



Malt Beverage Distributors Association of Pennsylvania

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MBDA'S
80th Annual
CONVENTION AND TRADE SHOW **LAST CALL**



CROWNE PLAZA HOTEL, 260 MALL BOULEVARD, KING OF PRUSSIA, PA

Saturday, April 23rd

- 10:00 AM Craft Brewery Tours, Tastings & Lunch—Bus departs hotel at 10:00 AM to Sly Fox and Victory.
- 7:00 PM Cocktail Party
- 8:00 PM Banquet, Auction & Casino Night. Great food, beer, entertainment & prizes.

Sunday, April 24th

- 9:00 AM Responsible Alcohol Management Program for distributor employees.
- 10:00 AM General Business Session—Speakers: Bruce Kaye and Mark Lindner of MillerCoors present their informative seminar on helping distributors improve and grow their businesses.
- 11:30 AM Distributor Business Session/Membership Meeting—Addresses by your MBDA president, attorneys, and lobbyists on our pending PA Supreme Court hearing, challenges to gas station license applications, state store privatization, and more.
- 12:30 PM Distributor Policy Board Meeting to elect MBDA district vice presidents and directors.
- 1:00 PM Trade Show—Brewers' and Allied Trade Suppliers' Receptions & Exhibits.
- 7:00 PM Evening at Capital Grille.

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



Tom Mehaffie, President Stephanie Eckert, Convention Coordinator John Burch, Executive Director
 230 South Broad Street, Suite 903, Philadelphia, PA 19102 P: 215-732-6258 F: 215-732-6023 E: mbdassn@aol.com

www.mbdapa.org



MBDA

Message from

Dave Van Zant

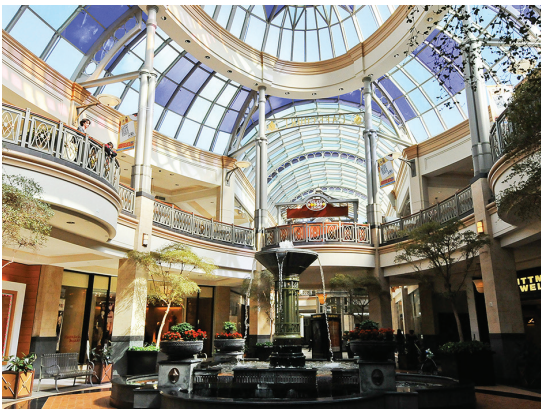
MBDA Convention Chair

It is my pleasure to once again chair the annual convention of the Malt Beverage Distributors Association of Pennsylvania. Our 80th Annual Convention & Trade Show features a full slate of activities and seminars throughout the two-day event.

Over 300 beer distributors, brewery, importer, allied trade supplier representatives, and government and industry officials are looking forward to an outstanding Convention. Once again, Pennsylvania's distributors are assured of participating in the largest state beer distributor convention in the country. We look forward to seeing you there!

Make it a weekend

Go to www.valleyforge.org/ and you'll agree that there is plenty to do for convention attendees and their families. Experience theatres, restaurants, shops, professional sports teams, and historic sites. The Plaza & Court of King of Prussia—the largest shopping mall in the United States with over 400 stores—is located directly across from the hotel.



SAVE TIME & MONEY MBDA REMINDS YOU TO—

Distributors who have not registered as yet, are asked to send their convention registration forms to us by email mbdassn@aol.com or fax 215-732-6023. Then mail your check to MBDA's Executive Office, 230 S. Broad St., Suite 903, Philadelphia, PA.

Easy to get to

The Crowne Plaza, 260 Mall Boulevard, King of Prussia is located in the heart of Southeastern Pennsylvania. It's only a 20-minute drive from downtown Philadelphia, 2 hours from Harrisburg, and 4-1/2 hours from Pittsburgh. For driving directions go to their web site, cpvalleyforge.com. Hotel parking is complimentary.



Hotel Amenities

Each of the hotel's spacious guestrooms is furnished with either a king-sized bed or two-queens. In-room amenities include television with premium channels, mini refrigerator, high-speed Internet, coffee/coffee maker, and iron/ironing board. Complimentary access to LA Fitness, located adjacent to the hotel, offers recreational activities that include an indoor pool, spa and fitness center. Please go to cpvalleyforge.com for a photo tour of the hotel.



MBDA

Register in Advance for all Events

Pre-registration for all-events is your best buy. It admits you to all Convention functions—Saturday Cocktail Party, Banquet, Auction & Casino Night; Sunday Business Sessions and Admission to Brewer, Importer, Allied Trade Supplier Hospitality and Exhibit Booths. Please note that tickets for the Saturday brewery tour and Sunday evening at the Capital Grille are priced separate of in-hotel convention events and can be purchased by using the “All-Events” or “Daily Events” form.

