

NORTH CAROLINA ASSOCIATION OF ABC BOARDS

1951 CLARK AVENUE/PO BOX 10669/RALEIGH, NORTH CAROLINA 27605-0669

**To: *ABC Board Members & General Managers
Industry Members & Exhibitors***

The NC Association of ABC Boards Summer Conference will be held on August 5-7, 2018 at the Sheraton Four Seasons in Greensboro, NC. Attached is a Bulletin with a tentative schedule and a conference registration form for you to complete and mail to the Association's office with your check for your registration fee. The conference registration fee is \$150.00 per attendee (\$175.00 after July 15th) (less for spouses - see the attached registration form for details), and the room rate at the Sheraton for the conference is \$125.00 plus taxes. The cost of your dinner on August 7th is included in the registration fee. To reserve a room at the Sheraton Four Seasons, call toll-free 1-800-242-6556. In order for you to receive our low room rate, you must mention that you will be attending the NC Association of ABC Boards Summer Conference. Our room block will be released for public sale after July 20th, so call the Sheraton and reserve a room as soon as possible. Please make plans to attend the Summer Conference!

► *Send your completed Registration Form & check to the Association's Office, PO Box 10669, Raleigh, NC 27605. (Please do not separately fax or email your registration form to us.) Review the completed form before it is mailed (we sometimes receive incomplete or inaccurate information because the task was turned over to a staff member for completion and the form was not reviewed before it was mailed to us). Is the information legible and correct? Is your name on the form your name as you want it to be on your name tag? (We use the registration list to make name tags in advance of the meeting.) Be sure to include your phone number and email address so that we can contact you if we have any questions. Type or print your info (please make it legible!).*

► *Trade Show - If you wish to request display space for the Trade Show on Monday, August 6th, you must read and comply with the rules & requirements set out in the Trade Show Memo that is part of the registration package. Complete and return the Trade Show Memo with the requested information, along with your registration form and check for the registration fee.*

► *Note to Exhibitors: If you will need electrical, telephone, or internet service for your display table at the Trade Show, complete the hotel's "Electrical/Telephone/Internet Service Order Form" and send it directly to the hotel. (Do not send the "Electrical/Telephone/Internet Service Order Form" to the NC Association of ABC Boards.)*

► *Note to Brokers & Industry Reps: The NC Spirits Association will meet at 3:00 pm on Sunday, August 5th. You will receive info from Bill Hester about your meeting*

BULLETIN

NORTH CAROLINA ASSOCIATION OF ABC BOARDS

1951 CLARK AVENUE/PO BOX 10669
RALEIGH, NORTH CAROLINA 27605-0669

15 May 2018

I. ANNUAL CONFERENCE WILL BE HELD AT THE SHERATON FOUR SEASONS

The North Carolina Association of ABC Boards 2018 Annual Conference will be held at the Sheraton Four Seasons Hotel in Greensboro on August 5-8. The conference's tentative schedule is as follows:

Sunday, August 5

3:30-6:30 p.m. **Registration** for ABC Board Members, General Managers, Brokers, Exhibitors & Guests

4:30-5:45 p.m. **Board of Directors Meeting**

6:00-7:30 p.m. **Reception**

You must wear your name tag to attend the reception. No one under 21 year of age will be allowed
In the reception area.

Dinner On Your Own

Monday, August 6

8:15-10:00 a.m. **Registration**

& 11:00 - Noon

& 1:30-3:00 p.m.

8:00-8:30 a.m. **Breakfast snacks & coffee**

8:30-9:15 a.m. **General Managers Meeting**

9:30- Noon **First Business Session** (Everyone is invited to attend.)

- **Greetings** from President Paul Farris
- **Comments** - State ABC Commission Chairman Zander Guy
- **“Customer Service, Motivation, and Teambuilding”** – Patrick Henry
- **“Challenges facing North Carolina”** – State Senator Jeff Jackson & State Representative Greg Murphy

Monday Afternoon Educational Sessions

2:00 pm ▪ **“Getting along with people who aren’t like you.”** – Denise Ryan
(Everyone is invited to attend.) (Bring a pen or pencil.)

