



the BottlingLine

Issue No. 336 • Spring 2019

2019 Schedule

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CCBA Spring Board of
Governors Meeting
April 3-4

Coca-Cola Scholars
Banquet
April 4

Coca-Cola Scholars
Board Meeting
April 5

CCLT Meeting
April 23-25

CCBA Loss Control Forum
May 2-3 (Pinehurst, NC)

CCNA Ready to Sell
Meeting
May 13-14

CCBA 401K Meeting
June 18 (Naples, FL)

CCBA Spring Financial
Management Forum
June 19-21 (Naples, FL)

CCLT Call
June 21

CCBA Mainstream
WebEx Call
June 27



The 2019 Beverage Bottler of the Year is... the Bottlers of Coca-Cola!

In January, *Beverage Industry*, a definitive source and information platform for the beverage marketplace, awarded our 68 U.S. Coca-Cola Bottlers the prestigious honor of Beverage Bottler of the Year.



Employees at Heartland Coca-Cola Bottling, Lenexa, Kansas, wear uniforms made of approximately 30 plastic bottles, and have been able to recycle over 200,000 plastic bottles, Rick Frazier says
Courtesy of Heartland Coca-Cola Bottling



Coca-Cola bottling partners are actively involved in the communities where they live and work. Liberty Coca-Cola Beverages sponsors several multicultural initiatives, including the New York City Dominican Day Parade.
Courtesy of Liberty Coca-Cola Beverages

While six Bottlers are highlighted in this article, as a way to showcase the diversity and scope of the refranchise model, the award is to **each U.S. Bottler of Coca-Cola** for each company's demonstrated commitment to community, operational excellence, brand building and growth; with continual, sustainable investing in your employees, manufacturing capabilities and technology and resources to fully leverage The Coca-Cola Company's growing portfolio of beverages.

Whether you are celebrating your 115th or your first anniversary as a Bottler of Coca-Cola, you are part of an extended family and business franchise that has no equal. We will continue to work with The Coca-Cola Company and one another to reinvent the future of our business.

Let's congratulate each other on achieving this industry distinction!



Scan to read
full article.

Cherishing Our Past and Planning for Our Future

People are the heart and soul of our Coca-Cola Bottling System.



Ann Burton, an essential presence across our Member Bottling community and the CCBA Management team, will retire at the end of March. While Ann has been the Association's Chief Financial Officer for 16 years, she was no stranger to our industry at the time she became part of CCBA. Ann joined The Coca-

Cola Bottlers' Association from another Atlanta-based Bottler (Monarch), after working with the Bottler's family to transition their business when they sold their ownership. While working with Monarch Beverages, Ann got to know and enjoyed working with many Coca-Cola Bottlers. So when the Coca-Cola Bottling system was evolving in the early days of the new millenium, CCBA seemed a natural, almost pre-destined fit with her experience and skills. The years have flown by since February 2003, and we will miss Ann, just as we know she will miss all of you. Ann shared how she has valued the opportunity to develop relationships with our Members and your families, and to serve your needs.



At her retirement party on February 28, John Gould, CCBA's Executive Director, sincerely noted the ways Ann served as our "Office Mom". Ever the diplomat, Ann does not even have a single favorite Coca-Cola beverage, although Coca-Cola (Classic),

Fresca and Smartwater are at the top of her list. She does, however, have a favorite style when it comes to leadership – admiring those who lead by and with humility.

Ann is originally from Kentucky, but has called Atlanta her home for over 30 years. She plans to do more golfing, travel and spend more time with her family - husband, John, daughter, Whitney and son, Randall. Both Whitney and Randall have upcoming weddings, so Ann will be pretty busy through 2019!

As Ann moves forward to explore the next phase of her life, CCBA welcomes a new professional who will accept the baton and establish her imprint on the pivotal role of CFO to our organization. **We know you join us in welcoming Suzy Higginbotham**, Deputy and soon to be Chief Financial Officer, upon Ann's formal departure.

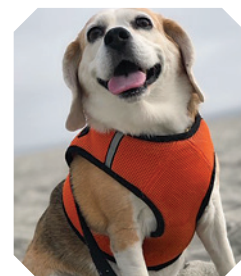
Suzy has been with the Coca-Cola System for 27 years. She began working with Coca-Cola Enterprises (CCE) in Dallas, TX (1992), and progressed through an impressive variety of financial roles with CCE, and subsequently Coca-Cola Refreshments (CCR), in Bellevue, WA; Los Angeles, CA; Cincinnati, OH; and Atlanta, GA. Suzy also served as the Director, Finance Operations for The Coca-Cola Company (supporting both Corporate and North America) during a portion of the CCR refranchise process. She returned to CCR to complete its divestiture, a bittersweet finale given her years of service to the business she loved.



After moving to Florida, Suzy planned to take a few months off and explore consulting. Given her passion and enthusiasm for our business, her break did not last very long. Suzy is now an advocate for our Bottling community and we look forward to the many contributions we know she will make. Like Ann, Suzy is a fan of humble leaders and of the quote by Maya Angelou, American Poet and Civil Rights Leader: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."



Suzy has been **married for 28 years to Keith** who has recently retired. She is also **Mom to sons, Wes (23 - left) and Landon (20 - right)**, and to **Sally, her ten year old Beagle**. Her favorite Coca-Cola beverages are Coke Zero and Fanta Zero, Orange.



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Cherishing Our Past and Planning for Our Future.....

(continued from page 2)

We **KNOW** our Members all share in warm congratulations and best wishes to Ann, and in welcoming Suzy to our CCBA Leadership team.

