



NATIONAL
SOFT DRINK
ASSOCIATION

Thurs, Nov. 4
Capital Hilton
morning session
afternoon session
1101 Sixteenth Street, NW
Washington, DC 20036
202/463-6732
Facsimile: 202/463-8178
400 - attendance

10:00 am. OR

2:00 p.m.

(flexible)

04
September 23, 1993

\$2,000 -

The Honorable Robert Dole
Republican Leader
United States Senate
Washington, D.C. 20510

Dear Mr. Leader:

On November 3-5, 1993, the National Soft Drink Association will convene its annual meeting of soft drink bottlers and industry executives in Washington. With participants drawn from every geographical area of the country, we expect approximately 400 bottlers, suppliers and franchise company executives to be in attendance.

We would be especially honored to have you address our members on Thursday, November 4, at the Capital Hilton Hotel at 16th and L Streets here in Washington. We will have both morning and afternoon sessions, and could arrange a specific time convenient to your schedule that day.

Your consideration of our invitation will be appreciated, and we would be most grateful should your schedule permit you to be with us.

Sincerely,

William L. Ball, III
President

4-Kansas
NSDA
-Noble
"-Dist. abt."
h-con
NADA

P.S. You kindly spoke to our meeting here in 1991. You were such a big hit that our rank and file bottlers have demanded that you be asked to return to our podium.

9-27-93 Interim letter

h
m
639-5454

9-29 spoke w/ Barbara Hyden



TO: Senator Dole
FR: Kerry

RE: National Soft Drink Association
November 4, 1993

*You will be speaking to approximately 300 soft drink bottlers, suppliers, and franchise company executives.

*Other speakers during their convention include Foley, Michel, Bentsen, and Kassebaum.

*There will be four Kansas attendees who will be introduced to you before your remarks.

*They have asked to hear about the "top issues" of the day, including health care, the economy, and NAFTA...also would appreciate Q&A if your schedule allows.



The National Soft Drink Association

- ▶ The National Soft Drink Association (NSDA) is the trade association of companies in the United States that manufacture and distribute soft drinks. Formed in 1919, the Association acts as liaison between the soft drink industry, government at all levels and the general public.
- ▶ Serving as the national voice for the soft drink industry, NSDA represents the interests of its members before the public, its institutions and agencies.
- ▶ The Association also seeks to enhance public understanding of industry issues and of products that have been part of the American way of life since the 1830's.
- ▶ NSDA member firms produce approximately ninety percent of the soft drinks manufactured in the United States today. One of the oldest trade associations in the country, NSDA represents more than 1500 member companies, including franchise companies, bottling plants and industry suppliers.
- ▶ NSDA Associate members provide the full range of products including packaging, machinery, ingredients, and other services to the soft drink industry.
- ▶ In addition, more than 60 foreign bottling companies have joined the Association as International Affiliate members.

*1101 16th St NW
Washington, DC 20036
202/463-6732*

Vote NO on the Striker Replacement Bill

The Senate and the House are ready to vote on S. 5 and H.R. 55, the striker replacement bill. This legislation would drastically alter the National Labor Relations Act, a law that has continuously promoted fair, settled labor law and policy since 1935.

Under this law, employees can strike over violations of the law and are entitled to immediate reinstatement, without question, after the conclusion of the strike. If an employer fails to reinstate them, the National Labor Relations Board will order reinstatement with back pay.

Current law also provides employees a right to strike over economic issues, (e.g. a strike for higher wages, etc.) after good faith attempts during the collective bargaining process have been made by both labor and management to settle the dispute. In this case however, employees are not entitled to immediate reinstatement. Rather, they are entitled to be reinstated as soon as a position becomes available after the conclusion of the strike, if the employer hired replacement workers.

This reasonable balance between labor and management has served the country well for more than five decades. H.R. 5 and S. 55 would completely upset that balance and give unions nearly total power in negotiations.

