



Malt Beverage Distributors Association of Pennsylvania

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MBDA'S

80th Annual CONVENTION AND TRADE SHOW

Crowne Plaza Hotel

260 Mall Boulevard, King of Prussia, Pennsylvania 19406 • 610-265-7500

See Legislative and Court Updates Addressed Later in this Newsletter

Saturday, April 23rd

| | |
|--------------------|--|
| 10:00 AM - 5:30 PM | Brewery Tours to Victory in Parkesburg & Sly Fox in Pottstown—includes transportation, beer & lunch. |
| 7:00 PM - 8:00 PM | Cocktail Party |
| 8:00 PM - 12:00 AM | Banquet, Auction, Casino Night—Great food, beer, entertainment & prizes. |

Sunday, April 24th

| | |
|---------------------|--|
| 9:00 AM - 12:00 PM | Employee RAMP (Responsible Alcohol Management Program) |
| 10:00 AM - 11:30 AM | General Business Session— “Helping Distributors Improve & Grow Their Businesses.” |
| 11:30 AM - 12:30 PM | Distributor Business Session & Membership Meeting— “Legislative & Legal Updates.” |
| 12:30 PM - 1:00 PM | Distributor Policy Board Meeting |
| 1:00 PM - 5:00 PM | Brewer, Importer, Allied Supplier Hospitality. |
| 7:00 PM - 10:00 PM | Evening at Capital Grille Restaurant in King of Prussia. |

**All Beer Distributors,
Brewers, Importers,
and Allied Trade
Suppliers Are Invited
To Attend**

PA Supreme Court issued an order

The PA Supreme Court issued an order agreeing to hear MBDA's appeal regarding the interpretation given the “gas prohibition” by Commonwealth Court. This appeal will be heard this year. The Liquor Code's gas prohibition and our appeal is intended to prohibit the sale of alcohol and motor fuel from the same location, place or property.



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www.mbdapa.org

Save Time and Money Register in Advance

MBDA recommends that you register in advance for all convention events. Enclosed are pre-registration forms for “All Events” to include cocktail party, banquet, auction, casino, business sessions & supplier hospitalities; “Daily Events” for attendance to select functions, and employee “RAMP”.

Note that tickets for the brewery tour and dinner at the Capital Grille are priced separate of in-hotel convention events and can be purchased using the “All-Events” or “Daily Events” form.

Please return registration forms to MBDA before April 8th. See page 3 for details on each convention event.

Largest State Beer Distributor Convention

Convention Chairman Dave VanZant of Cape Horn Beverage, Red Lion announced that MBDA will present an outstanding convention for its beer distributors, brewers, importers and allied trade suppliers.

This two-day event is the largest state beer distributor convention in the country. Attendance should exceed 400 registrants. Make plans now to come to the Convention, join in on the fun, and improve your business too. We look forward to seeing you there!

Easy to Get To

The Crowne Plaza Hotel, 260 Mall Boulevard, King of Prussia, is located in the heart of Southeastern Pennsylvania. The hotel is 20 minutes from downtown Philadelphia, only a 2-hour drive from Harrisburg, and 4½ hours from Pittsburgh. I-76, I-476, 422, 202 and the PA Turnpike all offer easy access to King of Prussia. Hotel parking is complimentary.

The hotel is only 30 miles from Philadelphia International Airport and Amtrak Train Station. Transportation between the airport or train station and the hotel is provided by taxi or by Tropiano Transportation. Call Tropiano at 215-616-5370 or go on-line at tropshuttle.com for schedule and cost.

Guestrooms Offered at a Discounted Rate

MBDA is pleased to offer our convention registrants an incredible room rate of only \$119.00 per day + 8% tax based on single or double occupancy.

Located across from the King of Prussia Mall, the Crowne Plaza features first class hotel accommodations. Each of the hotel's stylish guestrooms are furnished with your choice of a king-sized bed or two-queen beds. In-room amenities include a 37" flat screen television with premium channels, mini refrigerator, wired and wireless high speed Internet access, coffee/coffee makers, and iron/ironing board. All rooms are non-smoking. For a tour of the hotel go to cpvalleyforge.com/.

The hotel offers each overnight guest complimentary access to LA Fitness adjacent to the hotel. The health club features an indoor pool, running tracks, large free weight area, racquetball, sauna and whirlpool.

Guarantee Your Room Reservation Before April 1ST

To insure that you receive MBDA's discounted room rate, please contact the Crowne Plaza Hotel by phone #610-265-7500 prior to April 1st and request the Malt Beverage Distributors Association room block. All reservations must be guaranteed with a credit card. Check-in time is 3:00 PM. Check-out is 11:00 AM.

