



the BottlingLine

Issue No. 335 • Winter 2018

2019 Schedule

Spring Mainstream Meeting

Palm Springs, CA
February 14-15

CCLT Meetings

Use QR Code below to view dates as they are released

Mainstream Calls

March 21
June 27
August 29
December 12

ABA Fly-In

Washington, DC
October 28-30

Scholars Banquet

April 4

401K (June 18) &

Spring Financial Management Forum

June 19-21
Naples, FL

CCBA Annual Meeting

September 9-10



Check the CCBA website for schedule updates

The Coca-Cola Bottlers' Association Announces New Officers & Board Members

At its fall meeting, The Coca-Cola Bottlers' Association Board of Governors appointed the following new officers to guide our organization.

- **Mark Francoeur**, President, Coca-Cola Bottling Company of Northern New England, assumes the role of **CCBA President**
- **Charlie Bitzer**, Chairman and CEO of ABARTA Coca-Cola, assumes the role of **CCBA Vice President**.
- **Meredith Mapel**, President of Durango Coca-Cola, assumes the role of **Treasurer**.



Mark Francoeur
President



Charlie Bitzer
Vice President



Meredith Mapel
Treasurer

Each of our officers brings unique perspective and experience to their role and our Association's governance. Mark and Charlie have already served as CCBA Officers. Mark has led and contributed in many ways on Members' behalf as both CCBA Treasurer and Vice President during the past four years — and we are excited to work with him now as our President. Charlie has provided valuable input as Treasurer over the past two years. Meredith, while new to her role as an Association Officer, has served as President of Mainstream and is highly regarded across our System. Collectively, these three officers bring business acumen, experience and enthusiasm that will provide sound strategic leadership to CCBA.

Mark Francoeur is President of Coca-Cola Northern New England. Mark grew up in CCNNE's territory, attending internationally recognized Bentley University in MA. He began working with Coke Northern New England in 1993 as an Account Manager. At CCNNE, Mark progressed through a variety of positions of increasing levels of responsibility, including Corporate Fountain Representative, Key Account Manager, General Manager, Director of Marketing and Vice-President of Marketing. In 2013, Mark was promoted to his current role as President of Coca-Cola Northern New England. Mark is currently a Board Member of Coca-Cola Bottlers' Sales

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The Coca-Cola Bottlers' Association Announces New Officers & Board Members.....(continued from page 1)

and Services and the Manchester (New Hampshire) Boys & Girls Club of America. We enthusiastically anticipate Mark's continued service as he assumes the role of CCBA President.

Charlie Bitzer is Chairman and CEO of ABARTA Coca-Cola as well as a third generation shareholder. Charlie has served in key executive roles with ABARTA, Inc., a diversified third and fourth generation family business based in Pittsburgh, PA. Before his promotion to Chairman & CEO last August, Charlie was VP & COO of ABARTA, Inc., with responsibility for all of its operating companies: Press Media Group (sold 2013), Kahiki Foods, ABARTA Oil & Gas, and ABARTA Coca-Cola. In addition to his seat on ABARTA's Board, Charlie was Board Chairman of Kahiki Foods until his promotion. Kahiki Foods was sold earlier this year. Charlie also serves on the boards of American Textile Company and Peacock Alley, and on two non-profit Boards: Western PA History Center and Fountainhead Foundation. His experience will continue to be an invaluable asset as our System moves forward and we look forward to his contributions as CCBA Vice President.

Meredith Mapel is President of Durango Coca-Cola Bottling Company, and a third generation shareholder. Meredith joined the family business in 1999 and was named GM in 2012. She has served on local boards in Durango, including the First National Bank of Durango, San Juan Symphony, Adaptive Sports Association, Iron Horse Bicycle Classic and Durango Foundation for Excellence in Education. Meredith has served as President of CCBA's Mainstream Bottler group and numerous CCBA project teams and committees. One of Meredith's passions is the performing arts, and she is known across the Durango community for her participation in and support of the arts. On a sepa-

rate note, on the retirement of her father, Don Mapel, from the Board of Governors, CCBA's Executive Committee has decided to name Meredith to the Board to fill Don's seat for the remainder of his term on the CCBA Board of Governors. (See article on Don on page 9.)

We also acknowledge and thank our outgoing Association President, M. Trevor Messinger, President and Chief Executive Officer, Coca-Cola Bottling Company High Country, for his dedicated service and leadership. Trevor has been an invaluable asset to the Association and its staff over his six years serving as a CCBA Officer. His company was also the first Bottler to sign and close on a franchise agreement in the early days of the 21st Century Beverage Partnership. We know you join us in thanking Trevor again for his proactive and tireless work on our behalf!



Additionally, two new Board Members — **Junior Bridgeman** (Heartland CCBC) and **Mark Schortman** (Coca-Cola Southwest Beverages) were elected during CCBA's Board elections.