3:00-5:00 pm ▪ **Product Knowledge Trade Show** – a trade show featuring newly listed items and Christmas packaging for the end of the year holiday items – in the Imperial Ballroom. (Everyone is invited to attend.)

Dinner on Your Own

Tuesday, August 7

8:00-8:45 a.m. **Breakfast snacks & coffee**

8:00-10:00 am **Registration and Table Assignments**

9:00-9:50 am **Second Business Session** (Everyone is invited to attend.)

▪ **“Exceptional customer service”** – Mike McKinley

10:00 am **Association Business Meeting** – open to all ABC Board Members & General Managers

- Elect directors & other reports
- Mike McKinley – “Exceptional customer service revisited.”
- Kat Haney & Jessica Harris – “Talk it out program” meets the 4H Club
- Legislative report – Jon Carr
- Other business

11:30 am or immediately following adjournment of the business session -
Board of Directors Meeting – open to all ABC Board Members & General Managers – in the Olympia Room.

Lunch on Your Own

Tuesday Afternoon Educational Sessions

1:00-1:45 pm ▪ **Product knowledge session #1** – in the Guilford Ballroom.

2:00-2:45 pm ▪ **Product knowledge session #2** – in the Guilford Ballroom.

3:00-5:00 pm **Ethics Training Session** presented by Laurie Lee & Moniqua McLean, NC ABC Commission, in Auditorium II.

5:45-6:00 pm **Table Assignments for Dinner**

6:00 pm **Reception** (You must wear your name tag to attend the Reception.) (No one under 21 y/o will be allowed in the Reception area.)

7:00 pm **Dinner** (Included in the registration fee.) (This is a ticketed event.)

8:00 pm **Entertainment** - Music by Summerdaze Band

Wednesday, August 8

Departure

II. ANNUAL CONFERENCE RESERVATION INFORMATION.

Room Reservations

Hotel reservations should be made directly with the Sheraton Four Seasons Hotel. Our special room rate at the Sheraton Four Seasons Sheraton for this meeting is \$125.00/night plus taxes. To reserve a room at the Sheraton Four Seasons, call toll-free 1-800-242-6556. In order for you to receive our low room rate, you must mention that you will be attending the NC Association of ABC Boards Summer Conference. Our room block will be released for public sale after July 20th, so call the Sheraton and reserve a room as soon as possible.

Registration fee for Board Members, Supervisors, Industry Members, Exhibitors, and Others

The Summer Conference registration fee for each local ABC board member, general manager, industry member, exhibitor, or other attendee is \$150.00 (\$175.00 after July 15th). There is an additional \$75.00 registration fee (\$85.00 after July 15th) for spouses or significant others of board members & general managers, and for spouses or significant others of all other registered attendees. Enclose your Annual Conference registration fee check with your completed Registration Form and mail them to: North Carolina Association of ABC Boards, Attn: Joe Wall, Post Office Box 10669, Raleigh, North Carolina 27605.

► **Please do not send registration forms without payment.**

III. TICKETS FOR DINNER ON TUESDAY.

Admission to the dinner on Tuesday evening (August 7th) will be by ticket & name-tag only. The cost of the dinner is included in your registration fee. If you have special dietary needs, please let us know at least one week in advance.

IV. BOARD OF DIRECTORS MEETINGS.

The Board of Directors of the North Carolina Association of ABC Boards will meet at 4:30 p.m. on Sunday, August 5th, and at 11:30 a.m. on Tuesday, August 7th at the Sheraton Four Seasons Hotel. All Association members are welcome to attend.

V. **PROXY.** A blank proxy is provided for your use only if no member of your Board will be attending the Summer Conference.

Know all men by these presents, that the undersigned Chairperson of the _____
Alcoholic Beverage Control Board, hereby appoints _____ as proxy to attend the North
Carolina Association of ABC Boards business meeting to be held on 7 August 2018 and to vote on any and all matters
presented at the meeting.

SIGNED: _____ DATED: _____

VI. WHEN YOUR BOARD NEEDS PROPERTY & CASUALTY INSURANCE, CALL JIM MAHONEY AND SIGN UP FOR THE ASSOCIATION-SPONSORED GROUP INSURANCE PLAN.