King of Prussia Offers Fun and Activities for Everyone

There is plenty to do for convention attendees and their families. Theaters, restaurants, shops and professional sports teams offer something for everyone. Just minutes from the Crowne Plaza, history buffs can visit a dozen Revolutionary War sites including Valley Forge National Historical Park. Many of the historic sites of George Washington's winter encampment have been recreated with authentic forts, rows of cannons, soldiers' huts and the headquarters of General Washington himself.

Across from the hotel, shoppers can enjoy The Plaza & Court of King of Prussia—the largest shopping mall in the United States with over 400 stores. The Crowne Plaza offers free shuttle service.

Philadelphia's Liberty Bell, Art Museum and National Constitution Center are only a short drive away.



Important Business Sessions Outstanding Trade Show ★ Exciting Social Events

Saturday, April 23rd

- MBDA has scheduled Brewery Tours of Victory in Parkesburg and Sly Fox in Pottstown. Our bus departs the hotel at 10:00 AM and returns at 5:30 PM. Cost of \$60.00 per-person includes transportation, beer and lunch.
- Our one-hour Cocktail Party begins at 7:00 PM and offers complimentary beer and scrumptious hors d'oeuvres.
- The Association's Banquet, Auction & Casino Night starting at 8:00 PM are the highlights of our social events. Enjoy fine brews and superb food stations that include salad; pasta; carved beef, turkey & ham; seafood; desserts, etc. Play craps, blackjack, poker, roulette and win valuable prizes.

Sunday, April 24th

- The Responsible Alcohol Management Program (RAMP) for beer distributor employees has been scheduled from 9:00 AM to 12:00 PM. Have your employees well trained not to sell to minors and avoid fines and citations. Cost is only \$45.00/person for members and \$60.00/person for non-members. Included in the price is afternoon admission to brewer, importer and allied trade supplier hospitality and exhibit booths. Please return the enclosed RAMP registration form to MBDA before April 8th.
- Distributors, brewers, importers and allied trade suppliers are urged to attend our General Business Session starting at 10:00 AM. **We are honored to have Bruce Kaye and Mark Lindner of MillerCoors address our audience.** They will do a one-hour presentation followed by a 30-minute question and answer session on helping distributors improve and grow their businesses. Our distributor network is their #1 retail market, and they will include initiatives to enable us to become a more viable business.

MBDA directors and members who previously attended this seminar report that they were impressed with the information, ideas and statistics that were shared with them.

- Our Distributors' Business Session & Annual Membership Meeting scheduled for 11:30 AM is open to distributor members only. This is an ideal opportunity to acquire industry knowledge and obtain information that is essential in the daily operation of your business. Your MBDA president and staff will review and update you on legislative and legal issues of concern and importance to you.



- The MBDA Policy Board Representatives will hold their annual meeting at 12:30 PM. They will elect Association district vice presidents and directors for our fiscal year beginning July 1, 2016. All representatives are urged to attend the policy board meeting. You will be sent detailed information later this month.
- Brewer and Importer Hospitality Booths open at 1:00 PM. It is expected that over twenty major suppliers (national, regional and local) will make arrangements for hospitality headquarters. Our registrants are welcome to enjoy beer, soft drinks, food, snacks and entertainment. Admission to all hospitality booths is by badge only.
- Our Allied Trade Suppliers open their booths at 1:00 PM. The trade exhibits are an important feature of the Convention designed to help our distributors make money, cut down on expenses and increase the efficiency of their businesses. It is anticipated that at least fifteen allied trade suppliers will provide demonstrations of cost-saving aids and profit-making items at their booths. Admission to all trade supplier booths is by badge only.

A list of participating brewers, importers and allied trade suppliers will be noted in our April newsletter sent to MBDA members. Distributors who attend Sunday's Trade Show qualify for manufacturers' promotions, prizes, and valuable give-a-ways.

- At 7:00 PM, we've scheduled dinner at the Capital Grille in King of Prussia. Enjoy a scrumptious three-course meal at this fine-dining restaurant, offering dry-aged steaks and the freshest seafood.

Qualify for Discounts Register Before April 8th

Enclosed are two registration forms—"Pre-Registration for All-Events" and "Daily Events Advanced Registration". Please complete the forms, enclose your check, and return to MBDA before April 8th. Read the forms carefully for fees and listing of events.

