



the BottlingLine

Issue No. 324 • Spring/Summer 2015

2015 Schedule

Coca-Cola Scholars Banquet
April 16

Mainstream Call
April 21

CCBA Spring Board Meeting
April 23

Loss Control Forum
April 30-May 1

Spring Financial Management
Forum
June 17-19

CLC Meeting
June 30-July 1

Mainstream Call
July 8

BMAG
July 15-16

CCBA Annual Meeting
Aug 17-18

System Planning Meeting
Aug 19-20

CLC Meeting
August 26-27

Mainstream Call
September 2

CCBA Fall Board Meeting
October 1-2

CLC Meeting
October 20-21

Mainstream Meeting
October 27-28

Fall Risk/Financial
Management Seminar
TBD

BMAG Meeting
November 18-19

CLC Meeting
December 9-10

Mainstream Call
December 16

A Coca-Cola Celebration with Special Meaning to Our Bottling System

The Contour Bottle Celebrates Its 100th Birthday!



The following is an edited summary of several news articles and an essay written by Ted Ryan, Director of Heritage Communications at The Coca-Cola Company. A full version of Ted's essay is featured in the book - Kiss the Past Hello: 100 Years of the Coca-Cola Bottle.

It is indeed "the year of Contour" and another milestone celebration for our System. This year one of the most famous shapes in the world celebrates 100 years on the planet, not to mention its impact on the planet.

It began with the desire to protect brand Coca-Cola and was a cooperative project between The Coca-Cola Company and its bottlers. In the early 1900s, most Coca-Cola Bottlers were delivering brown, or flint green straight-sided Coca-Cola bottles by horse or mule-drawn wagons. Competitive brands like Koka-Nola, Ma Coca-Co, Toka-Cola and even Koke copied or only slightly modified the spencerian script logo, creating confusion among consumers. Further, litigating against these infringements, often took years.

While The Coca-Cola Company introduced a diamond shaped label with a colorful trademark to stand out from the infringers, the labels would often slip off in the barrels of ice-cold water where the product was often sold.



Harold Hirsch

In the meantime, bottlers were exploring and supporting a wide-range of packaging design modifications to help in this regard without success. One of the first orders of business by **Harold Hirsch**, lead attorney for The Coca-Cola Company and **perhaps the greatest driving force behind the creation of The Coca-Cola Bottlers' Association** was to influence the development of a uniform brand package. This packaging standard would not only serve the business needs of CCBA Members and The Coca-Cola Company, but more importantly, the brand's consumers and ultimately, its legacy.

continued page 6

21st Century Beverage Partnership Model Update



This past year was productive and exciting with CCBA Members **Coca-Cola Bottling High Country**, **Coca-Cola Bottling Company United** and **Swire Coca-Cola USA** completing transactions that expanded their franchise territories in significant ways.



Coca-Cola Bottling Co. Consolidated (CCBCC) also acquired significant new geography in 2014 and continues its expansion in 2015. In February, CCBCC closed transactions for Cleveland and Cookeville, TN, Evansville, IN and Louisville, KY territories. In addition to the closings, CCBCC began operating a newly expanded \$12 million sales and distribution Center in Louisville, KY, that is expected to add approximately 100 new jobs to the region. Also in February, Consolidated signed definitive agreements to expand into the Paducah and Pikeville, KY markets.



Corinth Coca-Cola Bottling Works, Inc. continues to move closer to expanding its presence in West Tennessee by obtaining distribution rights and related assets in the Jackson and Paris, Tennessee markets by way of a territory exchange between Coca-Cola Bottling Co. Consolidated and Coca-Cola Refreshments. This will also include select routes from the Memphis/Little Rock Market Unit directly from Coca-Cola Refreshments. These transactions are expected to close by the first half of this year.



When CCBCC and Corinth complete these final transactions, all of the territory transitions originally announced in April 2013 will be completed.

We also expect the previously announced new Independent Coca-Cola Bottlers to join our ranks this year:



- As previously announced **The Coca-Cola Bottling Company of Central Florida** has executed a definitive agreement for its new territory and expects to close in the first half of 2015.



- **Great Lakes Coca-Cola Distribution, L.L.C.**, a wholly-owned subsidiary of Reyes Holdings, L.L.C., (owned by brothers Christopher and Jude Reyes) also signed their definitive agreement --- and anticipate closing this year.

Congratulations to our current and future Association Members participating in this process.