When it is time to renew your property & casualty insurance, don't forget to consider taking advantage of the Association's group property & casualty insurance program. HPB Insurance Group is the agency that administers the plan for the Association, and Jim Mahoney is the contact person at HPB Insurance Group.

You can reach Jim toll-free at (800) 632-0419, or by e-mail at jmahoney@hpbinsurance.com.

VII. TAKE ADVANTAGE OF THE OUR CREDIT CARD PROCESSING PROGRAM.

Many of our member ABC boards are saving significant amounts of money on credit card processing fees by enrolling in a credit card processing program that is endorsed by the N.C. Association of ABC Boards. The program is administered by Steve Rose and Association Payments of America/EPI. For more information, and a detailed breakdown of your board's potential savings, contact Steve Rose at 910-262-4888 (direct) or 866-262-3996 (toll free) or steverose@elecpayments.com.

VIII. BE A CANDIDATE FOR THE BOARD OF DIRECTORS

At the business session on August 7th, we will be electing directors from each of the four Board Member Districts, and two general manager representatives (from Districts I & 2). Please read and respond to the following information about how YOU can be a candidate for election to the Board of Directors.

HOW TO BECOME A CANDIDATE FOR ELECTION TO THE BOARD OF DIRECTORS

You can become a candidate for election to the Association's Board of Directors by simply indicating your interest in running for election. The By-Law reads as follows:

Section 4. Filing for Office of Director. Any local ABC board member or supervisor of an Association member board in good standing shall be eligible to file for and be elected to serve on the Association's Board of Directors from their respective director or supervisor districts, subject to the restrictions contained in Section 1, Paragraph 5, and Section 8 of this Article. Any local ABC board member or supervisor desiring to serve on the Board of Directors must file written notice of his or her intention to run for election to the Board of Directors with the Assistant-Secretary of the Association (Joe Wall) on or before June 15 of the year in which the election is to be held.

Section 5. Elections Committee. (a) On or before June 1, the President shall appoint an Elections Committee to supervise and conduct the elections held in conjunction with the Summer Conference held in the current calendar year. (b) On or before July 1st, the Elections Committee or Assistant-Secretary shall inform all Association Member Boards of the names of all candidates who have filed to run for election to the Association's Board of Directors. This notice, to be mailed no later than 15 days prior to the Annual Meeting, shall include the candidates' names, ABC board or supervisor district, and to the extent possible a brief description of the candidates' biographical information. (c) In the event that no one files before June 15th for election in any district, the Elections Committee shall nominate a candidate for such position on or before July 1st and shall notify the Association members of the nomination no later than 15 days prior to the business session at the Annual Conference.

Write-in candidates are allowed at the election of Directors.

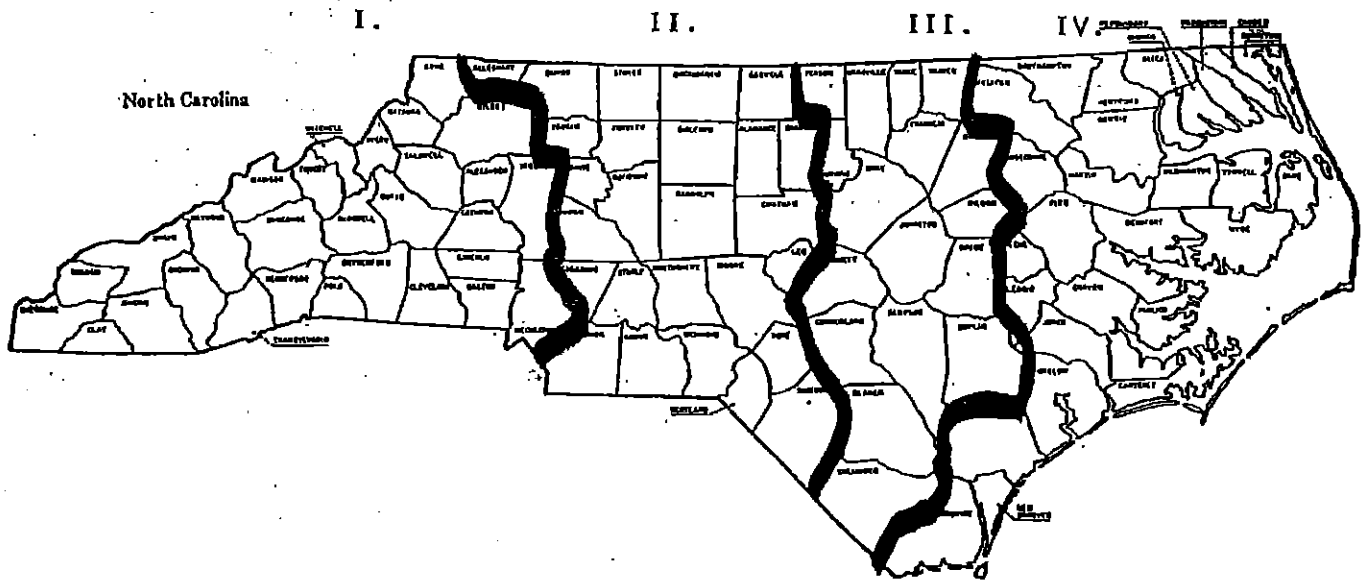
If more than two candidates are candidates for election in a District, in order to be elected a candidate must obtain at least forty percent (40%) of the votes cast. If no candidate receives at least forty percent (40%) of the votes cast, there shall be a run-off election between the two candidates who received the most votes in the first election. This requirement shall apply to elections for all directors, including the supervisor representatives (General Managers) on the Board.

