



the BottlingLine

Issue No. 333 • Spring/Summer 2018

2018 Schedule

CLLT Meetings

April 17-19
June 5-7
August 14-16
November 6-8

ABA Fly-In

April 16-18

Scholars Banquet

April 19

CCBA Mainstream WebEx Calls

May 1
June 14
August 23
November 13

CCBA Loss Control Forum

May 10-11
Orlando, FL

CCBA Financial Management Forum

June 20-22
Rancho Palos Verdes, CA

CCBA Annual Meeting

August 6-7

2019 TCCC System Planning Meeting

August 8-9

CCBA Fall Risk / Financial Management

November 7-9
Nashville, TN

Fall Mainstream Meeting (No WebEx Call)

TBD



21ST CENTURY CELEBRATION HIGHLIGHTS

"Celebrating Our System. Celebrating Our Success"

Nearly 120 Members of our Bottling family and their guests / family participated in a special event at the Intercontinental Hotel in Atlanta on February 8th.

Part business meeting – mostly party – the celebration acknowledged the completion of a process that officially began about five years ago, but was a dream of many across our system for much longer! The gathering was to celebrate and honor the official transformation of our Coca-Cola Bottling System. Since 2013, many of our Bottling Members and the Company worked together to execute 60 transitions. These included 350 distribution centers, over 50 production facilities, over 55,000 employees and over 1.3 billion physical cases of volume. And, this does not even include the Bottler to Bottler transactions!



Attendees were welcomed via a Coca-Cola red carpet to a black tie extravaganza with specialty beverages (made with Coca-Cola products) and delicious appetizers. Inside the ballroom, Coca-Cola Executive Vice President, Sandy Douglas, welcomed everyone while introducing the evening's official emcee, star of CBS Network's Innovation Nation and 2007 Coca-Cola Scholar, Albert Lawrence. Sandy also introduced Coca-Cola's President and CEO, James

Quincey, who addressed the audience briefly. Sandy also shared his comments, followed by Coca-Cola North America President, Jim Dinkins.

Between courses, retiring CCNA SVP, Gray Lindsey led a panel of Bottling leaders that participated in the expansion – posing questions and eliciting comments on a multi-year and complex process. The panel included Chris Reyes, Co-Chairman of Reyes Holdings, Troy Taylor, Chairman and CEO of Coca-Cola Beverages Florida; Jack Pelo, President and CEO of Swire Coca-Cola USA; Hank Flint, President and COO of Coca-Cola Bottling



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Here's to our future!
*"We're the biggest small business
in America"*



Company Consolidated; Martin Williams, Vice President and Chief Financial Officer of Corinth Coca-Cola Bottling Works and Claude Nielsen, Chairman of Coca-Cola Bottling Company United. A lighthearted rapport and recollection on some crossroads that members of the panel faced during the transition was candidly

shared with the audience. This brought the process to life in how the decisions, negotiations and ultimate expansions impacted the panel participants' respective business and personal perspective.



President and CEO of Coca-Cola Bottling Company High Country and CCBA President, Trevor Messenger, (and the first Bottler who completed a refranchising transaction) followed the

panel by presenting Sandy (Douglas) with a plaque to thank him for his commitment to our Bottling System, and importantly for Sandy's integrity and leadership throughout the refranchising process.

The room was large – but the vibe was close. Everyone present felt the energy and mutual respect and admiration on the stage ...and at each table.

The celebration continued with evening entertainment by the popular Atlanta Band, Yacht Rock Review, taking the stage. The dance floor came alive, while others visited with friends and colleagues in the reception area.



Scan the code to view more photos:

21st Century Beverage Partnership Expands to Canada



Congratulations to Junior Bridgeman of Heartland Coca-Cola Bottling Co. and Larry Tanenbaum, O.C. on the signing of a non-binding Letter of Intent to acquire The Coca-Cola Company's Canadian bottling and distribution business, Coca-Cola Refreshments Canada (CCRC).