Beverage Digest Future Smarts Panel Conference features CCBA President, Hank Flint



The 2014 Future Smarts Conference, held each December in New York, offers great dialogue and a laser focus on our business with points-of-view from industry leaders.

This year's panel featured our own **Hank Flint, President & COO of Coca-Cola Bottling Consolidated and current CCBA President.**

Hank expertly represented an independent bottling point-of-view as he engaged questions from John Sicher. Hank shared the rich history and culture of Coca-Cola Bottling Company Consolidated and reinforced the value of our system. In addition to being "recklessly optimistic" about growth in our industry, he supported our System's approach to the business and emphasized the importance of segmentation and execution within an empowered framework. Great job Hank!

Paul Mulligan of Coca-Cola Refreshments also participated on the panel, offering additional 'future smarts,' as he shared his thoughts on evolving consumer need states with associated transaction pack strategies and store formats. Well done Paul!



Congratulations to the Coca-Cola Bottlers that have acquired new or incremental Monster distribution rights. CCBA, its Officers and Staff have been proud to assist you in the distribution agreement process.

Best wishes for a successful launch and a prosperous future with the brands.

Welcome the 27th Class of Coca-Cola Scholars!

The 2015 and 27th class of Coca-Cola Scholars will be officially welcomed and celebrated in Atlanta at their reception and awards banquet on April 16th. The anticipated event will feature renowned author and financial advisor Suze Orman as honored guest and Keynote Speaker.

The Foundation's vision is to develop a powerful network of community leaders whose ideas will help shape the world and leave a lasting legacy for generations to come. Each year, Coca-Cola Scholars Program scholarship recipients are welcomed into a vibrant and growing extended family that fosters lasting connections with the Foundation and each other.

Coca-Cola Scholars alumni stay in touch through regional councils, special events, and through their local Coca-Cola Bottlers. Alumni often unite to organize and implement community service projects that enable them to make an even greater impact together. The Coca-Cola Bottling community frequently demonstrates and showcases meaningful events that reinforce the program and support of our Scholars locally.

This year, the Foundation received over 102,000 applications from high school seniors across the United States. This pool is narrowed to 2,200 Semifinalists, then 250 Regional Finalists, and finally 150 Coca-Cola Scholars who receive a \$20,000 college scholarship. Bottlers were notified at each stage of the selection process if a student selected was in their territory. Those Bottlers with Semifinalists and Regional Finalists were given the opportunity to have a certificate sent to them to present to the student.

In addition to the initial notification, Bottlers of the 150 Coca-Cola Scholars will also be sent a personalized

certificate for both the winning Scholar and their Educator of Distinction, who is a teacher, coach, counselor or other "educator" that has made a meaningful impact on the Coca-Cola Scholar by whom they were nominated. This program was designed as a way for the winning Scholars to express gratitude for their educators' contribution and has become a defining part of closing the selection celebration for Scholars.

The certificate for each student who was recognized as part of the selection process acknowledges their personal commitment to education, civic engagement and community.

If you are a Bottler who has a semifinalist, Regional Finalist, or Coca-Cola Scholar in your territory, we encourage you to use the certificates to create a special experience that acknowledges this distinction in local school award ceremonies.

With generous support from each of you -- our Coca-Cola Bottlers and The Coca-Cola Company -- the Coca-Cola Scholars Foundation is one of the largest

business supported scholarship programs in the United States. Each year, the

Foundation awards over \$3.45 million to eligible students going to four-year universities and two year institutions across the country.

If you are new to having a Scholar in your territory, feel welcome to reach out to Lauren O'Brien with the Coca-Cola Scholars Foundation at laurenobrien@coca-cola.com for assistance.



Check the CCBA website to enjoy photos from the reception and banquet.





Mainstream Bottlers Meet in Palm Springs



Rudy Salas

On February 12-13, 2015, forty-nine Mainstream Bottlers from twenty-five independent bottling ownerships participated in the annual winter CCBA Mainstream meeting, held in Palm Springs, CA. Attendees spent two days tackling key topics important to driving our business, optimizing performance and discussing barriers to execution.

Day One included a strong agenda with Drew Haynie and Bobbie Golden offering an overview and update on Customer Leadership and our new related System routines and other tools that support our approach with Customers. Rudy Salas continued his ongoing dialogue with Bottlers regarding his vision for our System.

Dan Markle, Mike Swim and John Scalise followed him to share updates and a more detailed view of CCNA's Franchise Leadership System. Andy McMillin shared detail on plans for Coca-Cola Life, the upcoming Share-a-Coke program and Diet Coke. He also shared valuable insights that The Company has gained around social media and what consumers are thinking about when it comes to sweeteners.



