



# The Bottling Line

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## 2003 Annual Meeting of Bottlers a Ringing Success

*Philadelphia, PA*

On September 22nd, Bottlers from around the country convened in the City of Brotherly Love for the annual Coca-Cola Bottlers meeting. Upon arrival in Philadelphia, many learned of the loss of Crawford Johnson, III, beloved fellow Bottler and esteemed elder statesman of Coca-Cola Bottling Company United. Although the loss of Crawford cast a gray cloud on the meeting, like all clouds, a silver lining emerged as the accomplishments and positive direction of the Bottling System and the Association were detailed throughout the two-day meeting, accomplishments and lofty goals that surely would make Crawford Johnson proud.

Day one began with a welcome and state of the business remarks from Association President, Jack Pelo. Jack's presentation was followed by an overview of Association activities by Tom Haynes, including details about the move of the Association to its new location.

Next on the agenda, Wes Elmer and Mark Cannon talked about the accomplishments of the Coca-Cola Bottlers' Foundation, reporting that as of the date of the meeting, Bottlers had donated nearly \$2 million to their favorite

hometown charities. (As this edition went to press, the total was closer to \$2.5 million!)

Insurance initiatives and employee benefits programs were then discussed by Tom and CCBA CFO Ann Burton. Ann also presented information on an exciting credit facility initiative, in which Bottlers will be able to borrow money at rates well below typical bank standards.

The highlight of the day came when Sandy Williams provided an update on the Coca-Cola Scholars Foundation, including the testimony of four scholars who described how being a Coke scholar has positively impacted their lives.

From the promise and optimism of youth, the days agenda moved to the reality of legal and industry issues. In the final discussion on the day's agenda, Tom Haynes detailed a sobering account of the Texas Harmar case that could have far reaching repercussions for the entire industry if the decision is allowed to stand. (The Harmar case is discussed in detail in a separate article in this edition.) Wes Elmer, doing an admirable job of filling in for Claude Nielsen, closed out the day by presenting an overview of issues that are currently on the agenda of the Industry Issues Committee.

The morning of day two focused on customers and customer relations. Dan Marr of CCE and Bobbie Golden of CCBA presented reports on customer management and

*photos and article continue on page 2*



Above: Bryan Riddell, Wes Elmer, Larry Lordi—Coca-Cola Northern New England

Right: Stacey Grab, Alfredo Rabines, Emily Robin, Cory Epstein—Past Coca-Cola Scholars



# Welcome to The *Coca-Cola* Bottlers' Association

*continued from front page*

CCBA activities, respectively, and facilitated a round table Q&A on channel and customer initiatives. Ed Sutter then provided an update on the Coca-Cola Bottlers Sales and Service activities.

The remainder of the morning provided Bottlers with highlights of committee activities. Norm George discussed activities of the Marketing Committee. John Palermo gave an overview of the Packaging Committee, and Mike Estep discussed the Financial Review Committee activities.

The reality of current social conditions and the perception of the soft drink industry's relationship to them took center stage in the afternoon session of the meeting. Consultant Frank Luntz painted a not-so-rosy picture of consumers' perceptions of the soft drink industry in relation to obesity, schools and nutrition. CCE's John Downs then discussed legislative and media trends. In typical Bottler fashion, these issues were met head-on with a well thought-out plan of action. Dom Celenza of Philly Coke discussed a PR/account management plan and Steve Garrett of Western Kentucky CCBC provided a proactive account management plan. Bill Elmore answered the question of whether we're doing enough to address the threat by offering system approach guidelines and Jack Pelo discussed the role of Bottlers in addressing the threat. Jack then provided inspirational closing remarks to end the annual Association meeting.

The annual Coca-Cola Bottlers' Association meeting began under a dark cloud of loss and ended with discussions on issues serious enough to affect the way Bottlers do business. Through it all, however, accomplishments, goals, and action plans were discussed, leaving all with the feeling that no challenge is too great for the family of Coca-Cola Bottlers.



