

Building Relationships Back in the District

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Who is NBWA?



Show and Tell

- Employee Spotlight Program
- Warehouse Visit Program



Employee Spotlight

EMPLOYEE SPOTLIGHT



DAN HAYES

Brewers Distributing Co.
Peoria, Illinois



America's Beer
Distributors

www.nbwa.org



YEARS AT COMPANY

14 Years

CURRENT TITLE

Director of Operations

FIRST JOB AT THE COMPANY

Warehouse Relief Driver

MANAGEMENT QUOTE

"From the time he started, Dan has sought out opportunities for advancement. When opportunities presented themselves, Dan worked hard to develop the necessary skills required of the position. He strives to be a leader not only of the Operations Department but company-wide. He's a member of the Strategic Planning Committee and founder of our employee engagement group - Brewers In Motion. Dan is one of the top forecasters of the AB-InBev wholesaler network and is always looking for ways to do things more efficiently and safely."

- Robert Personett, CFO



Employee Spotlight



Adam Kinzinger @RepKinzinger · 40m

I've met w/ @LaMonicaBev many times over the years. No surprise their staff is in the spotlight. Cheers Tracy on a job well done! @NBWABeer



Paul Tonko @RepPaulTonko · 3m

Congrats to Tom Turcotte of @DeCrescenteDist in Mechanicville for being recognized by @NBWABeer's Employee Spotlight! bit.ly/1KWV1UY



Lynn Westmoreland @RepWestmoreland · 2h

Congrats to Fred Delaney on being recognized by @NBWABeer for his 27 years of hard work at LaGrange Grocery Co!