*Brian Sappington,
VP, Walmart
Account Team*



This vintage photo of Clemson University's "Memorial Stadium," printed on canvas and framed in Cypress seat planks that were removed from the stadium after the 1971 football season, was presented to Dwight Frierson.

The afternoon session featured an update by the Wal-Mart team followed by the Value team sharing best-in-class examples and important information on special programs. Dan Markle and Jimmy Briggs reviewed the work that the team is doing with Dasani case pack. Dan then led the CCNA team, taking and answering questions on numerous key topics of interest to Mainstream attendees. Before officially closing day one, Bobbie Golden and the group formally acknowledged and thanked **Dwight Frierson** (Orangeburg CCBC...and major Clemson fan) for his service and leadership as Mainstream President. The group presented Dwight with a unique gift that underscored his allegiance to Clemson University in a special way.

The strong agenda was supplemented by a special reception that evening that strengthened the relationships we value while providing an informal forum to continue productive dialogue.

Day two covered updates from John Gould and Ann Burton on CCBA and Industry Issues. Bobbie shared news on ARTM and Transshipping and results from the Supply Chain Survey. **Jimmy Briggs, Mainstream's new President**, provided an update on IT and North Star, addressed questions and outlined necessary follow ups before officially closing the meeting.

With questions and discussions ranging from Freestyle execution to required SKUs; local market planning and support; issues on Monster and the new CCNA structure with corresponding Bottler franchise resources, Bottlers' initial responses to CCBA's Mainstream meeting feedback form indicates the meeting was a resounding success.

We welcome your feedback anytime! Our goal is to facilitate meaningful Mainstream meetings that benefit our independent bottling community and encourage full participation by all Mainstream members.

The Mainstream conference calls are again scheduled to follow the live CLC meetings. Please plan to participate if possible!

The remaining schedule for 2015 is: **April 21 • July 8 • September 2 • December 16**

Fall Risk/Financial Management Forum Wrap-Up

Each November, Bottler representatives with expertise spanning multiple areas ranging from loss control to finance convene to review key topics on Risk and Financial Management, featuring speakers from leading Companies and suppliers in the industry—all on topics designed to benefit CCBA's Bottling audience.

This past session, held in Las Vegas, offered a strong agenda that entertained as well as informed. Informative presentations on day one began with Barbara Hiden, ABA's VP of Federal Affairs, sharing an update on government and industry issues with programs that ABA is implementing to support our products and overall beverage platform. The day also included an update from legal and engineering experts on trucking laws for Bottlers, followed by an overview and update on Coca-Cola Bottlers Sales and Services Procurement and an informed look at lowering claims exposure through physical abilities testing and validation in the workplace by Dennis Padgett of CCBCC, with Jim Briggs of Advanced Ergonomics. The day concluded with an overview on current economic and market conditions, as they relate to our industry, followed by a presentation on trends in workplace disability and how to prevent chronic disability syndrome through correct identification and appropriate treatment.

The next morning attendees listened to Dave Uyemura of Woodruff-Sawyer & Co. expertly cover the current state of regulatory compliance, with detail on the Affordable Care Act requirements and its impact on group health and employment law. Matt Gilley from Intellum demonstrated ways to optimize and integrate a Learning Management System into your business, followed by an update on trends regarding the legislative, regulatory and legal aspects of retirement plans by Wells Fargo. The day concluded with a detailed review and discussion of Coca-Cola's North American performance in Environmental, Safety and Sustainability.

The final day of the session was as lively as anticipated as Carmine Baratta (CCR) shared key statistics and considerations on preventing workplace violence with real-life examples and an expert point-of-view that could only come from a professional with deep roots and experience in law enforcement and security. The session concluded with an update on Group Health from Jim Fenno, of National General Insurance outlining considerations for business owners as they implement employee benefit programs.

Informed risk management is a critical element for a bottling or distributing business to operate effectively. Attending the Fall Risk / Financial Management Forum is one way to stay informed and connect with other Members and Bottlers of Coca-Cola. If you or your ownership was not in attendance, we hope you will consider joining us later this year!

Managing Risk & Protecting Your Business Assets

If you are interested in learning and collaborating with others in your industry, accessing best practices and ways to implement safety in your facility, while insuring your organization against risk of loss, consider participating in the **CCBA Captive Insurance Program**.

Your Association's insurance program and its accompanying library of training modules is unique and tailored to specifically meet the needs of Coca-Cola Bottlers and beverage distributors.