We know you welcome Junior and Mark to our Board of Governors and we all look forward to their participation and contributions! Finally – please join us in thanking Don Mapel for his leadership and service on the CCBA Board of Governors. We look forward to working with Mark, Charlie and Meredith in their new roles as Officers and with Junior and Mark in their new role on CCBA's Board of Governors!



Beverages & Vending were elected to a four-year term, beginning January 1, 2019. Rodger Collins, Keurig Dr Pepper, Brad Goist, Refresco and J. Andrew (Andy) Moore, Bigfoot Beverages, were also elected for an additional term. Members of ABA's Board of Directors serve a four-year term and participate in semi-annual meetings that help shape its programs, policies and initiatives. Officers are elected annually.

Congratulations to Kirk, Paul and Mark on their election to these important roles! Our Coca-Cola system is well represented with this key organization and group of talented industry professionals who work to add value and guide the ABA's policies, programs and initiatives. **Scan the QR code for more information:**



Fall 2018 Mainstream Meeting Highlights

Mainstream Bottlers visited Atlanta on October 17 and 18 for the annual Fall Mainstream meeting at The Coca-Cola Company's Atlanta Headquarters. This year's session offered an informative agenda along with an open forum with many opportunities to ask questions and share comments. Scan the QR code to review highlights, additional photos and presentations from the meeting:



Robert Clark and Joe Wilson of Clark Beverage Group are in the house!



Jordan Ennis (Coca-Cola Tullahoma) and Cookie Rice (Ozarks Coca-Cola) toast a productive day.



Francis Ellert (CCBC Kokomo), Kirk Freese (CCBC Columbus) and Mike Fox (CCBC Kokomo) talk beverages and travel.



Always proactive participants in Mainstream sessions – Ken Skutnik and Greg Gates of Coca-Cola Bottling Works of Tullahoma.



Jim Marvel (CCNA) speaks to the Governance process



John Otterbeck (Atlantic CCBC and Mainstream President), Ilene Grimes (CCBA) and John Gould (CCBA) address questions and comments during the 'Bottler only' session.

The 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.

We hope we'll see you February 14-15 at the 2019 Spring Mainstream session in Palm Springs!



Highlights from the 2018 CCBA Annual Meeting

We hope you enjoy these photos from the original article that was posted on the Association's website in August.

Almost 200 associates, representing three quarters of our System's Member Bottlers convened in Atlanta on August 6 and 7 to attend the 2018 Annual Meeting hosted by your Coca-Cola Bottlers' Association. This year's CCBA meeting theme, *Better Together*, was designed to reinforce and celebrate our collective strength across the Coca-Cola Bottling System. We are truly better, stronger, smarter and most effective **TOGETHER**.



Coca-Cola Bottling executives and past/present Scholars Foundation Board Members share a photo with Mark Davis in honor of his retirement as President of the Foundation! L to R: Hank Flint (CCBCC); Jack Pelo (Swire); Hager Rand (Durham); Mark Davis; Jane Hale Hopkins (Scholars Foundation President-Elect and EVP); Mark Francoeur (CCNNE); Kirk Tyler (Atlantic); Martin Williams (Corinth); John Gould (CCBA)



Bill O'Brien shows off Reyes Coca-Cola's official CCBA Certificate of Membership with John Gould



Fran McGorry and Paul Mulligan proudly receive Liberty Coca-Cola's official CCBA Certificate of Membership from John Gould



Highlights from the 2018 CCBA Annual Meeting

.....(continued from page 4)



Ali Dibadj (Bernstein) is interviewed by John Gould (CCBA) and Troy Taylor (CCBF).



L to R: Mark Francoeur, Trevor Messinger, John Gould, Charlie Bitzer, John Otterbeck, and Ilene Grimes host a Bottler only dialogue.



Billy Milam, CEO of RaceTrac, captured and communicated the challenges our customers in the convenience retail channel currently face and offered a perspective on this business that Members do not often get to hear.



Retired US Army Colonel Gregory Gadson, accepts a Penley print from John Gould after sharing his inspiring story and message with Members.



Susan Neely, leaving her role as ABA President & CEO, receives a plaque from CCBA to acknowledge her representation, contributions and promotion of the Beverage Industry.

The CCBA Annual Meeting offers a great opportunity for members to stay informed and engaged on all aspects of our business while connecting with your fellow Bottlers in a collaborative environment!

The CCBA Officers and Staff appreciate the participation and engagement of all who attended and hope to see even more Members join us next year!

President's Quality Award



Congratulations to the winner of the coveted President's Award for Quality Excellence.

This year's winner was **Coca-Cola Southwest Beverages, McAllen, Texas Plant!**



L to R: Nancy Quan, Chief Technical Officer, CCNA; Adalberto Garza, CCSWB QA Mgr; Stacy Green, Chief Supply Chain Officer, CCSWB; Mark Schortman, President & CEO, CCSWB

THE
MARKET STREET
CHALLENGE



This was the third year of the Market Street Challenge. The Market Street Challenge is a healthy and unifying competition of every Coca-Cola Bottler in the U.S., strategically designed to promote excellence and continuous executional improvement in local Coca-Cola markets.