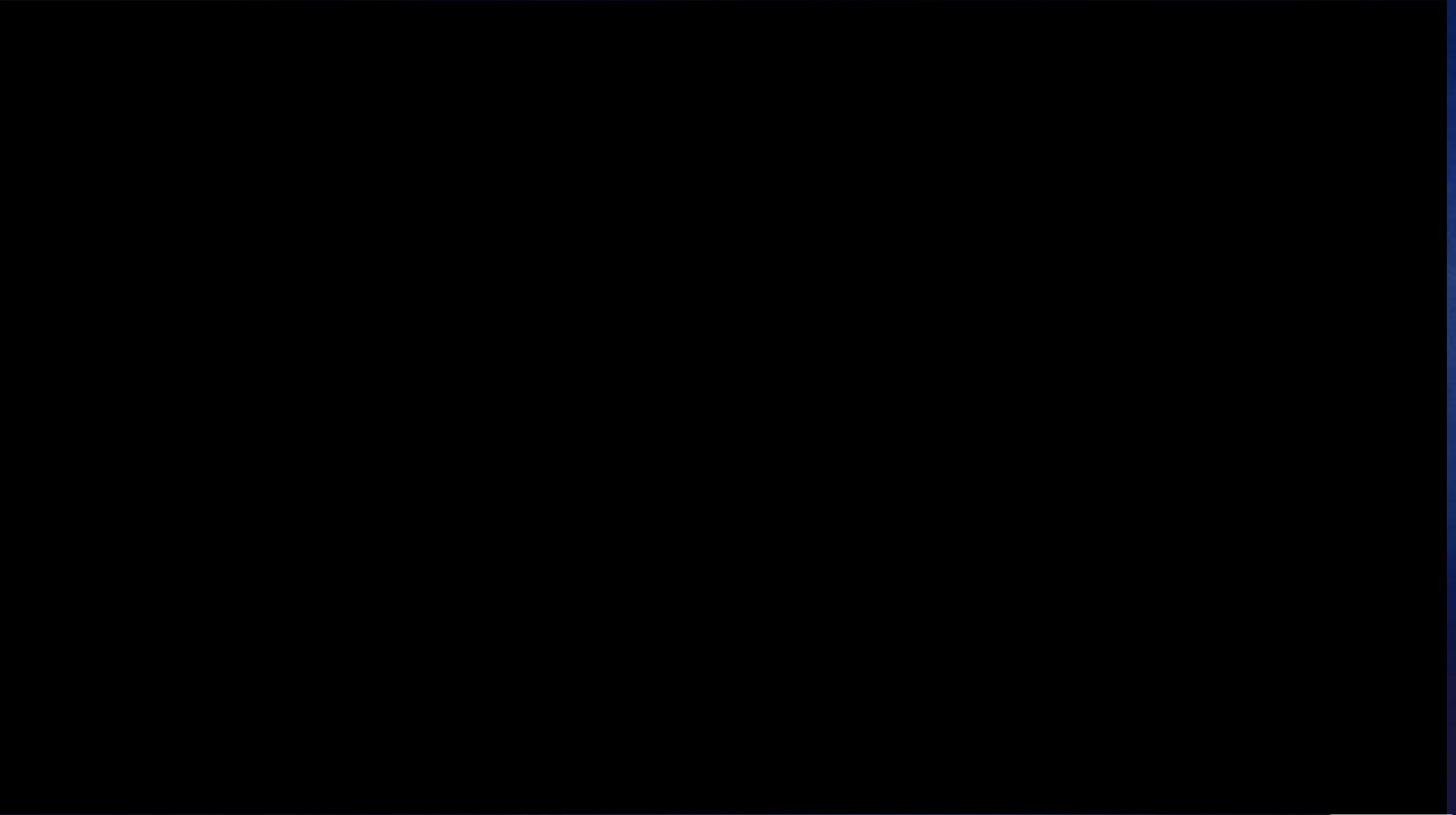


Warehouse Visits

- Set a Goal
- Create a Timeline
- Drum up Excitement



Warehouse Visit Video



Get the Most Out of the Visit

- Goal for each warehouse visit
 - Policy goal
 - Relationship building
 - Candidates/New Members
- Impact to economy and community
- Invite legislators to visit facilities under construction, ribbon cutting ceremonies, community events, etc.



Memorable Materials

Visit Your Local Beer Distributor!

America's beer distributors are local businesses that operate in every state and congressional district across the United States.



www.nbwa.org



MEET some of the 130,000 hard-working men and women in the beer distribution industry!



LEARN about their solid jobs which include good wages and benefits.



SEE firsthand the work they do in your local community.



HEAR about the issues that matter most to them.



Contact NBWA at info@nbwa.org to schedule a warehouse visit in your home district today!



Warehouse Tour 6-Pack

#1: Prepare for the Visit



- Hang a personalized welcome banner.
- Do a little spring cleaning.
- Notify employees.
- Consider hosting a beer tasting to show a wide variety of brands.
- Do your homework: visit your guest's website.

#2: Introduce Guest to Employees



- Employees are constituents, too.
- Employees can talk about quality jobs.

#3: Discuss Your Business



- Commercial Value
 - ◆ Choice & variety
 - ◆ Craft brewer growth
- Economic Value
 - ◆ Jobs
 - ◆ Tax revenue
- Regulatory Value
 - ◆ Product safety
 - ◆ Transparency, traceability and accountability
 - ◆ Tax collection

#4: Talk About Future Visits



- Tell members of Congress when you'll be in Washington, D.C.

#5: Share Details of the Visit



- Send specifics & high-resolution photos to NBWA.
 - ◆ Via feedback form at www.nbwa.org/feedback

#6: Follow Up With Your Guest



- Thank your guest on social media and tag them in your post.
- Send a personal thank-you note.
- Connect with guest's staff regarding outstanding issues or promises.



Follow-up

- Thank the MOC
- Social Media Follow-up
- Feedback Form
 - Track relationships
- Lobbyist to DC Office



Other Ideas

- Small Business Crawl
- August Push/Site Visit Week
- Next Gen Focus
- Community events



Thank You