This is a Canadian-based joint venture between Tanenbaum, a prominent Canadian businessman and philanthropist, and Mr. Bridgeman, a former NBA player, renowned entrepreneur and current President and CEO of Kansas City-based Heartland Coca-Cola Bottling Company. Each brings a distinct set of skills and expertise to the partnership that will support the long-term growth and success of the Coca-Cola business in Canada.

Coca-Cola Refreshments Canada (CCRC) employs approximately 5,800 associates and operates five production facilities and over 50 sales and distribution centers across Canada's ten provinces and three territories.

This non-binding Letter of Intent initiates the final step to complete the refranchising of all of The Coca-Cola Company's company-owned bottling operations in North America, following the completion of refranchising in the United States last year.

The transaction is expected to close in the second half of 2018.



Mainstream Bottlers Meet in Palm Springs



This view never gets old!

There is only one Palm Springs, California. And Palm Springs was the place to be on February 15-16th, when approximately 34 independent Bottling ownerships participated in the 2018 Spring CCBA Mainstream Bottler meeting. As the system evolves – this meeting continues with its rich history and has established its place as an important benchmark for discussing the business. It also continues to be something of an annual pilgrimage for many Mainstream Bottlers and their families. Attendees spend two days tackling key topics important to driving and optimizing our business.

Day One was kicked off by Mainstream President John Otterbeck (Atlantic CCBC) and CCBA VP, Bottler Support Services and Customer Governance, Ilene Grimes. John Gould, CEO and Executive Director, provided an Association update followed by a Bottler only discussion. The Bottler only discussion was a well-timed segue to an overview of 2017 business performance by CCNA's Dan Markle and a review of key 2018 plan priorities, by Mike Swim and John Scalise (CCNA). Throughout the day, presentations and discussions by system partners covered topics of high interest and importance to our Bottling community.



John Gould (CCBA) thanked and congratulated Dan Markle (CCNA) on his retirement and for his support and leadership over the years

Coca-Cola Bottlers' Sales and Services shared an update on the CBS invoicing process and the latest on procurement. Kurt VandenBerg informed attendees on the updated VAF program, which is a critical enabler, to ensure effective and efficient operations across the System.

A special highlight of the morning was the recognition, in light of his upcoming retirement, of Dan Markle. John Gould thanked Dan for his tremendous contributions to the Coca-Cola System and its independent Bottlers over his 37 year career. After speaking to Dan's genuine affection for independent Bottlers and how his work has truly created value for their businesses, John also thanked Dan for his support of CCBA and his partnership with the Association over the years. Because Dan is a passionate and avid golfer, CCBA presented him with a framed Bobby Jones Coca-Cola poster, sourced from Coca-Cola Archives.



Framed Coca-Cola Bobby Jones Poster

The afternoon session featured a series of comprehensive updates on various aspects of the business – eCommerce, the newly introduced Analplan Forecasting Process and an overview of our System's innovation pipeline decision and launch processes.

Aimee Peters from the Monster team, introduced their soon-to-be launched Monster University, a great resource for Bottler training on many aspects of the Monster business. Andrew Wilkinson, Emilie Tierre and Ray LaRue then provided everyone with a Monster business update. As always, the agenda was supplemented by a special welcome dinner poolside that evening.

Day two commenced with comments and recap of Day One by John (Otterbeck) and Ilene (Grimes). Morning was a perfect time to cover the topic that followed! Ed Riemschneider provided a comprehensive overview of revenue incidence analytics and package level Bottler economics, while running real-world IP scenarios that many Bottlers deal with every day.

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Mainstream Bottlers Meet in Palm Springs.....(continued from page 3)



The meeting has always been known as a great spot to collaborate and relax



Straight from the American Idol set to the Mainstream Meeting -- A very special display courtesy of Reyes Coca-Cola



Byron Gilstrap (CCNA) and Katie Tieman (CCNNE) discussing eCommerce from the stage



Verizon representatives (a meeting sponsor) pose with Tiffany Olsen (Lehrkinds) who won the raffle for a genuine "Sidney Crosby" hockey jersey

After the morning break, it was all about our Bottlers, with CCBA's Ilene Grimes sharing an overview on the Association's new Learning Management System; Ann Burton, CCBA CFO providing perspective on commodities and sharing details on the commodities program offered through the Association. The last presenter was Michelle Heidt (Ozarks) who serves as the Chairman of the North Star Steering Committee. She shared an update on the North Star platform and the 2018 strategic priorities that Rutherford will focus on.