The nine finalists for the 2018 Market Street Challenge award were:

- Atlantic Coca-Cola Bottling Company
- Binks Coca-Cola
- Coca-Cola Bottling Company Consolidated
- Coca-Cola Bottling Company UNITED
- Ozarks Coca-Cola Bottling Group
- Durango Coca-Cola Bottling Company
- Coca-Cola Southwest Beverages
- Coca-Cola Bottling Company of Dickinson
- Coca-Cola Bottling Company of Columbus

The five Execution Award winners are:

- Coca-Cola Bottling Company UNITED
Highest Execution Index
- Coca-Cola Southwest Beverages
Most Improved Execution Index
- Durango Coca-Cola Bottling Company
Most Improved Share of Visual Inventory
- Clark Beverage Group
Most Improved Portfolio Availability
- Ozarks Coca-Cola Bottling Company
Most Improved In-Store Activation

And the overall winner of the third Market Street Challenge Award was... **Coca-Cola Southwest Beverages!** The Tiffany-designed trophy and specially commissioned Steve Penley painting will be proudly displayed in the corporate offices of Coca-Cola Southwest Beverages in Dallas, TX during the coming year!



Scan the QR code below to read the full article and see more photos of the meeting and the reception!

Full Article



Photos



Thanks again to our Annual Meeting Sponsors





Arturo Gutiérrez to succeed Francisco Garza Egloff as CEO

In August, Arca Continental SAB de CV, announced that **Francisco "Pancho" Garza Egloff** would retire on January 1, 2019, after an outstanding record of nearly 16 years as CEO. Arturo Gutiérrez, currently Deputy CEO, will be named Arca Continental's CEO, effective January 1, 2019.

Garza Egloff will continue as a member of the Arca Continental Board of Directors and serve as Vice Chairman of the Food and Snack Board, seeking to drive growth in this business segment. Arturo Gutiérrez has been with Arca Continental for more than 17 years, holding various executive positions, including Executive Vice President of Operations; Secretary of the Board of Directors; Head of the Mexico Beverages Division; Vice President of Human Resources; and Vice President of Planning and General Counsel. He also holds positions on several international industry councils. He is a lawyer from the Escuela Libre de Derecho and earned a master's degree in Law from Harvard University. He oversaw the operational merger process of Embotelladoras Arca and Grupo Continental and most recently, in his current role as Deputy CEO, he led the integration of Coca-Cola Southwest Beverages with Arca Continental.

"It has been a true privilege for us as a Board, and for me in particular, to witness Pancho's (Mr. Egloff) commitment, perseverance and talent throughout the years," said Manuel L. Barragán, Chairman of the Board of Directors of Arca Continental. "He has played an instrumental role in our profitable growth, always working closely with our associates and serving as a great example of the human and institutional values that distinguish us. One of the highest priorities of the Board of Directors has been the development of top talent to ensure the positive evolution of Arca Continental," added Barragán Morales. "We are confident that in his new role as CEO, Arturo will apply his in-depth business knowledge and vision to continue strengthening our development in all the territories and businesses in which we operate."



We know you join us in congratulating Arturo on this tremendous recognition.



Coca-Cola UNITED Welcomes Lucas B. Gambino as VP/General Counsel

Coca-Cola UNITED welcomed **Lucas Gambino** to the newly created role of Vice President and General Counsel in September. Mr. Gambino has practiced law in the banking and corporate arena for 18 years. He is a 1995 graduate of the University of Alabama at Birmingham (UAB) with a degree in accounting. He also attended the University of Alabama School of Law, graduating in 1999.

A native of Fairhope, Alabama, Gambino's family has owned and operated several restaurants there and in Mobile for more than 30 years. Lucas serves on the board of the Alabama chapter of the National Conference for Community and Justice ("NCCJ"). He has been recognized by Chambers USA in their America's Lead-

ing Lawyers for Business, Banking & Finance.

"We welcome Lucas to the Coca-Cola UNITED family and look forward to his wealth of experience and knowledge as we continue to grow our business and serve our customers across the southeast," said John Sherman, president and CEO of Coca-Cola Bottling Company UNITED.



We know you join us in welcoming Lucas to Coca-Cola United and our extended Bottling family.

Coca-Cola Consolidated Announces Leadership News



David M. (Dave) Katz has been named as President and Chief Operating Officer of Coca-Cola Bottling Co. Consolidated, effective December 31, 2018. Dave joined the Company in 2013 as Senior Vice President and Assistant to the Chairman and CEO. Over the past five years, he has

served in various capacities before being appointed as Chief Financial Officer in January of 2018. Prior to joining the Company, he worked with Coca-Cola Enterprises, Inc. from 1993 to 2010 in various positions with increasing responsibilities. From 2011 to 2013, Dave was the Senior Vice-President, Midwest Region within the newly-created Coca-Cola Refreshments. Dave also holds Bachelor's and Master's degrees in Industrial Engineering from the Georgia Institute of Technology.