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1. Hager Rand (Durham, NC) and Mike Thompson (Richmond, VA) 2. Q & A Channel and Customer Initiatives 3. Richard and Newell Graham (Union City, TN) 4. Bobbie Golden, CCBA 5. Ann Burton, CCBA 6. Charlie Bitzer (Pittsburg, PA), Mike Thompson (Richmond, VA) and Bryan Riddell (Bedford, NH) 7. Wes Elmer (Bedford, NH) 8. Mark Cannon, CCBA 9. Bob Browne (Oklahoma, OK), Larry Meador (Ft. Smith, AR)

*The Coca-Cola Bottlers' Association*

# Association 2003 Annual Meeting



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# The Association Welcomes its Newest Governor

## *Ron Hart, Coca-Cola Santa Fe, Joins the Board*

The Coca-Cola Bottlers' Association announces with great pleasure the latest addition to its Board of Governors. Ron Hart, President and General Manager of Coca-Cola Santa Fe, New Mexico, joined the Board this fall.

Ron began his involvement in the Coca-Cola Bottling business in 1980 with Albuquerque Coca-Cola, where he worked as a driver from 1980 to 1986. After that he returned to Santa Fe where he served as Account Manager from 1986-88, Cold Drink Manager from 1988-95, Sales Manager from 1995-98, General Manager from

1998 to present, and as President since 2000.

Mr. Hart is actively involved as a member of the Southwest Canners Board, as well as the Wells Fargo Community Board and the Board of Coca-Cola Bottlers Sales and Services. Ron is also past chairman of the Mainstream Bottlers, having held that post from 2001-2003.

Ron brings to the Boardroom his philosophy: "Be part of the solution, not the problem." And the Association and the System welcome him.



## Welcome to The Coca-Cola Bottlers' Association Online Training Center

The Coca-Cola Bottlers' Association has joined with e-learning provider Compysite to offer CCBA Members online training that can be completed anytime and anywhere there is an Internet connection. Members may have access to courseware by simply purchasing training "seats" for each discipline offered, and each seat purchased will allow one employee access to the entire library of training for a period of one year. The goal of this program is to help Members educate their employees with affordable and effective training, while also providing them with the administrative tools needed to make day-to-day operations more efficient. Below is a list of current courseware, but CCBA and Compysite will be adding titles to the offering throughout the year. If there are titles that you feel should be included, please let us know, and visit our website at [www.ccbnet.com](http://www.ccbnet.com) for a demonstration and more information.

### **Ready-Made Courses:**

**HIPAA PRIVACY** HIPAA Privacy training and reference material for your employees and supervisors that will help you meet the privacy deadline imposed under federal regulations.

**HUMAN RESOURCES AND EEOC** Human Resources and Equal Employment Opportunity Commission training for your employees and supervisors.

**SAFETY AND OSHA** Safety and OSHA requirements training for your employees and supervisors.

**DRUG-FREE WORKPLACE** Comprehensive curriculum of drug and alcohol education courses for the drug-free workplace.

**FINANCIAL SERVICES** Gramm-Leach-Bliley Act and Fair Credit Reporting Act training for your employees and supervisors.

### **Customization:**

Utilizing a web-based authoring tool, Compysite can create any course in any language for delivery over any Internet or intranet connection. Proprietary text courseware may be created within minutes, and pictures, audio, animation, and/or video may be added to the text at any time. Tests may also be created, and all content may be edited instantly. This service is the most affordable and efficient available. For immediate information regarding uploading a proprietary library, web-enabling third-party content, or editing existing Ready-Made solutions, please contact Charles Norton at the Association at 678.539.2304.

*The Coca-Cola Bottlers' Association*

*compysite*

## Credit Facility

The final steps are being taken to finalize the Credit Facility that will be made available to the Bottlers. The Association began exploring this idea with the hope of being able to offer Bottlers financing at a very attractive rate. Although it has taken a little longer than expected, barring any unknowns, the facility should be in place by January 2004.