----- We also thought you would enjoy seeing some photos from Ann's party! -----



Special sweets for a sweet lady!



Ann's family – husband, John, Ann, daughter, Whitney, soon to be daughter-in-law, Jess and son, Randall

Ann's 'work family' for many years – CCBA colleagues past & present: Wendy Stone, Kem Hunt, Bobbie Golden, Brian Petersen, Ann, Jimmy McLeod, Charles Norton and Jackie Holmes



Paul Wood and Charlie Bitzer (Abarta) say good-bye – once more with feeling!



CCBA Announces a Change to its Board of Governors



Hank Flint will resign his seat on CCBA's Board of Governors effective April 4th, upon the conclusion of the Spring Board meeting. This move coincides with the on-going transition of leadership at Coca-Cola Consolidated. We all know that Hank has made enormous contributions to CCBA and he's been a great friend and colleague to all of us.

Since Hank's Board term is due to run until September 30th of this year, the Executive Committee has elected to fill the seat immediately upon Hank's retirement, with Dave Katz, who is now Consolidated's President and COO. Dave brings a wealth of System knowledge and experience and is very excited to serve on the CCBA Board.



We know you join us in wishing Hank all the best as he continues his life's journey and in welcoming Dave to this important role!



CCBA Welcomes a New Associate!

CCBA also welcomes **Jeff Ryan**, Senior Manager, Finance & Administration. Jeff is a 24-yr alumnus of CCE/CCR. He has an Accounting degree from the University of Notre Dame, and is also a Certified Public Accountant. You may reach Jeff via email jryan@ccbanet.com or phone 678-539-2328.



Mainstream Bottlers Meet in Palm Springs



This year's Spring CCBA Mainstream Bottlers Meeting in Palm Springs, California, on February 14 and 15 shaped up to be a record-setting meeting! Not only were there more attendees than in years past, our beautiful location recorded the wettest day in more than 76 years, taking on 3.69 inches of rain on Valentine's Day. However, all that rain couldn't dampen the energy and enthusiasm in the room as our Bottlers gathered to set the pace for the year to come.



Outgoing Mainstream President, John Otterbeck (Atlantic) shows off a very special thank you gift (Johnny Walker Blue Label) with Ilene Grimes (CCBA) and new Mainstream President, Bruce Hanna (Timber Country)

Mainstream President and President, Timber Country CCBC, Bruce Hanna, with CCBA VP, Bottler Support Services and Customer Governance, Ilene Grimes welcomed participants and kicked-off the meeting. The meeting officially started with recognition of John Otterbeck's



Bruce Hanna (Timber Country) and Ilene Grimes (CCBA) relax after a productive day

contributions and leadership as our 2017 – 2018 Mainstream President. CCBA CEO and Executive Director, John Gould shared news of Ann Burton's retirement from CCBA, highlighting her many years of significant contributions as CFO, reiterating sentiments from many Bottlers expressing how much she will be missed by all! John then introduced CCBA's incom-

ing CFO Suzy Higginbotham. Suzy comes to the Association after 20 years in the Coca-Cola System including CCE, CCR and CCNA, working with many of our Mainstream Bottlers in key finance-focused roles.

John then provided an Association stewardship update, sharing the accomplishments that we as an Association and our members achieved together in 2018 as we worked with each of our Franchise Partners. He also shared what's "hot" out of the gates this year and what is on the horizon for 2019. John's key message set the tone for the balance of the meeting- 'Choose Optimism'. Following John, Ilene introduced our new 2019 – 2020 Mainstream Governance representatives including the CCLT, CCTs and CCBSS Board of Directors. Stephanie Stubbs, CCBA's Commercialization Manager, then provided an update on the Commercialization initiatives the Association is focused on for the Dr Pepper Coca-Cola Affiliated Sales Organization ('CASO') Bottlers. Their discussion was a well-timed segue to an update from CCNA's Michael Mathews on the CCNA Franchise organization, a 2018 business performance overview and discussion of the system's 2019 priorities. Jim Marvel followed Michael sharing important changes to the 2020 Planning Calendar and announcing that Herman Curry will be retiring at the end of March. Herman's successor in the role of Transshipping Director will be Kelly Littlejohn. Kelly spent 21 years in law enforcement prior to joining CCR as a Field Security Manager and we look forward to working with him in this role.

Throughout the morning and early afternoon, presentations and discussions by CCNA covered topics of high interest and importance to our Bottling community, including the new Hybrid Still IP Model 3.0, improvements to the National Delivered Transfer Price (NDTP) Variance process; an inform on the CCNA Exchange Cash Flow Improvement pilot program and System Bottler Capability resources. Several audibles had to be called as the planned agenda started to wash away with the torrential flooding rain and various speakers' schedules were impacted by the weather. However, continuing with the meeting's theme of 'Choose Optimism',



Mike Nobriga (Maui) and his wife Kim toast another excellent meeting

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Mainstream Bottlers Meet in Palm Springs...*(continued from page 4)*



Part family reunion and all business meeting! Cookie Rice and Michelle Heidt (Ozarks), Cary Griswold and Karen Satrang (High Country) and Stephanie Stubbs (CCBA)

schedules were shuffled and the balance of day 1 topics continued with very productive Business Update and Q&A sessions with our partners BODYARMOR and Monster. The dinner reception was moved indoors, rather than our usual poolside, but Members still enjoyed exchanging thoughts and ideas on the day's topics.