The Board also named Henry W. (Hank) Flint as a Vice Chairman of the Board, and approved the appointment of Dave to the Board and to succeed Hank on the Executive Committee of the Board. These changes are also effective as of December 31, 2018. Following Dave's succession to the position of President and Chief Operating Officer, Hank will remain a member of the Board and an officer of the Company.

Hank joined the Company in 2004 as Executive Vice President and has served on Consolidated's Board since April 2007. He served as Vice Chairman of the Board from 2007 to 2012 and as President and Chief Operating Officer since August of 2012.

Scott Anthony will succeed Dave, as Consolidated's Executive Vice President, Chief Financial Officer, effective December 31. Scott joined Coca-Cola Bottling Consolidated recently to serve as Senior Vice President and



Treasurer until he begins his new role in December. He previously worked at Ventura Foods since 2011, serving as Executive VP and Chief Financial Officer. Prior to Ventura Foods, Scott worked with Coca-Cola Enterprises for 21 years in roles including Vice President and Chief Financial Officer, North America.

"The Board and I have great confidence in Dave and his ability to lead our Company in the coming years, and we are deeply appreciative of the wonderful job Hank has done serving the Company as President and Chief Operating Officer over the past six years," said Coca-Cola Consolidated Chairman and CEO J. Frank Harrison, III. He added, "We are also very pleased to welcome Scott Anthony to the Coca-Cola Consolidated team. Scott's wealth of experience and proven leadership — both in the food and beverage manufacturing industry and in the Coca-Cola system — will serve our company well as our business moves into the future."

We know you join CCBA in congratulating Dave and Hank on their new roles and welcoming Scott back to the System!

Coca-Cola Southwest Beverages Breaks Ground For New Houston Plant



Public officials and corporate leaders wait for the groundbreaking of the new facility in North Houston.
(Elizabeth Trovall/Houston Public Media)

As reported in our last issue, **Coca-Cola Southwest Beverages**

(CCSWB), a company of Arca Continental, will build a new production and distribution facility in Pinto Business Park, Houston, Texas. A ground-breaking ceremony took place in late September with leaders from CCSWB and Arca Continental, who were joined by federal, state and local authorities to celebrate the beginning of the first new Coca-Cola plant built in the U.S. in a decade.

The new facility represents a \$250 million investment, one of the largest current capital investments in Texas by a Mexican company. The 1 million-square-foot, state-of-the-art facility will include manufacturing with 5 new production lines, distribution, warehouse and sales which will enable CCSWB to even better serve the Southeast Texas market. The project's anticipated completion is in Q1 2020.



Don 'Durango' Mapel Hangs Up his Coca-Cola Saddle

Don Mapel is retiring, both as President of Durango Coca-Cola Bottling Company and in his role on CCBA's Board of Governors.

Don's family has been immersed in businesses in the Southwest for as long as he can remember. He likes to share that his father and grandfather delivered Coca-Cola by wagon to trading posts across their Territory. Upon returning from Vietnam in 1970, Don, his wife Sandra, and daughter Meredith moved to Durango to continue the family Coca-Cola business.

Don feels fortunate to live in southwestern Colorado where he remains active in local activities from serving as a director of the Fort Lewis College Foundation and Durango Industrial Foundation, to mountain bike racing, skiing, and rafting. Don started the local youth soccer league, was instrumental in helping establish the Iron Horse Bicycle Race, and was elected Citizen of the Year in 2002. Don has been very active in their family business and beverage industry over the years. He served on The Coca-Cola Bottlers' Association's Board of Governors since September 30, 2002. Meredith (Mapel), President of Durango Coca-Cola Bottling Company, has been appointed by CCBA's Executive Committee to serve the remainder of Don's term on The Coca-Cola Bottlers' Association Board of Governors and was also (see above) elected to the role of Treasurer for the Association. Meredith's brother, Frank leads other family businesses...so it really is 'all in the family'. Don will not be far away, as he and his wife Sandra, will continue to reside and cherish their heritage in this magical corner of colorful Colorado.



Coca-Cola Canada Bottling Limited Closes Refranchising Transaction

We congratulate and welcome new Bottler, **Coca-Cola Canada Bottling Limited**. CCCBL is a Canadian-based joint venture between Larry Tanenbaum O.C., prominent Canadian business leader and philanthropist, and Junior Bridgeman, CCBA Member and owner of Kansas City-based **Heartland Coca-Cola Bottling Company**.

Coca-Cola Canada Bottling Limited (CCCBL), known informally as "Coke Canada", will be led by Todd Parsons, President and CEO, and Stephen Du Toit, Executive Vice President and COO. CCCBL will also be led by a new Board of Directors including Ken Tanenbaum, Executive Chairman and Rick Frazier, Executive Vice Chairman. This transition will deliver value to customers with agility and scale across supply chain, information technology and customer support through independent, local companies that know their communities and customers best.