All-Events Registration **saves you money** compared to purchasing tickets for each event separately and **eliminates your wait in line.** Your badges and tickets will be waiting for you at MBDA’s Convention Registration Desk on Saturday, April 23rd, from 10:00 AM to 6:00 PM. All-events registrants receive a complimentary copy of the Association’s 2016 Trade Directory.

Purchase Daily Badges and Tickets in Advance or at the Door

If you cannot attend the entire 2-day Convention you can purchase badges and function tickets separately. There is a savings of \$5.00 on Sunday’s badge if purchased prior to the Convention. Your badges and tickets will be waiting for you at MBDA’s Convention Registration Desk on Saturday from 10:00 AM to 6:00 PM and on Sunday from 8:00 AM to 4:00 PM. Badges and tickets can also be purchased at the MBDA Convention Registration Desk on each day.

Brewers & Importers — Reserve Your Hospitality Booth

Hospitality participation is an excellent opportunity for brewers and importers to promote their products. We are sure you will find costs favorable and conducive to participation. The Hotel’s meeting space is superb and their food is outstanding.

Manufacturers who want to reserve a hospitality booth should call MBDA’s Convention Coordinator, Stephanie Eckert, at 215-732-6258, for availability.

Allied Trade Suppliers Reserve Your Exhibit Booth

MBDA has made its Convention very affordable and attractive for our allied trade suppliers. Booth participation is the least expensive way to promote your products and reach new buyers. Our Convention attracts strictly Industry personnel—your serious shoppers. You’ll get maximum exposure, as Sunday afternoon is devoted exclusively to hospitality and trade supplier exhibits.

Manufacturers who want to reserve exhibit space should call MBDA’s Convention Coordinator, Stephanie Eckert, at 215-732-6258, for availability.

All-Events Registration Fees

- Beer Distributor Member, Participating Brewer, Importer or Allied Trade Supplier, Spouse or Guest, \$140.00 per person.

Please note that for a brewer, importer or allied trade supplier representative to register for the Convention, their firm must have a hospitality or exhibit booth.

- Beer Distributor Non-Member, Spouse or Guest, \$155.00 per person.

Daily Event Fees are as Follows

- Saturday Craft Brewery Tours, Tastings & Lunch: \$60.00 per person.
- Saturday Cocktail Party, Banquet, Auction & Casino Night: \$100.00 per person.
- Sunday Business Sessions and Admission to Brewer, Importer, Allied Trade Supplier Hospitality & Exhibit Booths: MBDA member, spouse or guest: \$45.00/in advance or \$50.00/at door.
Non-member, spouse or guest: \$60.00/in advance or \$65.00/at door.
- Sunday Evening at Capital Grille: \$75.00 per person.

Obtain your MBDA 2016 Trade Directory at the Convention

The MBDA Trade Directory is the recognized authority on the beer industry in Pennsylvania and in constant use by the distributors and manufacturers doing business in the state. The Trade Directory’s vital information makes it a valuable year-round reference book. It contains many important features and data, much of which is exclusive to the Directory.

We thank our distributors, county associations, brewers, importers and allied trade suppliers who subscribe to trade directory ads. Our 80th Annual Trade Directory will be distributed free of charge at the Convention to all members and ad subscribers.

Event Details

MBDA's Convention provides you with an excellent opportunity to gain valuable knowledge, keep current with Industry trends, make contacts by personally meeting with important trade and government representatives, stay on top of legislative, legal and political developments, and voice your opinions.

Saturday, April 23rd:

MBDA has the following social events planned for Saturday that add fun and relaxation to our Convention:

- Bus departs from the Crowne Plaza at 10:00 AM for tours of Sly Fox and Victory. Beer, tours and lunch is included.
- Don't miss our Cocktail Party at 7:00 PM, featuring a one-hour open bar and scrumptious hors d'oeuvres.
- MBDA's Banquet is scheduled for 8:00 PM. Choose among superb food stations that include carved beef, ham, turkey; seafood; potato bar; vegetables; pastas; salads & desserts. Beer supplied by our brewers and importers complement the menu.

Enjoy music and play craps, blackjack, poker and roulette. Win valuable prizes donated by MBDA, convention brewers, allied trade suppliers and our wholesaler members. Prizes include gift cards redeemable at restaurants and retail stores, sporting event tickets, golf and hockey bags, coolers, tailgate chairs, etc.

