



January 1, 2017

Dear Industry Partner:

Enclosed please find the Pennsylvania Beer Alliance's Associate Membership dues application for 2017. The Pennsylvania Beer Alliance is continuing its efforts to ask our industry and non-industry friends to become associate members of the PBA. We believe it is important to unite the beer industry on all fronts and continuously build a stronger coalition for Team Beer.

The year 2016 has been a very busy year in terms of alcohol regulation in our state, and it is important that members from all over the industry work together when at all possible. We feel it is essential for the success of beer growth throughout the Commonwealth that we partners – you the supplier and we the wholesale distributors – continue to work together for team beer. We believe it is important to show the legislators a united industry front on issues threatening the three-tier system of beer distribution. This includes the recent and continued threat of privatization in PA that as drafted would put beer directly in the crosshairs and at a competitive disadvantage to wine and spirits. We also face threats to the middle tier that if enacted, would have a direct impact on your products getting to market in Pennsylvania. The Pennsylvania Beer Alliance has been, and will continue to be, directly involved in every liquor-oriented piece of legislation having an impact on beer wholesalers and the beer industry in general and, as partners, we ask for your support of this proud organization.

In 2016, PBA continued to increase its Associate Members, which gives us the ability to expand events for our members. We are proud to have several brewer and non-industry members as associates and it is our hope to continue this successful membership development. PBA needs your support, now more than ever. Please show your support of your wholesaler partners by sending in dues for the 2017 year.

Your dues payment gets you access to PBA's annual Holiday Reception and Legislative Conference, specific PBA meetings, certain PBA position papers, quarterly newsletters, opportunities to present to the group, participation in certain benefits provided to our members through various services, and all of your contact information displayed on our website, as well as a spot in a potential trade-show that would be in conjunction with our Legislative Conference this year.

As you return your applications, please feel free to let us know if you are interested in speaking/presenting at any of our future meetings or if you would be interested in being featured in one of our quarterly newsletters as a Featured Associate Member.

Please remember to fill out the enclosed membership application and return it, along with your dues payment. And again, thank you for your kind and generous support.

Sincerely

Jay D. Wiederhold
PBA President

What Do You Get With Your Dues Payment?

- Four quarterly Newsletters with the latest in the beer industry and the current issues we are facing.
- Two yearly receptions with our membership and key legislators and staff in June and December.
- Your business information in our Membership Directory which is then given to every legislator and wholesale distributor member.
- Networking opportunities with potential clients and/or business partners with our wholesale distributor members.
- Your business name and contact information on the PA Beer Alliance website.
- Provided with PBA member contact information, a subscription to our weekly email series and blasts on our social media.
- An opportunity to be featured in one of our four newsletters.
- A chance to present your product and/or service to our membership at one of our four annual meetings.
- A chance to participate in tasting events and exclusive PBA events.



*"Family Businesses
Distributing America's Beverage"*

Pennsylvania Beer Alliance

Associate Membership Application 2017

Please print or type information requested

Company Name:

Key Contact(s):

Address:

Phone

Fax:

E-Mail:

Website/Link:

Associate Member Dues Schedule:

Trade Members: (2016 Sales—31 Gal Barrels)

_____ \$4,500 (10 Million Barrels and above)

_____ \$2,500 (1 – 10 Million Barrels)

_____ \$1,300 (500,000 - 1 Million Barrels)

_____ \$750 (500,000 - 25,000 Barrels)

_____ \$275 (Under 25,000 Barrels)

Non-Trade Members:

_____ \$400

Dues are payable and cover membership for the year January 1, 2017 through December 31, 2017.

Please make your check payable to: **“Pennsylvania Beer Alliance”**.

Please forward your check and one copy of this application to the:

**Pennsylvania Beer Alliance
411 Walnut Street
Harrisburg, PA 17101**

Under the Federal Omnibus Reconciliation Act of 1993, lobbying expenses are not deductible as ordinary business expenses. P.B.A. must estimate the percent of dues which will be expended for lobbying and notify our members of the portion of their dues which are non-deductible. For our 2016 membership year, P.B.A. estimated that the non-deductible portion of dues is 14%.