Coca-Cola Canada Bottling Limited welcomed 5,800 associates to the family as it assumed the Coca-Cola operations across Canada, including a national network of over 50 sales and distribution centers and five production facilities that were formerly part of Coca-Cola Refreshments Canada (CCRC), a subsidiary of The Coca-Cola Company. The closing of CCCBL marks the final transaction to complete The Coca-Cola System's implementation of the 21st Century Beverage Partnership Model across North America.

National Product Supply Group Announces Changes To Its Board



Stanley (Stan) Ellington (VP, Supply Chain, Coca-Cola United) was elected as the new Chairman of the National Product Supply Group (NPSG), effective January 1, 2019.



Donnie Etheridge, Senior Vice President of Supply Chain Operations, Coca-Cola Consolidated, will assume the Board seat vacated by Dave Katz.

Ozarks Coca-Cola Celebrates Grand Opening of Sales & Distribution Center in Arkansas



Employees and attendees join their elected leaders and Ozarks Coca-Cola management in a toast.



Smile ...and say Coca-Cola!

The Ozarks Coca-Cola / Dr Pepper Bottling Company celebrated the opening of its Northwest Arkansas Distribution Center on September 10th in Lowell, AR. The new facility brings nearly 150 new jobs to the area.

Arkansas Governor Asa Hutchinson visited the celebration with Lowell Mayor Eldon Long, who presented the Ozarks Coca-Cola team with a key to the city. Mayor Long and Governor Hutchinson expressed appreciation to the company for its investment and for creating opportunity in Benton County and northwest Arkansas.

Scan the QR code to view Governor Hutchinson speaking at the event:



Bruce Long (Ozarks CC), Governor Asa Hutchinson (Arkansas), Sally Hargis (Ozarks CC); Scott Mulherin, (Ozarks CC); Mayor Eldon Long (Lowell, AR) and Carol Kick, (Lowell Historical Museum Foundation of NWA) toast the new facility, the town of Lowell and the great state of Arkansas!



Coca-Cola Northern New England Announces Facility Optimization Plan



Mark Francoeur, President CCNNE, announced a new Facility Optimization Plan in October. This plan involves a significant investment in the Bottler's sales and manufacturing capabilities to address strategic challenges in Massachusetts, Connecticut and New Hampshire. The Facility Optimization Plan will enhance, expand and build CCNNE's sales and production capabilities.



Coca-Cola Northern New England's most significant investment in this plan is a new state-of-the-art 200,000 square foot sales center. The company is finalizing the permitting for this facility and will announce its location and projected opening date in the coming months. CCNNE will also begin installing a new production line at the East Hartford Production Center in early 2019, with an expected completion about a year after. East Hartford's 400,000-square-foot production, distribution and sales center employs 500 and produced over 30 million cases in 2017.

CCNNE is also shifting production volume away from its Needham, MA, facility and making other investments at its production center in Londonderry, NH. The plan overall is expected to reach a \$70 million investment, following an extensive study of the company's operations. CCNNE, through other acquisitions in the Northeast, has more than tripled its workforce and expanded annual production from 27 million cases to more than 82 million as part of the refranchising, which was completed last year.

Jim and Kirk Tyler Honored at Statewide Event

Manufacturing is one of Iowa's largest industries, contributing \$28 billion to the state's economy. The fourth annual *Legends in Iowa Manufacturing* event was held in early October. The event awards individuals, companies and organizations leading the charge in Iowa's well-established, yet still expanding manufacturing industry. Jim Tyler and Kirk Tyler



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Jim and Kirk Tyler Honored at Statewide Event.....(continued from page 10)

of Atlantic Coca Cola Bottling won the prestigious Legend of Manufacturing award for companies with more than 300 employees.

And, Atlantic's on a roll – the Bottler was also named as **2018 Supplier of the Year by the Iowa Grocery Industry Association** at its annual Hall of Fame Awards Dinner in November. The award announcement stated "Atlantic Bottling's commitment to Iowa and the many communities it serves, the grocery industry, and its employees, has continued to grow alongside its business. The company's devotion to quality and integrity has helped it forge lasting business relationships that contribute to its success. As Atlantic's business has grown so has its support of the Iowa grocery industry."

We know you join CCBA in congratulating our colleagues in Atlantic, Iowa!



Iowa Secretary of Agriculture, Mike Naig and Atlantic farmer, Nick Hunt took a look at how Coca-Cola products were canned during a visit earlier this year.

(photo by Laura Bacon)

Jefferson City Coca-Cola Wins MVP in United Way *Change the Game* Campaign

Jefferson City CCBC participates annually in the United Way Campaign of Central Missouri and has always been a major supporter of community organizations events, campaigns and schools. This year, the 2018 Campaign, was themed "Change the Game", to help raise over 1.5 million dollars to support 28 partner agencies in the Central Missouri area.