As the meeting came to a close, John Otterbeck and Ilene Grimes wrapped up the session and addressed questions before officially adjourning the meeting.

Scan code to view page with presentations:



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.

Coca-Cola Bottling Company of Kokomo
has a new logo!





'Fare Thee Well' Mr. Douglas

A key executive from The Coca-Cola Company and a strong partner and friend of our Bottling community has retired and is embarking on new business and personal adventures. If you have been in our System - even for a short period, you know Sandy and will share in celebrating his tenure and contributions.

Mr. James Alexander M. Douglas, Jr., (aka 'Sandy'), began his career at The Procter & Gamble Company working in a variety of sales and sales management positions. He joined The Coca-Cola Company in January 1988 as a District Sales Manager for the Foodservice Division of Coca-Cola USA and the rest, as they say "is history".



It was over his 30 year journey that most of us met and had the opportunity to work with Sandy. His leadership experience and deep understanding of the business brought key insights and positive changes to our system. The recent transformation to our 21st Century Beverage Partnership Model is testament to Sandy's influence and partnership, having worked together across our Membership to steward the largest bottler refranchising initiative in the Coca-Cola system's history.



Sandy has also served on the boards of the American Beverage Association, Food Marketing Institute (FMI), Grocery Manufacturers Association (GMA) and the Healthy Weight Commitment Foundation; and on the charity leadership boards of the East Lake Foundation and Morehouse College, among many others. He is known as an industry statesman and advocate for collaboration. In 2016, Sandy was the seventh Coca-Cola executive to receive the FMI William H. Albers Award, honoring and continuing a legacy of industry leadership and service. He joined a distinguished class that includes Paul Austin (1968), Don Keough (1976) and Roberto Goizueta (1995).

This is certainly not "good-bye," as Sandy leaves to lead Coca-Cola customer and business partner, Staples, Inc. So we say "fare thee well!" We know our members join CCBA in congratulating Sandy and wishing him future success!

A Conversation with Dan

We had an opportunity to sit down with Dan Markle as he anticipates his upcoming retirement and reflects on his experiences over 37 years across the Coca-Cola system. Dan is originally from the Chicago area (Oak Lawn, IL) however his journey with Coca-Cola unofficially began in 1980 while he was working with General Foods and living in the Phoenix, AZ, area. Forgetting the differences in time zones and daylight savings time, a recruiter, seeking candidates to work for The Coca-Cola Company called Dan very early one morning. Dan laughs as he retells how he initially passed on pursuing the opportunity. Serendipity struck when the recruiter suggested that Dan take his phone number anyway...just in case he ever became interested in looking at Coca-Cola in the future. Not long after that, Dan was happy he kept the contact! He studied Coca-Cola and liked what he saw. He thought if he ever found his way to working at their headquarters, Atlanta would be a nice place to live, versus his previous employer that was headquartered in New York. Dan was recruited over a period of four to five months and began working with The Coca-Cola Company in 1981. He fondly recalled the many Bottlers who helped him grow along the way.

Time and long hours fly when you love what you do. The words passionate, committed and community oriented come to mind first, but are certainly not the only descriptors Dan uses as he talks warmly about his early years working with the Coca-Cola Bottling community. Dan is quick to share how welcoming the Bottling community was when he started out. He also shared how accepted he felt and importantly, how Bottlers spent time



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A Conversation with Dan.....(continued from page 5)

with him. Dan, in turn capitalized on what he was learning and seeing by sharing tools and ideas across the Bottling community he was responsible for.

