



the BottlingLine

Issue No. 334 • Summer/Fall 2018

2018 Schedule

CCBA Annual Meeting
August 6-7

**TCCC System
Planning Meeting**
August 8-9

CCLT Meeting
August 14-16

**CCBA Mainstream
WebEx Call**
August 23

**Fall Board of Governors
Meeting**
September 27-28

Fall Mainstream Meeting
October 17-18

CCLT Meeting
November 6-8

**CCBA Risk / Financial
Management**
Nashville, TN
November 7-9

**CCBA Mainstream
WebEx Call**
November 13



Welcome the 30th Class of Coca-Cola Scholars!



Official Photo of the 2018 Coca-Cola Scholars with J. Mark Davis, President, Coca-Cola Scholars Foundation; Julie Hamilton, SVP, Chief Customer & Commercial Leadership Officer, The Coca-Cola Company; James Quincey, CEO, The Coca-Cola Company; Jack Pelo, President & CEO, Swire Coca-Cola USA and Jane Hale Hopkins, Exec. VP & President-Elect, Coca-Cola Scholars Foundation, celebrated in Atlanta at their reception and awards banquet on April 19th.

The 2018 and 30th class of Coca-Cola Scholars was officially welcomed and celebrated in Atlanta at their reception and awards banquet on April 19th.



Daron Roberts and Sara Blakely transformed a ballroom stage into a powerful personal conversation

This year's honored guest and speaker was **Sara Blakely**, Founder and CEO of SPANX, Inc. Sara shared her non-traditional leadership journey with the audience through an engaging and lively conversation with **Daron Roberts**, 1997 Coca-Cola Scholar, Former NFL Coach, Best Selling Author and Entrepreneur.

The evening's agenda included a special moment to honor and thank **Jack Pelo** (President & CEO, Swire Coca-Cola

continued page 2

Welcome the 30th Class of Coca-Cola Scholars!.....(continued from page 1)

USA), for 20 years of service and retirement from the Foundation Board of Directors. We also thank **Morgan Everett** (Vice President, Coca-Cola Bottling Company Consolidated) for 11 years of service to the Scholars Board of Directors. We welcome two NEW Board Members - **Thomas Benford**, (Executive Vice President & Chief Commercial Officer, Coca-Cola Beverages Florida) and **Hank Flint**, (President & Chief Operating Officer, Coca-Cola Bottling Company Consolidated) who were elected in March to the Board of Directors of the Coca-Cola Scholars Foundation. We are certain they will bring great guidance and support to the Foundation!



Honoring Mark Davis for his 30 years of service and upcoming retirement from The Coca-Cola Scholars Foundation (left to right: Jack Pelo, Julie Hamilton, J. Mark Davis, Che Miller and Jane Hale Hopkins)

A meaningful and touching part of the evening's festivities was a celebration of Coca-Cola Scholars Foundation President, **J. Mark Davis**. Mark's 30 years of service parallels the growth and impact of our Coca-Cola Scholars Foundation. Mark, who will retire at the end of 2018, has been both the heart and guiding light of the program and to many Scholars personally. Mark was surprised with a special presentation by **Che Miller**, 1994 Scholar and General & Vascular Surgeon, Chief of Staff for Duncan Regional Hospital in Oklahoma. The real surprise came when an assembly of Scholars who are also accomplished musicians took the stage to play and honor Mark.

The Scholars Banquet is a highlight for our new Scholars, who travel to Atlanta for a special Scholars Weekend. During this four-day weekend, the Scholars participate in a Leadership Development Institute to further develop their leadership skills, tour local landmarks, engage with former

continued page 3

KO Sustainability Commitment – World Without Waste



In January, The Coca-Cola Company announced an ambitious goal to collect and recycle the equivalent of 100% of the packaging we sell by 2030, regardless of its source.

To achieve this, The Company will continue to focus on designing packaging to be 100% recyclable across its expanding portfolio, while partnering with local communities,

NGOs, industry and consumers to collect packaging.