Pre-Registration for All-Events is your best buy! You'll save money when compared to purchasing admission to each event separately, and you'll receive a complimentary copy of our 2016 Trade Directory.

If you cannot attend the entire Convention and want to purchase badges and tickets separately for each event, please use the Daily Events Advanced Registration form (blue). The Association is offering a discount to daily registrants who buy badges in advance for admission to brewer, importer and allied trade supplier hospitality booths on Sunday, April 24th.

Pre-Registration eliminates your wait in line at the Convention. Your badges will be readily available to you at MBDA's convention registration desk on Saturday, April 23rd, from 9:30 AM to 6:00 PM and on Sunday, April 24th, from 8:30 AM to 5:00 PM. If you cannot register in advance, daily event badges and tickets can be purchased at our convention registration desk on each day.

MBDA has the lowest convention registration rate of any state or national distributor association. **This is a Convention that no industry member can afford to miss!**



To Reserve Your Hospitality or Exhibit Booth

Everything you require for a successful convention is here! All meeting space is located on the hotel's lobby level—ideal for brewer hospitality and allied trade supplier exhibits. We guarantee exposure for all brewers, importers and allied trade suppliers.

Manufacturers who are interested in participating need only to return their Booth Reservation Request Form to MBDA. Form was recently sent to you under separate cover. If you have any questions, please contact MBDA's Convention Coordinator, Stephanie Eckert, at 215-732-6258, or email mbdassn@aol.com. **Please let us hear from you at your earliest convenience.**

Why Suppliers Should Participate

- ✓ MBDA's Annual Convention is the largest state distributors convention in the country.
- ✓ Pennsylvania is one of the nation's largest volume and per capita consuming states for malt beverages.
- ✓ We attract strictly Industry personnel—your serious shoppers.
- ✓ The Convention is an excellent way to promote your products and services. You are welcome to sell, take orders and schedule appointments—all right from your booth.
- ✓ You gain exposure for your Company.
- ✓ Your customers will be in attendance. The Convention gives you the opportunity to strengthen your business contacts.
- ✓ You will make new business contacts. Our Convention is the least expensive way of reaching new buyers.
- ✓ You will have a full day to showcase your products and services. The Association's business sessions do not compete with the hospitality and exhibit hours.
- ✓ The Association has kept its Convention very affordable.
- ✓ The Convention gives you the opportunity to network with your Industry peers.



2016 Trade Directory — The Industry's Official Handbook

The MBDA Trade Directory is recognized as the official handbook for the Industry. It contains numerous product advertisements and important trade information. The Directory is a year-round reference book used by distributors, brewers, importers and allied trade suppliers doing business in Pennsylvania. It will be distributed at the Convention free of charge to all MBDA members and ad subscribers.

Vital information contained in the Trade Directory includes:

- Names, addresses and classifications of all Pennsylvania beer distributors.
- Association officers, board members and staff.
- Digest of industry state laws and regulations.
- Annual release of the PA Revenue Department indicating malt beverages sold by container size.
- Annual release of the PA Liquor Control Board showing the number of various licenses by county.
- Listing with addresses and telephone numbers for officials of the PA Liquor Control Board, State Police Bureau of Liquor Control Enforcement, PA Revenue Department, and Alcohol & Tobacco Tax & Trade Bureau.
- Names, addresses and telephone numbers of our State Senators and Representatives for their Harrisburg and district offices.
- Names, addresses and products of our associate members and participating brewers, importers and allied trade suppliers.

Who Should Subscribe

- Every ID Distributor is encouraged to subscribe to a full-page ad. This is an excellent opportunity for the wholesale distributor to promote his own special interest and image as well as the brewer's brand product.
- Distributors, D & ID, who do not have a particular brand can show their support for this much-needed trade publication with their own ad. It is important for distributors to suggest to their sources of supply and county associations to place ads.
- Brewers, importers and allied trade suppliers are especially urged to subscribe to ads. The Directory is the best possible way to remind Pennsylvania's distributors of your products and services.

Please give serious consideration to inserting a color ad. With your support we expect the 80th annual edition of the Trade Directory to be the largest issued by the Association.

Purchase Advertising Space It Gives You Visibility

An Order Form for Trade Directory Advertisement with prices and ad placement details is enclosed. Please return the order form together with your ad material to our Executive Office by March 18th.

We encourage you to be part of MBDA's 80th Annual Trade Directory. Your support of our industry's publication is very much appreciated.

