



the BottlingLine

Issue No. 340 • Summer/Fall 2020

2020 Schedule

CCBA Annual Virtual Meeting
September 15

ABA National Government Affairs Virtual Conference
September 29-30

CCNA Ready to Execute Virtual Meeting
October 13-14

CCBA Risk Management & Financial Forum - Virtual
Date TBA

CCBA Mainstream Call
October 15

CCBA Fall Board Virtual Meeting
October 29-30

CCLT Meeting Call
December 2-4

CCBA Mainstream Call
December 9

Scan the QR code to check the CCBA website for schedule updates



A Note from John...



Dear CCBA Members,

Despite the challenges of this unusual year, in our last issue, I shared how we are blessed to be part of our Coca-Cola Bottling System. I continue to be inspired by your generosity, commitment, tenacity and resolve. We continue to see some geographic variability in business performance and I know some of you with ancillary businesses have had unique challenges in those areas as well. But overall, I think it's fair to say we have all fared far better than we expected at the depths of the spring lockdown. We are getting through this and we are doing that together.

While the "end" is still unclear, our Bottling system continues to learn, listen, evaluate and adapt showing tremendous responsiveness, agility and flexibility. Every Bottler across the system is determined to make the best of this difficult year. As we gradually approach the eventual return to some semblance of normalcy, the key without a doubt is that we **emerge stronger**. Everything we've learned... every obstacle we've overcome... and everything we've accomplished this year... can form the basis of an even stronger foundation going forward. There is evidence of this throughout our system today.

Building on this concept we have selected "*Emerging Stronger*" as the theme for our 2020 CCBA virtual Annual Meeting. We've designed an agenda that speaks more to the future than the present. We will discuss how the events of this year will create further change or accelerate changes that were already underway. We will talk about how to build on the learnings and successes of this year for even greater levels of success going forward. I hope you will join us for this special event.



In the meantime, as we continue our steady march towards the end of this year, I hope you will again take a moment to count our blessings as Coca-Cola Bottlers. I hope each of you will continue to think about how we emerge stronger from the crisis. And most importantly, I hope you and yours remain safe and healthy.

Thank you as always for your support of one another and this great Association.



OPTIMIZING Warehouse Optimization

Coca-Cola Bottling Company Yakima & Tri-Cities has long been a leader in executing initiatives in the areas of business, safety and operations. As just one example, during the CCBA Mainstream Meeting earlier this year, the team from Yakima shared their experiences in implementing a warehouse optimization initiative. Yakima's presentation was part of a comprehensive best practice segment on the agenda which explored the critical business capabilities of distribution optimization and warehouse optimization. (Also see *The Bottling Line* #339).

One of the primary objectives of The Coca-Cola Bottlers' Association is education, as well as sharing and facilitating ongoing learnings across our Bottling community. Naturally, having Wendy Aguilar, Controller and Jacob Boyle, Operations Manager share an update on their Warehouse Optimization pilot program underway in Yakima & Tri-Cities fits perfectly into that purpose.

Like all of our Bottlers, Yakima experienced significant SKU growth over the past five years. As their leadership team assessed the Company's operations and space necessary to sustain this growth, they examined how they might increase their preparedness for future growth and to maintain efficient operations. This led to Yakima working with Precision Distribution Consulting, Inc. (PDC) in the fall of 2019. The PDC team, with their system and industry expertise, consulted with Yakima's project team and employees to recommend warehouse layouts and operating processes to:

- Provide a thorough effort to reduce costs and integrate a changing SKU base
- Provide material handling design and operating practices to provide operational efficiencies and agility for future business changes
- Provide current and future business requirements and infrastructure changes

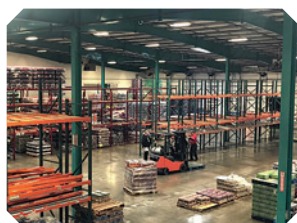
In addition to working with PDC, Yakima implemented eoStar's Warehouse Management System (WMS) in February 2020. The comprehensive process included analyzing historical data and observing current operations in the context of Yakima's future outlook expectations.

The project focused on:

- Sales Analysis, Pick & Purchase Data
- Cost analysis for proposed layouts
- Product Location & Slotting Design (Baseline)
- Optimizing layout using growth projections
- Operation Productivity & Labor Review
- Implementation Support
- Optimized data useful for WMS Implementation

And led to:

- A complete Warehouse move for both Yakima and Pasco, (WA) Distribution Centers. This included additional racking. ***Both moves were completed by the end of March 2020.***
- PDC provided Yakima with a new pick sequencing tool, so all products were re-sequenced by the end of March as well.



The Yakima team implemented the new warehouse layout and installed racks over a weekend. The system was updated to enable order fulfillment (picking) to resume that following Monday.

OPTIMIZING Warehouse Optimization.....(continued from page 2)

The team believes these new layouts should allow room for their projected 5-year growth. Another important aspect of this process was aligning with eoStar's Warehouse Management System implementation to ensure set-up for WMS 'go live' was integrated with Right Location and related processes.

The Yakima team implemented the new warehouse layout and installed racks over a weekend. The system was updated to enable order fulfillment (picking) to resume that following Monday.

The benefits:

As the saying goes, *time is money* -- pick speeds / order fulfillment increased by 25%. An advantage is that the pick zone is smaller, enabling the Yakima crew to operate within a convenient distance. Importantly, the WMS informed crews on a product's location and inventory levels. Jacob Boyle added "knowing where something is saves time and makes the picking process more efficient." It also minimizes the chance for disorganization that can sometimes happen overnight, as crews work to locate what they need for orders; enabling their AM team to begin the next shift productively and increases the overall accuracy of orders.

Further, system inventory is more accurate, and backstock locations are better defined and easier to see in WMS. Date management has also improved and WMS allows Yakima to track dates, and benefit from an improved layout which leads to better managed backstock.

There is one more perceived benefit that cannot be easily quantified. A good deal of this work was completed just as COVID-19 was beginning to impact the Yakima & Tri-Cities markets. This new process enabled the team's ability to track, rotate, manage changes in ordering trends (ex. large vs small packs) and execute just-in-time deliveries for their customers. In addition to providing an optimized layout and storage plan for their facilities in this current environment, PDC provided a long-term five to seven year plan. Importantly, this work helped to mitigate larger capital expenses. Wendy and Jacob emphasized that involving their warehouse management teams was also crucial to their success. This helped increase a sense of ownership and engagement around the initiative and ensured seamless day to day operations throughout the process.



A Virtual Success - Welcoming the 32nd Class of Coca-Cola Scholars and Preparing for the Class of 2021!