Friday delivered the optimistic focus of the previous day, with the sun shining over the desert as it dried out under beautiful blue skies. At the request of the attending 'CASO' Bottlers, Stephanie Stubbs continued the Dr Pepper group discussion before the 'Breakfast and Learn' sponsored by Verizon. After breakfast, Bruce Hanna opened the second day of the meeting. Bruce Long, President & COO, Ozarks Coca-Cola/Dr Pepper, Vice President of Mainstream, and a Coca-Cola Bottlers Sales & Services (CCBSS) Board Member along with Dawn Chatham, CCBSS reported on the 2019 CCBSS Board priorities. At the completion of the CCBSS presentation, T.J. Herauf, (President, Dickinson CCBC) shared a proposal he is working on regarding changes for CDL Driver Regulations.

Next up, Rob Feeney (President & COO, Atlantic Coca-Cola) and Bruce Long provided the group with an update on the National Product Supply Group (NPSG) and shared the list of Bottlers who have recently completed or are in the process of completing capital improvement projects in an effort to provide connections and learnings for those about to undergo a project. Mike Vasser, The Odom Corp., joined them on stage to share pictures of Odom's stunning new distribution facility in Anchorage, Alaska.

The importance of how we go to market as well as how we learn from one another can never be overstated. The Coca-Cola System and network of Bottlers have historically embraced the sharing of ideas, and the Mainstream Meeting has been a central platform for best-practice sharing. Hence, the agenda dedicated quality time to discuss two best practices. The first panel discussion featured 2017 **Market Street Challenge** winner (Corinth) and 2018 finalists (Atlantic, Columbus, Dickinson and Durango). The group shared insights into their programs and answered audience questions. **Market Street Challenge**, which was introduced in 2015 as a comprehensive incentive program by Coca-Cola North America, has also played an important role in documenting innovation and unique, successful approaches to our business. The second best practice session highlighted high performing Club Coke CMA programs. The panel included Bottlers from Chesterman, Ozarks, Timber Country and Yakima & TriCities with great engagement from the audience.



John Gould (CCBA) & Randy Mayo (Winfield/Sooner)

The very well attended last session of the day was the Bottler-only discussion facilitated by Bruce Hanna, Ilene Grimes and John Gould. Bottler engagement was extremely high with a wide-range of topics discussed across all of our system franchise partners. As the agenda came to a close, Bruce Hanna officially adjourned the meeting, letting the Members know that we look forward to seeing everyone at next year's meeting.

If you are interested, you may also wish to download select presentations from the meeting available via the CCBA website:



CCBA's goal is to facilitate meaningful Mainstream meetings that benefit our Bottling community and encourage full participation by all Mainstream members.

We welcome your feedback anytime!

Your Family-Owned Business

Family Business Education for the Next Generation

By JoAnne Norton and Nicole Bettinger

The Family Business Consulting Group presented to Members at our 2018 Annual Meeting. We thought you might find the article below of interest and can provide additional resources and available (free) webinars for you to participate, as appropriate to your interests. Please let us know if you are interested in seeing additional articles and specific topics related to the complexities of managing a family business.

Soccer analyst Cobi Jones once wrote: "You want to teach the next generation so they can learn a little bit faster and a little bit more so everything becomes that much better." Jones' prudent advice applies not only to sports but also to family business owners who want the family and the business to transition smoothly to the next generation. That's why the families who are successful in both provide education for both: the family and the business.

Early Family Business Education

Most of the time, family business education begins naturally and quite informally as parents take their children to work for fun or out of necessity. Very young members of the next generation have the opportunity to see the excitement of entrepreneurs or the generational pride of ownership on the familiar faces of those they love, which can leave a lasting impression. The impact of this experience can be powerful enough to provide inspiration for decades.

Family education can continue almost effortlessly, though certainly intentionally, over long vacation drives or around grandmother's dining room table. When family tales are told, researchers claim that it could pay huge dividends. Robyn Fivush, Marshall Duke, and Jennifer Bohanek out of Emory University suggest that children who know their family history show higher levels of emotional well-being, making it great for the family and for the business.

Family Education and Family Governance

By the time younger generation members reach high school, they should be learning about the industry or type of business the family is in, particularly when there are many siblings and cousins involved. Young adults also need to know if they would be welcomed into the business, should they decide they want to work there, and under what circumstances.

In order to make sure all members of the next generation are treated fairly, a family employment policy, agreed upon by members of the senior generation, should be in place. The

present family owners need to decide if they wish to own the family business for another generation and if ownership has the possibility of being extended to their children. If the decision is to continue, more formal education should begin when teens are seriously considering career choices.

Formal Education

From our years of experience working with family businesses as well as in academia, we have found that those family owners who have had the most success have invested in their family education in four areas:

1. Understanding How the Family, Ownership and Business Systems Could Collide

One of the most critical points of understanding for the next generation is Renato Tagiuri and John Davis' Three-Circle Model of the Family Business System. The Three-Circle Model includes three groups (or systems) all functioning at the same time: family, ownership and business. This model provides families with a framework to discuss the overlapping, interrelating tendencies of family owners as well as explaining the multiple sources of tension. The next generation frequently feels pulled or torn among these three circles, and this model gives them a practical way to think about what they are experiencing.