The Association will have a \$40 million line of credit through Wells Fargo which it will make available to the Bottlers. This will be structured in a way that the loan documents and requirements are between the Association and the Bottler, not the Bank. This facility will be available for all Bottlers with the exception of those in need of \$8 million or more. Wells Fargo prefers to work directly with any Bottler whose needs are in excess of \$8 million.

The interest rate is  $\text{Libor} + 65 (\pm 5)$  with a term of 1 year (to be renewed on an annual basis). An application with the required covenants is being finalized with input from Wells Fargo. The covenants will consist of reporting requirements and one or two financial ratios, one being a debt to EBITDA.

Since originally the Association will only have available the \$40 million, in December a request for information will be forwarded to all Bottlers in order to access their individual needs. This information will be used by the Association to determine if the total \$40 million will be requested immediately as expected and, if so, how to fairly allocate the initial \$40 million.

The Association believes that if this program is as successful as expected, there will be the ability to increase the funds available to accommodate additional needs, but initially it will be available on a first come basis.

If you have any questions or concerns please contact Ann Burton at the Association and be on the outlook for the request for information that you will receive.

## Harmar Decision Challenges Legality of Traditional Promotional Agreements with Retailers

As reported at CCBA's Annual Meeting, the soft drink industry in general, and the Coca-Cola System in particular, are now facing a new series of legal challenges to the traditional calendar marketing agreements (CMAs) used by Bottlers to secure promotional support from retailers. In July of 2003, an intermediate Court of Appeals in Texas affirmed a jury verdict in favor of a number of Royal Crown bottlers in Texas, Arkansas, Louisiana and Oklahoma, holding The Coca-Cola Company and Coca-Cola Enterprises liable for violations of Texas state antitrust statutes. The plaintiffs' fundamental claim was that the agreements utilized by TCCC and CCE with various retailers improperly limited their ability to obtain promotions for their RC products. Those claims, brought in a state court in Daingerfield, Texas, resulted in a \$14.6 million judgment against TCCC and CCE, and in a court-entered injunction (currently stayed) barring TCCC and CCE from including various types of provisions in agreements with retailers in parts of Texas, Oklahoma, Arkansas and Louisiana.

Because the business practices challenged in the case are commonly used throughout the industry and because those practices had historically been upheld under the federal antitrust laws in prior litigation, the Harmar decision is properly viewed as a threat to the system's approach to customer programs. Moreover, the injunction at issue prohibits not only restrictions on competitive activities by the plaintiff RC bottlers, but also by Pepsi bottlers, while leaving the same competitive bottlers with the freedom to adopt the same practices that have been declared illegal when implemented by Coca-Cola bottlers.

A petition for review by TCCC and CCE is now pending before the Texas Supreme Court, which must first decide whether to review the Court of Appeals decision or to leave it standing. Because of the importance to the bottler system as a whole, CCBA filed a "friend of the Court" brief urging the Texas Supreme Court to accept review. CCBA's brief focuses on one of the most questionable aspects of the Court of Appeals decision, namely the decision to grant damage relief under Texas law to plaintiffs that did not do business in Texas and to prohibit the challenged marketing practices outside Texas. In our view, application of Texas law to business practices conducted largely or entirely outside of Texas is improper and violates the federal constitution.

The Texas Supreme Court is likely to announce whether it intends to review the decision before the end of 2003.

If you would like to know more about this case, contact Tom Haynes or Charles Norton at CCBA.

## Bink's Coca-Cola Bottling Company Celebrates 100 Years!

Congratulations to Bob Bink, Escanaba, Michigan, and his family, as they celebrate 100 years of bottling. The ideals on which the family business was formed by Nicholas A. Bink included serving the beverage needs of his neighbors, friends, and fellow citizens, providing quality refreshment to all those he knew, and constantly striving to provide his customers with outstanding service. Bob Bink continues with the daily implementation and practice of those business ideals.

*It is with great pride that we join Bob and the entire Bink family in their well-deserved celebration.*

# Risk Management Seminar is Like Concentrate for the Mind (a little bit goes a long way)

*Attendees from Around the Country Get Information from Experts Across an Array of Specialty Areas*

On October 22-24, some 52 attendees representing 30+ Bottlers convened in Nashville, TN, for interaction and education on matters of interest to risk managers and human resources and loss control personnel throughout the Bottling System. Indeed, there was no shortage of either the opportunity for sharing and networking or for absorbing up-to-date information and in areas ranging from group health to driver simulator training, and everything in between.