► To run for election to the Board of Directors, send your name, address, phone number, and a short

biographical statement, before June 15th, to Joe Wall, Executive Director, NC Association of ABC Boards, PO Box 10669, Raleigh, NC 27605.

► We will elect a local board member from each of the four Director Districts, and two General Managers (from Districts 1 & 2).

THE NORTH CAROLINA ASSOCIATION OF ABC BOARDS DIRECTOR DISTRICTS



**2018 SUMMER CONFERENCE
REGISTRATION FORM FOR ABC BOARD MEMBERS &
GENERAL MANAGERS & INDUSTRY REPS & GUESTS & EXHIBITORS**

- Conference Reg. Fee (\$150.00 each) (\$175.00 after July 15th) \$ _____
 - Spouse/Guest of registered attendee (\$75.00 each) (\$85 after July 15th) \$ _____
- (\$50.00 of each registration fee is non-refundable & non-transferable after July 15th)

Total Registration Fees \$ _____

▶▶ Please indicate below whether you will attend the Tuesday evening dinner, so that we can appropriately plan for this ticketed event:

▶▶ I/We do or do not- (please **check your answer**) plan to attend the dinner on Tuesday evening (the cost is included in the registration fee) ◀◀

(Please give first names as well as surnames)

Board Member

(List name exactly as you want it on name tag.) Type or print clearly!

General Manager

▶ Name _____

Industry Rep/Exhibitor

▶ Name of Spouse or Guest _____

▶ Your email address _____ Your Phone # _____
[Please print or type legibly]

▶ I represent _____ ABC Board or Company

- * Photocopy this form as needed & retain a copy of your completed form.
- * If your registration form is unclear in any way, use this space (or the back) to explain:

REGISTRATION FEE-Your check should be made to the N.C. Association of ABC Boards
[Please mail your check with your registration form. Do not send registration form without payment.]

MAIL CHECK AND THIS FORM TO: N.C. Association of ABC Boards, c/o Joe Wall
P. O. Box 10669, Raleigh, NC 27605

Questions? E-mail them to jwall@jordanprice.com.

→Note to Brokers & Reps & Exhibitors: To request display space at the Trade Show, see the Trade Show Memorandum.