We hope you had an opportunity to join the Scholars Foundation on the evening of August 6th where our most recent class of 150 Coca-Cola Scholars were celebrated and welcomed into our extended Coke family!

In our last issue of The Bottling Line, CCBA shared details about this class and a link to the online Bottler Toolkit that contains resources to celebrate your local Scholars.

This Toolkit also provides everything you need to prepare for the new class and application process. **The application is currently available on their website, www.coca-colascholars.org, until October 31, 2020, at 5pm Eastern.**

The Coca-Cola Scholars Foundation is the largest achievement-based and corporate-sponsored scholarship program in the country. With the addition of the 2020 class, the Coca-Cola Scholars Foundation will have provided more than 6,300 Coke Scholars nationwide with over \$72 million in scholarships over the course of 32 years. If you have any questions, please contact Jamie Williams, (jwilliams@coca-cola.com) CCSF's Director of Scholarships.



Scan the code or copy this link to access the comprehensive Bottler Toolkit that provides resources and templates to share the application with high school seniors or media outlets in your territory.

Your Family Owned Business

Helping Family Businesses Prosper Across Generations®

Family Enterprise Superpowers Offer Strength in Tumultuous Times

By Amy Schuman

Family firms have special characteristics and abilities that make them stand out in a crowd.

You might think of these qualities as family enterprise superpowers. During times of intense disruption, family firms can deploy their superpowers to build strength for the future – not just for themselves, but for all who depend upon them. As former Chicago Mayor Rahm Emanuel, paraphrasing Winston Churchill, advises: “You never let a serious crisis go to waste. And what I mean by that it’s an opportunity to do things you think you could not do before.”

Strong family firms succeed across the generations because of a commitment and ability to grow through adversity. They reinvent their businesses when industries change. They harvest and redeploy assets in family offices as good stewards of what they have been given. They create foundations to direct their wealth into important initiatives that benefit us all. These are the results of special characteristics shared by family enterprises around the world.



© Neil Thomas

The following special characteristics (AKA superpowers) characterize many Family Firms:

- Caring, involved presence in large and small communities, where the family enterprise supports local hospitals, parks, religious and arts organizations as well as numerous individuals and families.
- Long-term time frame that leads family firms to perceive and pursue opportunities for superior performance that are overlooked or invisible to public firms forced to show short-term, quarter-to-quarter results.
- Legacy values guiding decision-making, which allows family enterprises to make decisions and take actions that place moral, ethical and human considerations as important priorities.
- Contrarian strategies that family firms pursue because they can perceive opportunities for service and innovation (and profitability!) that are invisible to others.
- Both/And thinking where family firms develop a superior ability to address stubborn problems and can find ways to prioritize both family and business, employee safety and critical operations, care for the individual and care for the community.

Each of these superpowers offer tremendous support and wisdom in times of crisis.

Islands of Calm in a Storm of Uncertainty

When family firm leaders state their commitment to the long haul, it’s not just empty words, it’s their proven way of operating. When they say they will continue to be guided by their legacy values, they have decades of history backing up their claims. When they sit down to navigate seemingly impossible dilemmas, they have generations of experience addressing similar tensions successfully. It’s not the first or last time they will address seemingly unsolvable problems with novel approaches. In tough times, family enterprises, long known in their communities for bold and successful action, can be sources of inspiration and reassurance for a range of stakeholders.

Many of our clients are in critical industries such as food, infrastructure, housing and medicine, and they are continuing to operate during this crisis. We hear that they are swamped and challenged beyond anything they’ve experienced before. Others have been forced to close their doors and send employees home without knowing when or how they will reopen. Many are committed to continuing to pay loyal staff as long as possible. Others have continued to provide health insurance to furloughed staff. Some have cut their own ownership benefits for the short-term in order to maintain operations and employment. Whatever the details of the situation, all of these organizations have stakeholders looking to them for information about what’s coming next and how next steps will be managed.

In their words and actions, leaders and owners of family firms have the opportunity to be islands of caring and calm in this storm. As they take the podium, craft the email message, open the zoom call, or speak directly to anxious community members, these leaders can draw support and wisdom from their unique family enterprise superpowers.

Some of the ways our clients have approached communications with critical stakeholders are listed here in the hope that you will benefit from the success of others.

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Your Family Owned Business

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- Establish a regular time and format for communications to create dependability in a time of unpredictability. Consider a weekly or even daily call or email to stakeholders. One of our clients has been holding morning stand-up meetings for 30 minutes at the start of each day, to provide updates and presence for a workforce working remotely for the first time.
- Set a tone of calm, hope and practicality, combined with realism and honesty. Include stories and images as well as facts and numbers. Speak to people's head and hearts, in a way that is optimistically realistic. Inspire with lessons from your history that demonstrate proven competence.
- Draw a clear line between your actions and your stated values. Although the connection is obvious to you, it may need to be made explicit to others.
- When communicating with family shareholders, emphasize the special advantages of being private and ways you are taking advantage of a long-term perspective. Share the actions and accomplishments of the leadership team, whether it's in the Family Office or operating business, to reassure owners, especially those that may be dependent on dividend streams to support their lifestyle.
- Use existing Family Councils or other family governance structures in support of family communication and cohesion. Your Family Council can help organize ways to keep family members in closer touch with each other. Shareholders not active in the business or governance may feel great love for the enterprise and want to offer support from afar. The Family Council could take this opportunity to be a vehicle for family members to express their support and appreciation to business or family office leaders who are addressing the tough issues of this crisis.

Stay Strong to Stay Calm

You can only take advantage of your superpowers if you make time to take care of yourself and keep yourself strong, calm and healthy. It appears that this crisis is not a sprint, it is a marathon. Here are a few concrete actions we've seen others take to stay strong and positive for the long term:

- Prioritize physical exercise, regular meditation, time in nature and/or other spiritual practice so you can be stay grounded and strong for others. **This article has basic instruction on mindfulness for family business leaders.**
- Even as you respond to emerging, urgent demands, do your best to preserve time and attention for the long term. Continue your work on important/not urgent issues such as mentoring future leaders, drawing lessons from the current situation and spending quiet time with loved ones.
- Whatever lifts your spirits, makes you smile or laugh – make time for it! Be on the lookout for small opportunities to pause and be grateful for everything that is going well at this moment. Make a quick phone call to someone that will give you an encouraging, loving response. Nurture your internal landscape with positive, energizing thoughts and images as much as possible.