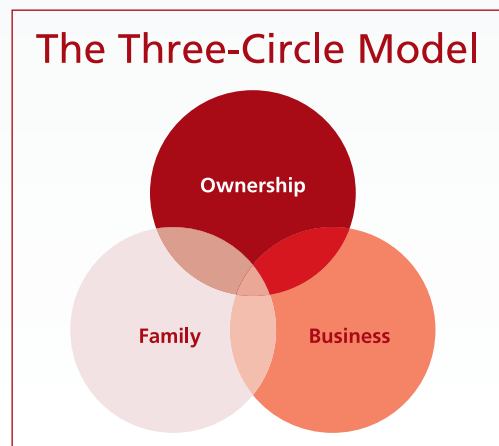


Image courtesy of Renato Tagiuri and John Davis

Family Business Education for the Next Generation...(continued from page 6)

2. Knowing How to Play Nicely but Productively

Communication and conflict resolution skills are absolutely crucial to positively contribute to a family business. Particularly as the family and ownership group grows and evolves, keeping everyone informed becomes ever more important. People have their own way of communicating and how they perceive communication from others.

Understanding these differences goes a long way in the success of the next generation. Navigating a family business transition isn't easy and brings up many tough conversations; however, if the future generation has enough emotional intelligence to steer through these sensitive issues together, everyone benefits.

3. Comprehending Business 101

Up-and-coming family business members must also possess a basic financial and business skill set. Even if they may not be the next CEO or president of the family business, having at least a fundamental knowledge of the business's purpose, function, competition, advantages and financial structure will benefit both the next generation and the business as a whole. The lack of simple skills, such as being able to read a balance sheet or a budget, are to the detriment of the current and future ownership groups.

4. Appreciating Our Family Roadmap

Next-generation family members must also understand how their family governance structure works. While they may be subject to a family employment policy, family constitution, code of conduct, or other documents enacted by the family, they most likely were not involved in the creation of them. Therefore, they will need education surrounding the motivation for these processes, their construction and their formation. Future family business leaders will be the ones charged with evolving these policies and moving their family governance structure forward, so they will need to know how and why both were established in the first place.

"If future leaders have the wisdom to learn from the experience of present leaders, and if present leaders have the wisdom to learn new competencies from future leaders, both can share leadership in the way that ultimately benefits their organization."
—Marshall Goldsmith

Capturing the Hearts and Minds of the Next Generation

During times of change, there is a need for good strong family leaders, "champions of the cause," who can convince others to come along for the journey and that the journey itself is an important one. Even great ideas seldom succeed without a champion.

When it comes to the next generation's formal education, the first step is finding one or two leaders from the next generation who can be champions, who can convince others in their generation that it is important, relevant and worthwhile. That's why we suggest forming a "Next-Generation Education Committee," choosing the best, brightest, and most interested to lead the process. They would determine exactly what education would be needed and the best way for it to be delivered to their siblings and cousins.

This committee of next-generation leaders would also take advantage of the experience of both the family and the business leaders of the senior generation for advice and guidance. In turn, the future leaders would share their own expertise with their fathers, mothers, uncles, aunts, and cousins to ensure the very best for the future.

Leadership coach, Marshall Goldsmith, in his best-selling book, *Global Leadership: The Next Generation* wrote, "If future leaders have the wisdom to learn from the experience of present leaders, and if present leaders have the wisdom to learn new competencies from future leaders, both can share leadership in the way that ultimately benefits their organization."

The goal of family business education for the next generation is acquiring collective wisdom that could last centuries. That's why the time and the effort to provide it are so worthwhile for the family and the business.

Recommended Book:

Family Education for Business Owning Families
by Amy Schuman and John L. Ward.

JoAnne Norton and Nicole Bettinger are consultants with The Family Business Consulting Group, Inc., a leading management consulting firm serving the unique needs of multi-generational family businesses worldwide. Learn more at www.thefbcg.com. This article originally appeared in the Family Business Advisor Newsletter and is published with permission from The Family Business Consulting Group. All rights reserved.



The Circle of Leadership Continues: Kokomo's Coke Man Retires and the Bottler Welcomes Its New President



*Craig Severns at the Coca-Cola Bottling Company of Kokomo warehouse in January 2019. Behind Craig is forklift driver Chris Riley
Courtesy of The Kokomo Tribune*

Coca-Cola Bottling Company of Kokomo moved into its 3rd generation of leadership earlier this year when it announced the appointment of Mr. E. Craig Severns as the Company's new President, effective January 1, 2019.

Born and raised in Kokomo, Craig graduated from Kokomo High School in 1970 before earning his degree at Indiana University. Craig began his career in 1975, like most of the Company's management team, on a truck and in the warehouse. He has served as General Manager and VP of Operations since 1982 and is active on many boards at the local and state level. Craig replaces his father, E.P. Severns, who has served with distinction as President for sixty years.

Edmond P. (E.P.) Severns was born in 1930 in Kokomo, Indiana and is one of our System's living legends. Son of a steelworker, E.P. grew up in the Coca-Cola business from the time he started school to present day. After graduating from Kokomo High School in 1949, he soon married his high school sweetheart, Virginia. His father and two uncles were instrumental in E.P.'s start with the family business at an early age. After high school he served in the United States Army during the Korean War. When his uncles retired from the business in 1959, E.P. took the reins

and for sixty years has held the position of President. His leadership and community outreach are evident in the many communities Coca-Cola Bottling Company of Kokomo serves. The impact he has had and continues to have on current and former employees is remarkable. For his friends and family, E.P. is known to carry the room. It is not uncommon to see him tell a story and the crowd around him gets larger as the story goes on. Inside a small town some may find it easier to be a local celebrity, but with E.P., the name "Coke Man" was well earned and deserved. His tenure as President came to a close in December, 2018, but his legacy continues, as his eldest son Craig steps into his position. Today, E.P. is enjoying the company of friends and family as he continues to be Chairman of the Board. Craig and his wife Kristi continue to call Kokomo home.

*E.P. Severns with Craig at the Coca-Cola Bottling Company of Kokomo in September 2000
Courtesy of The Kokomo Tribune*

We know you join us in congratulating Craig on his new role and E.P. on his well-earned retirement!