The Coca-Cola Bottlers' Association Risk Management Seminar, developed and hosted annually by the Association's Insurance, Services and

Loss Control Committee, was again a rousing success. As has been the practice for a few years, the meeting was purposefully scheduled to begin immediately after the conclusion of CCBA's Financial Management Forum, to create efficiencies which allow individuals with interest in both meetings minimized travel expense and time out of the office.

On day one of the meeting, Dave Uyemura, Esq., of Marsh, gave an extensive update on legal developments in group health. In the same vein, Dan Gundaker, CCBA, brought the attendees up to speed on developments around small group health insurance legislation. After an update on CCBA's expanded

insurance program by Cindy Roberts and Alan Murray of Marsh, the first day concluded with everyone gathering for a social function in the host facility, the Gaylord Opryland Resort.

Day two began with a moderated panel discussion and review of the availability and value of loss control resources. Then, Gavin Appleby, a highly experienced attorney from Powell, Goldstein, Frazier and Murphy in Atlanta, provided an in-depth update on employment law developments, focusing specifically on situations involving pre-employment background checks, and Bottlers' customers' requirements for the investigation. The group also heard from the Deputy Administrator of the U.S. Department of Labor on wage and hour issues and other D.O.L activities. After learning about the growth in CCBA's online training program (discussed in a separate article in this edition), Bill McGrath, Director, Corporate Security, CCE, spoke on security and safety in trying times.

Other presentations at the meeting included some very beneficial information on how to manage crises relative to product recall in a manner which minimizes liability exposure, given by Ray Steed, Director, Incident Management, Coca-Cola North America.

The Seminar provided an opportunity for the group to experience driver simulator training first-hand. The meeting concluded with presentations from Jeff Odom, Birmingham, AL, on OSHA enforcement practices, and Charles Norton, CCBA, on the obesity litigation threat.

All in all, the meeting was, as it always is, a tremendous success. Gratitude is due to the ISLC Committee and everyone who contributed to the meeting. If you have any questions about the Seminar or CCBA's Insurance, Services and Loss Control Committee, please contact Charles Norton, at 404.872.2258.

## CCBA Insurance Program Continues Steady Growth

*Two More Bottlers Come On Board*

The Association is proud to welcome two Bottlers into its ever-growing insurance program. **The Coca-Cola Bottling Company of Southeastern New England** and **Love Bottling Company** will now enjoy the benefits of being a part of a program in which the focus of risk management and claims handling is uniquely tailored to the Bottling System and, more specifically, to Coca-Cola Bottlers.

As the end of the program's first year draws near, CCBA continues to put great energy into making your expanded insurance program more efficient and more beneficial to you. At its Fall 2003 meeting, CCBA's Board of Governors approved allowing CCBA's offshore captive insurer, Georgia Atlantic Insurance Limited (GAIL), to apply excess funds in GAIL over and above those necessary to fund a 100% premium credit in the Products Liability Program, to credits in the expanded insurance program. That's great news for those Bottlers participating in the program.

In a separate article in this edition of *The Bottling Line*, we introduce you to the dedicated team of professionals at Crawford & Company with whom CCBA has partnered to handle claims within the expanded insurance program. CCBA continues to work with Crawford to identify ways to continue improving the claims process, and to cut claims expenses while enhancing service to the participating Bottlers.

The program becomes stronger with each Bottler who joins. And here is every Risk Manager's dream—there is no risk in letting CCBA and its partners at Marsh put together a bid for your consideration! Your Association exists to serve you, the Bottlers, and that philosophy is engrained in everyone who touches the expanded insurance program—that's what makes this program unique, and therein lies one of the greatest benefits of participation. If you would like any information about the program, please don't hesitate to contact either Charles Norton or Ann Burton at the Association, or Cindy Roberts at Marsh (404.995.3396).