There were many people who influenced Dan over the course of his career. While he feels blessed to have worked with great managers and amazing colleagues across our system, Dan can talk for hours about the many Bottlers who have played a role in his personal and professional life. It's impossible to single anyone out! He recalled John Blackington, his first boss – who was so patient and willing to spend time with him. Dan recollected learning from CCE executives, Dan Marr, David Van Houton and Henry Schimberg, each effectively instilling their passion for the business and dedication to the foundational principles of doing things right and so much more. Dan added, we could not have a conversation like this without also thanking retired Coca-Cola executive, Sandy Douglas for his advice and leadership over the years. "Sandy stressed the importance being outwardly focused as a system and paying particular attention to our customers and consumers. These things always stuck with me. He emphasized building strong brands, turning brand value into strong customer value and building capability to sustain and repeat winning results. These are things that will stand the test of time."

And – our conversation continued as we walked through highlights of Dan's unique journey.

Q. *Can you share your most memorable company/industry moments you've shared since you started working with Coca-Cola?*

"The launch of Diet Coke was amazing – I was young and still relatively new to the Company. The marketing expertise and scope of commercialization behind the brand was impressive and still stands out for me as how to do a new product launch 'right'. Another unforgettable moment was the **launch of New Coke**." The wisdom of Coke's senior management to be willing to listen to their consumers and customers and to bring original Coca-Cola back quickly, is something Dan recalls as an amazing testament to our system's collective culture and an important lesson in flexibility for us all to keep in mind as we move forward.

The evolution of customer governance is not necessarily one moment, yet Dan recalled how it seemed that all of

a sudden, our largest customers were demanding to be able to work with Coca-Cola as one system. This was a new way of doing business and had a powerful impact on all of us. In the past, Bottlers operated individually, and governance drove us to work together, as a unified system. Dan shared how he enjoyed being at the forefront of this work, along with key Bottlers, who are still active in governance today. He then shared how it set the stage over the last ten years for opportunities to come together as a system for initiatives like ARTM and National Product Supply (NPS). The 21st Century Beverage Partnership is yet another pivotal moment for him. Once again, Dan praised our Bottling partners, sharing the importance of a truly local presence. He echoed how generations of families have stewarded the business in their respective markets for over a century. With many other large corporate entities rolling up their business into a single system, our Coca-Cola partnership model is both a tangible and intangible asset that cannot be replicated.

Q. *What – to you are some of the most significant changes to our industry during your career?*

Dan did not hesitate to state that the radical change in customers has impressed him. While he could talk for hours on this topic, Dan mentioned Dollar General and the entire value channel concept as an example of the rebirth of the 5/10 cent stores of the past. He acknowledged the expansion and dominance of Walmart. **When he started with the company, few had heard of this customer!** He talked about the change across the competitive landscape, the rise of eCommerce and rapid development of new products, numerous start-ups and entrepreneurs, routes to market and the ability of the Coke system to adapt and respond to market needs. This has driven innovation and change across our industry in ways no one imagined 37 years ago.

Q. *What do you enjoy doing most outside of work?*

Dan enjoys the beach, being around family and friends and just being outside and moving around. He added, "working in the market is energizing and you always learn." Of course, golf has to be mentioned, coming from someone who learned to play golf because of Coke. Dan shared how he valued the opportunities to spend time with customers doing something they both enjoyed. He made a powerful point – that in a typical meeting, one might get 30-45 minutes with a customer or senior execu-

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A Conversation with Dan.....(continued from page 6)

tive, if you were lucky. Through golf, Dan was able to spend sometimes 4-6 hours with a customer, which allowed for rich dialogue in an out-of-office environment. *Favorite Coca-Cola beverage?* – hard to pick – Coca-Cola Zero Vanilla; Cherry Sprite Zero, Fresca and Dasani Sparkling!

Q. *Do you have a favorite quote...or words to live by?*

Dan believes Robert Woodruff 's insightful words from over half a century ago, are still relevant today: "There is no limit to what a man can do or where he can go if he doesn't mind who gets the credit." -- And "the world belongs to the discontented".

Q. *What might people be surprised to know about you?*

Dan is a yoga fan and will practice more regularly in the future. He shared it has helped his flexibility ...and it's great for golf!