Scan this code to view a short video (about 12 minutes) on the history of Coca-Cola Bottling Company Kokomo >>>



Coca-Cola Winfield General Manager is Sworn in as Mayor of the City!

Many of you already know Ron Hutto as the Vice President and General Manager of Coca-Cola Winfield. Ron is also a member of the Winfield City Commission, who recently was sworn in as Mayor of the city. The Winfield mayor position rotates annually among the three city commissioners, with each one serving a year at a time.

Ron was elected commissioner in 2016. He has lived in Winfield all his life, loves the community and felt a need to give back. Ron shared that Winfield has a history of strong city government and leadership in its various departments, as evidenced by the city's financial stability. His co-commissioners added that Ron is a logical voice who can help make good decisions for the city.

Ron Hutto is a graduate of Winfield schools and Southwestern College. He and his wife, Kim, have four children and seven grandchildren. Both of Hutto's parents were born in Winfield. **We know you join us in congratulating Mayor Hutto!**



Ron Hutto being sworn in as mayor for the upcoming year in January

Liberty Coca-Cola Beverages Releases Limited-Edition Can with the Chinese New Year



Liberty Coca-Cola has embraced its local presence and truly activates "community". The Bottler appoints its employees to serve as "ambassadors," to sit on community boards and lead efforts on community affairs. While Liberty Coca-Cola donates generously to local organizations and events in its markets, the unique success story below shares how this ambassadorship can also translate into a meaningful marketing opportunity!

Liberty Coca-Cola Beverages released 5,000 cases of a 12 oz. limited-edition slim can in the New York metro market to celebrate the Chinese New Year during February. For the first time, New York-area customers were able to enjoy the Lunar New Year with the same Coca-Cola cans as those sold in China and Hong Kong!



The special can, which displayed a lantern with the Chinese character "Fortune," was available in limited supply. The 2019 Chinese New Year was celebrated February 5th and festivities surrounding the holiday can last throughout February.

"We value our local communities and we want to embrace our diversity by introducing this special can to the New York market," said Paul Mulligan, co-owner, Liberty Coca-Cola Beverages. He added, "With our growing customer base in the various Asian communities throughout all five boroughs, we wanted to celebrate one of the staple events of the

year." "We live and work here in our communities and we are always looking for ways to give back and make a real difference."

This is the first year Liberty is distributing the Chinese New Year can. The idea for the can stemmed from Paul's tenure with the Coca-Cola Company when he worked in several Asian countries and where the can has been distributed regularly as part of the New Year celebration. It is

also part of Liberty's larger mission to recognize its nuanced customer base and grow its community presence in its local markets.

Il Young Park, a 21-year Coca-Cola veteran and account executive, was charged with leading Liberty Coca-Cola Beverages' efforts to distribute the limited edition can throughout the New York metro market. Beyond the Chinese New Year cans, Park and his team of sales associates – who are fluent in Mandarin, Korean and Cantonese – have made it a priority to break through the segmentation barriers by becoming part of the local communities they serve.

They have attended local chamber and association events, volunteered at the Korean Day Parade and Street Festival and began a concerted push to better communicate with small business owners. In a single month this year, Park and his team on boarded more than 100 new Asian American customers in Brooklyn and Queens. Their innovative strategy included techniques that identified unconventional outlets where they were able to present Liberty's vast beverage portfolio and localized presence.

Il Young added, "We are a localized company servicing our communities and we want our associates to be as localized and involved as possible."

"Il Young's efforts are to be commended as he has been a passionate ambassador of Coca-Cola," said Mulligan. "It is important for our associates to ensure that we are bringing intrinsic value to all of our communities."

A Day in the Life of a Coca-Cola Driver in NYC

There are millions of stories in the Coca-Cola Bottling System and this is one of them! This local feature highlights two employees of **Liberty Coca-Cola** and captures the essence of delivering Coca-Cola products in the Big Apple. This article has made its way across social media platforms and we wanted to share it with our Members.



<<< Scan the code to read the full story!



A Coke, a Scholarship, and a Smile



On behalf of Minden Coca-Cola, Matthew Hirsch and Steven Lingenfelter presented the scholarships, along with a case of Coca-Cola to Amber Johnston, a Practical Nursing student, Jonathan Ewing and James O'Brien, both Industrial Instrumentation and Electrical Technology students

Last year The Bottling Line shared an article that highlighted how Coca-Cola Bottling Company of Minden is participating with Business and community leaders from North Louisiana's coalition to provide support and opportunities for local students. Three students from Northwest Louisiana Technical College (NWLTC) were each recipients of a \$1500 scholarship from Coca-Cola Bottling Company of Minden as part of this partnership. CCBC Minden President, Matthew Hirsch, shared that "scholarships are an important way in which Minden Coca-Cola partners with Northwest LTC to help build community leaders and a skilled workforce, which is vital to community growth and prosperity."

And after 117 years in the Community, we think CCBC Minden is on the right track!

In addition to the service it provides its community via the scholarships it helps provide, CCBC Minden is also held in esteem by fellow local businesses. On Feb 26th the Greater Minden Chamber hosted its 77th Annual Awards Gala at the Minden Civic Center. This event draws more top business professionals than any other event in the Minden community. It is the Annual Dinner where the Chamber honors Small Business of the Year; Business of the Year; Business Person of the Year; Community Partner; Man of The Year; Woman of the Year, and where the Chamber unveils its new Champion. **Coca-Cola Bottling Company of Minden was awarded Business of the Year! We know you join us in congratulating CCBC Minden on this honor.**



Left to Right: Trey Waller (2019 Chamber Chairman), Matthew Hirsch (President CCBC Minden), Stephanie Barnett (Chamber President), Matt Wemberly (2018 Chamber Chairman).