# CCBA'S Claims Handling Partner Brings Expertise to the Program

## ***Crawford & Company and CCBA Team Up For Efficient Claims Resolution***

As part of the Association's ongoing efforts to add value to the Coca-Cola Bottling system, and to keep our Bottlers informed, educated and updated about the programs which your Association is constantly developing and growing, this article will introduce you to Crawford & Company. As a partner in CCBA's expanded insurance program, Crawford & Company provides CCBA dedicated services through its Cost-Plus Dedicated Unit, a team of claims adjusters and support personnel whose sole focus is on claims within a small, exclusive group of participants.

Crawford & Company has been serving insurance companies and self-insureds for over 61 years and is well-known in the industry for providing tailored services that perfectly fit their client's needs. In 2003, CCBA partnered with Crawford to develop such a service to fit their workers compensation and liability claims needs. The cost-plus dedicated unit, which had already helped many other Crawford clients resolve their workers compensation and liability claims, seemed like a natural fit for CCBA.

The unit handles claims in all states where it can legally do so with a nonresident adjusting license or reciprocal license. For those states where Crawford cannot legally handle claims, they use designated Crawford offices, but oversee the handling of every claim from Atlanta. This ensures that whichever office is handling a claim for one of their clients, they provide the same responsiveness as the client would see from Atlanta. In those states, the Atlanta dedicated unit acts as the Risk Technical Center (RTC) for those outlying claims. When this happens, the unit manager oversees these claims more closely and requires that the adjuster report to Atlanta. The unit manager then acts as an intermediary to the client. "The client will call me to troubleshoot a particular issue on a claim," says Terri Davidson, unit manager for Crawford's cost plus dedicated unit. "I can access the notes of any Crawford branch and provide a status. Our clients like the idea of having one point of contact for their claims handling." Crawford adjusters have multiple licenses and utilize a multitude of resources in order to become well versed in the differences in each jurisdiction. "We have a growing library of resources for the adjusters to reference," says Davidson. "We also have a 'Train the Trainer' policy where one person may attend a seminar and will then bring back material for everyone to share in the information."

Adjusters at the cost plus dedicated unit not only work closely with CCBA, but also with other members of the unit including dedicated telephonic case managers. The unit's telephonic case managers are trained nurses who are available to aid in the recovery process of a claimant. The nurse's notes are entered in with the adjuster's and the supervisor's notes in the claim file. Each client has access to

*As a partner in CCBA's expanded insurance program, Crawford & Company provides CCBA dedicated services through its Cost Plus Dedicated Unit, a team of adjusters and support personnel whose sole focus is on claims within a small, exclusive group of participants.*

the notes and can review any claim at any time in order to get its current status.

Crawford's focus is on quality claims handling, not production, and emphasizes that production comes as a by-product of the quality service that they deliver. "Our team feels that they are an extension of each client's staff," says Kelly Bryant, Crawford Atlanta branch manager. "We have our client logos proudly displayed throughout our area in the office, and on casual day, it is not uncommon to see an adjuster wearing client clothing that was given to them for a job well done."

To help better serve its clients, Crawford makes it a priority to have adjusters visit various client sites to staff claims or just tour the location if requested. The company also welcomes claim audits. "We see them as an opportunity for feedback on how well we are doing," says Davidson. "There are always areas where we continue to try to improve so constructive feedback only serves to make us better at what we do." Crawford's primary contact at the Association is Charles Norton, who is responsible for overseeing Crawford's claims handling and for working to continually maintain and seek ways in which to improve the overall process for all participating Bottlers. Coke Bottlers in CCBA's program are able to rely upon Charles as their primary point of contact at the Association, with any question or concern they might have.

In addition to audits, the cost plus dedicated unit requires periodic file reviews in which adjusters prepare a status on each claim and review their findings with the client and staff. During the review, the adjuster and client discuss the current status, action plan, or any need for reserve changes, etc.

Crawford's cost plus dedicated unit currently houses 15 staff handling over 1300 claims. About 10 percent of CCBA's Members are working with the unit and those who are not are welcome to begin participating at their renewal period.