Part of the fundraising activities involved a Converse shoe decorating contest, which was designed to create and sustain awareness of the four month fundraising campaign. That's when JCCCBC found they had a gifted artist who was willing to use her talents to support the Campaign. Isabell Laughlin, a seasonal employee, currently in her first year at Southern Illinois at Carbondale, spent two weeks designing, cutting assorted cans and hand stapling the pieces to create a unique piece of art for Jefferson City Coca-Cola Bottling Company. She also helped JCCCBC achieve "most valuable player" award with The 2018 United Way Campaign of Central Missouri.

The award winning shoe and symbol of community giving found a permanent location at the bottling facility when the campaign concluded at end of October.



Corinth Celebrates Its Centennial Man



On November 14th local residents visited the Corinth Coke Museum to say hello to a war hero, living legend...and former Coke employee (just 84 years ago) on his 100th Birthday! **Leroy Worsham** was a Coke employee in the summer of 1934. That was before he went on to obtain a Civil Engineering degree, and then serve our country heroically in World War II. Leroy returned home and began a long and successful career constructing roads and bridges.



Representative Nick Bain presenting Leroy Worsham with a State Proclamation. Scan the QR Code below to view the presentation!



Scan the QR Code to view live video of Addie Paige Pratt - who is a St Jude cancer SURVIVOR. Addie wrote a song for Leroy, to thank him for all the letters he wrote to her while she was in the hospital



In Memoriam

We know you join us in sharing condolences with our Member families.

James Louis "Jimmy" Briggs

Clark Beverage

January 31, 1962 – September 20, 2018



James Louis (Jimmy) Briggs, age 56, passed away peacefully at his home in Cave City, KY, on Thursday September 20, 2018. He was surrounded by his loving family. Jimmy was born January 31, 1962 in Glasgow, KY, the son of the late Edward M. and Mildred A. Garrison Briggs. Jimmy was a devoted Christian and a faithful member of the South Green Street Church of Christ in Glasgow, KY.

We all knew Jimmy as an amazing Bottler and wonderful person and we will miss him dearly. During his 38-year tenure with the Clark Beverage Group, Jimmy held many different roles within that company, capping his career by serving as its Chief Operating Officer. He was an invaluable asset to the Clark family, and they embraced him as one of their own. Within his community, he also sat on several boards and Committees, because he was revered for his wisdom, knowledge, and character. He helped ensure that the appropriate moves were made, and you always knew that you would get his best, as he found ways to bring the best out of all of us.

Jimmy was a great friend to so many of us in the Bottling community and a tremendous friend and advocate for CCBA. He served as CCBA's Vice President of Mainstream from 2013-2014 and President from 2015-2016. Jimmy was a voice for Mainstream at CCLT meetings and Company/Bottler Top to Tops. His initiative and foresight led to the formation of the North Star Bottler Steering Committee, where he served as its first Chairman. Jimmy served on myriad other CCBA Committees and projects, including as a member of the core Bottler team that negotiated the Participating Bottler Comprehensive Beverage Agreement with CCNA. Despite his countless contributions to his Association and fellow Bottlers, Jimmy never sought the spotlight. He simply loved the Bottling System and believed deeply in its specialness.

He is survived by his loving wife of 33 years, Traci Ann Stinson Briggs of Cave City; 2 daughters Makenzie Ann Mohan (Lucas) of Bowling Green and Shelby Jai Briggs of Cave City; 1 son Addison James Briggs of Cave City; 2 sisters Susie Briggs Delk (Amil) of Lilliam, AL, Janet Briggs Woodard (Timmy) of Smithville, TN; 1 sister-in-law Pat Harvey Briggs of Horse Cave, KY; brother-in-law Todd Leonard Stinson (Kay) of Whitehouse, TN; In-laws Charles Leonard Stinson (Ellen) of Horse Cave, KY; step brother-in-law Scott Walters (Alena); Also surviving are 2 nieces, 2 great nieces, 1 great great niece and 4 nephews, 5 great nephews and 2 great great nephews along with several other nieces and nephews. In addition to his parents, he is preceded in death by a brother Robert Edward Briggs and a step brother-in-law Frankie Walters.

Jimmy's passing represents a tremendous loss to all of those who were fortunate enough to have known him, but he will live on through the memories of everyone he touched and the incredible legacy he leaves behind. **You may visit Jimmy's online obituary and tribute wall by scanning this code:**



In Memoriam

We know you join us in sharing condolences with our Member families.

Michael Hugh Bonner

Coca-Cola Bottling Company of Virginia, MN

August 6, 1950 – July 29, 2018



Michael Hugh Bonner, 67, of Alexandria, MN and Prescott, AZ, died on July 29, 2018 after a courageous battle with cancer. He spent his last days surrounded by his family.