Treasuring Each Day, a Personal Note

*Teach us to treasure each day,
that we may open our hearts to Your wisdom.*

This beautiful interpretation of Psalm 90.12 popped into my mind during my morning meditation this week, and I knew it was a key to finding some peace and grounding during this difficult time. I realized that I have been regularly taking several simple actions to manage the stress and anxiety of the global pandemic. Although none of them are brand-new or earth shaking, perhaps collecting them in one place would be helpful. So, here goes:

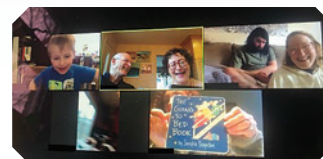
Visualize

Can you use your mind for good? If you can be aware of what is in your mind, you can regularly nudge your mind in a positive direction. Over the past weeks, (inspired by teaching from **Grandmaster Nan Lu**) I've been revisiting times when I felt strong, happy and supported. I think about holding my grandson while he slept or watching my children and their spouses cook a meal together or hiking by the ocean. I fill my mind and body with those happy memories. I feel a smile come to my face and positive energy floods my body.

Alternatively, I've been visualizing future events that I'm looking forward to. I image the whole family gathered next Thanksgiving, happy and healthy around a table groaning with food. I imagine stepping off the plane to visit my family in Berlin, sharing hugs and kisses after this long separation. Once again, I am filled with happiness. I feel stronger and more capable to manage whatever is coming my way.

Connect

Our extended family has a weekday zoom call during lunchtime. Different people drop in on different days, stay as long as they can, then drop off. We are located all over – Berlin, Oakland, Southern Illinois, Chicago, Chicago suburbs, but on-line we come together very easily. I see the grandkids light up when they see the faces of their aunts, uncles, cousins and grandparents, even if just for 5 minutes. These calls offer stability and connection for all of us. We have no fixed structure, but just seeing each other's faces and hearing each other's voices creates support and nourishment.



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COVID-19 Coca-Cola Stories from Our Front Lines

Coca-Cola Bottling Company High Country Innovates to Get the Message Out!



The American Beverage Association's "Here for You" industry campaign, recently highlighted CCBC High Country for their work with the Rapid City, South Dakota Mayor's office. The photo below shares a "moving" reminder of how important simple hygiene is to lessening the spread of the COVID-19 virus!

Our story begins during the first weeks of the COVID-19 pandemic in the U. S. Everyone was told that we could lessen spread of the virus by taking a few simple measures to protect ourselves from catching it or passing it on -- by following *simple hygiene*. Of course, it's only human to forget to do what we should, and Coca-Cola Bottling Company High Country participated in a clever way to remind the citizens of Rapid City to "Do the Five"!

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Be Still

Finally, I make time to be quiet and still every day. Because I've had a meditation practice for many years, it comes fairly easily. In stillness, I can hear my heart beating, and know this is a miracle. In quiet I can hear the furnace kick on and feel gratitude for its warmth on the chilly spring day. When I'm sitting on my meditation cushion, I may feel sad, or anxious, or lonely, but as I remain still and calm in the midst of those swirling emotions, they usually lessen and eventually release. What's left is a simple feeling of being alive, **breathing**, in this wonderful moment.

A few great resources for these challenging times:

Dick Axelrod, who teaches a course on Crisis Leadership at the University of Chicago Graham School of Professional Studies Masters in Threat and Response Management Program **has some great wisdom to share on his website.**

Jack Stack, President and CEO of SRC Holdings Corp and innovator of The Great Game of Business, shares his lessons learned from past crises in an article in **The Evergreen Journal.**

The website **www.polaritypartnerships.com** has great resources and insights on managing polarities and paradoxes that require both/and responses, as does our book **Family Business as Paradox.**

Our own website, **www.thefbcg.com** has a diverse library of articles and resources on Family Business and a **section dedicated to supporting enterprising families through the pandemic.**

To learn more about this topic, watch Amy's interview with FBCG senior consultant David Karofsky on our YouTube Channel. Thanks to my colleague, Chris Eckrich, for helpful ideas on this article!

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Corinth Coca-Cola Classic 10k Run Goes VIRTUAL in SEPTEMBER

Since 1982, Corinth Coca-Cola has been the organizer and main sponsor of the Corinth Coca-Cola Classic 10k Run. It has grown into one of the premier 10k races in the Southeastern United States, serving as the official state championship 10k for RRCA (Roadrunners Club of America). Each year, the 10k has nearly 2,000 runners and equally as many spectators. It has become one of the region's best run and attended races year-in and year-out. This special annual event, typically held in May, was entering its 39th year in 2020.



Like many events so far this year, COVID-19 is changing how we engage...and the Corinth Coca-Cola Classic 10k Run is no exception. The Coke 10k team wants everyone to know that the race will go on ... VIRTUALLY ... and would like to invite you and any runners you know to join them since "virtual" eliminates the necessity of traveling to a designated race course!

YOU run where YOU are on YOUR best 10K course the week of September 26, 2020

You can select a race route of your choice and run your 10k any time the week of September 26th, 2020. Starting time is between 4:00 a.m. CDT Saturday, September 26th through 12:00 p.m. CDT Saturday, October 3rd.

- Runners **simply download a free RaceJoy® race app to smartphones.**
- After clicking start to begin the race, the app will send progress updates like elapsed time and pace to a runners' phone at regular intervals. Then the app will automatically record data when runners complete the proper distance and cross the virtual finish line.
- After completed running or walking the 2020 Coke 10k Virtual Race, runners will be mailed a custom designed Coke 10k tee shirt and your Coca-Cola bottle finisher's medal. *If for any reason a runner is unable to complete the 2020 virtual race, participants will still receive a Coke 10k tee shirt!*



The **custom 2020 tee shirt design** was commissioned specifically for this race. The shirt depicts an American flag with Coca-Cola bottles as the stripes and Coke bottle caps as the stars. Nothing says America like Coca-Cola, so it was a perfect concept for this race's participant tee shirt. The **traditional metal Coke bottle medal and neck ribbon** will be awarded to each runner who completes their 10k. Please note, there will be no prize money, age group awards, or trophies for this virtual race.

The cost to run and receive a tee shirt and medal is \$30.
Registration ends September 25, 2020 at 11:59 p.m. CDT.
SCAN the code to sign up>>>



Coca-Cola Bottlers bring prosperity, such as jobs and tax revenues to their hometowns and local markets --- especially when they build new state-of-the-art facilities. This is the latest news of our Members building and growing in their markets.



Coca-Cola Warehouse & Distribution Center to be Built in Elgin

Great Lakes Coca-Cola Bottling is moving forward in its plan to build a \$20 million state-of-the-art warehouse and distribution facility in Elgin, Illinois. The 239,000-square foot warehouse will be located on 38 acres at the southeast corner of Alft Lane and Mason Road in the Daching Business Park.