ARCA Continental announces C-Suite Changes



Arca Continental has reported that Manuel Barragán Morales will retire from the company and step down as chair of the Board of Directors. Mr. Morales has served in this role for 14 years. Replacing him will be one of Arca's vice-chairs, Jorge Humberto Santos Reyna. The move will immediately follow the group's general shareholders meeting on April 4.

In a statement, the company said that during the management of Barragán Morales, it has improved its market value significantly, with strong organic growth and geographical expansion and development of other categories. The Coca Cola Bottler highlighted that this has allowed it to transform from a regional business in Mexico, to a multinational Bottling Company with a presence in five countries, as well as the first Latin American bottler in the United States, by acquiring the franchise to operate in the United States, Texas territories and parts of Oklahoma, Arkansas and New Mexico.

"We have worked together by combining the legacies of the various families that make up this company, strengthened our institutional model to drive profitable growth and the creation of shared value in the territories and businesses in which we participate," said Barragan Morales.

This announcement follows the decision by CEO Francisco Garza Egloff to retire earlier this year. Garza Egloff, who had led the group for almost 16 years, was replaced by the group's current deputy CEO, Arturo Gutiérrez.

Coke Florida Celebrated Black History Month by Investing Back into Local Communities



A group of nearly 20 I'm A Star students received laptops and took a tour of the CCBF Huron Street facility. The students will use the laptops for research, including an upcoming project with Johns Hopkins University

Coca-Cola Beverages Florida, LLC ("Coke Florida"), celebrated Black History Month by giving back to their local communities. In its 2019 program, Coke Florida donated laptops to community partners across the state of Florida throughout February to support educational advancement. Community partner recipients included local chapters of Boys & Girls Clubs, 100 Black Men of Jacksonville, Inc., Hillsborough Education Foundation, Men of Vision, Inc., Frontline for Kids, The Greatest Investment Girls' Empowerment Program (TGI) and I'm a Star Foundation.

Coke Florida also partnered with Family Dollar, a Coca-Cola Customer that shares a similar commitment to community through their work with local Boys & Girls Clubs.

"As Florida's local Coca-Cola bottler, we are committed to further developing the communities in which we do business," said Troy Taylor, Coke Florida's Chairman and CEO. "This includes helping equip students with the resources needed to be successful in their academic environments. It's great to be able to partner with Family Dollar who shares the same

commitment to support organizations across our state that are developing the next generation of great leaders who will ultimately make a difference in the world," added Taylor.

Throughout the month of February, Family Dollar customers were able to make a difference by purchasing any 6pk 500ml or 6pk 7.5oz mini-cans of Coca-Cola® products. The Coca-Cola purchases helped local Family Dollar stores qualify to receive new laptops that were donated to local Boys & Girls Clubs organizations in their communities.

Donald Smith, Family Dollar's Vice President of Marketing shared his pride in this program, stating "Family Dollar is proud to support our partnership with Coke Florida through its celebration of Black History Month. Initiatives like this enable us to positively impact our local communities and help America's youth reach their full potential."



Presentation to members of Men of Vision. The members of Men of Vision are young men who are in grades 5-12 or between the ages of 11-19. There are no restrictions as to race, color, disability, creed, national origin or religion. Individual chapters are established in the community primarily at local elementary, middle and high schools. Each chapter provides a support structure for academic achievement, helps teach life skills, participates in community service, assists with goal setting and ensures that each young man develop and set into motion a vision for their future and the future of their communities and the world at large.



2018 Monster Beverage Bottler Award Winners

Congratulations to the following Monster conquerors!

Full Year Tier 1 Bottler of the Year

East: Coca-Cola Northern New England (CCNNE)

West: Swire Coca Cola

Central: Viking Coca-Cola

National Bottler Incentive Highest Growth

East: Coca-Cola Bottling Company UNITED (CCBCU)

West: Reyes Coca Cola

Central: Great Lakes Coca-Cola

Full Year Tier 2 Bottler of the Year

East: Corinth Coca-Cola

West: Williston Coca-Cola

Central: Coca-Cola Bottling Co. Winfield, KS

Annual Bottler of the Year

Highest National Growth Bottler of the Year:

Coca-Cola Northern New England (CCNNE)



APSU Graphic Design Students Create Logo for Coca-Cola of Tullahoma



APSU Design Center students Ebony Walton, Alyson Williamson, Graham Byrd, A. Best and Clarissa Gunn tour Coca-Cola Bottling Works of Tullahoma
Courtesy of APSU

In CCBA's winter issue of *The Bottling Line*, we shared the new logo for Coca-Cola Bottling Works of Tullahoma. In this issue, we want to share a little about the story behind it.

Coca-Cola Bottling Works of Tullahoma became Austin Peay State University's exclusive beverage provider

in 2017. So, when the Bottler's executives discussed creating a new company logo, they reached out to the university, one of their newest customers. CCBW Tullahoma wanted to host a logo design contest. That's when Rachel Bush, an associate professor of art, decided to contact their office with a different idea.

Rachel shared that she taught a class called Design Center, which revolves around her partnering class students with clients. She said, "Here's an alternative. I have a class, and they're learning to work with clients. They can partner with you to design a logo and you can pay them; and they get the experience."

