

# REGISTRATION

## Time

The meetings will be held in the **RED CITIES** from 9 AM to NOON and from 2 PM to 5 PM in the **BLUE CITIES**.

## Dates and Locations

✓ Check your preference for meeting date and location.

- |                     |                                                                                          |                          |
|---------------------|------------------------------------------------------------------------------------------|--------------------------|
| <i>September 8</i>  | <b>IOWA CITY</b><br>Highlander Conference Center<br>2525 N. Dodge Street<br>319.354.2000 | <input type="checkbox"/> |
| <i>September 15</i> | <b>SIoux CITY</b><br>L & L Distributing<br>514 Clark Street<br>712.255.0135              | <input type="checkbox"/> |
|                     | <b>COUNCIL BLUFFS</b><br>Doll Distributing<br>3501 23rd Avenue<br>712.323.5701           | <input type="checkbox"/> |
| <i>September 17</i> | <b>DUBUQUE</b><br>Kirchhoff Distributing<br>5035 Chavenelle Road<br>563.556.8911         | <input type="checkbox"/> |
|                     | <b>WATERLOO</b><br>United Beverage<br>2604 W. Airline Highway<br>319.234.8934            | <input type="checkbox"/> |
| <i>September 18</i> | <b>DES MOINES</b><br>Iowa Beverage Systems<br>2115 NE 58th Avenue<br>515.266.2274        | <input type="checkbox"/> |

## Registration Form

NAME(S): \_\_\_\_\_

BUSINESS  
NAME: \_\_\_\_\_

ACCOUNT #: \_\_\_\_\_

ADDRESS  
& CITY: \_\_\_\_\_

DAYTIME  
PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

## Registration Return

Please return the registration by September 5, 2003. Register on-line at [www.IowaABD.com](http://www.IowaABD.com). Alternatively, mail or fax the completed registration form to the following address or number:

*Coffee with the Administrator II*  
Iowa Alcoholic Beverages Division  
1918 SE Hulsizer Road  
Ankeny, Iowa 50021  
Fax: 515.281.7385



IOWA ALCOHOLIC BEVERAGES DIVISION

## COFFEE WITH THE ADMINISTRATOR II

September 8, 15, 17 & 18  
2003

Sioux City  
Council Bluffs  
Iowa City

Dubuque  
Waterloo  
Des Moines



# AGENDA



Thomas J. Vilsack

Lynn M. Walding *Administrator*

On behalf of the *Iowa Alcoholic Beverages Division*, I would like to extend an open invitation to all Class E Liquor Licensees to attend the second annual *Coffee with the Administrator*.

Last year's nuts-and-bolts business-planning sessions proved invaluable to the Division in improving the state's liquor distribution system. The meetings also served as an important opportunity for Class E Liquor Licensees to provide input into the process.

The sessions this year will be equally critical in charting the Division's future course. I encourage you to attend one of the sessions to provide your input. Please take the time to complete the registration on back and return the form to the Division.

Thank you in advance and I hope you will be able to join me again this year for Coffee!

  
LYNN M. WALDING  
Administrator

The *Iowa Alcoholic Beverages Division* invites all Class E Liquor Licensees to attend a *Coffee with the Administrator* on September 8, 15, 17 & 18, 2003. The business-planning sessions are free of charge and will be held in six communities across the state.

Please complete the Registration Form on back and return the Form to the Division by September 5, 2003. In the meantime, please direct any questions regarding registration or the agenda to the Division by e-mail at [Hartney@IowaABD.com](mailto:Hartney@IowaABD.com) or call Order Entry toll-free at **866.IowaABD (866.469.2223) #4**.

## Iowa Alcoholic Beverages Division

### *Coffee with the Administrator II*

September 8, 15, 17 & 18, 2003

9 AM — Noon  
2 PM — 5 PM

### *Coffee with the Administrator I Review*

A recap of the operational changes that were implemented last year as a result of the 2002 "Coffee" with topics ranging from EFT to the new Iowa Liquor Quarterly.

### *Charter Agency*

The Division was recently named by Gov. Vilsack as a participant in the government "reinvention" initiative as a Charter Agency. Hear what that designation may mean to customer service.

### *Product Portfolio Update*

A review of the current product "mix" and ABD plans for future product listings. Flavors are all the rage and even more products may soon be available as a warehouse redesign appears imminent.

### *Marketing of Alcohol*

The use of a "variable" wholesale liquor markup could help promote premium products, especially in border counties and could offer the state and retailers alike the potential for greater profits.

### *Delivery Schedules*

New delivery schedules will be required to meet new federal Department of Transportation (DOT) guidelines. Learn how the new regulations will impact your delivery schedule.

### *ABD Communications*

Stay on the cutting edge with weekly updates regarding Iowa alcohol issues and industry news. The Division continues to rely on electronic communication to enhance retailer awareness.

### *IowaABD.com*

Review Iowa ABD's web site to see what's new and what's coming. Last year's "Coffee" produced the "TOP 100" List. What ideas do you have for web-based services?

### *2003 Holiday Show Review*

Triple the locations, triple the opportunity to take advantage of great holiday deals! Share your thoughts on the new format and offer any other suggestions you may have for improving next year's show.

### *New Products in the Marketplace*

Review and taste new products recently added to the Iowa ABD portfolio. Several brokers will be on hand to offer samples of their newest products available in the marketplace.

### *Open Forum*

An opportunity for Class E Liquor Licensees to address questions and comments to the Administrator pertaining to any aspect of the state's liquor distribution system.