Sunday, April 24th:

- Responsible Alcohol Management Program (RAMP) for beer distributor employees is scheduled from 9:00 AM to 12:00 PM. Please fax or email your RAMP registration form to MBDA. Cost is only \$45.00/person for members and \$60.00/person for non-members. The badge also entitles your employees admission to hospitalities and exhibits.
- Our General Business Session begins at 10:00 AM. Featured speakers are Bruce Kaye and Mark Lindner of MillerCoors. They will do a one-hour presentation followed by a 30-minute question and answer session on helping distributors improve and grow their businesses. We are their #1 retail market, and Bruce and Mark will include initiatives to enable us to become a more viable business.
- The 11:30 AM Distributors' Business Session addresses issues of vital importance. Your MBDA president, attorneys, and lobbyists will update you on current legal, legislative, and regulatory matters. Special attention will be given to issues involving:
 - ✓ *Pending PA Supreme Court Hearing.*
 - ✓ *MBDA's Challenges to Gas Station License Applications.*
 - ✓ *State Store Privatization.*
 - ✓ *Methods to Enhance our Business Model.*

We welcome your comments and will address your concerns and questions.

- 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 1st.
- Over 30 Brewery, Importer, and Allied Trade Supplier Hospitality and Exhibit Booths will open at 1:00 PM. Time of closing is 5:00 PM. Admission is by badge only.

In the hospitality and exhibit booths registrants are welcome to enjoy beer, soft drinks, food and entertainment, learn of cost-saving aids and profit-making items and be eligible for convention specials and prizes.

To date, the following Brewers and Importers have made arrangements for hospitality headquarters—**Anheuser-Busch, Heineken USA, Mark Anthony Brands, MillerCoors, North American Breweries, Pabst Brewing Co., Penn Brewery, Troegs Brewery, United States Beverage, Victory Brewing Co., Weyerbacher Brewing, Yards Brewing Co., D.G. Yuengling & Son.** Additional participants are expected.

The following Allied Trade Suppliers have made arrangements for exhibit booths—**Atlantic Systems, BottleCapps, Cervion Systems, DISPAC, Dotmark Promotions, Excellence In Beverages, Flightware Solutions, Harold Levinson Associates, Infosolve, Longley Insurance, Micro Matic, Modern Store Equipment, Penn National Insurance, Petrosoft, PNC Merchant Services, Rochester Store Fixture, Tri-Vet Design & Fabrication.** Additional participants are anticipated

At 7:00 PM, we have dinner scheduled at the *Capital Grille*—home to the finest steaks and seafood. This event will officially conclude MBDA's 80th Annual Convention. We look forward to you joining us, as we are sure the Convention will leave you with many memorable and lasting impressions.



CONVENTION VENDORS

SUNDAY, APRIL 24th • HOSPITALITIES & EXHIBITS • 1:00 PM to 5:00 PM

Anheuser-Busch	Modern Store Equipment
Atlantic Systems	North American Breweries
BottleCapps	Pabst Brewing Co.
Cervion Systems	Penn National Insurance
DISPAC	Petrosoft
Dotmark Promotions	PNC Merchant Services
Excellence in Beverages	Rochester Store Fixture
Flightware Solutions	Tri-Vet Design & Fabrication
Harold Levinson Associates	Troegs Brewery
Heineken USA	United States Beverage
Infosolve	Victory Brewing Co.
Longley Insurance	Weyerbacher Brewing
Co.MicroMatic	Yards Brewing Co.
Mark Anthony Brands	D.G. Yuengling & Son
MillerCoors	

(Vendor list is complete as of April 8th)

**MBDA'S CONVENTION IS AN IDEAL OPPORTUNITY FOR MANUFACTURERS TO—
PROMOTE THEIR PRODUCTS, REACH NEW BUYERS, AND
SHOW THEIR SUPPORT FOR PENNSYLVANIA'S DISTRIBUTORS' NETWORK**

**HOSPITALITY & EXHIBIT BOOTHS ARE STILL AVAILABLE
BY CALLING MBDA'S STEPHANIE ECKERT AT 215-732-6258.**



DISTRIBUTORS

MAKE IT A POINT TO COME TO THE

CROWNE PLAZA HOTEL
260 MALL BOULEVARD, KING OF PRUSSIA, PA

RETURN TO MBDA YOUR ALL-EVENTS REGISTRATION FORM
@ ONLY \$140.00 FOR MEMBERS/\$155.00 FOR NON-MEMBERS

- OR -

YOUR DAILY EVENTS REGISTRATION FORM & CHOOSE FROM THE FOLLOWING EVENTS:

Saturday, April 23rd,

10:00 AM—Tour Sly Fox in Pottstown and Victory in Parkesburg.
Enjoy craft beers & lunch @ \$60.00.