## Chester Wickersham Kitchings

*July 20, 1914 – August 21, 2003*

Southeastern Connecticut's "Mr. Anonymous," Chester Wickersham Kitchings, 89, of Waterford, died at home on Aug. 21, 2003.

Mr. Kitchings was born in College Park, GA, on July 20, 1914; he was the son of Chester Arthur and Ethel May (Wickersham) Kitchings. He was a graduate of Emory University in Atlanta, and did post graduate work at Emory in business.

Since 1935, he has owned and operated the Coca-Cola Company of Southeastern New England, which serves the eastern half of Conn. and coastal R.I., including Newport.

During World War II, he served as a lieutenant in the United States Navy as a naval aviation flight instructor stationed in Tennessee and Kansas. He instructed hundreds of naval aviators who served in both the Pacific and European theaters.

Additionally, Mr. Kitchings instructed members of the Free French forces how to fly during this period.

After returning to Connecticut,

he was active in numerous Southeastern New England community organizations.

Mr. Kitchings was best known for his work with Lawrence & Memorial Hospital. In the 1940s, after his son's recovery from surgery took place in a hospital hallway, he did not complain, but began donating his time to support and improve the hospital. First elected to the Board of Trustees in 1949, he served as chairman of the board from 1954 to 1984. During his 30 years as board chairman, the medical staff grew from 45 to 200 physicians and the size of the hospital tripled.

The hospital now contains The Kitchings Wing which houses a cancer center, emergency care center, and medical/surgical suites. This wing was the result of a \$9.5 million capital fund drive supported by Mr. Kitchings with a lead gift.

He once stated, "An achievement will only be remembered if it serves the needs of others." Acting on that principle, in 1961, he created the

Chester W. Kitchings Foundation, which has been a strong supporter of many educational and cultural institutions in the Waterford area.

In 1995, he stated that he strived to achieve Ralph Waldo Emerson's ideal that "To know that even one life has breathed easier because you lived, is to have succeeded."

He is survived by his wife, Margaret Davis (Howe) and their children: Chester Jr. and his wife Suzanne of Essex, Margaret of New York City, Patricia and her husband Howard Knox of Stonington, and Kenneth and his wife Christine of Old Lyme. He also is survived by seven grandchildren: Sarah, Laura, Andrew, Davis, Charles and his wife Amanda, Gillian, and Grace.

He was predeceased by his son Charles.

The family requests that in lieu of flowers, memorial donations in his memory be made to Lawrence Memorial Hospital, 365 Montauk Ave., New London, CT 06320.

## James "Jim" Keenan

*December 23, 1926 – November 17, 2003*

Jim Keenan, a longtime North Platte, Nebraska businessman, died on Monday, November 17, 2003, at the age of 76. Keenan was the third generation in his family to own and operate Keenan's Coca-Cola Bottling Company. He brought the plant from a small scale local operation to a dominant position in the bottling industry. In building the bottling operation, he bought out bottling operations in Grand Island, Hastings, McCook, Junction City, Kansas, and Long Pine, centering the operations in North Platte to serve Nebraska, Kansas and South Dakota.

Jim served as president of the Nebraska Soft Drink Association and as president of The Coca-Cola Bottlers' Association.

Mr. Keenan served in the US Army in World War II on General Douglas MacArthur's staff during the occupation and repatriation of Japan. He had actively campaigned and worked on the establishment of the North Platte Junior College, that is now the North Platte Community College. He also worked on the establishment of the Great Plains Regional Medical Center.

Jim's service to the community

included his service on the boards of the United Way, North Platte Chamber of Commerce, St. Patrick's Schools and The Salvation Army advisory board.

Jim is survived by his wife, Betty, a daughter, three sons, a sister and 10 grandchildren. A memorial has been established to the North Platte Catholic School's Endowment or the Great Plains Hospice.