In the words of Coca-Cola CEO, James Quincey, "Our system has been and should continue to be a force for creating opportunity in the world. By working with key partners to achieve this ambitious goal, we can help lead the way toward a more sustainable future, a stronger business, and the ability to remain a welcome member of the communities we call home."

Our Coca-Cola Bottling community has been a longtime champion of environmental consciousness and as always, is a key partner in this process. Please share your news and stories, as we work together to achieve this goal!



Heartland Coca-Cola associates and volunteers hard at work in St. Louis to help clean the Mississippi River

Scan the code to visit Coca-Cola Journey to learn more and to share the message of "A World Without Waste."



Welcome the 30th Class of Coca-Cola Scholars!.....(continued from page 2)

Coca-Cola Scholars and participate in a group community service project. Coca-Cola Scholar alumni stay in touch through regional councils, special events, and through their local Coca-Cola Bottlers. The Coca-Cola Bottling community frequently showcases meaningful events that reinforce the program and support of our Scholars locally.

If you are new to having Scholar in your territory, don't hesitate to reach out to the Coca-Cola Scholars Foundation team for assistance at coca-colascholars@coca-cola.com. Bottling organizations whose territories correspond to each Scholar's geography will receive a package with personalized certificates to use in local school award ceremonies. 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.

As the Foundation celebrates its 30th class this year, the Coca-Cola system has invested more than \$70 million in 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. US Bottlers of Coca-Cola also play a central role in celebrating Scholarship winners in their respective markets!

Enjoy these photos from the reception and banquet!



Timber Country Coca-Cola Hosts the Western Region Bottler Meeting



Meeting attendees at Timber Country's NEW Medford facility

On May 2 - 4, Timber Country Coca-Cola hosted this year's Western Region Coca-Cola Bottlers Meeting. This annual meeting includes (Western) Bottlers who get together to discuss the **key business issues facing their region** – and some of the key areas they can better coordinate, partner and importantly, learn from one another.



Checking out the scenic Rogue River on the Hellgate Jetboat Excursion

The Timber Country Coca-Cola family was happy to welcome fellow Bottlers from The Odom Corporation, Coca-Cola Bottling Company of Yakima & Tri-Cities; Maui Soda and Ice Works; Glendive Coca-Cola; Coca-Cola Bottling Company of

Glasgow; Coca-Cola Bottling Company of Canyon City (John Day); Lehrkinds, Inc.; Coca-Cola Bottling Company of Williston; Mile High Beverage; Durango Coca-Cola Bottling Company and Coca-Cola Bottling Company of Dickinson.

The meeting kicked off by welcoming Oregon State Representative, Mike McLane, who talked with everyone and toured Timber country's new facility in Medford, OR. While there was (and always is) a great deal of business conducted, this year's hosts managed to squeeze in time to show off some of the great things to do in "Timber Country".



Oregon State Representative Mike McLane with Bruce Hanna, President, Timber Country Coca-Cola

The meeting's **final day** was spent in Roseburg, where the Timber Country team also showcased the area's beautiful wine country and discussed business side to this growing category. This was the 3rd annual Western Region Coca-Cola Bottlers Meeting. The location changes to a new Bottler market every year. Next year's location is being determined.

Timber Country Coca-Cola wishes to thank all the Bottlers that attended the meeting!



Coca-Cola Consolidated Executives Make Progressive Grocer's 2018 TOP WOMEN in GROCERY!



Danna Cox
Director
Customer Development II



Tonya Price
Customer Development Director II
Publix Super Markets



Sara Herring
Director
Club Channel



Meghan Pennell
Sr Director
Customer Development



Shannon Durham
Vice President
Customer Management



Coca-Cola Consolidated Celebrates Grand Opening of Sales and Distribution Center

On Tuesday, June 12, **Coca-Cola Consolidated** held a grand opening for its new sales and distribution center at Cypress Ridge Industrial Park in Ridgeland (SC). While the 40,000-square-foot facility opened May 7, this ribbon cutting ceremony officially welcomed the center to the community.