CCBW Tullahoma agreed to the idea, and on a warm morning in September, five APSU Design Center students put on business attire and drove two hours south to meet their new design client. Throughout the day, Jordan Ennis, Company President and CEO, educated the students on his organization's 113-year history, while also filling them in on his company's values. He is the fourth generation of his family to lead CCBW Tullahoma. In fact, 2019 marks the 100th anniversary that the

company has been owned and operated by his family. Jordan emphasized his pride in being family oriented. He stated that there is nothing more important to us than our 250 associates that make up our Coca-Cola family. "Our success as a family business is because of the success of our Coca-Cola family and the commitment they make each day.

During the ensuing months, the APSU Design Center students – Ebony Walton, Alyson Williamson, Al Best, Graham Byrd and Clarissa Gunn – worked collaboratively to meet their client's needs. In November, the students presented Ennis with an official logo that he approved. The new logo features the iconic Coca-Cola bottle and script in a circle, along with the words "Locally Owned and Operated."

The students enjoyed working on the project because they had a real client. They were able to sit in on the meetings and go through a true design process, that included selecting and choosing visuals that CCBWT preferred, and then working through revisions.

Student Graham Byrd, a military veteran, added that something as simple as the Coca-Cola logo can help soldiers not feel so home-sick. He added, "When I was in Afghanistan, home felt so far away. There were phone calls home to my wife – sometimes they worked, sometimes they didn't. Anything that you can grab and say 'that's a piece of where I'm from' is huge. It doesn't matter what the language is, when you see glimpses of that ribbon type in red, you know it's a Coke." *We couldn't agree more.*

Congratulations CCBW Tullahoma on a fresh new logo design and a replicable and community minded best practice!



John Sherman Awarded Birmingham Business Journal's 2018 Top CEO Award!

Coca-Cola UNITED President & CEO, John Sherman, was awarded the Birmingham Business Journal's "2018 Top CEO" award on December 6th, 2018. John was awarded this distinction for the business category of "more than 250+ employees".



(L-R) Keith Sherman, Tyler Haskins, Gianetta Jones, John Sherman, Bo Taylor, Terry Sherman, Linda Sewell, Hafiz Chandiwalla, Beeland Nielsen, and Stan Ellington

The selection criteria to become a finalist for the award included strong financial performance, tangible results and goals achieved, as well as a key role in the success of the business and community involvement. Yep – that sounds Like John!

Among the many attendees waiting to recognize BBJ's selected recipient with applause were several of John's friends, family and UNITED colleagues.

Let's all congratulate John on this meaningful honor!





Atlantic Coca-Cola Relocating Rock Island Facility to Walcott

Atlantic Coca-Cola Bottling Company will relocate their Rock Island, IL, warehouse to Walcott, Iowa in the first half of this year. This move will improve logistics, expand and centralize its Quad-City operation.

Atlantic will lease the 9 acres of land from the Iowa 80 Group and Avery Land & Farming, which will develop and own the building group. The new facility will include a larger, 100,000 square foot warehouse, and a parking area. Walcott Mayor, John Kostichuk, says the move diversifies industry in the area, will improve the community and bring a boost to their local businesses as well. All 150 employees from the Rock Island facility will keep their jobs.

Atlantic Coca-Cola transports shipments to Dubuque and Cedar Rapids. The Walcott site will get its trucks closer to those areas. Rob Feeney, Atlantic Bottling's President and Chief Operating Officer, said Walcott was chosen for its location as well as the easy highway access. He said the site will get the company's trucks closer to Interstate 80, as well as 18 miles closer to its production facility in Atlantic, Iowa.



The new Walcott location will triple CCBC Atlantic's dock space

Swire Coca-Cola USA Announces Leadership Changes



We know you join CCBA in congratulating our Bottling colleagues as they retire or take on new roles.



Rob Gehring



Rusty Frain



Karen Cox



Rocky Christeson



Steve Quercia

March 4

- **Rob Gehring** moved from his role as Senior Vice President and General Manager to become Chief Operating Officer.
- **Rusty Frain** transitioned from Vice President of Sales Operations to Senior Vice President and General Manager.
- **Karen Cox** was promoted from Division Vice President for Southern Arizona to Vice President of Sales Operations.
- **Rocky Christeson** retired from the company as Chief Customer Officer, effective March 29th.

April 1

- **Steve Quercia** moved from Group Vice President of Channel Sales to become Chief Customer Officer.



You Can Call Us... Coca-Cola Consolidated!

Coca-Cola Bottling Co. Consolidated has changed the Company's legal name from Coca-Cola Bottling Co. Consolidated to **Coca-Cola Consolidated, Inc.**

"We decided to change our name to Coca-Cola Consolidated Inc. in order to simplify our legal name and to reflect how we are already commonly known in the marketplace," says Frank Harrison, Coke Consolidated CEO.

The name change became effective January 1, 2019. The Company will continue to trade on the NASDAQ Global Select Market under the ticker symbol "COKE."



Greater Louisville Incorporated Presents Gold Cup Award to Ulysses "Junior" Bridgeman

Greater Louisville Inc. presented its Gold Cup award to Ulysses "Junior" Bridgeman, veteran Louisville businessman and the **owner and CEO of Heartland Coca-Cola Bottling Co.**, recognizing the former University of Louisville basketball player's lifetime of accomplishments and contributions to the community.

The Gold Cup was created in 1969 and has been awarded 22 times. This award recognizes lifetime community service and leadership. Previous Gold Cup recipients provide guidance in the selection process and confirmed Bridgeman's nomination unanimously.