Please Provide Your Email Address and Cell Number

MBDA members who have not provided us with their email address are missing out on the latest industry news as it's happening. E-newsletters are sent to members on a weekly basis and alerts are sent as needed.

If we don't have your e-mail address or cell number, please send them to us at mbdassn@aol.com

Visit MBDA Website

For developments, please continue to go on-line at www.mbdapa.org.



Good News: Supreme Court agrees to hear Gas Prohibition Cases

Appeals from Commonwealth Court will be argued this year. Supermarkets and convenience stores will invest to fight for the right to sell beer.

On February 16, 2016 the Malt Beverage Distributors Association scored a significant legal victory: the Pennsylvania Supreme Court has agreed to decide whether gas stations can also sell beer. Specifically, after request by legal counsel for the MBDA, the Supreme Court agreed to decide the following three questions:

1. Can a single store sell both gasoline and beer without violating the Liquor Code?
2. Section 404 of the Liquor Code prohibits the transfer of a liquor license to a "location" where "the sale of liquid fuels or oil is conducted"; what is a location?
3. Section 468(a)(3) of the Liquor Code prohibits the transfer of a liquor license to "any place or property upon which is located as a business the sale of liquid fuels and oil"; what is a place or property?

Since the state's Supreme Court issues about 100 full opinions per year, this allowance of an appeal is considered a major achievement for the MBDA. Many ask the court to hear their cases but few are granted the right to be heard. We believe this order recognizes that these are important issues that have a wide impact within the state.

Legal Defense Fund Alert

Despite this legal victory, it is just a preliminary decision and the fight is just beginning. The Supreme Court has only decided that it will hear these issues, it has not yet decided how it will rule. The MBDA's legal team needs to make one final push to get the Liquor Code interpreted in the way it was written.

This effort is, however, expensive. A substantial amount of legal expense has gone into the simply making the request to the Court to have it hear these cases. Merely preparing and presenting a successful request – as has been done here – is considered a significant legal achievement. Now, we are at least in the game.

Significant resources will be needed to fund the preparation of the legal briefs and oral argument.

We need contributions from members who are concerned about supermarkets and convenience stores selling gasoline and alcohol. Our Legal Defense Fund is not covered by our dues. We need you to contribute. We know the Pennsylvania Food Merchants Association and the individual corporate chains will have all the money they need to fund their effort at the highest level. And we know they will be putting significant resources into trying to ensure we lose this fight.

While we believe we have sound public policy and reason on our side, we need to properly fund the effort to make our arguments.

Please make your business or personal check payable to the MBDA Legal Defense Fund and mail it to 230 S. Broad St., Suite 903, Philadelphia, PA 19102.

For updates and more information, attend our April 24th Business Sessions and Annual Membership Meeting

Legislative Update

HB 1690 would allow restaurant and hotel licensees to sell 4 bottles of wine for off-premises consumption and would codify the PLCB's interpretation of the liquid fuel prohibition in the Liquor Code to allow gas stations to qualify for licensure. Obviously, this is a grocery and convenience store bill!

The legislation remains in the House Rules Committee where it has been since December 13, 2015. As of now, no action has been scheduled. MBDA continues to monitor and oppose.

Thank you MBDA members—Your voices were heard by your legislators, and we were effective in communicating our opposition to the bill.

PLCB Seminars

The Pennsylvania Liquor Control Board announced that it is rolling out new initiatives that will impact how licensees renew their license, pay fees, and apply for permits.

They have scheduled three seminars—March 1st in Harrisburg; March 29th in Pittsburgh; and April 12th in Philadelphia. Time will be reserved for addressing questions from licensees.

To register for a seminar go to lcb.state.pa.us, click on "Licensing" and "PLCB Seminar".



MBDA Celebrates One-Year Anniversary of 12-Pack Sales

History was made on March 6, 2015! As a result of advocacy by MBDA and litigation filed on behalf of a Pennsylvania brewery, Rivertowne Brewing in Export, and two Allegheny County distributor members, Pistella Beer Distributor and Save-Mor Beer & Pop Warehouse, the Pennsylvania Liquor Control Board issued an advisory opinion, authorizing distributors to sell package sizes down to a 12-pack of at least 128 ounces.

MBDA was the driving force behind this successful outcome. This not a legislative change to the Liquor Code, but rather an interpretation which your Association had advocated for based upon existing language in the Code, as researched by MBDA Counsel Charles Caputo.

As a result of this monumental and exciting change for our industry, distributors are reporting excellent sales of these smaller packages, and are pleased to be able to provide consumers with even more choices and options. It shows how successful we can be when distributors work with and give their support to MBDA.