Mike was born on August 6, 1950, in Virginia, MN, to Robert and Elizabeth (Dwyer) Bonner. He grew up in Virginia and Lake Fourteen, graduated from Roosevelt High School in 1968, and attended Mesabi Community College and the Minnesota College of Art and Design. In 1976, Mike and Neysa Perdue married in Minneapolis and returned to Virginia to raise their family, where he and his siblings ran the family business, Coca-Cola Bottling Company of Virginia. Mike and Neysa retired in 2012 and moved to Alexandria, spending their winters in California and Arizona near their grandchildren. Mike loved his family, spending time outside, and listening to music.

He is survived by his wife of 42 years, Neysa, his daughter Lindsay (Dr. Matthew) Pavelka of Prescott, AZ; son Dr. Ryan (Liz Pechacek) of Minneapolis; grandsons Leo and Jack Pavelka; brothers Stephen (Jennifer) of Virginia and John of Hibbing and sisters Susan (John) Kelly of Virginia and Elizabeth (Keith) Clark of Overland Park, KS; mother-in-law Patricia Perdue of Alexandria and brothers-in-law Daniel (Rebecca) Perdue of Alexandria and Matthew (Patricia Ellis) Perdue of Newnan, GA; as well as many beloved nieces, nephews, and cousins. Michael was preceded in death by his parents, his brother Thomas, and his father-in-law James Perdue. **You may visit Michael's online obituary by scanning this code:**



William Moor "Bill" Hames

November 27, 1932 – July 30, 2018



Bill Hames, formerly a partner in the Atlanta law firm of Sutherland, Asbill and Brennan, will be recalled by many Coca-Cola Bottlers as an instrumental and engaged champion of our System. Over a span of many years, Bill provided in-depth legal support to the Association and its committees on matters of contract drafting and construction, in negotiations with The Coca-Cola Company, and other outside legal needs. Bill graduated Duke University as Phi Beta Kappa and Vanderbilt Law School, where he was Order of the Coif and Editor in Chief of the law review. After law school he joined the law firm of Sutherland,

Asbill, & Brennan where he practiced his entire career. He was a kind and humble man that was well loved by those who knew him.

Bill is survived by his loving and devoted wife Doris Hames, his two children, Donia Hames Robinson and Adam M. Hames, a daughter in law Mary C. Hames and two granddaughters Lauren M. Hames and Kelsey A. Hames. **You may visit Bill's online obituary by scanning this code:**



In Memoriam

We know you join us in sharing condolences with our Member families.

Jean Franklin Dillahunty

Lufkin Coca-Cola

November 30, 1936 – November 1, 2018



Mrs. Dillahunty passed away on Thursday, November 1, 2018 at her residence. She was a lifetime resident of Lufkin.

Jean was born November 30, 1936 in Lufkin, Texas to the late Irma (Newsom) and Barney M. Franklin, Sr. She graduated from Lufkin High School where she met Oscar, the love of her life! She attended Newcomb College for Women and later graduated from Baylor University. She was a member of the Phi Mu Sorority, Junior League of Lufkin and The Daughters of the Republic of Texas. Ms. Jean was an equity holder in Lufkin Coca-Cola.

Survivors include her husband of 59 years, Oscar Dillahunty of Lufkin; daughters and sons-in-law, Lynne and Terry Haney of Lufkin, Ann and Curt Mackey of College Station; grandchildren, Taylor Haney and fiancée Amanda Bachicha, Patrick Haney and wife Savannah, Kelly Haney, Matthew Mackey, and Mark Mackey; and a number of nieces, nephews and other relatives. **You may visit Jean's obituary and offer online condolences by scanning this code:**



Elizabeth Bitzer "Polly" Selman

November 14, 1959 – October 28, 2018



Polly Selman was born November 14, 1959 in Los Angeles, California to John Frederick Bitzer, Jr. and the late Mary Adams "Mimi" Bitzer. Polly grew up in Pittsburgh, Pennsylvania. She enrolled at the University of Wyoming for two years before taking up residence in Jackson, Wyoming. After her stay in Wyoming, Polly attended the Katharine Gibbs School in Boston, Massachusetts. Upon graduation, she returned to Pittsburgh to work at Western Psychiatric Hospital as an administrative assistant, where she met her first husband, Daniel R. Dusch, Jr., and the two were soon married. Polly and Daniel had three sons, Dan, Ben and Trevor before divorcing in 1995.



On November 14, 2004, Polly married Byron Selman and they built a home in the Turks & Caicos where they lived until moving to Fort Collins, Colorado, following Polly's most recent cancer diagnosis, for her remaining days.

Polly Selman is survived by her husband (Byron), her sons (Dan, Ben, & Trevor), her daughter-in-law (Natalie), her grandson (Alek), her father (John), her brothers (John & Charlie), her step-mother (Mary Ella), her step-brothers (Jason & Josh), and her stepson (Jacob); she was preceded in death by her mother (Mimi).

Polly was a free-spirited, fiercely independent, high-energy, fun-loving, authentic, strong-willed, lively, determined, and loyal woman who loved the outdoors and loved life. Polly also had a great capacity for loving others, and she will be dearly missed by many. **Please scan this code to read more about Polly's extraordinary life and offer online condolences:**

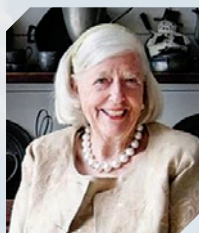


In Memoriam

We know you join us in sharing condolences with our Member families.

