

# 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

## Dates and Locations

✓ Check your preference for meeting date and location.

<i>September 3</i>	<b>SIoux CITY</b> <input type="checkbox"/>	L. & L Distributing 514 Clark Street 712.255.0135
	<b>COUNCIL BLUFFS</b> <input type="checkbox"/>	Doll Distributing 3501 23rd Avenue 712.323.5701
<i>September 4</i>	<b>MT. PLEASANT</b> <input type="checkbox"/>	Jerry's Restaurant 2105 East Washington 319.385.4412
	<b>CEDAR RAPIDS</b> <input type="checkbox"/>	Fleck Sales Company 1825 Edgewood Road SW 319.396.8981
<i>September 5</i>	<b>DUBUQUE</b> <input type="checkbox"/>	Kirchoff Distributing 5035 Chavenelle Road 563.556.8911
	<b>ELDRIDGE</b> <input type="checkbox"/>	Wolfe Beverage 1181 E. Franklin 563.285.2337
<i>September 9</i>	<b>WEST DES MOINES</b> <input type="checkbox"/>	WDM Marriott 1250 74th Street

## Registration Form

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

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

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

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

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

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

## Registration Return

Please return the registration by August 27, 2002.  
Mail or fax the completed registration form to the following address or number:

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



IOWA ALCOHOLIC BEVERAGES DIVISION

**COFFEE WITH THE ADMINISTRATOR**

September 3, 4, 5 & 9

Sioux City

Council Bluffs

Mount Pleasant

Cedar Rapids

Dubuque

Eldridge

West Des Moines



# AGENDA



Thomas J. Vilsack

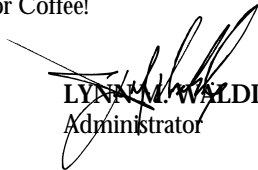
Lynn M. Walding *Administrator*

On behalf of the *Iowa Alcoholic Beverages Division*, I would like to invite all Class E Liquor Licensees to attend an upcoming *Coffee with the Administrator*.

The business sessions will afford the Division an opportunity to share proposed improvement to the state's liquor distribution system, as well as an occasion for Class E Liquor Licensees to critique the manner in which the state intakes, processes and delivers liquor orders.

I encourage you to attend one of the sessions to provide your input. Please take the time to complete the registration form on back and return it to the Division.

Thank you in advance and I hope you are able to join me 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 3, 4, 5 or 9, 2002. The sessions are free of charge and will be held in seven communities across the state.

Please complete the Registration Form on back and return the Form to the Division by August 27, 2002. 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*

September 3, 4, 5 & 9

9 AM — Noon  
2 PM — 5 PM

### *Iowa ABD Budget Update*

Overview of recent budget cuts to Fiscal Years 2002 & 2003 and the resulting operational changes in the manner in which the Division does business.

### *Product Portfolio*

Revelation of several improvements planned for the Division's product portfolio through the Division's warehouse redesign.

### *Marketing of Alcohol*

Presentation of several marketing initiatives and the possible reduced markup on select premium brands, including the timing and duration of Special Pricing.

### *Electronic Fund Transfers (EFT)*

Introduction to the advantages and savings associated with payment through Electronic Fund Transfers (EFT), including electronic credits for returned merchandise.

### *Split - Case Availability and Fee*

Overview and discussion of the Division's current practices, policy and fees associated with Split - Case delivery.

### *Delivery Schedules*

A review of existing alcohol delivery routes, possible transportation adjustments and the benefits and opportunities associated with a 48-hour delivery schedule including possible extension to the existing order entry hours.

### *Electronic Ordering*

Demonstration of electronic liquor ordering system prototype, including Data Capture Transmission (Telezon) and an internet-based application.

### *Iowa Liquor Quarterly*

Presentation of proposed improvements to the Division's price list booklet, including expanded distribution to Iowa's bars and restaurants.

### *Holiday Show Update & Review*

Overview and review of the annual Holiday Show, including a discussion of the dates, venue and product promotions.

### *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.