Customers and partners enjoyed tours of the state-of-the-art facility, and a BBQ lunch. The new facility serves over 1,200 convenience stores, restaurants and other retail and foodservice customers throughout Jasper, Hampton, Allendale, Beaufort and Colleton counties. Its warehouse moves 10,000 to 15,000 cases of Coca-Cola beverages a day!



Coca-Cola Consolidated Plans Facility in Kentucky

Coca-Cola Consolidated announced plans to open a 300,000-square-foot sales and distribution facility in Erlanger, KY. It will be part of a \$30 million investment and brings more than 430 jobs to the area. Work on the standalone facility is expected to begin as soon as possible with an expected opening date of late summer 2019.



Corinth Coca-Cola Competes in Worldwide Competition

Congratulations to Corinth Coca-Cola Bottling Group for making the short list of finalists

in The Coca-Cola Company's prestigious Candler Cup. Corinth represented North America in the competition as a result of winning the company's U.S. market execution competition, The Market Street Challenge, last year. Our Corinth Bottling colleague was one of four Coca-Cola Bottling partners vying for the cup in Moscow. This is the first year for the Candler Cup, which is named for Asa Candler, the Coca-Cola leader who granted the first bottling franchise. **The Candler Cup is to recognize the bottling partner from around the globe who most directly demonstrates excellence in execution.**

Vice President and Chief Operating Officer Ken Williams represented the company in Moscow. His wife, Edi, kept the locals updated by text messages as they anticipated the announcement of the winner following a ballet performance and the serving of dinner. "We are very proud of being in the final four," said Kenneth Williams, President of Corinth Coca-Cola. "It's a great honor for us. We want to thank our people for getting us to the pinnacle of the bottling world. Just being selected to go to Moscow is humbling,"



Left to right: Steve Inch (Amatil New Zealand), Jovan Radosavljevic and Jaak Mikkil (Hellenic Romania), Chris Litchfield (Amatil New Zealand), Ken Williams (Corinth Bottling US), Arturo Gutierrez (Arca Continental Argentina)

A community celebration at Corinth's Coke Museum marked the occasion serving free Coke Floats and gifting Coca-Cola soccer balls while the awards presentation was unfolding thousands of miles away. The winning Bottler, announced in Russia at the World Cup finals, was Coca-Cola Hellenic Bottling Company Romania. The other two competing bottlers were Amatil New Zealand and ARCA Continental Argentina.

Coca-Cola Bottling Company of Minden's Matthew Hirsch Participates in Televised Panel on Workforce Readiness



The live broadcast of panelists that includes Moderators Brenda Teele and Maribel Aber (shown in TV monitors). Matthew Hirsch is second from right. The photo also partially shows the banner for NWLTC, who hosted the event and is a great customer and partner in the Minden Community

Business and community leaders from North Louisiana's coalition, locally known as "The Collaboration," gathered Tuesday evening, May 22 to discuss in a televised town hall, both the problems and new opportunities facing today's workforce. The town hall meeting: "Workforce Readiness in Northwest Louisiana: A New Model for Success," was held at **Northwest Louisiana Technical College (NWLTC)** and moderated by CNN correspondent Maribel Aber and KTBS news anchor Brenda Teele.

The Panel Members explained and offered examples to viewers on what their 'collaboration' is doing to improve the local workforce of today and tomorrow. This Panel included representatives from the City of Minden, the Webster Parish School Board, Northwest Louisiana Technical College (NWLTC), the Northern Louisiana Economic Partnership, **Coca-Cola Bottling Company of Minden's, Matthew Hirsch**, and several other Minden-based private employers.

Each panelist highlighted key aspects of their partnership, and point-of-view, relative to their respective business. Business owners and educators reinforced the importance of acknowledging alternative career paths (and that a four-year university is not the only pathway to success); as well as the need for a required work readiness course, for all students.