Great Lakes Coca-Cola Bottling has invested in alternative and clean energy fuels, using hybrid vehicles, hydrogen fuel cells and electric trucks and is reported to be purchasing 30 semi-tractors from Tesla.

The Bottler currently delivers Coca-Cola products from 31 facilities across eight states. Its new Elgin facility will generate approximately 240 full-time jobs, with Elgin government officials praising this move as another great success story for their city and public-private partnership.



Coca-Cola Florida Moving Forward with New Brandon Facility

Coca-Cola Florida is building a new \$300 million, 1.4 M-square-foot facility in Brandon, Florida. The property is located on a 158-acre site near the Lee Roy Selmon Expressway, (Causeway Blvd and U.S. Highway 301 South.)

This new development will provide an opportunity to retain 800 jobs in Hillsborough County (FL) and add approximately 200 jobs. Coke Florida sells, manufactures and distributes Coke products in 47 Florida counties, including the major metro areas of Jacksonville, Orlando, Miami and Tampa.



Coca-Cola Consolidated Investing in New Facilities

Coca-Cola Consolidated has announced plans to invest \$55 million dollars to build a new 400,000-square-foot distribution and automated warehouse facility in Whitestown, North Carolina. This facility will provide approximately 450 positions, including an unspecified number of new jobs. Some of the location's employees will be transferring from the Company's Indianapolis plant, but Consolidated is also keeping that location open.

Coca-Cola Consolidated acquired distribution territories and manufacturing facilities in Indiana from The Coca-Cola Company in March of 2017. While Consolidated invested \$15 million into its Indianapolis plant, it discovered it needs a new facility to keep up with demand and to provide additional distribution capabilities.

Local government officials in Whitestown, (NC) are thrilled and "look forward to building a partnership with Coca-Cola Consolidated for years to come."



Coca-Cola Scholars Foundation Board Update

We are pleased to formally announce that Junior Bridgeman, Owner and Chief Executive Officer of Heartland Coca-Cola Bottling Company has been elected to the Board of the Coca-Cola Scholars Foundation. *Thank you Mr. Bridgeman, for your leadership and service. We know our Members join us in congratulating Junior on this distinction!*



<<< Scan code to learn more about Junior



Hafiz Chandiwalla Named 2020 Business Information Professional of the Year



Hafiz Chandiwalla, Executive Vice President, Chief Financial Officer and Chief Administrative Officer of Coca-Cola Bottling Company UNITED was named the 2020 Business Information Professional of the Year by UAB's Beta Alpha Psi. Beta Alpha Psi is an international organization that encourages and recognizes excellence in the financial information profession. *We know you join us in congratulating Hafiz on this distinctive honor.*



Scan code to view the UAB Release>>>



ABA Board of Directors Elects New Board Members

Congratulations to **Jean Claude Tissot**, President, Arca Continental Coca-Cola Southwest Beverages and **Zoran Vučinić**, Chief Operating Officer, US Bottler Delivered Brands, The Coca-Cola Company on their election to the ABA Board of Directors.



Jean Claude Tissot



Zoran Vučinić

The Coca-Cola Company

Coca-Cola Williston Celebrates Employee's 53 years 'on-the-job'!



Clifford Baker has worked at the Coca Cola Bottling Company of Williston since 1967. Monday, July 6th, was like any other Monday...except it marked his last day on the job; a bittersweet moment for him and his co-workers. Baker's co-workers say he's an irreplaceable employee, and the warehouse won't be the same without him!

Coca-Cola Bottling Co. of Williston VP, Bill Dickerson stated: "He shows up early every day and stays late every night. He wouldn't even care if he got paid most of the time I think. He's very conscientious. He takes his work very seriously and makes sure that whatever he's responsible for is taken care of. So, he's the perfect employee in my book."

Retiring from his position will allow Baker to travel and see family. "It's about time I rest; give it to somebody else and let them handle it," added Baker.

Bill (Dickerson) added that Coca-Cola Williston has been really fortunate to hold onto many employees for a long time. He shared that he hopes it is because Coca-Cola Williston's distribution center staff are treated like family! **Scan the QR code to view the local news segment covering Mr. Baker and his special role at the company. We know our Members join CCBA and Coca-Cola Williston on congratulating Clifford on 53 years and a happy, healthy retirement!**



Durham Coca-Cola's Sammy Carden Earns the North Carolina High School Athletic Association (NCHSAA) Commissioner's Choice Award

Sammy Carden, from Durham Coca-Cola, was one of two recipients of The North Carolina High School Athletic Association (NCHSAA) Commissioner's Choice Award for the 2019-2020 academic year. This award is presented for extraordinary service to the state's high school athletic program as selected by the Commissioner of the NCHSAA. The Commissioner's Choice Awards is a 30 year tradition that debuted during the 1990-91 academic year as the Executive Director's Choice Awards.



Behind the scenes there is always an unsung hero making things happen. For the NCHSAA football and basketball championships hosted in Chapel Hill, **Sammy Carden is one of those heroes.** Carden is native to Granville County and attended South Granville High School where he played football and ran track. He oversees University Concessions for the Coca-Cola Bottling Company of Durham and **this summer marked the beginning of his 50th year with the company.** Sammy has serviced the NCHSAA Football and Basketball State Championships at UNC-Chapel Hill for more than 25 years, quenching the thirst of many fans! Sammy not only delivers product, but services his customers with professionalism, and most importantly, a "servant spirit"—friendly, helpful, doing anything he can that will satisfy the coaches and spectators.

Commissioner Que Tucker noted, "Any time the NCHSAA has been in need of refreshments for our championships, Sammy Carden has been there to provide them. I am pleased to honor Sammy with this award for his status as a true friend of high school athletics and the Association. The award represents just a small token of our appreciation for his service to the student-athletes, fans and members of the NCHSAA."

We know our Members join CCBA in congratulating Sammy on this award as well as 50 magical years of delivering refreshment that only Coca-Cola can provide!

COVID-19 Coca-Cola Stories from Our Front Lines.....(continued from page 6)



A familiar sight on Rapid City streets were High Country's beverage trucks being driven throughout town. The Mayor's office thought these vehicles would be a great means to provide important information to the public and turned to Coca-Cola Bottling Company High Country with an idea.

Our Bottling colleagues, headquartered in Rapid City and family-owned going back three generations agreed that displaying a huge tip sheet on the back of its delivery trucks would help reach larger audiences in a positive way. The truckbacks reminded people to "Do The Five," otherwise known as five ways to help prevent the spread of the virus. The message spread far and wide on High Country's trucks rolling throughout Colorado, Minnesota, Montana, North Dakota, South Dakota, Utah and Wyoming!