MBDA counsel advises that the PLCB's ruling is not limited to 12-packs. It applies to any manufacturer package having a minimum of 128 ounces. Thus, a distributor can sell an 18 (or 15) pack of 12 oz. or 18 oz. cans/bottles—or even down to a 8-pack of 16 oz. cans or bottles—if that is the manufacturer's intent.

Mehaffie Announces Candidacy for State House

Following the January announcement that John Payne who currently represents the 106th House District will not be a candidate for re-election, Tom Mehaffie, President of MBDA, announced that he will seek the Republican nomination. The 106th State House District is located in Dauphin County and includes Conewago Township, Derry Township, Hummelstown, Lower Swatara Township, parts of Middletown, parts of Swatara Township and Royalton.

Mehaffie, owner of Breski Beverage and a licensed distributor for 20 years, is chairman of the Lower Swatara Township Commissioners. Lower Swatara is a first class township with 8,300 residents and is governed by five commissioners. The 106th has 19,594 Republicans, 14,914 Democrats, and 6,177 independents.

Tom's announcement follows: "I am excited to launch my campaign for State House," Mehaffie said. "I am committed to fighting to hold the line on taxes, reforms to make government more effective and efficient and to ensure we have the best schools possible to educate our young people. I believe my experience as a township commissioner in which we worked together and met our obligations as well as a successful business owner will help me be a strong and effective voice in the State House."

With loans from his father and a local bank, Tom, who had worked in accounting, purchased Breski Beverage 20 years ago. Since then he has grown the business, now employing five full-time and seven part-time. Both his business and his residence are in the 106th District. Aside from being a small business owner and township commissioner, Tom is also a member of the Executive Board of the Pennsylvania Municipal League, Dauphin County Planning Commission, the Lower Swatara Lions Club, the Zembo Shrine, and the Prince Edwin Spring Creek Masonic Lodge. He is a former member of the Dauphin County Library Board.

Tom and his wife Linda live in Middletown. She is a successful Realtor, serving as a Middletown Area School Board member. We wish him every success!



PA HOUSE & SENATE DATES

Future session dates for the Pennsylvania House of Representatives and Senate are as follows:

March 14, 15, 16, 21, 22, 23.

April 4, 5, 6, 11, 12, 13.

May (House only 2, 3, 4), (Senate only 9, 10, 11), 16, 17, 18. (House only 23, 24, 25).

June 6, 7, 8, 13, 14, 15, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30.

When not in session, Senators and House Members can be reached at their district offices.



Grass Roots Lobbying

It is extremely important for distributors to personally reach out to their legislators. After you make your contact, please notify MBDA's Executive Office so that we can schedule a follow-up meeting with your Senator and/or House Member. For Senate contact information go to www.pasen.gov. For the House visit www.house.state.pa.us.

If you're not certain as to your House Member, please visit www.house.state.pa.us/, click on "Find My Representative", and then type in your address, city and zip code. For Senators, go to www.pasen.gov/, click on "Find My Senator", and then type in your address, city and zip code.

MBDA Officers and Directors

Officers and directors give generously of their time to attend board meetings, meet with our Senators, House Members and industry partners, and attend legislative receptions. We appreciate their efforts throughout the year, and members should feel free to call on them with questions and suggestions. A listing of officers and directors and their contact information can be found on-line at www.mbdapa.org/documents/officers_directory.pdf. MBDA members can also use the listing that was included with your membership certificate and decal.

Director Vacancies

Vacancies exist in Districts #1 (Philadelphia County), District #4 (Allegheny, Beaver, Fayette, Greene, Washington & Westmoreland), District #6 (Columbia, Montour, Northumberland, Snyder & Union), District #7 (Armstrong, Butler, Cameron, Clarion, Clearfield, Elk, Forest, Indiana & Jefferson), District #10 (Delaware & Montgomery) and District #12 (Bradford, Clinton, Lycoming, Potter, Sullivan & Tioga). MBDA members who are interested in serving are asked to please call the MBDA executive office. You are urged to be active and please get involved.

MBDA Committees

MBDA President Tom Mehaffie asks Association directors and members to volunteer their time and talent to serve on a Sub-Committee to assist us in proactively facing our challenges and helping us make the best possible decisions on behalf of our Association's members. Members who are interested in serving on any of these committees are asked to please call our executive office: **Legislative Committee; Finance Committee; Membership Committee; Convention Committee; Fundraising Committee; Public Relations Committee; Legal Committee.**

Talking Points

When talking with your legislators, please make it clear that as specialty retailers, with basically only beer to sell, any proposal that allows alcoholic beverages to be sold in supermarket, convenience and big-box stores will make it difficult, if not impossible, for the small independent beer distributor to compete and survive.