Swire Coca-Cola USA Announces Leadership News



In a press release from May 25, Swire Coca-Cola USA announced **Paul Lukanowski** was promoted to **Chief Operating Officer (COO)** effective immediately. Many of you know and have worked with Paul over the course of his 22 years with Swire Coca-Cola. In this newly created role, Paul will take his experience and leadership and apply it across the entire company. Paul will help set and develop Swire's business priorities, and look for new business and ways to improve Swire's operations. We know you join us in acknowledging his talent for sales and deep insights into our industry.

Rob Gehring will assume Paul's responsibilities in the role of **Senior Vice President and General Manager**. In this role, Rob will oversee Swire Coca-Cola USA's customer relationships, sales operations, and capabilities, food service on-premise, revenue growth management, and marketing. Rob began his new position on July 1, 2018. Some of you may have worked with Rob in his previous roles with Coca-Cola North America where he served as President of the Walmart Global Team and as Vice President of Sales for the Canadian and Western U.S. Business Units. He also worked for Coca-Cola Enterprises in Arizona. Rob also happens to be a graduate of Swire's great customer - Arizona State University. Most recently, Rob was the Global Chief Sales Officer for The Hershey Company. He has 25 years of experience in the consumer product goods industry.



In the press release, Jack Pelo, CEO shared his confidence in Paul and Rob, noting their experience and leadership will benefit Swire and fit nicely with the new growth and focus of the company.

Please join CCBA in congratulating Paul and welcoming Rob to Swire Coca-Cola (and back to the System)!

Troy Taylor Speaks at Annual Black Enterprise Entrepreneurs Summit



Troy Taylor, Chairman and CEO of Coca-Cola Beverages Florida joined a group of high profile speakers at the annual Black Enterprise Entrepreneurs Summit, held in Charlotte, NC, from June 6-9. The event was designed for both established business leaders, as well as entrepreneurs who are just getting started with their first venture.



Troy led a groundbreaking conversation on education, sports, business, and faith, and how that shapes **how he does business**. In addition to Troy, the speakers, included:

- Dallas Mavericks Owner and "Shark Tank" Investor **Mark Cuban**
- Peebles Corporation Founder and CEO **Don Peebles**
- Comedian and Entertainment Studios Founder and CEO **Byron Allen**
- ActOne Group Founder and CEO **Janice Bryant Howroyd**
- Rapper, Actor and Grand Hustle Records Founder **Tip "T.I." Harris**



Earlier this year, Troy, (a former investment banker with JPMorgan Chase) was appointed to the board of directors of the Federal Reserve Bank of Atlanta's Jacksonville branch. He has also kept his hand in investment banking as chairman of Spinel Investment Co. LLC and is active in industry and civic groups, including serving on the boards of Tampa Bay Partnership and Johns Hopkins All Children's Hospital.



Coca-Cola Southwest Beverages Plans \$250M Facility in Houston

Dallas-based **Coca-Cola Southwest Beverages** will build a new production and distribution facility in **Houston**. Coca-Cola Southwest Beverages is a subsidiary of Mexico-based Coca-Cola Bottler Arca Continental, one of the world's largest Coca-Cola Bottlers.

The facility will be nearly 1 million square feet, with an investment of approximately \$250 million. It will also be the first Coca-Cola production plant built in the U.S. in 10 years. The plant is expected to begin operating in early 2020. The facility will utilize the latest technology, incorporate five new production lines, in-line blow molding, distribution facilities, warehouse and sales, which will enable CCSWB to efficiently serve the Southeast Texas market. The project will contribute close to \$30 million in cost savings and operating efficiencies.

Arca Continental CEO Francisco Garza Egloff was quoted, "The productivity, efficiency and sustainability that this new plant will bring to beverage production in the U.S. Coca-Cola system confirms our company's determination to improve its competitiveness, enhance service at the point of sale and expand our portfolio for the communities we serve in Texas, Oklahoma, some parts of Arkansas and New Mexico, always in a profitable and sustainable way."