7:00 PM—Cocktail Party, Banquet, Auction & Casino Night @ \$100.00.
Enjoy great beer & food. Win valuable prizes.

Sunday, April 24th,

Purchase In Advance @ \$45.00 for Members/\$60.00 for Non-Members.
Purchase At Door @ \$50.00 for Members/\$65.00 for Non-Members.

Includes Admission To:

10:00 AM Business Session—

”Helping Distributors Improve & Grow Their Businesses”
Bruce Kaye and Mark Lindner of MillerCoors
—and—

11:30 AM Distributor Session & Membership Meeting
Hear the latest on our pending PA Supreme Court hearing,
state store privatization and alcohol reform proposals.

1:00 PM Brewery/Importer Receptions & Allied Trade Supplier Exhibits.
Enjoy beer, food & entertainment.

See demonstrations of cost-saving aids & profit-making items.
Be eligible for convention specials and prizes.
Sign up for MBDA’s discounted programs.

7:00 PM Evening at Capital Grille Restaurant @ \$75.00.

Remember to Register your Employees for Sunday’s RAMP.
9:00 am – 12:00 noon

\$45.00/member & \$60.00/non-member includes booth admissions.



MBDA Litigation — Convenience Stores/Gas Stations

MBDA and local beer distributors intervened in these cases on the grounds that state law specifically prohibits the sale of alcohol and gasoline from the same location, place or property.

These are critical cases for the future of our industry as the decisions rendered could have significant impact upon the spread of beer sales to grocery and especially convenience stores with gas stations. Should we be successful, we can essentially shut down the licensing process for any retailer also selling gasoline, thus mitigating the threat that convenience stores, gas stations and some grocers currently pose. Should we lose the challenges however, the doors for grocery, convenience and gas station R licenses could be thrown wide open.

These cases are particularly challenging when one considers our opposition—major multi-state corporate interests with substantial resources at their disposal and significant future revenues at stake. While we will continue to pursue legislative solutions to these and other industry challenges, we must make the PLCB follow the law in these matters and protect the niche market that our license represents. That's why we need your help.

Please Make Your Legal Defense Fund Contribution

MBDA's legal costs for protecting our entire industry are mounting steadily, and we need every distributor in the state—large or small—MBDA member or not—to contribute today. We ask that every distributor contribute \$500 to the MBDA Legal Defense Fund. If you can afford to donate more, please do so. If that amount is not within your budget, we will appreciate any amount that you can contribute.

MBDA continues these battles to protect the license of every distributor in Pennsylvania, but these are expensive battles. These funds are exclusively committed to funding our legal battle against supermarkets and convenience stores who are selling alcohol and gasoline from the same location, place or property. The truth is that the very existences of our businesses are at stake in this fight. Please contribute generously today. The future of our industry depends upon it.

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

As we go to press, MBDA thanks the following distributors for their generous 2016 contributions to our Legal Defense Fund: **Roger Ackerman, Geano Agostino, Don & Mary Anderson, Joe Bound, Tom Bowman, James Cappelli, Long Fei Chen, Troy Cock, Anthony Colangelo, Lisa & Alex Cortezzo, Jim Crane, Sandie Cubit, Robert DeBone, Dino DeFlavio, Martin Denial, Tom Derr, Jay Deshpande, Jeff Devlin, Patrick Diehl, Diane Dillon, David Dripps, George Duffey, Ryan Federbusch, James Fitzpatrick, Patrick Flannery, Ed Flynn, Neal Fulkerson, John Grunden, Rob Guerin, Larry Hatter, Don Heim, Donald Hicks, Brad Holdren, Karen Hurley, Doug Jack, Ryan Jack, Ray Kasunick, Tammy Kissling, Mike Kondak, Charles Lambet, Tim Lender, Jay Lindner, Skip Link, Sandra Lombardo, Kevin Luensmann, Lou Marcellis, Shawn March, John McElroy, Len & Becky McKee, Patrick McTighe, Chris Miller, Rod Miller, John Millin, Richard Mineo, Herb Morrow, Brian Mutschler, Scott Nelson, Arun Patel, Snehal Patel, Pam & Bill Petitt, Jim Platz, Greg Ramirez, Dawn Reynolds, Edward Roecker, Keith Rutt, Nick Sacco, Yvonne Sauble, Kevin Schoenberger, Ed Schossler, David Scott, Ron Sherwood, David Shipula, Larry Simpson, Peter Sirianni, Sam Smith, Mike Spagnola, Dale Spahr, Michael Spaziani, Eric Steffey, Doug Stetler, Ed Strickler, Leann Supeck, Donna Tanczos, Mark Tanczos, Jeff Taylor, Joe & Mary Ellen Tssario, Jessica Wheeland, Kenneth Wieler, John Williams, Ronald Wincek, Tim Zettlemoyer, Don Zeigler, Candi Zimmerman.**

