both the State Capitol and in Washington, D.C. He lobbied for and provided language for many pieces of legislation including laws that provided for the promotion of beef products and meat inspection. Buddy helped form the Maui Cattleman's Association in 1970 and served as its president for ten years and also served as President of the Hawai'i Cattleman's Council for four years. He served on the Board of Water Supply for 20 years, held positions on the State Water Commission and in the Department of Agriculture.

Mr. Nobriga served on dozens of boards and received more community service awards than the walls and shelves in his office could hold. From the Paniolo Hall of Fame, the Hawai'i Restaurant Association Hall of Fame to Maui Soda & Ice Works, Ltd. being named by the U.S. Small Business Administration as the Family-Owned Business of the Year for State of Hawai'i, to his posthumous Lifetime Achievement Award by the Hawai'i Cattleman's Council - Mr. Nobriga was a distinguished citizen and role model.

Besides his family and its businesses, Buddy always said he was 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. In 2009, he was one of four people in the Pacific Islands recognized by the U.S. Environmental Protection Agency. 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. Buddy also served on the Maui County Board of Water Supply for decades including two terms as Chairman of the Board.

Buddy Nobriga deeply instilled his core values – family, business, community service – into his children. From the Maui County Fair – Buddy had 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. It is not just the giving, but the spirit in which the help is given that has sets this patriarch and his family apart. He will be greatly missed by his family and by the community he helped to build.

Buddy is survived by his five children, Michael (Kimberly), Catherine Nobriga Kim (John), James "Jay" (Wendy), David (Ione), and Robert, eight grandchildren and three great grandchildren. He is also survived by two brothers, Brian and Alvin "Teddy" Nobriga. He was pre-deceased in 2015 by his wife of 62 years Barbara (nee Eberly) and by a grandson, Robert Daniel.

In lieu of flowers, the family has requested donations made in their father's name to the **St. Anthony School General Fund**. Scan code for further information.





# In Memoriam

We know you join CCBA in sharing condolences...

## Lida Lee Denney Erben

January 14, 1929 – December 9, 2017



Lida Lee Denney Erben passed away at her home on December 9, 2017 at the age of 88. She was born on January 14, 1929 in Shreveport, LA to Lida Wilhelmina "Wilma" Biedenbarn and Earl Andrews Denney. At the age of 2 her family moved to Wichita Falls, TX when her parents took over the management of the family Coca-Cola Bottling Plant. On two separate occasions in her youth, Lida Lee lived with her grandparents, Ollie and Adelle Biedenbarn in Shreveport. Her time spent there nurtured a very close affection for her grandparents and friendships in Shreveport that lasted a lifetime. As much as she enjoyed Shreveport, Lida Lee always regarded Wichita Falls her "home" even after moving to San Antonio years later. The friendships that she cultivated in Wichita Falls remained throughout her life and meant the world to her.

Lida Lee graduated from Wichita Falls High School and then attended Mary Washington University in Fredericksburg, VA for one year, then transferring to SMU where she pledged Kappa Alpha Theta Sorority, serving as a proud member all her life. She then transferred to the University of Texas where she finished her college education. Lida Lee married Paul R. Mayo of Dallas, Texas on June 30 1951, whom she had met at the University of Texas. They were blessed with 2 children Randy and Leanne. In 1961, Lida Lee moved to San Antonio with her 2 children and in 1966 married Frederick E. Bramlette. Fred passed away in 1976 and in 1979 she married Jesse J. Erben. They were married 30 years at the time of his passing. Lida Lee embraced and enjoyed both families of her husbands the Bramlette/Labbatt family and the Erben family and Jesse's New Braunfels German heritage.