Mark Schortman, CEO of Coca-Cola Southwest Beverages highlighted the long tradition that Coca-Cola has had in Texas, a history during which the local Bottler has maintained a close proximity to its communities and a strong commitment to the economic, social and environmental development of one of the most dynamic growth regions in the U.S. Mark added that during the construction of this new facility, CCSWB will continue to offer the highest quality products and best customer service as it has done traditionally.

Through this initiative, Arca Continental advances in the integration process of best practices and the capturing of synergies in the CCSWB territories, updating the technology and market service platforms, as well as standardizing commercial models, focused on continuing to strengthen all areas for customers and consumers.



CCBCU's John Sherman Named an Executive of Influence in 2018



The Birmingham Business Journal named **John Sherman, CEO of Coca-Cola Bottling Company United**, to the 2018 list of the city's Executives of Influence. This award acknowledges a wide range of Birmingham business leaders, from a diverse group of businesses, with the goal of introducing readers to all facets of the local economy. This spotlight also gives executives a chance to share their stories and insights that are unique to Birmingham.

It's been a busy few years for John and the UNITED family. When asked by the publication's editor: "What has been the most inspirational moment of your career?" – John shared this: "When I walked into the Oxford (AL) Coca-Cola bottling plant in the fourth quarter of 2014. I was there from 1988 to 1990, and I had never been back. It had been nearly 25 years. When I walked through the facility, there were 28 people there working that worked with me 25 years before. That's when it hit me about what we were getting ready to do and getting ready to experience. It underscored the sheer commitment and passion that people have for this business. It was definitely a bit of a homecoming for me."



Coca-Cola Bottling Company of Kokomo Shares Brand, Bottling & Its Local History

Craig Severns, Coca-Cola Bottling Company of Kokomo's General Manager embodies all the attributes of a true Coca-Cola Ambassador. Craig recently visited his local Kiwanis Club meeting to discuss the history of our iconic brand along with the continued success of his family's long-standing local Coca-Cola Bottling business.

Craig captivated his listeners as he described the origins of Coca-Cola, complete with details that add a personal touch to the 132 year old brand history, accompanied with a deep knowledge of how Coca-Cola's bottling business evolved.



Craig Severns shows one of the early Coca-Cola bottles during a local Kiwanis meeting

Craig's presentation naturally progressed to how the Severns family became linked with Coca-Cola. His family history with the Company dates back to his great uncle, James Yuncker, who owned a bottling company in downtown Indianapolis, which he controlled until his death in 1964. Following Yuncker's death, the bottling company was sold to Indianapolis Speedway owner, Tony Hulman. That facility is still operating today on the grounds just west of the Speedway.

Craig's grandfather, Edmund and Edmund's brothers, Roy and Frank, took over the Kokomo, Logansport, and Peru plants in 1935, and over the course of the following decades, his dad, E.P., assumed leadership. The Kokomo facility served as a warehouse until 1965 when it became a bottling facility. The company produced beverages until 2005. Craig, who has served as general manager since 1975, explained The Coca-Cola Company was growing and introducing so many new products that it became cost prohibitive to capitalize these innovations and run the lines. Craig shared that while he and his top managers knew shutting down production was the right thing to do, it was still an overwhelming and major change for them. He remembered going into this dad's office with then, plant manager Mike Fox, hoping to convince E.P. to cease production. "We took a big, deep breath and went to talk to dad," Severns said. "He heard us make our pitch. He looked us in our eye, and he said, 'I have one question for you. Is anybody going to lose their job?' I said, 'No, we'll just move people into other positions. We need everybody here.'" With that, E.P. gave them the OK, and the 14 employees who were working in production were shifted into other positions as promised. While the Kokomo plant has seen many changes over the years, Craig recalls the decision to shut down production as the most challenging.

Today, the facility continues to serve as a warehouse and its accounts continue to grow. Craig acknowledged his strong retail customers and fountain accounts, summarizing that with hundreds of different beverages to choose from, and Coca-Cola's solid reputation, he sees **The Coca-Cola Company and Coca-Cola Bottling Company of Kokomo forging ahead -- long into the future!**

In Memoriam

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



Charles Allen Ingram

Sanford Coca-Cola
July 4, 1943 – June 1, 2018

Charles Allen Ingram, 74, of Sanford passed away Friday June 1, 2018 at Duke University Medical Center after a brief illness.