## Crawford T. Johnson III

1925 - 2003

The Coca-Cola System has lost one of its strongest members and contributors. Crawford Toy Johnson, III, age 78, son of Crawford Toy Johnson, Jr. and Mary Stuart Snyder Johnson, died on Saturday, Sept. 20, 2003. Mr. Johnson was a lifelong resident of Birmingham. He was a member of the Cathedral Church of the Advent and a graduate of the Lawrenceville School and the University of Virginia. He was commissioned an officer in the United States Navy in 1945.

Mr. Johnson was retired from Coca-Cola Bottling Company United, Inc., where he served as President, CEO and Chairman of the Board. He was the third generation to head Coca-Cola Bottling Company United, Inc., succeeding his grandfather and father. He entered the business after his discharge from the Navy in 1946. Crawford's son-in-law, Claude Nielsen, now sits at United's helm.

Mr. Johnson was a longtime civic and industry leader having served as President of the Birmingham Area Chamber of Commerce; President of the United Way of Central Alabama, Chairman of the United Appeal Fund, Chairman of the Conference of Christians and Jews Brotherhood Awards, Chairman of the United Negro College Fund and President of the Birmingham Rotary Club.

Mr. Johnson was well-respected in the soft drink industry, serving as President of The Coca-Cola Bottlers' Association; Chairman of The Coca-Cola Scholars Foundation, (which Mr. Johnson was instrumental in organizing); inducted into the Beverage World Hall of Fame and

recipient of the Distinguished Service Award, Alabama Soft Drink Association.

Mr. Johnson received the Greater Birmingham Community Service Award and was elected to the State of Alabama Academy of Honor. He held Honorary Degrees from Samford University and the University of Alabama at Birmingham.

Mr. Johnson served on the boards of Alabama Power Company, AmSouth Bank, Protective Life Insurance and Russell Corporation.

Throughout life, Crawford was an avid traveler, golfer and fisherman. He spent many happy days on Lake Minnetonka in Minnesota, and later in life at Jupiter Island, Florida. He was a member of several golf clubs including Augusta National in Georgia, Seminole in Florida, The Honors in Tennessee, Country Club of Birmingham, Mountain Brook Club, and Shoal Creek in Alabama. Crawford was a lifelong learner whose love for computers became legendary in his family. His personal motto, "Do the right thing" leaves a strong legacy to his family and all those whose lives that he touched.

He is survived by his wife of 53 years, Virginia Goodall Johnson, daughters and sons-in-law, Studie and Zach Young, Walker and Bill Jones, Kate and Claude Nielsen, and Nina and Ken Botsford, niece Toy Slayton and her husband, Greg, and eleven grandchildren.

The family requests memorials to United Way of Central Alabama, 3600 8th Avenue South, Birmingham, AL 35222 or a charity of your choice.

## CCBA Has Moved! Here Is Our New Information

The Coca-Cola Bottlers' Association  
3290 Northside Parkway  
Suite 300  
Atlanta, Georgia 30327

Our main telephone number remains: 404.872.2258 and our main fax line remains: 404.872.2869.

You may reach us on direct dial telephone lines by dialing "678.539" followed by the appropriate extension as follows:

Anderson, Sandra	2311
Burns, Marta "MJ"	2315
Busby, Teresa	2317
Burton, Ann	2302
Cannon, Mark	2309
Diop, Gwendolyn	2319
Eatman, Flora	2310
Golden, Bobbie	2307
Gundaker, Dan	2313
Haynes, Tom	2300
Holland, Wendy	2316
Holmes, Jackie	2303
McLeod, Jim	2306
Nally, Jane	2312
Norton, Charles	2304
Pearce, Kem	2301
Petersen, Brian	2318
Pigott, Rachel	2320
Thackston, Debra	2314
Turner, Vickie	2308
Ward, Michelle	2305

*In Memoriam*



# Caps and Comments

**One for the Heart.** Minute Maid is set to introduce “Heartwise,” an orange juice designed to lower cholesterol through the addition of plant sterols. Consumers who drink two 8 oz. glasses a day could see their cholesterol reduced by 10%. □