Q. *What advice would you give someone who is starting out with the Company or in Franchise Leadership work today?*

Dan gets excited discussing this topic- almost as if he were starting out! He reinforced that this is a great, unique business which 'touches' everyone. Each Bottler is unique and our System is full of fantastic people who want to share their knowledge. Take time to learn along the way. Be curious. Listen. Stay open and flexible. Don't be satisfied with the status quo. Look for opportunities to refine, enhance and improve – **and then take the time to teach others.** We are a family and have the privilege of representing the greatest brand in the world!

Congratulations to a "Coca-Cola kid" – who has been working since he was fourteen years old. We know our Members join CCBA in acknowledging Dan's partnership and wish him all the best on his new journey!



Dan celebrating his birthday with (L-R) daughter Amy; wife Gail and daughters Lauren and Jenna



"Out in the market" with Paul Wood and John Odom



L-R – Mark Francoeur (CCNNE); Pete Benzino (Abarta); Trevor Messinger (CCBC High Country); Larry Lordi and Wes Elmer (CCNNE – emeritus); Charles Bitzer (Abarta) with Dan



Celebrating with Jordan Ennis (Tullahoma) and a slightly different 'beverage'



Welcome the 30th Class of Coca-Cola Scholars!



The 2018 and 30th class of Coca-Cola Scholars will be officially welcomed and celebrated in Atlanta at their reception and awards banquet on April 19th. The entire class of Scholars will attend the 2018 Scholars Weekend April 19-22, 2018, for a time of inspiration, fun, and camaraderie. These 150 students have each received a \$20,000 college scholarship and joined a family of alumni who are leading positive change around the world.



Scan this code for a list of 2018 scholars:

The anticipated event will feature renowned entrepreneur and billionaire businesswoman, Sara Blakely, as honored guest and Keynote Speaker.

The Coca-Cola Scholars Foundation exists to bring positive change to our world through investment in exceptional high school students who are dedicated to leadership, service and action that positively affects others. The Foundation's vision is to develop a powerful network of community leaders whose ideas will help shape the world and leave a lasting legacy for generations to come. Each year, Coca-Cola Scholarship recipients are welcomed into a vibrant and growing extended family that fosters lasting connections with the Foundation and each other.

Coca-Cola Scholar alumni stay in touch through regional councils, special events, and *through their local Coca-Cola Bottlers*. Alumni often unite to organize and implement community service projects that enable them to make an even greater impact together.

The Coca-Cola Bottling community frequently demonstrates and showcases meaningful events that reinforce the program and support of our Scholars locally. However, if you are new to having scholars in your territory, don't hesitate to reach out to the Coca-Cola Scholars Foundation Team for assistance.

Celebratory Packages have been sent to those Coca-Cola Bottlers with Scholars and Regional Finalists within their respective territories. Each package includes a personalized certificate for the winning Scholar and a commemorative gift along with a personalized certificate for their Educator of Distinction. The Educator of Distinction is a teacher, coach, counselor or other "educator" that has made a

recognizable impact on the Coca-Cola Scholar by whom they were nominated. This program offers a way for the winning Scholars to express gratitude for their educators' contribution and has become a defining part of closing the selection celebration for Scholars.

Bottling organizations whose territories correspond to each Finalist's geography will also receive a package with personalized certificates to use in local school award ceremonies. The certificate for each Scholar and Regional finalist acknowledges their personal commitment to education, civic engagement and community. If you are a Bottler who has a winning Scholar or Regional Finalist in your territory, we encourage you to use the certificates, and work locally to create a special experience that acknowledges this distinction in local school award ceremonies.

With generous support from each of you -- our Coca-Cola Bottlers and The Coca-Cola Company, the Coca-Cola Scholars Foundation is one of the largest business-supported scholarship programs in the U.S. Each year, the Foundation awards over \$3.45 million to eligible students going to four-year universities and two-year institutions across the country. Since the program began in 1989, \$70 Million in scholarships has been awarded. For thirty years, Coke Scholars have refreshed the world. These extraordinary humans have filled society's coffers with bolder action, more amazing technology, bigger advancements, healthier futures and exponential possibility, and The Coca-Cola Scholars Foundation is proud to assist them on their path to greatness!