Mr. Ingram (Charlie) was born on July 4, 1943, to the late John Robert Ingram, Jr. and Margaret Rouzer Ingram. He is preceded in death by his brother John Robert Ingram III and his sister-in-law, Brenda.

Charlie is survived by his wife of 44 years, Mary Lynn Ingram, his sister Mary Wain Ingram Ellison (Boyd) of Macon Georgia, his brother Richard Clay Ingram of Sanford, NC and numerous nieces and nephews. He attended the Lee County public schools and graduated from Riverside Military Academy, Gainesville, Ga. After attending St. Andrews College and Campbell College, Charlie returned to his hometown and joined his father and brother at Sanford Coca-Cola Bottling Company, founded by his grandfather in 1905.

Charlie was an active member of the Sanford community and continued the family tradition of giving back to the community. He had a strong faith and was a lifelong member of First Presbyterian Church, where he served as a Deacon, Elder and in numerous other capacities.

Charlie enjoyed his work with the North Carolina Soft Drink Association, serving for a time as President of the Association. He was currently serving as Chairman of South Atlantic Cannery, (Bishopville South Carolina) and Chairman of Buffalo Cemetery Commission. In retirement Charlie pursued his love of fishing and spending time at the coast.

Memorials may be sent to: **First Presbyterian Church Endowment Fund**, 203 Hawkins Ave Sanford, NC 27330, **Ingram Family YMCA**, 1907 KM Wicker Dr. Sanford, NC 27330; **Thornwell Home for Children; JR Ingram Legacy Fund**, 302 South Broad St. Clinton, SC 29325, or **Temple Theater**, 120 Carthage St. Sanford, NC.





Member Resources

Welcome to 2018 Annual Meeting Sponsors!



Established in 1998, SE Ellis Enterprises LLC is a total beverage solutions company providing quality wholesale fountain and vending parts, in addition to kitting/assembly services. Ellis Enterprises offers both standard beverage parts and custom or specialty parts, made to customer specifications to soft drink companies and their customers worldwide. Ellis' inventory includes, but is not limited to: stainless steel products (i.e. fittings, chases, shrouds, etc.), brass fittings (i.e. compression, tees, elbows, adapters, wyes); plastic fittings (i.e. quick connects, tees, elbows, adapters); tubing, hoses (braided, unbraided, bundled); and pumps (syrup, brass, stainless steel, electric).

The company also provides specialty printing services (laminating, decals, manuals, etc.) and custom kitting / assembly services to major account groups, Bottlers and service agents for fountain drinks, vending, coffee, tea, & orange juice machines.

Ellis Enterprises provides excellent pricing, high quality and affordable parts, with fast turnaround to serve your total beverage business needs across the country (and globally).

Learn more at: <https://www.seellisent.com/>



WestRock is the premier partner of winning solutions for Coca-Cola. WestRock has developed a strategy that is focused on commercial excellence, enterprise solutions, innovation, performance excellence and is well-positioned to support its customers' diverse business objectives.

With its Enterprise Solutions approach, WestRock provides a broad range of products to meet your day-to-day and long term strategic business needs, including:

- Beverage Cartons
- Merchandise Displays
- Machinery
- Corrugated Containers
- Labels
- Recycling Solutions

Learn more at: <https://www.westrock.com/>



Williams Lea Tag is the leading provider of marketing and communications supply chain services. WLT helps organizations transform business processes, enhance customer conversations and realize the potential of their brands. Their solutions combine re-engineered processes, leading technologies and highly experienced collaborative client teams.