Rapid City Mayor Allender added, "Their efforts have greatly assisted the city in getting out important community messages during this critical time." Tura Synhorst, High Country's Executive Vice President of Corporate Affairs shared, "We believe strongly in supporting our local community and we always try to give back and get as involved as we can."

Coca-Cola Bottlers Dedicate Production Capability to Support COVID-19 Test Kits

Southeastern Container (SEC) and Coca-Cola Consolidated ended up on the frontlines fighting COVID-19 when the PET bottle manufacturing coop and the largest independently owned Bottler of Coca-Cola began producing plastic tubes, (with generic closures), from existing bottle preforms, for use in COVID-19 testing kits. Southeastern Container has produced over eleven million tubes in accordance with the U.S. Department of Health and Human Services and Oak Ridge National Lab. The SEC team is now getting ready to produce another ten thousand test tubes – per month – to support testing protocols at the University of Tennessee as students head back to campus.



"In every community across our country, the local Coca-Cola bottler has always been active in serving its community - and this crisis is no different," said Dave Katz, President & COO of Coca-Cola Consolidated, the largest Coca-Cola bottler in the U.S. "Through a series of personal connections, we discovered the opportunity to contribute to the effort to increase COVID-19 testing capacity quickly. For over a hundred years, our family of Coca-Cola bottlers has been honing the production process to serve consumers, and we are honored and excited to pivot that expertise to helping keep Americans safe and healthy."

During a June interview, Coke Consolidated's Kimberly Kuo, SVP Public Affairs & Communications summed it up by saying ... "It feels so good to be a part of the solution to this pandemic – and it really does take a village. It is really rewarding to be able to serve your community in that way."

Scan the code to view
a YouTube video that
features this process



Scan the code to view
local TV news report



Meanwhile, in other Coca-Cola communities...

CCBA Members – including **ABARTA Coca-Cola Beverages**, **Coca-Cola Beverages Northeast**, **Liberty Coca-Cola Beverages**, **Coca-Cola Consolidated** and **Great Lakes Coca-Cola Bottling** – have been giving back throughout this pandemic by donating beverage products, producing hand sanitizer and supporting their local communities through PPE donations. Community stewardship has always been a fundamental part of the Coca-Cola System.



<<<Scan this code to read more about an integrated effort across our system in which Coca-Cola North America partnered with a national network of suppliers to bridge the growing production gap for face shields



A Liberty Coca-Cola Beverages associate loads up plastic sheeting at a distribution center in Elmsford, N.Y.

In Memoriam

We know you join CCBA in sharing condolences...



E. P. Severns, Jr.

Coca-Cola Bottling Company of Kokomo
August 16, 1930 - April 7, 2020

E.P. served as a mentor to many in our Bottling System. He was a local icon and never shy in speaking his mind. In 2002 E.P. was elected to the Beverage World Hall of Fame and in 2013, he was nominated as a Living Legend by the Coca-Cola Bottlers' Association. He was also a consummate gentleman and distinguished Coca-Cola Bottler, who brought out the best in everyone he met.

E.P. Severns, Jr. passed away Tuesday, April 7, 2020, at Primrose Assisted Living. He was born in Kokomo, on August 16, 1930, to Edmond P. and Barbara (Beeson) Severns. E.P. graduated from Kokomo High School in 1949, and he married his high school sweetheart, Virginia Pierce, October 1, 1950. It was a small ceremony with only 2 attendants. His father was the best man and dear family friend, Margot Mad-dox, was the maid of honor.

After serving in the US Army, E.P. returned to Kokomo and joined the family business, Coca-Cola Bottling Company of Kokomo. Edmond P. Severns (E.P.'s father) and his brothers, Frank and Roy, purchased the company in 1935 and serviced the Logansport, Peru and Kokomo territories. Roy lived and worked in Logansport, serving as president. Frank lived in Indianapolis and worked at the Coca-Cola plant in Indianapolis, serving as vice-president. Edmond was never active in the day to day operations. He actually spent his career at Continental Steel in Kokomo, rising to president and later chairman of the board.

E.P. began working his way up through the business as the Severns brothers, in 1944, purchased another Coca-Cola franchise in Elwood, IN. Time flies when you love what you do...and on January 1, 1959, E.P. Severns, Jr became president after his uncles Frank and Roy both retired that same day. E.P. held that position for 60 years, until January 1, 2019 when his son, Craig, succeeded him and was named president of CCBC of Kokomo.

E.P. is survived by his sons, Craig (Kristi) Severns and Tim (Trish) Severns; his daughter, Susan (Francis Ellert); and his grandchildren John McCullough, Nikki Severns, Ally Severns, Betse Ellert, Pierce Ellert, Fritz Ellert and Cabot Ellert. He is also survived by his son-in-law, Jack McCullough. He was preceded in death by his parents; his wife, Virginia; his sister, Diane; and his daughter, Betse Severns McCullough.

E.P. served on many boards and committees. He was one of only a handful of Hoosiers who served on the National Soft Drink Association Board. He was the longest serving member of the Hoosier (Indiana) Beverage Association Board, in that organization's history -- with a tenure over 40 years.

E.P. served for many years on the board of Union Bank and Trust, now known as KeyBank and later served on the board of First Farmers Bank and Trust. He also served on the St. Joseph Hospital Advisory Board and on the boards of Ivy Tech and Kokomo Development Corp. He was a charter member of the Kokomo Schools Education Foundation and helped the organization get started. E.P. was a member of the Kokomo Rotary Club for over 50 years. He was also a lifelong member of Grace United Methodist Church where he was active on numerous committees. E.P. never met a stranger. When he was in Culver, he regularly attended and supported Wesley United Methodist Church.

E.P. has been the recipient of professional and personal recognition throughout his career. He was a member of the Howard County Sports Hall of Fame, the Howard

County Historical Society Hall of Legends and received the distinguished service award from the Boy Scouts of America. He was also especially proud of receiving the *Sagamore of the Wabash* honor from Indiana State Representative Mike Karickhoff. Another highlight includes his induction into Beverage World's Hall of Fame. During his tenure, E.P. saw the number of Coca-Cola franchises go from around 1200 to less than 70 ownership groups, by the time he retired. He made life-long friendships with many bottling colleagues across the country. Many of these cherished relationships have resulted in perpetuated friendships for the next generations.

E.P. and his wife, Virginia loved their family, friends and the 62 ½ years they spent together as husband and wife. They traveled extensively and attended the Western Sales annual (now Mainstream) meeting for Coca-Cola bottlers in Palm Springs, CA each February for more than 20 years! The Palm Springs event and Hilton became like a second home to them; where they reconnected with Coca-Cola friends, as well as other guests and hotel staff members who became as close as family.