If 1,300 locally owned beer distributors in 67 counties go out of business, it translates into a loss of over 10,000 good-paying jobs—jobs that would not be recouped by grocery, convenience and big box stores.

Ask your legislators to please keep in mind that you have made a tremendous investment in your business. You have invested your savings, earnings and retirement in a business that provides a very efficient system of distributing 80-80% of the beer sold for off-premises consumption. We are a proven asset and a huge source of revenue for the state and our local communities. We offer convenient hours—7 days a week, great prices, vast selection and knowledgeable service.

We are responsible retailers who make our products available to adults; you don't see children frequent a beer distributor! Another strength of our current system is wide consumer choice. We work with hundreds of manufacturers, from multi-national breweries to the smallest microbreweries. A typical beer distributor provides customers with more than 1,000 choices in the form of multiple brands, styles, sizes, packages and related snacks and supplies.

Supermarkets do not need beer to survive, but we do, and few Pennsylvania jobs would be generated if they are allowed to add alcohol to their already enormous inventory of 50,000+ items. Supermarkets say it's about consumer convenience, but it's really not. It's purely profit driven.

Tell your lawmakers your personal story—how many years you have been in business, how many full and part-time people you employ, the good wages you pay, health and pension benefits that you provide, vacation time that you offer, how much inventory you carry, your involvement in community events, and your excellent record in not selling to minors.





Senate and House Leadership and Committees

We regularly meet with Leadership and Committee Members. But, it is equally important for distributors who reside in the Senatorial or House Districts of Leadership and Committee Members to contact their lawmakers. They are listed below.

PA SENATE LEADERS

Here are the Senate leadership teams for the current session:

Republicans—President Pro Tempore Joseph Scarnati (Jefferson). Majority Leader Jake Corman (Centre). Whip John Gordner (Columbia). Caucus Chairman Bob Mensch (Montgomery). Caucus Secretary Rich Alloway (Franklin). Policy Committee Chairman David Argall (Schuylkill). Caucus Administrator Charles McIlhinney (Bucks). Appropriations Committee Chairman Pat Browne (Lehigh).

Democrats—Minority Leader Jay Costa (Allegheny). Whip Anthony Williams (Philadelphia). Caucus Chairman Wayne Fontana (Allegheny). Caucus Secretary Larry Farnese (Philadelphia). Policy Committee Chairman Lisa Boscola (Northampton). Caucus Administrator John Yudichak (Luzerne). Appropriations Committee Chairman Vincent Hughes (Philadelphia).

PA HOUSE LEADERS

House leadership teams for the current session are:

Republicans—Speaker Mike Turzai (Allegheny). Floor Leader Dave Reed (Indiana). Whip Bryan Cutler (Lancaster). Caucus Chairwoman Sandra Major (Susquehanna). Caucus Secretary Donna Oberlander (Clarion). Policy Chairman Kerry Benninghoff (Centre). Caucus Administrator Brian Ellis (Butler). Appropriations Committee Chairman William Adolph (Delaware).

Democrats—Minority Leader Frank Dermody (Allegheny). Whip Michael Hanna (Clinton). Caucus Chairman Dan Frankel (Allegheny). Caucus Secretary Rosita Youngblood (Philadelphia). Policy Chairman Mike Sturla (Lancaster). Caucus Administrator Neal Goodman (Schuylkill). Appropriations Committee Chairman Joseph Markosek (Allegheny).

PA SENATE COMMITTEE LAW & JUSTICE

The Law & Justice Committee works on alcohol legislation in the Senate. The following is the Republican Committee: Charles McIlhinney (Bucks) is Majority Chairman. Richard Alloway (Franklin) is Vice Chairman.

Members are: John Rafferty (Montgomery). Scott Wagner (York). Don White (Indiana). Gene Yaw (Lycoming). Joseph Scarnati (Jefferson) serves as ex-officio.

The following is the Democratic Committee: James Brewster (Allegheny) is Minority Chairman. Members are: Wayne Fontana (Allegheny). Christine Tartaglione (Philadelphia). Anthony Williams (Philadelphia).

