

ABCConnections

an e-newsletter for ABC Boards in NC

Discover NC Distillery Collateral

Tent cards, placards, shelf tags and window stickers promoting the products of North Carolina's 14 distilleries soon will be in ABC stores across the state.

The ABC Commission produced the Discover NC Distilled Spirits collateral material, along with the map of the state showing all of the state's distilleries, breweries and wineries. The Commission wants to raise awareness about North Carolina's own products – and to provide the local stores with a suite of marketing material that meets their needs.



The Discover map has generated positive response from stores and their customers. A limited supply of maps is still available if your local chamber of commerce or other organization would like a copy to display.

The additional Discover collateral materials are expected to be in stores in the coming weeks.

Boutique Collection

The nation's cocktail craze has created demand in North Carolina for some very specialized and expensive bottles of liquor.

Thanks to the boutique collection -- a new category of products created by the ABC Commission – boards and their mixed beverage customers now can order 3-bottle cases of nearly 50 premium liquors, which often are used by national accounts in their signature drinks.

The boutique collection eliminates the need -- and the associated expense -- for a restaurant to special order an entire 12-bottle case. And the smaller case size is intended to encourage more ABC stores to stock these niche products.

The Commission launched the boutique collection in May.



From left are Commissioner Kevin Green, Chairman Jim Gardner and Commissioner Joel Keith.



ABC
COMMISSION
NORTH CAROLINA

GOOD THINKING

Great ideas are everywhere, and we want to spotlight innovation in practice that other boards might want to consider.

Wilson ABC Board

This Wilson County ABC poster (below) is at the entrance to each store, and raises awareness about the local board's education dollars going back to the community.

"Giving Back to Our Community through Education"





Over \$12,000 Distributed to Educate Our Youth about Alcohol and Substance Abuse Prevention in Fiscal Year 2012-2013

 Wilson County 4-H Youth Development	 Greenfield School	 Toisnot Middle	 Gardners Elementary
 Margaret Hearne Elementary	 Springfield Middle	 Jones Elementary	 Lucama Elementary
 Lee Woodard Elementary	 Wells Elementary	 Elm City Middle	 New Hope Elementary
 Barnes Elementary	 Winstead Elementary	 Beddingfield High	 Rock Ridge Elementary
 Stantonsburg Elementary	 Vinson-Bynum Elementary	 Vick Elementary	 Wilson Early College

Not Pictured
Speight Middle
Daniels Learning Center

Wilson County ABC Board
Chairman Steve Brewer
Mr. Paul Farris
Mr. Hadie Horne

Wilson County ABC Board
"Providing 77 Years of Control, Service and Revenue"



Pittsboro ABC Board

This photo (above) shows the exterior of the Pittsboro ABC store with its window covered by film that is transparent on the inside allowing clerks to see out but opaque on the outside filtering sunlight.

If you have retirement announcements, article suggestions or other questions about the newsletter, contact Agnes Stevens at 919-417-0858 or agnes.stevens@abc.nc.gov.

EXTREME MAKEOVER

The Hertford County ABC Board recently celebrated the grand opening of their new store. The 2,550-square foot store replaces a 40 year old 1,400 square foot store on the same lot. The new ABC store cost \$330,000 from the design to the store shelves. By selling out of their warehouse, the Ahoskie store was able to remain open for all but one-half day.

Ahoskie Store--Before



Ahoskie Store--After



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ABC BOARD TRANSITIONS

Retirement – Daryl S. Ganskopp



Following is a personal note from Daryl S. Ganskopp, retiring as Canton ABC Board General Manager

I am retiring July 1st after 21 years in the ABC system. This will be my third retirement after retiring from the US Navy and the computer industry. I hope that this time the retirement will stick. I started in 1992 and have seen many changes over the years. My first supervisor's meeting was an eye opener. At that time the meetings were regional and small affairs. A couple of the main topics of discussion were how to get standard labeling on the cases and review the new auditing procedures being implemented. In addition, the supervisors shared (argued) over regional issues and the older supervisors would mentor the new ones. This was a great learning experience for me and, regrettably, such camaraderie was lost when we went to state-wide supervisors meetings.

Having done inventory control and marketing with large organizations I was shocked at how hard it was to order at the retail level. Fads come and go. Many products have one or two customers and when they leave, change brands or die you are stuck with un-saleable bottles. Through experimentation we tried numerous techniques to market our brands and control our inventory. For our store in a small town, we found that the number of facings per brand (that is, space allocation) had more effect on our profitability than any of the other techniques being used such as shelf management. The fewer the facings per brand resulted in loss of income for that brand which made that footage less profitable.

With the exception of managing a multi-store system, I have experienced virtually every other scenario at the ABC Board level. We built a new store in 2001 and opened on September 19th right after the 9/11 terrorist attack; were flooded out twice in 2004 even though FEMA had listed us in the 500 year flood level; received our first mixed beverage account in 2002; had new stores open up near us; and had numerous construction projects that affected downtown traffic patterns. All in all, when I was hired I told my wife that if I got bored I could always return to the computer industry.

All the education, experience, and training that I learned throughout my life was needed to operate this store. I have not been bored one day since joining the NC ABC System.