The end goal --- training to prevent accidents and loss, and to effectively manage claims and get injured workers back on the job if claims do occur --- which decreases your operating costs!

CCBA's Loss Control Forum is an annual event which brings together all of the participants in the Association's program to review loss experiences, develop and review new training and loss control materials and share best practices. **It takes place at the end of this month.** The opportunity to attend is reserved exclusively to the participants in the Association's property and casualty insurance program. **It will feature a rich and full agenda with experts** on loss control and claims management, and will offer excellent opportunities to learn, exchange ideas and interact with others who share common challenges and opportunities for improvement. **Participants come away with ideas, strategies and clear steps to optimize their businesses' safety and loss performance.**

We encourage and strongly recommend members who do not participate in this distinctive program to contact our office and take advantage of a program, with the power of CCBA behind it, to help you minimize adverse exposure.

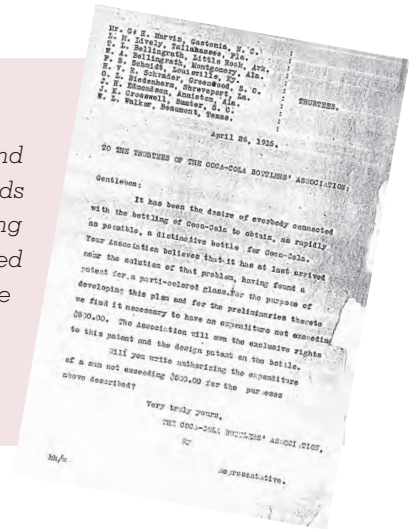
If protecting your business while saving money appeals to you, contact Ann Burton (678-539-2302) or Charles Norton (678-539-2304) for information on how to sign up.

The Contour Bottle Celebrates Its 100th Birthday! *(continued from page 1)*

Harold Hirsch – Organizer of The Coca-Cola Bottlers' Association

"We are not building Coca-Cola alone for today. We are building Coca-Cola forever, and it is our hope that Coca-Cola will remain the National drink to the end of time. The heads of your companies are doing everything in their power at considerable expense to bring about a bottle that we can adopt and call our own child, and when that bottle is adopted I ask each and every member of this convention to not consider the immediate expense that would be involved with changing your bottle, but to remember this, that in bringing about that bottle, the parent companies are bringing about an establishment of your own rights. You are coming into your own and it is a question of cooperation".

Correspondence from Harold Hirsch to Association Members regarding standardization efforts of the Coca-Cola bottle – this regards the costs of the glass patent



On April 26, 1915, the Trustees of the Coca-Cola Bottling Association voted to spend up to \$500 to support development of a distinctive bottle for Coca-Cola. The competition was on, as eight to 10 glass companies across the U.S. subsequently received a challenge to develop a "bottle so distinct that you would recognize it by feel in the dark or lying broken on the ground."



Historical marker at the site of the Root Glass Company

One of those participating firms was the Root Glass Company in Terra Haute, Indiana. The Root team included C.J and William Root, Alexander Samuelson, Earl Dean and Clyde Edwards. Messrs Dean and Edwards, on a deadline, visited their local library to research design possibilities and became inspired by an illustration of a cocoa bean pod that had an

elongated shape and distinct ribs. The team developed the bottle idea with Dean carefully sketching the now recognizable shape on heavy linen paper and under Samuelson's direction, a few sample bottles were struck. Local legend has it that Mr. Dean stayed up for 22 hours straight, working on the design; and that the men did not share the source of their design inspiration because they feared it would be confused with cocoa or chocolate and the bottling committee would vote it down.

A patent registration (under Alexander Samuelson's name) was subsequently submitted by The Root Glass Company and granted on November 16, 1915. That date was later incorporated into the lettering on the final design of the bottle. The patent submission was made without the signature embossed Coca-Cola script lettering in order to protect the secrecy of the design and the ultimate client.

When a committee composed of bottlers (including ancestors of Coca-Cola Bottlers still operating today) and Company officials met to choose the bottle design, the Root version was the clear winner, although the committee requested modifications to provide a more stable bottle for production. The Coca-Cola Company and the Root Glass Company entered an agreement to have



six glass companies across the US use the bottle shape. The contract called for the bottles to be colored with "German Green" which was later called "Georgia Green" in homage to the home state of The Coca-Cola Company. The contract also called for the name of the city placing the glass order, to be embossed on the bottom of the bottle. These city names entertained consumers for decades as



Design and page from US Patent Book and Official Seal from US Patent Office

many would compare whose bottle was from farther away. Importantly, the weight of glass was to be no less than 14.5 ounces, which when filled with the 6.5 ounces of Coca-Cola meant each bottle weighed more than a pound!