**Hello London, Coke calling.** One of the world’s largest outdoor signs is now lighting up London’s Piccadilly Circus. Coke’s new sign is about 105 feet wide, lighted with LEDs and has sensors that allow it to tailor messages to the weather. □

**Coke takes the Subway.** The Subway Restaurant chain is planning to shift its global beverage business to Coca-Cola. Most Subway outlets have served Pepsi with Coke supplying only about 15% of the chain’s beverages. All 14,000 Subways in the U.S. and another 6,000 overseas will now sell Coke after the conversion. □

**Better than Nada, Nichts, or Zip.** Plans are in the works for a possible change to Diet Sprite’s name to Sprite Zero, along with a slight tweaking of the formula. The change is in preparation for an unprecedented push behind diet CSDs next year. □

**Sugarless Slurpee slops up the system.** Diet Pepsi Slurpee is wreaking havoc on Slurpee machines across the country. The machines are geared toward sugar based drinks and technicians are having difficulty adapting the temperature to the sugar-free mix. □

**A Little Lime in your Diet?** Coke plans to introduce Diet Coke with lime in the very near future. Diet CSDs are poised to help revive the category, and Diet Coke with lime will be part of this expanded marketing effort. □

**Minute Maid’s a Smooth Operator.** Minute Maid will introduce a “Smooth” line of smoothies. Packed in 12 oz. PET, the line will initially come in three flavors and contain 5% skim milk, 10% fruit juice as well as vitamins and calcium. □

**A Humm-Dinger of a Promotion.** Special Coke cans seeded with GPS devices that track the purchasers and reward them with prizes, including Hummer SUVs, will hit the marketplace next summer. Similar to a promotion now being run in Australia, consumers who get one of the cans will be found using the device and then presented with their prize. □

**Now that’s going for the Gold.** And speaking of promotions, plans are in the works for the 2004 Olympics, which include rewarding lucky Coke drinkers with prizes including \$1 million in gold. □

**Water venture taps CCE vet.** Danone and Suntory will enter into a joint venture to form a new entrant into the home/office delivery of bottled water in the U.S. CCE veteran Bill Holl will run the business, which will account for nearly half of the U.S. HOD business by volume and have projected annual revenues of about \$800 million. □

**Check on TiVo.** Coca-Cola has agreed to sponsor a monthly 25 minute music program called “Sound Check” available only to TiVo subscribers. Artists such as Sting and Ashanti will be featured. Subscribers can click on a superimposed symbol during Coke commercials, which will then record the “Sound Check” concert for later viewing. □

**Coke looks to the Stars(com).** Starcom MediaVest Group was the beneficiary of Coke’s desire to have all its media planning and buying converted to one agency. Previously, Coke’s domestic media buying and planning, worth around \$350 million, had been handled by three different agencies. Coke’s ongoing integration of its three big North American units; CCNA, Fountain, and Minute Maid spurred the changes. □

**“Be You” guy be gone.** The Chief marketing Officer for Dr. Pepper/7Up, John Clarke has retired. The move comes as parent company Cadbury Schweppes is working to streamline its domestic beverage operations. Clarke was responsible for the “Be You” campaign for Dr. Pepper, dnL’s “Believe in the Green” campaign, and its “Make 7Up Yours” campaign. No replacement has been named. □

**Marshall Field’s a Soda Shop.** Chicago landmark department store Marshall Fields has opened a new Coca-Cola soda shop inside its flagship State Street store. The one of a kind small shop sells soft drinks and Coca-Cola paraphernalia, and according to CCE, it will not be the start of a new trend, but rather a unique experience for Marshall Fields’ customers. □

**And you don’t even have to study!** College Sports Television (CSTV) and Coca-Cola have teamed up to launch its first national consumer promotion, an internet-based sweeps called the “CSTV Ultimate College Sports Fantasy Sweepstakes presented by Coca-Cola.” Prizes include a trip for two to the college sporting event of their choice. □

**Well, I guess that settles it.** CCE has reached a \$47.5 million tentative settlement against its insurance carriers over claims it filed in the product recall in Belgium. The company does not expect any additional recoveries associated with the product recall. □