End of Bulletin

NC ASSOCIATION OF ABC BOARDS

To: Industry & Exhibitors
From: Joe Wall, Executive Director
Re: Trade Show Memorandum regarding the August 6th Trade Show
Date: May 15, 2018

The North Carolina Association of ABC Boards 2018 Annual Conference will be held at the Sheraton Four Seasons Hotel in Greensboro on August 5, 6 & 7. The Product Knowledge Trade Show is scheduled for the afternoon of August 6th, from 3:00 to 5:00 p.m. We will provide display tables in the Trade Show area for both liquor industry displays and non-liquor displays, subject to the following rules & regulations. We hope to be able to accommodate everyone who wants to display at the Trade Show, but space is limited so you must let us know at least twenty-five days in advance of the meeting of your desire to display at the Trade Show. We have approximately 68 “slots” available on a first-come, first served basis. All Trade Show participants must register in advance, and you must abide by the following rules:

- **All participants in the Trade Show must be registered attendees, and all Trade Show participants must wear an NC Association of ABC Boards-issued name tag at all times during the show. No exceptions. (Note: The “guest” registration fee category only pertains to spouses & “significant others” of ABC board members and General Managers. No one staffing a display table at the Trade Show is considered to be a “guest, spouse, or significant other” for purposes of the registration fee.)**
- **All distilleries that are represented by a broker in North Carolina must acquire display table space through their NC broker.**
- **Industry Reps may show newly listed items, along with holiday items. “Newly listed items” means items listed by the ABC Commission within the past 18 months.**
- **In addition, each Division of each Brokerage may show one additional item without regard to whether it qualifies as a “newly listed item.”**
- **Product tastings will be allowed in one-ounce or smaller tasting cups. (You can use five-ounce cups for mixing drinks.) You will need to provide your own cups. All trade show participants requiring ice must bring their own ice chest/bin. The hotel will furnish the ice.**
- **Trade Show participants must bring their product, displays, back drops, etc., into the hotel through the loading dock area of the hotel.**
- **Liquor vendors & reps may not give attendees “gift” samples (50ml) bottles and advertising novelty items (key chains, t-shirts, bottle openers, hats, visors, etc.). (This is an ABC Commission rule.)**
- **Only paper print advertising material can be given to attendees. (See above.) The only exception to the rule is the following: Non-liquor exhibitors will be permitted to offer attendees advertising items of nominal value, such as pens, key chains, etc.**
- **No models (i.e., show-girls or show-boys) will be allowed to participate in the Trade Show.**
- **The Association will provide snacks for consumption at the Trade Show. No other food items are to be provided at the Trade Show by members of industry or by other exhibitors.**
- **No alcoholic beverages may be served to anyone who is under 21 years of age or who appears to be intoxicated.**

- The Association reserves the right to prohibit the use of any unauthorized or objectionable display materials. We encourage the inclusion of social responsibility messaging in your display materials.
- Each Trade Show participant assumes full responsibility for complying with applicable federal, state and local regulations, as well as all hotel regulations applicable to displays and exhibits.
- Each Trade Show participant agrees to indemnify and hold harmless the NC Association of ABC Boards and the host hotel, and their respective officers, employees and agents, from and against any and all liability (including reasonable attorney fees) arising out of Participant's participation in the conference & Trade Show.
- It is understood that all staff (including employees staffing the Trade Show tables) must register and pay the registration fee, and that they must wear Association-issued name badges at all times in the Trade Show area.
- No Trade Show displays may be opened to conference attendees except during the times authorized by the NC Association of ABC Boards.

To complete the form, please complete the following:

→ I have read the above Trade Show Memorandum and agree on behalf of myself and my company to abide by, and be bound by, the guidelines set forth therein. (Check box.)

→ I hereby request display space at the 2018 Annual Conference Trade Show. (Check box if this sentence applies to you. Do not check the box if you will be sharing display space with a North Carolina broker and that broker is making arrangements for display space for you.)

→ NC Distillers -

(a) Do you have a North Carolina broker? Yes? or No? (circle answer)

(b) If yes, who is your NC broker? _____

→ I am not requesting display space at the 2018 Annual Conference Trade Show because I will be sharing display space with _____. (If the foregoing sentence applies to you, check the box & indicate with whom you will be sharing display space.)

→ Only one signed Trade Show Memo is required from each company that has display space at the Trade Show.

→ On the following page, include your name & your company's name, your email address, and your phone number: (Please legibly print or (preferably) type information, other than your personal signature.)

- **Company name:**

Print or type company name ▲.

- **Your name:**

Print or type your name ▲.

Sign here ▲.

- **Print or type your contact information (please take care to make it legible!):**

Mailing address ▲.