For many Bottlers, the glass bottles were the most expensive portion of their business and some needed to be convinced to make the change. The Company began to do that with national advertising featuring the exclusive bottle, not to mention local efforts and positive word-of-mouth by fellow Coca-Cola Bottlers. The first national calendar featuring the bottle appeared in 1918 and by 1920, most Coca-Cola Bottlers were using the distinctive bottle.

The first reference to the bottle as a "contour" occurred in a 1925 French Magazine, *La Monde*, which described the Coca-Cola bottle with a distinctive contour shape. To the general public, the shape is just "the Coke bottle."

By 1951, all patents on the shape had expired and The Company approached and proposed to the Patent Office that the Coca-Cola bottle's "distinctively shaped contour," was so well known that it should be granted Trademark status. While it was highly unusual for a commercial package to be granted that status, on April 12th, 1961, the Coca-Cola bottle was recognized as a trademark.

One of the interesting notes about the shape is that while it is almost universally recognized, the form has evolved over the years. For example, when the King and Family sized packaging were introduced in the 1950s, the Company worked to recast the bottle but still preserve the proportions, maintaining that unique recognizable element. Fast forward to a 1998 ad, where a silhouette of the bottle was paired with the caption, "Quick, Name a Soft Drink." Just as



the original patent from 1915 illustrated a slightly wider bell shape circumference than the bottle that went into production, today's aluminum bottle is a 22nd century update of the classic design.

Andy Warhol is the artist most famous for using the Coke bottle in art, however the first popular artist to incorporate the Coca-Cola bottle in a painting was Salvadore Dali, with his 1943 work, *Poetry in America*. Later, other artists like Sir Eduardo Paolozzi (1940s) and Robert Rauchenberg (1957) included Coca-Cola Bottles as their inspiration and in their work. The Contour Bottle as an icon in popular culture and the "pop art" movement overall, was firmly established in Andy Warhol's 1962 show, *The Grocery Store*.



* Warhol Bottle



The contour bottle worked its magic yet again in the mid-1990s, when plastic bottles (PET) were replacing glass and becoming ubiquitous on store shelves. The launch of our plastic contour bottle is credited by many with further revitalizing our business across the System.

Today, as we celebrate 100 years of the patent of the famous contour shaped Coca-Cola bottle, it is indeed a shape for all who want to enjoy an ice cold, delicious and refreshing Coca-Cola. The celebration continues with an exhibition at the **High Museum of Art in Atlanta**, titled, "**The Coca-Cola Bottle: An American Icon at 100**," through **October 4, 2015**. The exhibition showcases 500 3-D printed bottles, hanging in air to greet visitors on the ground floor and a display of the evolution of the package and work associated with the Coca-Cola brand, across four areas of the museum.

As part of its continual reinvention, Coca-Cola's vice president of design, James Somerville, has commissioned contemporary designers from around the world to reinterpret the bottle for its anniversary. **Stay tuned for more news as our System celebrates "the Year of Contour."**



View a video of behind the scenes preparations for the exhibit.



Don't miss news and reports on the celebration as it unfolds



Enjoy more of the advertising and media that will support the celebration

* PhotoCredit: Andy Warhol (*American, 1928–1987*), *Coca-Cola (3)*, 1962, casein on canvas. Crystal Bridges Museum of American Art, Bentonville, Arkansas. © 2015 The Andy Warhol Foundation for the Visual Arts, Inc. / Artists Rights Society (ARS), New York

Lufkin Coca-Cola Bottling Company Retired Owner & President Inducted into County Business Hall of Fame

Irma Newsom Franklin was inducted into the Angelina County Business Hall of Fame in late 2014.



Considered a pioneer business woman and civic leader, Mrs. Franklin joined her family business in 1952. She became President in 1962 and presided over the company until 2000, when her son "Bim" assumed the title. (Her father, W. D. Newsom, was a partner in a business making ice cream and bottling beer until 1905, when he bought out his partner and purchased the franchise to bottle and distribute Coca-Cola in Angelina, Polk and Trinity Counties.)

Irma Franklin was a 1932 graduate of Lufkin High School and attended Dodd College in Shreveport, Louisiana. She was a member of the Daughters of the American Revolution and the Daughters of the Republic of Texas. When Angelina College was founded, Mrs. Franklin started a nursing scholarship in her father's name for a deserving student from the three county area served by their franchise.