The one other place they loved as much as Kokomo was Lake Maxinkuckee and Culver, Indiana. E.P. spent his summers there as a child and he was always proud that he celebrated his first birthday there. He attended Woodcraft Camp in 1940 and was in the Naval School during the summers of 1944-1946 where he was in Naval Company 1. He was always an avid supporter of the academies and sat on the board of the Culver Summer School Alumni Association for several years. He and Virginia were always very proud that both of their daughters and all 7 of their grandchildren graduated from Culver Summer School. Betse and Pierce have graduated and Fritz and Cabot are currently attending Culver Academies. Additionally, John graduated from Butler, Nikki from IU and is currently attending graduate school and Ally is an IU senior.

The family thanks everyone who has shared messages of support and love, and respect for E.P. They are grateful for and will cherish his kindness, generosity, friendship, happiness, his big smile and his devotion to his wife, family, his employees and to this community at large.

There are many wonderful stories about E.P. and the Coca-Cola business. In his obituary, his family shared this story. When E.P. was young, he was running routes and delivering product for Coca-Cola Kokomo. He went to the VFW on N Washington Street in Kokomo. It had a long driveway and he always tried to back the truck in that driveway because he then had a much shorter distance to wheel the cases. There was a vehicle blocking the driveway so he had to park on the street. He entered the VFW and there were only two people inside, a bartender and a man sitting at the bar drinking a beer. E.P. asked the men if they knew who the green Dodge belonged to. The man sitting at the bar said in a nasty voice, it's none of your business who that green Dodge belongs. E.P. didn't say anything, he just started to take care of the delivery. He rounded up all of the empty bottles and wheeled those out and loaded them on his truck. He then loaded up all of the full cases and wheeled them in and stacked them in the storage room. He then did his paperwork and took that to the bartender and received payment. As he reached the door to leave he turned to the two men and said in a loud voice "I know it isn't any of my business who that green Dodge belongs to, but if you ever find out who that is please let them know it has been on fire since I arrived here"!

Memorial contributions may be made in E.P.'s memory to **Grace United Methodist Church and/or Community Foundation of Howard County and/or Culver Educational Foundation-Summer Endowment**, or to the charity of the donor's choice. Messages of condolence may be left online at www.shirleyandstout.com (Shirley & Stout Funeral Home.)

We know you join CCBA in sharing condolences...



Joseph "Joey" Harold Wilson, Jr.

Clark Beverage Group

March 20, 1964 ~ June 6, 2020

Joseph "Joey" Harold Wilson Jr., age 56 of Horse Cave, went to be with our Heavenly Father on June 6th, 2020. He was born on March 20th, 1964 to Joseph Harold Wilson Sr. and Barbara Hines Wilson of Caneyville. He graduated from Grayson County High School in 1983 where he excelled in football, specifically his senior year as the team captain, voted MVP, a 2x All-State player, and named the All Rough River Conference Player. He went on to play at Tennessee Military Institute and eventually transferred to Western Kentucky University. He lived a Christian lifestyle and was a member of Zion Baptist Church. Joey was an avid deer hunter, a loyal Louisville Cardinals fan, and most importantly, a family man.

He began working for Clark Beverage Group in Oakland as a route driver on April 17th, 1989 with goals of working his way to the top. 31 years later, perseverance and consistent hard-work found him as the Chief Operating Officer. He is described by his coworkers and friends as an influential man, a great boss, and well known for his genuine compassion for others. But above all, he is known for his immeasurable love for his wife and children. He was considered Superman to his daughters and the soulmate to his wife. Joey married his wife, Dane Petett, on August 10, 1991 and spent the next 29 years of his life married to his best friend.

Including his parents, Joey is survived by his wife and soulmate, Dane (Petett) Wilson; three daughters, Lexee Wilson of Smiths Grove, Kylee Wilson of Horse Cave, Ali Estevez (Eric) of Tampa, Florida; and three grandchildren, Eliana, Ava, and Eric Jr.

Expressions of sympathy may take the form of contributions to the **Joey Wilson Memorial Scholarship Fund** (3138 Charlie Moran Hwy, Horse Cave, KY 42749; the **American Heart Association** - Bowling Green Location (1106 Lovers Lane Ste A1, Bowling Green, KY 42103), or the **Skin Cancer Foundation** (205 Lexington Avenue, 11th Floor, New York, NY). Condolences may also be expressed online at www.winnfuneralhome.com



Richard Michael (Dick) Montag

Coca-Cola Bottling Bellingham

February 18, 1942 – May 8, 2020

Richard Michael (Dick) Montag, 78, a lifelong resident of Bellingham, Washington, passed away Friday, May 8, 2020 at St. Joseph's Hospital from natural causes. He was born February 18, 1942 to Roland M. Montag and Ruth M. (Daesener) Montag. His ancestors migrated from Germany to Hoboken, New Jersey. From N. J., his grandfather and great uncle went to the Klondike Goldrush and panned for gold in Alaska. With the money the duo earned in Alaska, they purchased the Bellingham Bottling Works, which eventually became the Coca-Cola franchise for Whatcom County. As a result, Dick grew up working in all aspects of the family business. From his youth until he retired as Vice President in 1998, Dick worked on and maintained the bottling line, fixed and maintained delivery trucks, and everything in between! There is a wonderful photo of a 5 ½ year old Dick in the passenger side of a new 1947 COE route truck.

He attended Lowell Elementary School, Campus School (an experimental school at WWU), Fairhaven Middle School, Bellingham High School and Western Washington University. Dick decided to leave the university after his first year to focus all his energy on Coca-Cola. During this time, he served his country as a United States Air National Guardsman. He married his high school sweetheart, Sheridan Ann Bundy in November of 1962 and were married 58 years.

Dick loved the family business and it's been said that he had Coca-Cola running in his veins. He also loved a good party, whether it be with family, friends, classmates, co-workers... it didn't matter. He would do anything to help out a fellow human, he would "give you the shirt off his back". His talents were impressive. Dick could fix anything, and he fixed everything! His love for fixing things became an expensive hobby. He started with cars and restored 10 vehicles (from a 1928 Willis Knight to a 1966 Ford Mustang Convertible.) He then moved on to boats and restored 8 boats. His first was a 37' Egg Harbor sedan and his last was a 1953 U-22 Chris Craft sportsman, which he just finished in 2019, but never got to see it run. Dick was a master woodworker and craftsman. If you stopped by for a boat ride you would end up seeing the entire lake - his family coined it the, "3-hour tour".