PA HOUSE COMMITTEE LIQUOR CONTROL

The Liquor Control Committee works on alcohol legislation in the House. The following is the Republican Committee: Chris Ross (Chester) is Majority Chairman. Nick Miccarelli (Delaware) is the Majority Secretary. Majority Members are: Becky Corbin (Chester), Sheryl Delozier (Cumberland), Warren Kampf (Chester), Thomas Killion (Delaware), Kurt Masser (Northumberland), Mark Mustio (Allegheny), John Payne (Dauphin), Scott Petri (Bucks), Mike Reese (Westmoreland), Mike Regan (York), Justin Simmons (Lehigh), Curt Sonney (Erie), John Taylor (Philadelphia).

The following is the Democratic Committee: Paul Costa (Allegheny) is Minority Chairman. Minority Members are: Kevin Boyle (Philadelphia), Matthew Bradford (Montgomery), Donna Bullock (Philadelphia), Frank Burns (Cambria), Maria Donatucci (Philadelphia), Patrick Harkins (Erie), Leanne Krueger-Braneky (Delaware), Tim Mahoney (Fayette), Joanne McClinton (Philadelphia), Adam Ravenstahl (Allegheny), Peter Schweyer (Lehigh).



Distributors Political Action Committee (DISPAC)

DISPAC is MBDA's political arm. Its purpose is to raise money and make contributions to the campaigns of legislators who are sensitive to our issues. Your DISPAC contributions enable MBDA officers, directors, staff and members to attend legislative fundraisers and participate in breakfasts and receptions to discuss with our Senators and House Members issues that are of extreme importance to you.

Please help us keep the family-owned and operated beer distributor in business. Will you please give \$250 or more, or whatever you can afford to DISPAC. Make a personal or partnership check (no corporate) payable to DISPAC, and mail it to 230 S. Broad St., Suite 903, Philadelphia, PA 19102. Your future is in your hands!

Avoid Sales to Minors

Distributors are reminded to always ask a suspected minor for current photo identification, make a photocopy or take a photograph of the ID or have him/her sign a declaration of age affidavit. MBDA recommends that you do both. Keep these records on your licensed premises. A photo ID must be a driver's license, identification card issued by the Department of Transportation, military identification, or passport.

We also encourage the use of an electronic scan device. When a valid form of identification, verified as such by use of an electronic scan device, is relied upon in good faith by a distributor, the distributor will be saved from both civil and criminal prosecution for the offense of sale to a minor. MBDA offers electronic scanning equipment to its members at discounted pricing through our endorsed vendor. Contact Stephanie Eckert of our Executive Office for details.

Compliance Checks

The State Police Bureau of Liquor Control Enforcement regularly conducts compliance checks at beer distributors, restaurants, and bars throughout Pennsylvania. They use minors, between the ages of 18 and 20, who appear to be of legal drinking age, as decoys.

Distributors—please be vigilant and card anyone who appears to be underage. Let's maintain our excellent record of not selling to minors.

MBDA Offers Employee RAMP Training

As previously noted in this newsletter, MBDA has scheduled a Responsible Alcohol Management Program (RAMP) for beer distributor employees on April 24th at our Annual Convention at the Crowne Plaza Hotel. To register, please return the enclosed registration form.

Owners and managers can schedule RAMP training by contacting the PLCB at www.lcb.state.pa.us.

Associates Members

MBDA's associate membership year runs from January 1 to December 31, 2016. The cost of becoming an Associate Member starts at only \$300.00 and is open to brewers, importers, allied trade suppliers, and professionals who supply products or provide services to beer distributors.

Our Association recognizes associate members as supporters of our industry and their names, addresses, phone numbers and products or services are noted in MBDA newsletters, on our on-line Buyer's Guide, and in our annual trade directory.

As we go to press, we thank the following firms who have joined our Association. Contact information is noted: **Burns Industrial** (lift truck and equipment), Chris Burns (412)856-9253; **Dotmark Promotions** (beverage insulators

& drinkware), Larry Marks 214-770-7159; **Gerbron Wholesale** (tobacco, candy & paper products), John Gerbron 610-347-0440; **HLA** (tobacco, beverages & snacks), Dylan Hathaway 631-962-2400; **Longley Insurance Agency** (insurance sales & services), Robert Longley 484-883-2703; **Micro Matic USA** (beverage dispensing equipment), Robert Escott 610-625-4464; **Penn National Insurance** (MBDA endorsed insurance company), Jeff Blatherwick 717-234-4941; **Rochester Store Fixture** (beverage dispensing equipment), Sean Doherty 585-546-6706; and **Yards Brewing Company**, Tom Kehoe 215-634-2600.