She also served as the first female member of the Board of Directors of First State Bank of Lufkin and a member of the Board of Republic Bank, Lufkin Service League and St. Cyprian's Episcopal Church.

Mrs. Franklin had two children, Jean Franklin Dillahunty and Barney Marshall Franklin, Jr. The company her father founded is now run by her granddaughter Lynne Haney. In a local news article, Ms. Haney said her inspiration to run the business came from her grandmother.

"There was never any question," Haney said. "I had no thoughts of going anywhere else. This is where I wanted to be and what I wanted to do, and follow in her footsteps."

An official plaque honoring Mrs Franklin will be on display in Kurth Memorial Library. **Congratulations to Lynne and her family and to the Lufkin CCBC.**

Industry Notes

While Consumers claim to avoid sweeteners, their purchase behavior does not always match...

Industry research states a quarter of all consumers now claim to avoid total sugar, (an increase of 21% from last year.) Examination of the data from Sweetener360's white paper and second annual research findings uncovered a gap between shopper claims and actual purchasing habits. The custom research, commissioned by the Corn Refiners Association and completed in part by Mintel and Nielsen Consulting, combined and examined the purchase behavior of 15,552 Nielsen Homescan panelists with their consumer survey responses. The survey responses measured consumer attitudes and perception of health and ingredient claims.

The data revealed that actual purchasing behavior did not align with stated health values. This discrepancy was attributed to "human nature", noting examples of the "good intentions and high failure rates of New Year's resolutions."

The failure to align purchases with intent was most stark among millennials (ages 18-34.)

It turns out that consumers are motivated more by taste and price than by health claims. Five out of six consumer segments in the report said taste was the most important factor in their food and beverage decision making, while four out of six ranked price as their second-most important purchase driver.

Overcoming the Buzz

In light of the findings, the conclusion reinforced the importance for manufacturers to "deliver against true consumer demand", based on measurable purchasing data.

Scan code to read and learn more about this study:



CCBA Member Updates



Pete Benzino

Congratulations to **Pete Benzino** who has been appointed **President, ABARTA Coca-Cola**. In his announcement, Charlie Bitzer, ABARTA's Executive Vice President & COO praised Pete's 35 year career at ABARTA, managing Lehigh Valley Coca-Cola, Buffalo Coca-Cola and most recently Cleveland Coca-Cola. In his new role, Pete will continue to develop stronger relationships with the Coca-Cola Company as ABARTA pursues growth opportunities in our beverage business.



Please join us in congratulating Pete and wishing him success in his new role!



Abarta's business philosophy and local commitment to "Quenching the Thirst of our Neighbors" came through in the

March 15th issue of the region's dominant newspaper, THE MORNING CALL. The Coca-Cola Bottling Company of the Lehigh Valley was prominently featured in a special Sunday business section that highlighted the Lehigh Valley region as one of the fastest growing in the beverage industry. Joe Brake, vice president and general manager of Lehigh Valley CCBC spoke to the benefits of local sourcing and credited their extraordinary employees, local partners and the Lehigh Valley community for the Company's longstanding success.

The local beverage business here dates back to the Revolutionary War era with numerous breweries, wineries; spirits companies; water bottling, fruit, juice and vegetable manufacturing companies today, calling the Lehigh Valley home. The special business section provided a beverage industry outlook for 2015 and included information on the local beverage Companies in the area, including The Coca-Cola Company's flavor and syrup concentrate manufacturing facility.

With a location and natural resources that provide their business with logistical and unique production advantages, **Charlie Bitzer, (Abarta President)** added that the feature is "an example of the power of the brand, the people, the Company, the Independent Bottler and The System when we all work together for a common goal."



With the retirement of John Rice as CEO of Coca-Cola Bottling Co. of Santa Fe at the end of 2014, **Barry Kiess** has taken over as **CEO**. Barry has been with the com-



Barry Kiess

pany for over 10 years in various roles and is a 'home grown' employee. Barry is a native of the Santa Fe region, and even received an athletic award from CCBCSF while in High School.

CCBC of Santa Fe's executive management team continues with **Stu Feltman as President, Kathy Hart as Vice President and Jane Ross as Controller**. The Company celebrates 96 years in business this year and Barry is determined to see CCBC Santa Fe through its' 100th anniversary and beyond, as a strong and healthy company. His strong commitment to Coca-Cola, his leadership skills and his winning personality have CCBC of Santa Fe excited to face the future. **Please join us in congratulating Barry!**



John E. "Jack" Pelo

The Federal Reserve Bank of San Francisco announced that John E. "Jack" Pelo, President and CEO of Swire Coca-Cola USA, was appointed vice chair of the Federal Reserve Bank of San Francisco's Economic Advisory Council (EAC).