Dick loved his community and the people he served. He was an active member of the Lion's Club, The Antique Automobile Restorer's Club, The Executive Club, The Salvation Army, The Yacht Club (he worked his way up the chain to Commodore), and the Lake Whatcom Motorboat Club (established in 1904.) Dick spent his childhood playing at the family cabin on Lummi Island. It was on the Island that began his love for the water and boating. He and Sheridan spent many weekends in the San Juan Islands and made several longer trips including a favorite to Desolation Sound. He also loved to Ski.

In retirement, Dick enjoyed watching his grandkids play sports (basketball, football, soccer and lacrosse). He was often the loudest fan in the stands and the kids loved it! His low, booming voice will be missed. Dick is survived by his wife Sheridan, children Stacy Montag (Son Marcus), Steve Montag (Tracy Bland) and Shannon Funk (Husband Brian and Children Briley, Christina and Tommy). He was preceded in death by his Father (Roland), Mother (Ruth), Daughter (Lisa Ann), Sister (Mary Margaret), and friends (Terry Buzzard and Jerry Nevins).

In Memoriam

We know you join CCBA in sharing condolences...



Charles Wilson

Austin Coca-Cola Bottling Company

May 21, 1922 - April 11, 2020

This obituary was written by Charles Wilson himself in 2019...

Charles "Chuck" Wilson was born on May 21, 1922 in San Antonio Texas; the eldest son of George and Marjorie (Lewis) Wilson. The family moved to Austin in 1924 when George bought a one-half interest in The Austin Bottling Works. Chuck attended Austin Public School where he played on the tennis team in high school. He then attended the Colorado School of Mines where he played varsity basketball for three years. After graduating with a degree in Geological Engineering, he worked for oil companies as a geologist in Mississippi, western Wyoming and south-central Texas. In 1945, he joined the Army Air Corps where he served under the base engineer of the Atsugi Air Base in Japan. In March 1947, Chuck married his high school sweetheart, Wanda Valentine, and joined his father and brother working in the Austin Coca-Cola Bottling Company.

After their father's death in 1956, Chuck and his brother, Jim, jointly took over operating the business, and in 1957 they purchased the Rochester Coca-Cola Bottling Company. Given Rochester's population growth the acquisition proved to be a very good move. Jim retired in 1982 and Chuck bought out his interest in the business. In 1986, Chuck and four other Coke bottlers bought the Pine City and Rice Lake Coca-Cola Bottling companies and joined their franchise areas to form the St. Croix Coca-Cola Bottling Company. A number of years later, one of the partners bought out Chuck and the other three.

In 1947, when Chuck joined the family Coca-Cola Company, there were about 1,200 independent Coca-Cola franchises in the country mostly family-owned. When he sold his company in 2002, because of consolidations, there were only about 70 left. Chuck would tell people that he had one of the 70 biggest Coke bottlers in the country. And then he would confess that there were only 70. He always credited whatever success the business had it was because of the really good people he employed. Many of them remained his good friends for years after the business was sold. Chuck was appointed by the Mower County Board to represent the County as one of the original five managers of the Turtle Creek Watershed District where he was the treasurer for many years. He also served as president of the Chamber of Commerce, the Development of Austin Corporation and the Rotary Club. He was on the Board of Directors of The U.S. Bank Austin and the Board of Sterling State Bank. Chuck loved playing basketball and tennis. He played basketball in the City League and then at the YMCA until he was 68 and tennis for another ten years. He won several city doubles titles which he always said were because of his partner, Dr. Fred Albert. Chuck was given the lifetime achievement award by the Chamber of Commerce and the Distinguished Alumnus Award by the Austin High School Alumni Group.

All in all, Chuck always felt he had a wonderful life, and he knew the smartest thing he ever did was to marry Wanda. Chuck is survived by his four children: Mark and wife Nancy Wilson, of Edina, Minnesota and Telluride, Colorado; Scott of Billings, Montana; Zachary of Fort Collins, Colorado; and daughter Jean Wilson Kane and husband Tom in Deephaven, Minnesota. He is also survived by 11 grandchildren and 5 great-grandchildren. Arrangements by Mayer Funeral Home. Condolences may be left online at mayerfh.com



Nancy Ann Kincade Williams

Corinth Coca-Cola

August 16, 1941 – April 26, 2020

Nancy Ann Kincade Williams, 78, of Corinth, passed away at her home on April 26, 2020, after an 11-year battle with Pulmonary Fibrosis. Born in 1941, she was the only daughter of Sally and Robert Kincade and grew up in the Mississippi Delta with her brother, Pat Kincade. She graduated in 1959 from Clarksdale High School where she was elected both Homecoming Queen and Miss CHS (Clarksdale High School). She spent her freshman year at Mississippi University for Women, then transferred to the University of Mississippi, the alma mater of both of her parents and where her father was awarded the coveted Norris Trophy as the best male athlete.

On the first day of orientation at Ole Miss, she met the love of her life, Kenneth Weaver Williams from Corinth. She was a member of Delta Delta Delta Sorority and was crowned Sweetheart of Sigma Chi in 1962. She and Kenneth married in February of 1963. With a teaching degree in hand, she taught school until her ultimate teaching job began with her children. Mrs. Williams was a loving and dedicated mother to her four children, and later was a loving influence on her 15 grandchildren and 5 great grandchildren.

Mrs. Williams was a member of Fin de Siecle Club, Garden Club, and Junior Auxiliary. She served as home room mother for many years, scout leader, and swim team coach. As a faithful disciple of Jesus Christ, she taught Bible Study at her church, First United Methodist Church, as well as in the community. She volunteered as a youth leader at FUMC and her influence spread far and wide, one individual at a time. Her last years of life were spent battling a difficult illness, yet she found her purpose in praying for others.

Survivors include her husband of 57 years, Kenneth Weaver Williams; four children, Nan Williams Green (Stuart) of Corinth and Vicksburg, Sara Williams Berry (Mont) of Tupelo; Ken Williams (Edi) of Corinth; and Martin Williams (Adriene) of Jackson, Tenn.; and her brother, Pat Kincade (Cheryl) of Ventura, Calif.; 15 grandchildren, who she adored, her 5 great grandchildren, and many beloved nieces, nephews and a multitude of friends. Mrs. Williams was preceded in death by her parents, Sara Stevens Kincade (Sally) and Robert Patton Kincade.

We know you join CCBA in sharing condolences...



William Kenan Rand, Jr.