Scan the code (right) to enjoy photos from the reception and banquet when photos become available!





Great Lakes Coca-Cola Bottling is 2018 Beverage Bottler of the Year!



*Pictured left to right: Mike Ziesemer, Andrew Reyes, Jeff Laschen, Dan Doheny and Mario Delgado
(Photo by Vito Palmisano)*

In January, Beverage Industry, a definitive source and information platform for the beverage marketplace, awarded GLCCB this prestigious honor after evaluating the Bottling industry landscape on key business metrics important to bottling business health and management. GLCCB, a wholly owned subsidiary of Rosemont, Ill.-based Reyes Holdings, is part of one of the largest global providers of food

and beverage services, including Martin-Brower, Reinhart Foodservice, and Reyes Beverage Group. Reyes Holdings also ranked in Forbes as the 11th largest privately held company in the United States.

Diversification, community involvement, best practice sharing, operational excellence, brand building and a focus on growth with continual, sustainable investing in their employees, manufacturing capabilities and providing the needed technology and resources to fully leverage The Coca-Cola Co.'s growing portfolio of beverages is what made GLCCB stand out. Because of GLCCB's leadership in many areas, the company was chosen as Beverage Industry's 2018 Bottler of the Year.



Let's all congratulate everyone at GLCCB on achieving this industry distinction!

Scan this code (left) to read the full article on BevIndustry.com

Great Lakes Coca-Cola Bottling GLCCB at a Glance

Distribution area: Illinois, Michigan, Indiana, Iowa, Wisconsin and Minnesota

Bottling facilities: 6

Warehouse/distribution facilities: 30

Cases distributed a year: 150 million

Employees: 5,000+



*Great Lakes Coca-Cola Bottling is focused on growing and reinvesting in its bottling business, maintaining operational excellence across its network and sharing best practices learned from the leadership at The Coca-Cola Co. and Reyes Holdings, among others, says Mike Ziesemer (COO)
(Photo by Vito Palmisano)*

Coca-Cola Beverages Florida to Donate \$50,000 to Local Charities in Celebration of Black History Month

Coca-Cola Beverages Florida committed to donating a total of \$50,000 to four local charities as part of Coke Florida's 2018 Black History Month initiatives. CCBF hosted four individual check presentations throughout March, evenly distributing the funds between: 100 Black Men of South Florida, Inc., Pinellas Education Foundation, 100 Black Men of Jacksonville, Inc. and LIFT Orlando.



"Our red delivery trucks are in every neighborhood, every day," said Troy Taylor, Coke Florida's Chairman and CEO. "We have unique visibility into our local communities, and we're committed to partnering with these charities, because they reflect our own dedication to celebrating inclusiveness, stimulating economic empowerment, and encouraging education across the Sunshine State."



Timber Country Coca-Cola Expanding Its Headquarters



Timber Country Coca-Cola president Bruce Hanna, right, and vice president of sales and operations Brian Stancliff work in the Roseburg warehouse

Timber Country Coca-Cola will expand its headquarters and warehouse at a new site north of Roseburg, Oregon. Bruce Hanna, President of Timber Country Coca-Cola, said the new facility will include a 50,000-square-foot

warehouse and 7,000 square feet for office space. This more than doubles the existing 22,000-square-foot Coca-Cola plant located at 612 NW Cecil Ave. in Roseburg and is a positive development of Timber Country's expansion last April. The company had been bottling and distributing Coca-Cola products throughout Douglas County for more than 50 years before expanding delivery to Coos, Curry, Josephine, Jackson and Lake counties in Oregon, as well

as Siskiyou and Del Norte counties in California. Since its expansion, Timber Country Coca-Cola has already added about 120 new employees across its new territory.