Jack joined the EAC in 2013 and has also been a director of Key Technology since 1998. EAC members provide the Bank's senior management with information on current and pending developments in the regional and national economies. All members serve three year terms. **Please join us in congratulating Jack.**

CCBA Member Updates



Michael J. Faber

The St. Cloud Chamber of Commerce announced its 2015 Small Business Award winners in late March, honoring Michael Faber, (CEO), the Faber Family and the Viking Coca-Cola Bottling Company as the Family Owned Business of the Year.



In its announcement, the Chamber highlighted Viking Coca-Cola's steady and successful expansion since 2000, its operating capabilities and its employee growth over the last 15 years. Michael will be honored at the Chamber's Business Awards Luncheon in May. **Please join us in congratulating Michael, the Faber family and everyone at the Viking Coca-Cola Bottling Company!**

Meredith's Journey



Meredith and her husband Jimmy Kight a few days before her surgery.

Each of us lives our life – as the song goes, “week to week; day-to-day; hour-to-hour.” Our individual circumstances and experiences are at once, unique and then, so collectively unified. The Coca-Cola System is a diverse family, in the largest sense of the word. As many of you may be aware, our ‘family’ has witnessed a fusion of spirit and positive energy over the last few months, in **rallying for the full recovery of Durango CCBC's Meredith Mapel.**

The new year presented a new challenge that no one expected, when Meredith was diagnosed with breast cancer. The good news – her form of cancer (infiltrating ductal adenocarcinoma) was common and treatable. The not so good news – it can spread rapidly and of course, so many other unknowns.

As Meredith corresponded with colleagues and friends to cover the business and keep them updated, something inspirational began to happen. She may not have planned to “journey” her experience, however, “journey” she did. **Her emails educated, inspired and created a positive energy chain that we want to share and expand.** Meredith chronicled her surgery, healing process and status, through her follow-up visits, test results and a very personal “go-forward plan” to build strength and fully heal. The surgery to remove her tumor was successful and the cancer has not spread. Meredith will be on a prescription regimen for the next ten years to minimize possibility of recurrence and is planning on getting back to full speed soon.

Meredith – your Coca-Cola family supports you, is grateful for the latest good news and continues to send good vibrations your way. We look forward to reports of your healing progress. ***Game on...set and match!***

In Memoriam

Donald R. Keough 1926-2015

Coca-Cola Bottlers throughout the United States and our entire System lost a great friend and mentor when Donald R. Keough, former President, Chief Operating Officer and Director of The Coca-Cola Company, passed away on February 24th.

He will always be remembered for the leadership and inspiration he provided.



In Memoriam



Dick Pelo

Dick's influence and leadership across our industry was unquestionable and his support and involvement with CCBA, invaluable.

Richard Roland Pelo, 86, of Walla Walla, WA died peacefully on December 23, 2014. "Dick" was born to the late Carl and Marguerite Pelo on January 28, 1928 in Red Lodge, Montana. The family later moved to Milton-Freewater, Oregon where Dick graduated from Mac-Hi in 1945. At Mac-Hi he was a drummer in the marching band and later served on many reunion committees. He received his B.S. in Food Technology from Oregon State in 1949 and a B.A. in Business Administration in 1951. While at Oregon State he was a member of the Lambda Chi Alpha fraternity. He met his future bride Katherine White in Chicago, Illinois while working as a sales representative for American Maize. They were married on January 15, 1955 and moved to Walla Walla the following year.

Dick and Kay purchased the 7-Up Bottling franchise in 1956 and the Coca-Cola Bottling franchise in 1961. Dick ran the Bottling operation until his retirement in 1986 when his three sons took over the operation. The company later sold to Swire Coca-Cola.

Dick was an active member of The First Presbyterian Church serving many years both in the Session and as Treasurer. He was also active in the Rotary Club, Fort Walla Walla Museum, The Coca-Cola Bottlers' Association, Coca-Cola Mainstream, and the Association of Washington Business. He served on many Boards including Camp Fire, Christian Aid, and the Chamber of Commerce.

Dick loved his family, friends, travel, the OSU Beavers, Drum and Bugle Corps, and the YMCA. He will be remembered by all for his infectious laugh and his kind and generous heart. He quietly changed the lives of others without ever bringing attention to himself.

