



January 1, 2017

Dear Friend,

Enclosed please find the Pennsylvania Beer Alliance's Associate Membership dues application for 2016. 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.

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. Being a service provider to the independent beer wholesale distributor tier, we feel it is vital for the success of our wholesale businesses and ultimately the successful growth in beer to have a strong Associate Membership base that can provide the services needed to allow the companies to expand their effectiveness and efficiencies. Additionally, our important three---tier system is still being challenged, with the threat of privatization and now the threat of deregulation that can be detrimental to the independent wholesale businesses and partnerships already established. Connecting the industry full---circle from suppliers to service providers to customers is the best way to combat these threats and continue to grow the industry. . 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.

In 2016, PBA continued to increase its Associate Members, which gives us the ability to expand events/services 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, monthly blog posts, weekly beer emails, opportunities to present to the group, and all of your contact information displayed on our website and in our membership directory.

As you return your application, 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:

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%.