Timber Country already owns a second distribution center in Medford (OR). When the new building is complete, Bruce Hanna estimated the company will add about 10 more jobs in administration and trucking. Bruce Hanna stated "We're proud to be in Roseburg and Douglas County, and just because we're growing doesn't mean we're leaving. We're based in Roseburg and we plan to continue to do that."

Owners Bruce and Teresa Hanna are working to establish the new facility in an industrial park and construction at the new site is expected to begin mid-summer.

Once the new site is ready for operation, the old plant will make way for new retail and hospitality developments. Bruce added, "It'll be good for the tax base, for employment and the workforce. It will add fun by bringing people off I-5 to eat and shop, and certainly bring a nice change to highway appearance as you approach Roseburg."



Coca-Cola Northern New England Employee Recognized as "Patriotic Employer"

Larry Cariddi of Pittsfield, MA and a Merchandising Supervisor for Coca-Cola Bottling Company of Northern New England, recently received the U.S. Department of Defense Employer Support of the Guard and Reserve Patriot Award. Larry received the award for the outstanding support he has given to his employee and citizen-service member Darren Bidgood of Rutland, VT. Darren is a private first class in the Vermont Army

National Guard. Employer Support of the Guard and Reserve is a U.S. Department of Defense organization that promotes, recognizes and enhances civilian support of citizen service members.



CCNNE's Larry Cariddi (right) and Darren Bidgood (left)

Time to Celebrate

A new member joins Middlesboro Coca-Cola Bottling Works and our Coca-Cola family!

Introducing...

Neil Gordon Barry V

February 15, 2018

7lbs 12 ounces

20 inches



Proud Parents:

Dr. Neil Gordon Barry IV
and Dr. Meka Wilhoit Barry

Proud Grandparents:

Dr. Neil Gordon Barry III
and Jane Barry

Proud Aunts & Uncle:

Jill Barry; Elizabeth Barry
Romans and Scotty Romans

Proud Great Grandparents:

Neil Gordon Barry, Jr.
and Tunie Barry

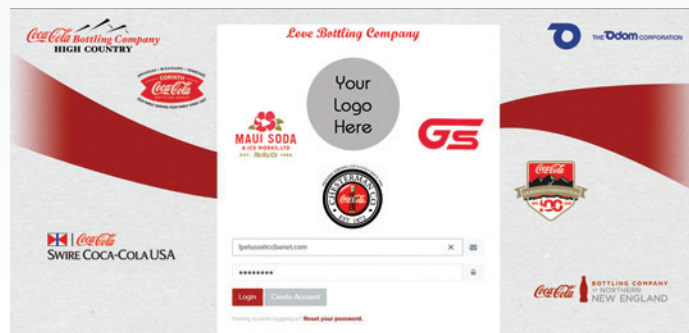
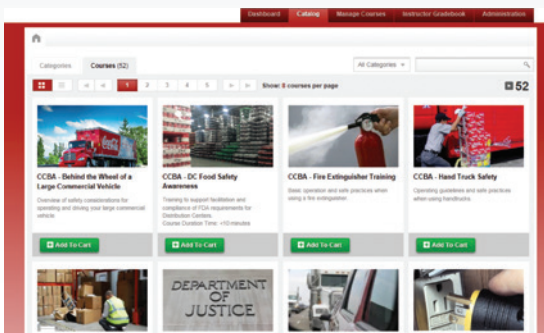
Member Resources

YES – You CAN Create Online Training!

In December, we shared information our new Learning Management System that provides enhanced capability in facilitating organizational training & development, as well as offering 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. CCBA's new program offers a comprehensive platform that is customized to your Bottling organizational needs, enabling you to manage, assign, monitor and track employee learning plans, compliance and performance.

The CCBA LMS can be used for individual or employee group use and provides *unlimited client administration and student technical support – at an exclusive rate that translates into valuable savings for participating Members*. In addition to the compliance bundle and extensive library of loss control and safety modules, that are included – you can create your own training presentations, mini courses and an unlimited array of learning content. **Contact Charles Norton at 678-539-2304 (cnorton@ccbanet.com) or Linda Peluso at 678-539-2309 (lpeluso@ccbanet.com) to schedule a demo for your team!**



In Memoriam

We know you join us in sharing condolences with the Graham family.