Durham Coca-Cola Bottling Company

October 18, 1926 - July 18, 2020

Kenan was an icon of the Coca-Cola Bottling Family, an outspoken advocate for Bottler rights and 20 year member of the CCBA Board of Governors. He was one of many legendary figures within our rich Association history. In 2013, Kenan was nominated as a Living Legend by The Coca-Cola Bottlers' Association as part of its Centennial Anniversary. Durham Coca-Cola was also the first Member of The Coca-Cola Bottlers' Association.

William Kenan Rand, Jr. died at Croasdaile Village in Durham on July 18, 2020. A lifelong resident of Durham, he was born on October 18, 1926, to William Kenan Rand, Sr. and Fannie Powell Rand. He was predeceased by his wife of sixty-two years, Nancy Hager Rand, and his sister, Mary Elizabeth Rand Lupton (Charles), and is survived by his brother-in-law, John Henry Hager (Margaret) of Richmond, Virginia.

The home where Kenan grew up, located on Watts Street, is now the home where his daughter, Virginia (Ginny) and her husband, John Bowman, have raised their family. Kenan attended Watts Street School, Carr Junior High, and Durham High School, graduating in the class of 1944. After serving as a Seaman First Class in the Philippines from 1945-46, Kenan attended the University of North Carolina at Chapel Hill along with many other returning GIs. He was a member of Phi Delta Theta and played football, becoming lifelong friends with many of the gridiron stars of the late 1940s at Carolina.

A civic leader in the community, Kenan worked almost his entire career for the Durham Coca-Cola Bottling Company. His son, Hager Rand, currently runs the same business founded by his grandfather in 1906. Kenan also developed and managed Northgate Shopping Center, which became Northgate Mall, and was later managed by his daughter, Ginny Bowman.

Kenan and Nancy believed in giving back to the community in which they lived, and their efforts on behalf of such organizations as United Way, the YMCA, the Durham Chamber of Commerce, local hospitals, and the University of North Carolina, Duke University, and Purdue University (where Nancy attended) were numerous. Among the honors that Kenan received were the Chamber of Commerce's Civic Honor Award in 1973 and nomination as a "Living Legend" by the Coca-Cola Bottlers Association.

Beginning in the 1950s, Nancy and Kenan welcomed friends and family on summer weekends to a cabin on Kerr Lake near Henderson, North Carolina. They taught each of their children, grandchildren, nieces and nephews, along with too many friends to count, how to water ski, sail and fish, and this tradition continued for decades. Kenan's first love as a child was horseback riding. He spent several summers at Camp Sequoyah, a boys' camp in Weaverville, North Carolina, and later taught horseback riding there as a counselor during WWII. In later years, Kenan operated Nutbush Farms in Vance County where he raised Black Angus cattle and horses, some of which were thoroughbreds. Twice he was named NC Thoroughbred Breeder of the Year. An avid sports enthusiast, Kenan attended football, basketball and baseball games throughout his life. He was proud of supporting the UNC Educational Foundation from its inception.

Kenan and Nancy each served as deacons at Watts Street Baptist Church. They were proud to raise four children: Dr. William Kenan Rand, III (Kristine) of Norfolk, Virginia; Ruth Rand Waldrop (Al) of Houston, Texas; Virginia Rand Bowman (John) and Marshall Hager Rand (Stephanie) of Durham. Kenan was equally proud of eleven grandchildren and six great-grandchildren, as well as his extended family.

Additionally, Kenan is survived by nephews Jack Hager (Katharine) and Henry Hager (Jenna), and numerous grand-nieces, grand-nephews, and cousins on both sides of the family.

Kenan's family and friends will forever remember him fondly and seek to live up to his example of deep love, humor, and perseverance. The family deeply appreciates the kind and compassionate assistance of administrative and health care providers during Kenan's long tenure at Croasdaile Village.

In lieu of customary remembrances, please consider a memorial contribution to: **UNC Educational Foundation** – PO Box 2446, Chapel Hill, NC 27515, Phone: (919) 843-2000; **Durham YMCA** - 801 Corporate Center Drive, Suite 200, Raleigh, NC 27607, Phone: (919) 719-9622; **Coca-Cola Scholars Foundation**, 1 Coca-Cola Plaza, NAT 17, D-3002, Atlanta, GA 30313, Phone: (800) 306-2653; or to a charitable organization of your choice.



Member Resources

Spring Financial Management Webinar Highlights

CCBA Hosts its FIRST VIRTUAL Financial Forum !

The annual spring Financial Management Forum is designed to provide insight and fellow-ship that supports our Members' financial and business planning. Over the years, this meeting has also become known for its locations and settings that provide an opportunity for relaxed conversation and collaboration among attendees. However, like many planned events this year, the Financial Forum transformed to our new reality and pivoted to a virtual session!

And....on Wednesday, June 17th, approximately seventy-five Members across our Bottling community joined CCBA online... for this year's first Financial Management Webinar.

The meeting kicked off with comments from Suzy Higginbotham, CCBA's Chief Financial Officer. Suzy explained the agenda, offered comments and set the tone for the session before introducing Tim Quinlan of Wells Fargo. Tom offered an in-depth overview and outlook on our economy, sharing his thoughts and observations with data points that provided a valuable perspective.

The next topic on the agenda was on top of mind for most. COVID-19 has created unexpected and unprecedented challenges across our system. We

welcomed, Wendy Aguilar (CCBC Yakima & Tri-Cities) and Sheri Preston (Liberty Coca-Cola Beverages) who each discussed how their organizations were managing the impact of COVID-19 on their business. These discussions offered a unique perspective and point of view to our CCBA Members by sharing learnings and experiences from diverse consumer markets, geography, business scope and organization.

John Gould, CCBA's Executive Director followed with a discussion of Association and industry related issues, before Suzy (Higginbotham) addressed the group to formally conclude the webinar. Thank you to those who took time to offer feedback via the survey that was shared after the session. Your comments and ratings will be very helpful in informing future sessions.

The Financial Management Forum is open to all Bottlers and even in a virtual setting, provides an excellent opportunity to discuss meaningful financial management topics, col-laborate with fellow members, industry colleagues and experts!

Scan the code to view the webinar recording and/or check out the presentations from the session.
(You will need your CCBA website password to access.)



Time to Celebrate

A new member joins the Coca-Cola and Lehrkind family!

Introducing...

Georgia Elizabeth Lehrkind

June 3, 2020

6lbs. 11oz.

19 inches

Proud Parents

Carl IV and Ellie Lehrkind

Proud Grandparents

Carl III and Sally Lehrkind



Introducing a NEW Logo!

Thank you to Coca-Cola Bottling Company of Winona, Minnesota, for sharing your new and locally significant design!



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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.