Lida Lee formerly served on the Board of Directors of Wichita (Falls) Coca-Cola Bottling Company, Cheyene/Laramie Coca-Cola Bottling Company and Chairman of the Board Coca-Cola of Winfield, KS. Lida Lee was a former shareholder of Coca-Cola Bottling plants in San Antonio, Temple and Texarkana (TX); Shreveport, (LA); Vicksburg (MS); Coca-Cola Bottling of Northern AZ; Salida Coca-Cola Bottling Company and Sooner Coca-Cola Bottling Company.

Lida Lee was a founding member of The Junior League of Wichita Falls, a member of the Battle of Flowers, The Argyle Club, Club Giraud, the San Antonio Country Club and First Presbyterian Church. Her favorite pastime was playing Bridge at the San Antonio Country Club with her friends, where she was regarded as an expert Bridge player.

Lida Lee is predeceased by her husbands and her sister, Robbie Dell Denney Brownlee Conkling. She is survived by her son, Randy Mayo and wife Carolyn; her daughter Leanne Finlayson and husband Doug; and grandchildren Dolph Mayo; Wes Mayo and wife, Callie; Rainey Felts and husband Jordan; Sarah Steves; Tres Steves and wife, Megan; Lida Steves, and her brother Earl A. Denney, Jr. and wife Sandy; along with 4 great-grandchildren, Wes Mayo, Clara Mayo, Sam Bell Steves, IV, and Galt Steves.

In lieu of flowers, memorials can be sent to the **Texas Biomedical Research Foundation** or a charity of your choice.





# Member Resources

## 2017 Risk / Financial Management Seminar Highlights

This year's Fall Risk/Financial Management Seminar was held November 8-10th in Scottsdale, Arizona. This CCBA-sponsored forum is designed to address topics targeted to current challenges and Member needs across a broad spectrum of both risk and financial management topics.

The agenda included a broad range of presentations and discussions that offered valuable resources and knowledge to take home. **Day one** commenced with an update and overview of labor and employment law, and an overview and assessment of how a Roth IRA might fit into an organization's employee financial /benefits model. Additional topics ranged from best practices in the loss control arena across the beverage industry, prevention solutions and the importance of ergonomics and human movement to avoiding accidents and loss. Attendees had an opportunity to discuss and share ways they work within their respective organizations to build a healthy culture and promote communication.



*Collaboration in a comfortable setting!*

**Day two** began with an overview on optimal use, management and the 'return on investment' of driver cameras from Mark Byers and Dennis Padgett, of Coca-Cola Bottling Company Consolidated and quickly moved along to (almost) everything you wanted to know about customer indemnity agreements

by none other than CCBA's General Counsel, Charles Norton. After a quick break, VP of Safety Services for Lytx, Del Lisk, discussed insights into vehicle crashes in the Beverage Industry. This was followed with an interesting presentation from John Bethea (President, JD Bethea Consultancy) on accidents and the corresponding injuries from low speed impact.

The afternoon kicked off with updates to the Affordable Care Act, information on container deposit compliance and discussion of the little known issues that can develop in this complex area. The day closed with a lively presentation from Carmine Baratta, CCNA Security Lead around asset protection, physical security Standards and route cash risks. Carmine can always share real and thoughtful examples of challenges our System has faced in the area of risk and loss control – in an entertaining way.

The session closed with an update from Barbara Hiden, ABA's Vice President of Federal Affairs and an overview of OSHA's Top Ten Violations from Bob O'Connell of JJ Keller Associates.

This Seminar is open to all Bottlers and provides an excellent opportunity to collaborate with fellow Members, industry colleagues and experts on topics unique to your business. The topics are timely and offer real value to our Bottling organizations in today's economic environment. **We encourage you to consider attending this valuable session next year!** Additional photos, presentations and reference material from this seminar is also 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 ) or **Ann Burton** at 678-539-2302 (aburton@ccbanet.com)



*Julie Rhodes  
(Lufkin Coca-Cola)  
and her husband  
John with CCBA's  
Kem Hunt*

As we celebrate the season and the great partnerships and friendships we all share...we extend our best wishes for a happy, healthy and prosperous 2018!



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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.