Stanford Moore Graham

October 20, 1977 – January 24, 2018

Stanford Moore Graham, 40, passed away at Vanderbilt Medical Center in Nashville on January 24, 2018. Stanford was a resident of Union City, Tennessee, where he worked as an owner/operator for First and Church "A Spirited Eatery". He was a member of St. James Episcopal Church, a board member of the Boys & Girls Club in Union City, a partner in the Union City Coca-Cola Bottling Company and a partner in Hoosier Creek Hospitality in Union City. Stanford was also an Eagle Scout, a former Vestryman of St. James Episcopal Church and the treasurer of Reelfoot Ordnance.

Mr. Graham was born on Oct. 20, 1977, in Union City to Richard Newell (Union City Coca-Cola) and Bettie (Young) Graham of Rives. Stanford is also survived by a brother and sister-in-law, Anna and Richard Graham of Union City and a large and loving extended family. Memorials may be sent to the **American Diabetes Association, St. James Episcopal Church** or the **National Rifle Association**.

And Now – News from our Sponsors!

CCBA is pleased to share successful news from its annual meeting sponsors who offer value to our Members throughout the year



Blujay Solutions continues to expand its technology platform, facilitating improvements and rolling out transportation innovation that will offer competitive advantages across the Coca-Cola Bottling Community. Blujay also completed a Master Services Agreement with The Coca-Cola Company this year, which will make it even easier to do business with this system partner. Blujay's Transportation Management System includes four core elements - planning, execution, settlement, and reporting. Additional features are available such as fleet management and appointment scheduling. Great Lakes Coca-Cola recently kicked off the fleet management feature. Liberty Coca-Cola is the latest Bottler to 'go-live' on the core Transportation Management System as well as the fleet management implementation.



Williams Lea Tag has continued to engage our Bottling community on its multi-faceted print and merchandising solutions. The following highlights may offer thought starters for your local planning.

- A total of 6 bottlers participated in a collective buying opportunity of "Share the Magic" Santa pop up displays. (AKA Lama@ Displays) This created a total savings of over \$16,000 as opposed to the cost of each bottler purchasing independently.
- Swire engaged WLT to produce displays for NCAA Basketball. Better dimensional and weight efficiencies from the new Lama@ Display saved Swire over \$10,000! (Swire was able to distribute twice the number of POS units for half the total freight cost as compared to a standard corrugate spectacular display traveling to the same locations.)
- During the month of March, WLT delivered a savings of over \$8200 across 8 different bottlers with their weekly consolidated print (CPI) program.



Omron is currently working to offer a menu of solutions for Coca-Cola Bottlers' warehouses and/or plant operations. Omron has worked with Coca-Cola associates to facilitate custom solutions in over 75 locations. As you expand facilities, keep Omron's services in mind for your operations, fulfillment and distribution to protect brand quality and your business.

Omron recently created an application to verify that the marked expiration date on PET water bottles is correct. Water was gathering on the bottle, which caused the laser-printed "best before" date to be unreadable, at times. The legacy system allowed nonconforming bottles to pass through inspection, resulting in high levels of scrap. The stand-alone Omron solution is operating on multiple lines and multiple facilities, and is incorporated into the existing control system. The Omron solution checks the "Best Before" date with OCR / OCV (Optical Character Recognition / Verification). Importantly - the total number of non-conforming bottles that pass undetected has dropped to zero, creating an annual savings for the Bottler of \$88,000.

In addition to the inspection system, Omron developed and implemented an automated change-over solution that moved the guardrails to accommodate different bottle sizes.

Share Your News, Feedback and Ideas

Want to be heard? Maybe see your news on the CCBA website or in the Bottling Line? GREAT...because CCBA wants to hear from you! You can find a form on the site's "submissions" page to share Company and Bottling family news, feedback and stories for inclusion in The Bottling Line, or on our website. We love to hear your updates and success stories of participation in your communities, and anything else you want to share.



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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.