



## BI Update

October 2008

**Corporate Sponsorship Award** – For the 5th consecutive year, Beer Institute was honored with WRAPPY Award for Corporate Sponsorship from the Washington Regional Alcohol Program (WRAP). The award was bestowed at the WRAP Annual Meeting on October 17. Founded in 1982, WRAP is an award-winning, public-private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with helping to keep the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. WRAP's best-known program is SoberRide, called one of the nation's most successful free cab ride programs for would-be impaired drivers, which has provided more than 41,000 safe rides home to would-be drunk driver on high-risk holidays since 1993..

**On the Go** – Beer Institute staff was busy on the road during the month of October, getting our messages to appropriate audiences and monitoring alcohol policy discussions:

- Jeff Becker and Lester Jones participated in the Great American Beer Festival in Denver, Colo. They met with local member brewers and presented the Large Brewer of the Year Award to Doug Muhleman of Anheuser-Busch.
- Art DeCelle participated in the two fall regional meetings of the National Conference of State Liquor Administrators (NCSLA). At the Northern-Southern states meeting, he moderated an industry supplier association panel on advertising self-regulation, three tier system litigation, and general trends in alcohol consumption. At the Central-Western states meeting, he participated in a supplier panel on the same issues and a separate panel on self-regulation in advertising with representatives of the Federal Trade Commission and the Washington State Liquor Control Board. Major topics of that session were placement standards, internet advertising, and general advertising trends covered in the 2008 FTC Report to Congress.
- Art also attended the National Beer Wholesalers Association Center for Alcohol Policy Legal Symposium. The two-day session focused heavily on efforts by brewers to foster wholesaler consolidation, the history of the three-tier system, state-based regulation, and efforts to engage the public health community.



- Susan Haney attended the annual meeting of the American Public Health Association and heard a variety of presentations advocating higher alcohol beverage taxes, new restrictions on advertising, and a variety of other punitive regulatory measures.

- Liz Tobin attended the Worldwide Brewing Alliance meetings in Brussels, Belgium. The two-day meeting included representatives from many beer companies and trade associations from around the world. Liz and Bart Alexander of Molson Coors spoke on brewer environmental initiatives, highlighting industry leadership in many areas that concern environmental policymakers and advocates around the world and initiating a discussion on global brewer environmental best practices. Other topics addressed included the World Health Organization's work on their draft global alcohol strategy, corporate social responsibility, taxation, labeling, and commercial communications.