DISPAC — MBDA's Political Arm

DISPAC is the political action committee of the Malt Beverage Distributors Association and is legally permitted to disburse funds to legislator campaigns. 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 our industry. This is an election year, so please help us to show support for and help to elect legislators who share your concerns.

As we go to press, MBDA thanks the following distributors for their generous 2016 contributions to our Distributors Political Action Committee: **Mark Boyce, Troy Cock, Tammy Keuscher, Keith Rutt, Ed Schossler, David Shipula, LeAnn Supeck, Tim Zettlemoyer.**

Please Make DISPAC Contribution

We are asking each distributors to please contribute \$250 to DISPAC. If you can afford to donate more, please do so. If that amount is not within your budget, we will appreciate any amount that you can contribute.

Make your **personal** or **partnership** check payable to DISPAC and mail it to 230 S. Broad St., Suite 903, Philadelphia, PA 19102. Corporate checks are not permitted by law.

Thank You 2016 Associate Members

We thank the following manufacturers for investing in the future of the beer distributing industry:

Anheuser-Busch, Brandon Reber, 781-224-1133. **Atlantic Systems** (POS), Paul Cowan, 732-280-6616. **The Boston Beer Company**, Brandon Danley, 617-361-8958. **Burns Industrial Equipment** (Forklifts), Christopher Burns, 412-856-9253. **Cervion Systems** (POS), Hunter Allen, 845-727-1200. Cider Brothers (Hard Apple Cider), Anthony Scotto, 209-334-2568. **Dotmark Promotions** (Beverage Insulators & Drinkware), Larry Marks, 214-770-7159. **Flightware Solutions** (POS), Adam Scott, 816-774-3500. **Gerbron Wholesale** (Tobacco, Candy, Paper Products), John Gerbron, 610-347-0440. **HLA** (Tobacco, Beverages, Snacks), Dylan Hathaway, 631-962-2400. **Infosolve Inc.** (mPower Beverage Software), Patrick Mooney, 972-234-5884. **Longley Insurance Agency** (insurance sales & service), Bob Longley, 610-524-1940. **Mikes Hard Lemonade Co.**, Taylor MacKelcan, 302-367-6367. **Micro Matic USA** (Beverage Dispensing Equipment), Robert Escott, 610-625-4464. **Modern**

Store Equipment (Refrigeration, Shelving), Robert Henuset, 609-298-2100. **Networker Promotions** (Promotional & Novelty Items), Jackie Moore, 800-485-4461. **North American Breweries**, John Nicotra, 412-780-5367. **Pabst Brewing Co.**, Adam Lord, 585-794-8764. **Penn National Insurance** (MBDA Endorsed Business Insurance), Michele Nitschmann, 800-388-4764. **Petrosoft LLC** (POS), John Eastman, 412-306-0640. **PNC Merchant Services** (MBDA Endorsed Credit Card Processor), Jammie Jones, 717-597-4786. **Rochester Store Fixture** (Beverage Dispensing Equipment), Sean Doherty, 585-546-6706. **Straub Brewery, Inc.**, Cathy Lenze, 814-834-2875. **Yards Brewing Company**, Thomas Kehoe, 215-634-2600. **D.G. Yuengling & Son, Inc.**, Rob Schimony, 570-622-0153.

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

Distributor Recaps

- Save money and enroll in MBDA's discounted membership programs—business insurance, credit/debit card processing, electronic scanners, energy, and promotional items. Contact Stephanie Eckert in our Executive Office with questions or for more information.
- Personally reach out to your legislators. You're a voting constituent and your Senators and House Members want to hear your concerns. Please make it clear that as specialty retailers, with basically only beer to sell, any proposal that allows alcoholic beverages to be sold in supermarkets, convenience stores and big-box stores will make it very difficult for the small independent beer distributor to survive.
- 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.
- Make a personal contribution to DISPAC—MBDA's Political Action Committee. This is an election year! Show support for and help elect Senators and House Members who support our issues.
- Come to MBDA's April 23 & 24 Convention at the Crowne Plaza Hotel, 260 Mall Boulevard, King of Prussia, PA. Join in on the fun and improve your business too!