WLT has partnered with the Coca-Cola system as a strategic provider of managed print services for POS/POP merchandising materials, since 2011. From the regional Williams Lea Tag office in Atlanta with local coverage in Los Angeles, Dallas and Toronto, the company manages nationwide pillar programs, national retail sales campaigns, Bottler specific marketing projects, and local POP executions across the US and Canada. Their team is comprised of top print and innovation specialists who ensure every project represents the best in quality and value. WLT also offers technology enabled solutions that can provide on demand customization of POS, real-time inventory management, and valuable campaign execution intelligence. WLT provides continuity and guidance to ensure your merchandising efforts don't miss a beat! Their print production programs for large activations add value and lower your print merchandising costs.

Learn more at: <https://www.wlt.com>



Member Resources



2018 Spring Financial Management Forum Highlights

Understanding the financial implications to your business is crucial in order to help your company achieve its goals. In our ever-changing economic and industry environment, it is not an easy task to stay on top of the changes!

Each spring CCBA sponsors a Financial Management Forum designed to provide insight and access that supports your financial and business planning in a setting conducive to relaxed conversation and collaborative dialogue. This year's forum agenda covered economic topics and discussion balanced with important updates by Company representatives and engaging outside subject matter experts that directly impact your bottom line.

The meeting kicked off on Wednesday, June 21st with a half day that covered discussion on commodities, updates, solutions and processes via the CCNA Exchange as well as an in-depth overview of the global market and economy from Bob Browne of Northern Trust.

Day Two offered a full agenda beginning with a review of major trends by Marion Glover, followed by updates and an overview of the Tax Cuts and Jobs Act, from the Deloitte team. Beverage industry expert, Bonnie Herzog of Wells Fargo provided an overview of current trends in the convenience store channel and across the beverage industry. Dawn Chatham and Courtney Herington (CBS/CCBSS) shared updates on their organization and processes.

After lunch, Mark Hammond from The American Beverage Association provided the audience with an update of the important work they are doing across the nation for our beverage industry. Nehal Desai from Reyes Coca-Cola Bottling addressed attendees and shared his perspectives and updates as his organization develops its new territories. Jim Marvel provided a general CCNA update and Matt Tarallo discussed progress and news in the eCommerce space. The day concluded with an update on key issues (e.g. invoicing, Trade Marketing Programs, POS Billing) for Bottlers from the Monster team.

Day three addressed critical topics to Members, covering updates on CONA by Scott Armstrong and North Star by Michelle Heidt (Ozarks). Ann Burton and John Gould followed with a discussion of Association and industry issues, before formally concluding the forum.

The Financial Management Forum is open to all Bottlers and provides an excellent opportunity to discuss meaningful financial management topics, collaborate with fellow members, industry colleagues and experts.



Where else can you meet on key business topics, learn and enjoy time with family and colleagues...with a view!

Coca-Cola Atlanta Office Campus Bottler Visits



Visiting The Coca-Cola Company headquarters in Atlanta GA should be a great experience for you. And – with you in mind, The Company is updating its security procedures to balance welcoming its Bottling partners while maintaining approved safety best practices and the same commitment to a safe working environment that you have in your facilities.

In the next few months, the Company will issue a unique badge for Coca-Cola Bottlers who are registered as guests. When you check in, please advise the security team that you are a Coca-Cola Bottler and you will receive this distinctive badge acknowledging your special and unique relationship to The Company.



To expedite your entry into the Atlanta Office Campus, it still is required that you are registered by a company representative **prior to your visit**. Advance registration will ensure when you arrive at the North Avenue main entrance, their team will welcome you and direct you to visitor parking. You then will obtain your Coca-Cola Bottler badge at the main security desk in the Central Reception Building. Once you pass through a brief security screening, you can enjoy the remodeled guest lounge while awaiting your company host who will escort you to your meeting location.

The Company also added a mobile application for its associates to easily register you for your visit. Once your registration is complete, you will receive an email with further details confirming your visit.