Email address ▲.

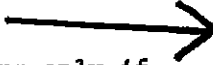
Phone number ▲.

- **Mail this signed Trade Show Memorandum along with your completed Registration form and your registration fee check to the NC Association of ABC Boards, c/o Joe Wall, PO Box 10669, Raleigh, NC 27605. (We accept payment by check only.)**
- **Mail in your Payment, Registration Form, and signed Trade Show Memo together at one time. (Please do not fax or email Registration Forms or Trade Show Memos separately.)**
- **You are not registered for the Annual Conference if your payment has not been received.**

- **Reminder #1 – You are not assured display space until you receive notice from us that display space has been allotted to you. (Please note: We need your email address and telephone number so that we can confirm your space.)**
- **Reminder #2 - All distilleries that are represented by a broker in North Carolina will share their NC broker's display space. If you have a NC broker, indicate that fact above on the Trade Show Memo.**
- **Reminder #3 – Don't wait until the last minute to sign up! Space is limited!**

ELECTRICAL/TELEPHONE/INTERNET SERVICE ORDER FORM

Please complete and return with payment to:



Sheraton Greensboro Hotel
 3121 W. Gate City Blvd.
 Greensboro, NC 27407
 Attn: Accounting
 Fax: (336)292-9530



Complete this form only if you need these services.

If you need these services, return this form to the hotel,

not to the **ALL ORDERS must be received 14 days prior to move-in to receive the advance price**

Assoc. For questions regarding additional services, please contact Sales and Catering (336-292-9161)

Event: NC Association of ABC Boards Trade Show

Event Date: August 6, 2018

Booth Number: N/A

Exhibitor/Firm: _____

Address: _____

Telephone: _____

Authorized By: _____

Signature: _____ Date: _____

DESCRIPTION	Advance Rate	QUANTITY	Floor rate	TOTAL
ELECTRICAL*				
120 Volt Outlet (1 connection)	\$69.39* / each		\$96.08	
120 Volt Outlet (with use of powerstrip)	\$138.78* / each		\$165.46	
208 Single Phase 30 Amp (Gullford only)	\$138.78* / each		\$165.46	
208 Three Phase 60 Amp Gullford only	\$624.49* / each		\$651.18	
Additional electrical service used above ordered amount will result in additional charges as outlined to be paid prior to event closing. Electrical Service Note: If service above does not meet your specifications, list your full requirements on a separate sheet and submit with this form. Additional fees will apply and be quoted upon receipt.				
TELEPHONE				
Unrestricted House Phone – Access Fee (9 plus number dialed)	\$64.05* / per line		\$80.06	
INTERNET				
High Speed Wired Internet Access <i>Email address to have Wired Internet access code sent to:</i> _____ *complimentary wireless for registered hotel guests	\$250.00 / per line, per day		\$275.00	
TOTAL AMOUNT DUE				\$

***NC State Sales Tax of 6.75% is applicable and has been added to the prices show above.**

PAYMENT: Payment must be included with this order form. Payment may be made by cash, check or credit card. **Note: A credit card guarantee is required for ALL telephone service.**

Amount Due: _____ Payment Method: Cash Check Credit Card

Credit Card Type _____ Number _____ Exp _____ Security Code _____

Order and pre-payment for requested service must be received 14 business days prior to show date in order to guarantee services at ADVANCE rate.

Do you need a receipt emailed/faxed to you? Please provide email address/fax _____



Sheraton Greensboro
HOTEL AT FOUR SEASONS

Directions to the Loading Dock

To the Loading Dock from the North Entrance (Entry A), exit left from the first entrance onto Pincroft Road and immediately turn left into the second entrance. The Loading Dock is directly ahead.

Or, because of heavy traffic on Pincroft Road, simply.....

Exit left from the first entrance onto Pincroft Road. At the stoplight, turn left onto Koury Boulevard. Immediately turn left into the first entrance and follow past the overhang to the Loading Dock area.

To the Loading Dock from the South Lobby Entrance:

From the parking lot closest to the South Lobby Entrance (Entry G), turn right onto Koury Boulevard. Immediately turn right at the third entrance and follow past the overhang to the Loading Dock area.