Dick and Kay were fortunate to see much of the world together and create the memories that they loved to share. Dick loved watching his sons, and later his grandchildren, play sports. He was the most loyal fan on the field or in the gym. Dick is survived by his wife Katherine Pelo of Walla Walla, WA; three sons and daughter-in-laws--Jack and Melinda Pelo of Sandy, UT; Don and Janice Pelo of Bellevue, WA; Rich and April Pelo of San Diego, CA. Dick's son, Jack Pelo is President and CEO of Swire Coca-Cola USA, a current member and a past President of CCBA's Board of Governors.



S.A. Shelor Edmiston

As many of you already know, Mr. Edmiston was the former Owner of The Coca-Cola Bottling Company of Crockett, Texas. The Coca-Cola Company finalized its acquisition of CCBC of Crockett in October and was featured in our most recent issue of The Bottling Line.

Shelor Arledge Edmiston passed away at the age of 98 in a Dallas Hospital on Monday, December 22, 2014 at 4:51pm following a short illness.

Shelor was born in Crockett, Texas on October 7, 1916 to C.L. and Hattie Belle Arledge Edmiston and a 1933 graduate of Crockett High School. He continued his education at Texas A&M before transferring to the University of Texas from which he returned to Crockett and the family owned Coca-Cola business upon the sudden and unexpected death of his own father. Shelor, only 21 at the time, continued to serve the Company, leaving only to support his country with a tour in the U.S. Army Air Corps, during World War II.

Shelor returned to Houston County, his wife Maurine (Parker) and new son, Howard after the war, where he helped found the Central Baptist Church in which he served as a deacon and choir member. He was a 71 year member of the Crockett Rotary Club and a Paul Harris Fellow. Locally, he established a family foundation to support Houston County non-profit organizations.

Shelor was the president and general manager of Crockett Coca-Cola for 68 years. Even though he scaled back his duties over the last several years, he still came into work most every day. Seventy-seven years later and until just before he passed away, Shelor still came into the office — to work with the business he loved. That's an impressive attendance record by any measure.

Mr. Edmiston still enjoyed playing golf regularly and his golfing exploits are legendary. Up until a few days before his passing he found time to play golf regularly. The familiar sight of Shelor at his work place, around town participating in civic and charity events and on any number of golf courses throughout East Texas will surely be missed by all who knew him.

Celebrations across CCBA's Member Community



For those of you who participate in CCBA's 401K Program, we know you, along with the staff of CCBA wish Wells Fargo Relationship Manager - Barbara Jedneak, a **Happy Retirement!**

Pictured left to right: Ann Burton (CCBA), Barb Jedneak (Wells Fargo) and Wendy Stone (CCBA)



--- And speaking of the 401K program, **THANKS** to Coca-Cola Bottling Works of Tullahoma and the Coca-Cola Bottling Company of Central Florida, who just signed on with CCBA's successful program.

We look forward to serving you!



A SPECIAL CELEBRATION



Congratulations to Sandy Williams, celebrating his 30th year as a Member of CCBA's Board of Governors! Sandy was elected in 1985 and is our Association's longest standing Board Member.

Congratulations to Jan Harrison, wife of Coca-Cola Bottling Company Consolidated Chairman and CEO, J. Frank Harrison, on publishing her inspirational book, Life After The Storm. Just as the title suggests, Jan's book offers a journey of promise and discovery filled with compassion and courage. Life After The Storm can be purchased online through Amazon or barnesandnoble.com. Check it out!



Life After The Storm
God Will Carry You Through
JAN HARRISON

Introducing the Newest Members to Join the Coca-Cola Family Business



Grayson Michael Faber
March 3, 2015 - 8LBS. 6OZ.

Proud Parents:
Michael and Stacy Faber
Viking Coca-Cola Bottling Company



Sydney Rae Fox
January 3, 2015 - 6LBS. 13OZ.

Proud Grandparents:
Mike and Lisa Fox
Coca-Cola Bottling Company of Kokomo



Lucas Ronald Godbout
January 27, 2015 - 7LBS. 7OZ.

Proud Parents:
Chad and Megan Godbout
Mile High Beverage



3282 Northside Parkway, Suite 200 | Atlanta, GA 30327

All rights reserved, no part of this publication may be reproduced or used in any form without permission.

If you have stories or information about your Bottling organization or employees that you want to include in our next edition of the Bottling Line, contact Linda Peluso at the Association at 678-539-2309.