A badge will be issued to Coca-Cola Bottlers who regularly participate in Governance meetings (SLGB, CCLT, CCLT Subcommittees, NPSG, CCBSS, CBS and CONA), in lieu of regular guest registration. While a separate individual background check previously was required for these badges, The Company now accepts your respective Bottling company's screening process for this requirement. **Note that these specific badges are only for those actively engaged in Governance meetings;** all other Bottler visitors must follow the standard guest registration process. If you are engaged in Governance and do not have a badge, please contact Katherine Stewart at katstewart@coca-cola.com to request authorization.

Member Resources



2018 Annual Loss Control Forum Highlights



This year's Spring Loss Control Forum convened in Celebration, Florida on May 10 and 11. It is an annual event structured to provide an opportunity for Members to gather, network and brainstorm on all areas of loss control and safety, and to interact with subject matter experts from a wide range of specialties pertinent to those areas, as well as risk management generally. The forum offers a setting that lets attendees share best practices and ideas and ask questions that enable our system to reach best-in-class performance levels.

The Forum's agenda is designed to include a broad range of topics critical to optimizing safety and preventing loss in Member businesses. It brings together, in a single setting, leading experts and directors of environmental, quality, safety and employee health in our Bottling System, to address common challenges and work toward common solutions. Among those experts, the Association is fortunate to have not only incredibly strong Bottler subject matter expertise, but also the participation and engagement of the consultative support of experts like Gary Pohlmann of Marsh, who has been working with CCBA's members for nearly 18 years, and has vast industry and Coke System experience for many decades.

Day one presentations included building on strategic leadership within your team, by Brad Paterson from Swire Coca-Cola USA, followed by a discussion of Ergonomics at the Customer, with Gary Pohlmann (Marsh), Gordon Mandt (Odom) and Ellen Gallo (The Hartford.) After a break, an overview of Recent Distributor Claims and OSHA Activity was shared by David Lawhorn from Amtrust. The Association partners with The Hartford and Amtrust in CCBA's property and casualty insurance program. The morning agenda concluded with a panel discussion led by Erin Black (Coca-Cola Beverages Florida) and Gordon Mandt (Odom) on the topic of balancing discipline, safety and safety training.

After lunch, Dennis Padgett (Coca-Cola Bottling Company Consolidated) shared developments and improvements in his organization's respective

safety metrics via leading and lagging indicators. Tommy Sturdivian, (Sturdivian Collision Analysis) then covered a critical topic regarding 'Evidence Preservation.' This presentation discussed ways to avoid spoliation claims and the importance of optimizing your investigator's work following an incident. This topic segued easily to an overview by Charles Carr, Esq. (Carr Allison) of updates and developments in transportation law and related areas. Before closing the first day, Charles Norton (CCBA) walked the room through highlights of the Association's new Learning Management System and the library of training content available via this platform.

Day Two began with a presentation from Brian Muller (CCNA) who outlined KORE Audit Revisions for attendees – a hot topic that has been on the minds of many Bottlers since last year. The final session (provided through Liberty Mutual Insurance, the Association's property insurance carrier partner), reviewed standard operating procedures for fire protection systems across any size organization.

Participation in the annual Loss Control Forum enables members to share experiences and learn about new best practices being implemented in today's workforce and business environment, throughout the Coca-Cola Bottling System and beyond. The strong ROI correlation between an organization's investment in safety training is the cornerstone of this forum's philosophy.

The CCBA Learning Management System is an investment that 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@cbanet.com) or Linda Peluso at 678-539-2309 (lpeluso@cbanet.com) to schedule a demo for your team!

It REALLY is 'All in the Family'!

No babies this issue! However - Bruce Hanna made a suggestion that we want to share. As you attend Region meetings, CCBA Forums and the Annual Meeting of Membership, many of you already do this – but consider bringing your family, and let's take some photos that highlight this. The Coca-Cola Bottling business is one of the few that is truly family based and generational. Let's celebrate that with some family photos. You will be glad you did 10 years from now!

Please... Stay in Touch!

Our System is growing and changing in many ways! If you re-design your logo, create a Facebook page or website, move to a new address, or have other news to share, please let us know. Email us: coca-colabottlers@cbanet.com

Check out
Heartland Coca-Cola's
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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@cbanet.com.