Manufacturers who are interested in applying for associate membership should return the application sent to you in December. If you misplaced the form please call our Executive Office or obtain one on-line at www.mbdapa.org.



Group Buying Power for MBDA Members

High insurance costs? Reduce them through MBDA's Business Insurance Program. Any Penn National agent can place an MBDA member. You can save money on the cost of your automobile, business owners, general liability, liquor liability, property, umbrella, and worker's compensation insurance. You'll receive expanded coverages at no additional cost, and you'll be eligible to receive a dividend regardless of account size. This program has paid a dividend back to policy holders for eight of the last nine years!

Lower your credit and debit card fees by enrolling in MBDA's processing program through PNC Merchant Services. You'll pay the lowest possible fees on Visa, MasterCard & Discover debit and credit. You'll incur no monthly statement fees and supplies are free of charge. Purchase the latest equipment at minimal cost or have your existing equipment re-programmed free of charge. Take advantage of our gift card program which can be a very effective promotional tool for your business.

Tired of paying high electricity bills? MBDA is excited to offer its members a program through Kinetic Energy. Because of deregulation, everyone can now "shop" the generation portion of their bills. Associations can get a better energy generation rate for members by combining members' generation needs together and shopping this total generation. Each member

will still have their own bills and be responsible for their own payment of the bills. Each member will still have their local utility company maintain and service the wires that carry the electricity to their business. Members will only be entered into an agreement with an energy generation supplier if the price secured is lower than the price currently offered by the utility company.

Many MBDA members have signed up for our energy-saving program. Additional distributors have told us that they are waiting for their current energy contracts to expire so that they too can join our program.

Keep your name in front of your customers through Networker Promotions. Purchase advertising and novelty items at very low pricing, and invoicing takes place only after delivery. Order your free catalog today

Protect your license with an electronic scanning device to prevent underage sales.

Ray Swerdlow offers a choice of several readers at reduced rates.

MBDA members who are interested in a program should contact Stephanie Eckert at the Association's Executive Office.

PNC Merchant Services Relationship Manager

MBDA members who process through PNC Merchant Services are encouraged to contact our Relationship Manager with questions or assistance. You can reach Jammie Jones of PNC at telephone 717-597-4786 or email jammie.jones@pnc.com.

MBDA Membership

MBDA has much to offer beer distributors in our state including timely distribution of industry information; strong government advocacy and public relations consultants; and programs to help us do business more efficiently at a lower cost. We continue to come up with ideas and programs to better serve our members and strengthen our association.

We thank our MBDA members for their continued support. You have enabled us to maintain a powerful voice in Harrisburg in representing Pennsylvania's beer distributors. Members should not hesitate to contact our Executive Office for industry advice or assistance. Call or write us if you have any ideas or suggestions that you believe will enhance the beer business.

Distributors who haven't renewed their membership are asked to do so, and a reminder invoice is enclosed. We ask non-member distributors to please give serious thought to joining MBDA, and an invoice is also enclosed for your use. By becoming a member you give us even more power and influence in taking our message to our state lawmakers. And, an added membership benefit is that you can enroll in our discounted programs. If you don't agree that your savings more than pays for your dues we will gladly refund your money.

Distributors—we look forward to working with you to protect and strengthen our business interests in Pennsylvania.



Distributor Recaps

To our members— We thank you for your vote of confidence. We pledge to do our utmost to always merit your support. Please reach out to a non-member distributor in your area to join MBDA.

To non-members— Please join! Help us promote your interests and voice your concerns in Harrisburg. A membership application is enclosed for your use.

Save money and enroll in MBDA's discounted membership programs—business insurance, credit/debit card processing, electronic scanners, energy, promotional items. See page 11 for details on each program.

Personally reach out to your legislators. You're a voting constituent, and your Senators and House Members want to hear your concerns! See pages 7 & 8 for additional information.

Make a personal contribution to DISPAC—MBDA's Political Action Committee. Show support for and help elect Senators and House Members who support our issues! See page 10 for additional information.

Make a business or personal contribution to the MBDA Legal Defense Fund. We need your help in our critical challenge to gas retailers selling alcoholic beverages. See page 6 for additional information.

Come to MBDA's April 23 & 24 Convention at the Crowne Plaza Hotel, King of Prussia, PA. Join in on the fun and improve your business too! See pages 1 through 5 for details. Call the hotel at 610-265-7500 to make your room reservation.

Provide MBDA with your email address & cell number. You'll be assured of receiving the latest industry news as it's happening!