Nancy Bragg Dawson Rascoe

February 18, 1932 – November 22, 2018



Nancy Bragg Dawson Rascoe, 86, of 1014 Rivershore Road, Elizabeth City, NC, passed away on Thursday, November 22, 2018. Mrs. Rascoe was the sister of Braxton (Bragg) Dawson, President and Owner of Coca-Cola Washington, North Carolina. She was born in Pasquotank County on February 18, 1932, and was the daughter of the late Braxton Bragg Dawson, Sr. and Edna Jones Nixon Dawson. Attending the Elizabeth City public schools, she graduated from Elizabeth City High School in 1950, from Saint Mary's College in 1952, and from the University of Wisconsin at Madison in 1954. Upon her marriage to Peter Rascoe, Jr., she taught school in Windsor. In 1992, she and her husband Peter founded the 1812 on the Perquimans Bed & Breakfast Inn in Hertford. The next year they started the Summer Etiquette School there. The program ran for 25 years, teaching young ladies and gentlemen proper etiquette, manners, respect for others and themselves, and the social customs important to become successful professionals and business leaders. In 2018, she was awarded The Order of The Long Leaf Pine by North Carolina's Governor.

In addition to her parents, she was preceded in death by her first husband, John Peter Rascoe, Jr.; and by her sister, Tommye Nixon Dawson. Surviving are her husband, Paul A. Stevenson; her brother, Braxton Bragg Dawson, Jr. of Washington; three sons, John Peter Rascoe, III of Dare County, Braxton Bragg Dawson Rascoe, Sr. and wife, Gina Stone Rascoe, of Windsor, and Francis Edward Nixon Rascoe, Sr. and wife, Elisabeth Beale Joyner Rascoe, also of Windsor; six grandchildren, and two great-grandchildren. **Please scan this code to read more about Nancy's extraordinary life and offer online condolences:**



Mainstream Representation

Congratulations to those elected and many thanks to those who have and will continue to serve in 2019!

*Bruce Hanna
CCBA Mainstream
President
2019-2020*



*Bruce Long
CCBA Mainstream
Vice President
2019-2020*



Scan code for a full list of CCLT & CCT Mainstream Voting Representatives



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Member Resources



2018 Risk and Financial Management Forum Highlights

This year's Fall Risk/Financial Management Seminar was held November 7-9 in Nashville, Tennessee. 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.

This year's agenda included a broad range of presentations and discussions that offered valuable resources and knowledge. **Day one** commenced with discussions of several human resources & employee benefit topics, including new programs and ideas that could potentially help retain employees in the changing workplace environment. Additional topics included "Keys to a Healthier Workforce", an update on the evolving safety culture across our Coca-Cola System, and OSHA's renewed focus on safety incentives programs and the impact these may have on our System. The final discussion of the afternoon provided information on ensuring a secure mobile infrastructure in a time of our increasing reliance on mobile devices - an important topic in our current environment. In the open and interactive environment that the Forum encourages, attendees had an opportunity to ask questions in a supportive setting and share ways they work within their respective organizations as these topics are discussed. Members enjoyed great interaction and a meaningful discussion of matters of common interest, which ultimately promotes sharing and development of best practices.



Attendees listen to updates on employment/labor law presented by John Bode of the firm of Miller and Martin.

Day two began with an industry expert on the topic of employee retention which took a deep dive into the data behind why some employees stay and others leave. Bottlers next were brought up to speed by attorney John Bode, who presented a comprehensive update on developments in employment law pertinent to all Bottlers. After a quick break, the group learned about evolving route-to-market execution to support front line associates or how to make these jobs easier and safer while boosting productivity and customer service.

The afternoon kicked off with an important aspect of risk management and Bottler response to auto liability claims with a team of experts specifically addressing the "DOs and DON'Ts" of immediate post-accident protocol and behavior. Another discussion followed on the broader risks and needs relative to IT cyber-security and built upon the mobile security discussions from day one of the Forum. The afternoon finished with Bottler guidance on managing and optimizing wellness programs.

The session's **final day** began early, with a presentation from Barbara Hiden, ABA's Vice President of Federal Affairs. Barbara offered an update on the Association's legislative and political focus on the state and federal level impacting our industry, and was followed by CCBA's General Counsel, Charles Norton, who addressed updates and developments around the positive and negative implications of the use social media in the workplace, offering points of view on potential legal risk and even some potential reward in the effective use and management of the resources in each Bottler organization.

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!

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



Ann Burton, CCBA CFO and Bryan Riddell, CCNE VP & CFO celebrate their impending retirement. Our System and Association will miss them both!



Happy Holidays!

Best wishes for a happy, healthy and prosperous 2019!



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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.