After a basketball career at the University of Louisville and the NBA, Mr. Bridgeman built one of the largest restaurant operations in the country as a franchisee for Wendy's and Chili's restaurants. He also owned Louisville-based restaurant ventures Mark's Feed Store, BirraCibo and Napa River Grill. Today, we know him as owner and CEO of Heartland Coca-Cola Bottling Co., which serves the Kansas, Missouri, and Southern Illinois territories.

Mr. Bridgeman is also on the boards of directors of Churchill Downs Inc. and Blessings in a Backpack, as well as the board of trustees for Simmons College of Kentucky Inc. In addition, he has been a leading contributor and fundraiser for the planned \$35 million Heritage West track and field facility project, which is being developed by the Louisville Urban League in cooperation with Louisville Metro Government.

The Gold Cup was presented during Greater Louisville Incorporated's 2019 Annual Meeting on February 25 at the Kentucky International Convention Center, by previous winners, lawyer Ed Glasscock, former Maker's Mark president Bill Samuels Jr. and philanthropist Christy Brown.



Left to Right: Ed Glasscock, Bill Samuels Jr., Junior Bridgeman and Christy Brown

BODYARMOR Announces Leadership Team

Coca-Cola trucks began delivering BODYARMOR products to stores across the country late last year, enabling the fast-growing brand to continue accelerating its growth and meet consumer demand for premium sports performance and hydration drinks.



Brent Hastie, who most recently served as the Chief Financial and Supply Chain Officer for Coca-Cola North America, left the Company at the end of February for an exciting new role as President of BODYARMOR. In his new role, Brent will be responsible for the continued growth and expansion of BODYARMOR both in the U.S. and globally.

Paul Lukanowski also joined the BODYARMOR team as Chief Operating Officer. Paul will be responsible for Bottler relations, national accounts, commercial operations and international expansion. Paul recently retired from Swire Coca-Cola USA where he held various leadership positions throughout his 20+ year tenure and most recently served as Chief Operating Officer.



Andrew Wilkinson just joined the BODYARMOR team as VP, Commercialization and Revenue Growth Management. Andrew is also a Coca-Cola System veteran, after 4+ years at Monster Energy and almost 10 years at Coca-Cola North America.

We know you join CCBA in congratulating Brent, Paul and Andrew on their new roles!





Welcome the 31st Class of Coca-Cola Scholars!

The 2019 and 31st class of Coca-Cola Scholars will be officially welcomed and celebrated in Atlanta at their reception

and awards banquet on April 4th. The entire class of Scholars will attend the 2019 Scholars Weekend April 4-7, 2019, 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 2019 scholars >>>



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 affect others. 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 scholar in your territory, don't hesitate to reach out to the Coca-Cola Scholars Foundation Team for assistance.

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.

With the addition of the 2019 class, the Coca-Cola Scholars Foundation will have provided more than 6,300 Coke Scholars nationwide with over \$69 million in scholarships over the course of 31 years. The 31st class of Scholars alone will collectively be awarded \$3.1 million in scholarships.

"We believe that identifying these young leaders throughout the country and encouraging their passion for serving others not only empowers the students, but also lifts up those around them." said Jane Hale Hopkins, President of the Foundation. "The Coca-Cola system is dedicated to giving back to the communities they serve, and the Coca-Cola Scholars Foundation is proud to be a part of that commitment."

In addition to receiving college scholarships, Coca-Cola Scholars will come to Atlanta April 4-7 for Scholars Weekend where they will serve as the guests of honor at a celebratory banquet, participate in a leadership development curriculum, and be welcomed into a vibrant and growing family of alumni that have become a powerful force for positive change in the world. Through networking, collaborations, and friendships, the group strives to make a greater impact together. Recent events and initiatives include the 2018 Coca-Cola Scholars Leadership Summit, a post-hurricane clean-up in Houston, and the third year of a coaching program that partners seasoned alumni with first-year Scholars as they transition to college.

We will share photos from the reception and banquet when these become available!

Introducing NEW Logos!



Time to Celebrate

A new member joins the
Sooner Coca-Cola & Coca-Cola
Winfield Bottling family!

Introducing...

Porter Lee Felts

November 21, 2018

9lbs — 20 inches

Proud Parents:

Rainey & Jordan Felts

Proud Grandparents:

Randy and Carolyn Mayo

Proud Aunt & Uncle:

Wes & Callie Mayo



2019 Schedule

CCBA Spring Board of Governors Meeting
April 3-4

Coca-Cola Scholars Banquet
April 4

Coca-Cola Scholars Board Meeting
April 5

CCLT Meeting
April 23-25

CCBA Loss Control Forum
May 2-3 (Pinehurst, NC)

CCNA Ready to Sell Meeting
May 13-14

CCBA 401K Meeting
June 18 (Naples, FL)

CCBA Spring Financial Management Forum
June 19-21 (Naples, FL)

CCLT Call
June 21

CCBA Mainstream WebEx Call
June 27

CCLT Meeting
July 16-18

Monster CCLT
July 24-25

CCBA Mainstream WebEx Call
August 29

CCBA Annual Meeting
September 9-10

CCNA Ready to Execute Meeting
September 11-12

CCLT Call
October 11

CCBA Fall Board Meeting
October 24-25

ABA Fly-In (Washington DC)
October 28-30

CCBA Risk and Financial Management Forum
November 6 – 8 (Charlotte, NC)

Monster CCLT
November 19-20

CCLT Meeting
December 4-6

CCBA Mainstream WebEx Call
December 12

3282 Northside Parkway, Suite 200 | Atlanta, GA 30327

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If you have stories or information about your Bottling organization or employees that you want to include in our next edition of the Bottling Line, contact Linda Peluso at the Association at 678-539-2309 or lpeluso@ccbanet.com.