H.R. 5/S. 55 Would —

- Greatly escalate the number and severity of strikes and labor disputes in the United States.
- Destroy the balance of power in collective bargaining, drive up labor costs, and hold employers hostage to strikes and strike threats.
- Increase plant closings and accelerate the diversion of work to other locations, including those outside the United States.
- Result in the re-emergence of recognitional and organizational strikes, occurrences which are practically non-existent today, involving nonunion employers and employees.
- Undermine the nation's efforts at economic recovery by destroying jobs, promoting economic instability and hindering our ability to compete globally.
- Destroy jobs! Jobs are lost during strikes, but not through replacement workers. They are lost through the economic consequences of the strike for the struck employer, other businesses dependent on the struck employer (and their innocent employees), and the community.

At a time when there are high numbers of unemployed and when the country is in a very fragile economic recovery, Congress should consider ways to enhance labor-management cooperation, not increase strikes. *Vote No on the striker replacement bill.*

For more information, contact Alliance to Keep Americans Working, 202/463-5500.



VOL. 3 NO. 4

AUGUST/SEPTEMBER 1993

IT'S TIME TO TALK BUSINESS IN WASHINGTON

Bentsen, Cadbury, Gephardt and Kassebaum to Speak

Business probably isn't the first thing that comes to mind when you think about Washington, DC. But what happens in the nation's capital can impact your business as much or more than a local issue.

At the NSDA Soft Drink Industry Conference and Annual Membership Meeting, November 3-5, bottlers, franchisers and suppliers will have the opportunity to learn firsthand the Washington perspective on issues that affect their bottom lines.

November 3

Begin your day with breakfast at the NSDA Annual Meeting, followed by visits to the Capitol Hill offices of your senator or

congressman, or optional tours of the city.

Your first evening will be highlighted by a congressional reception on the Hill that kicks off the 1993 Soft Drink Industry Conference. The reception offers a chance to meet and talk to prominent national legislators. *Beverage World* magazine will announce the winner of their Green and Gold award during the reception.

November 4

The conference program for Thursday will show you why what happens in Washington can affect your business. Listen to an array of important speakers throughout the day from the

Administration, Cabinet, House, Senate and regulatory agencies.

Also, *Beverage Industry's* Soft Drink Executive of the Year will be unveiled during the conference luncheon at noon.

Following afternoon conference meetings, you will attend a gala black tie dinner in the House of the Americas, home of the Organization of American States. Special entertainment is planned.

November 5

The conference ends with an 8:00 a.m. Friday breakfast, but the information gained and the relationships forged at the 1993 Soft Drink Industry Conference will continue to benefit you and your company.

Final, Final Labeling Regulations Issued....?

Deadline Applies to Products Labeled after May 8, 1994

Nothing is easy in Washington. The Food and Drug Administration's (FDA) food labeling regulations are a case in point. After several preliminary attempts beginning in 1978, the process to totally revise food labels began in earnest in 1989. Congress then joined in, and in November 1990, the Nutrition Labeling and Education Act (NLEA) became law. The following fall, FDA issued labeling proposals and 14 months later (two months after the statutory deadlines) issued final regulations. That was in January of this year. In August, FDA issued final, final labeling regulations, ostensibly to make technical corrections to the nearly 1000 pages of regulations

issued in January. However, the technical amendments not only leave some ambiguities unresolved but also include new substantive and unexpected requirements.

"A complete label overhaul would be difficult under any circumstances," says Dr. Howard Roberts, NSDA Senior Vice President for Scientific and Regulatory Affairs. "But it's considerably worsened by the fact that we're less than eight months away from the compliance deadline and suddenly some rules are changed while others are still unclear."

While certain questions—like the future of "and/or" sweetener labeling—remain, NSDA urges members to move

ahead with label changes based on currently available information.

Technical Amendments Affecting the Soft Drink Industry

Deadline:

FDA has clarified that nutrition labeling regulations will apply only to those products labeled on or after May 8, 1994. Products with "old"-style labels may be introduced into interstate commerce after that deadline as long as the labels were affixed before May 8.

See Labeling, page 3

JUDGE: OHIO SOFT DRINK TAX CONSTITUTIONAL

Upholding the special tax on soft drinks passed last December, Franklin County, Ohio, Common Pleas Judge John Connor denied bottlers' claims that the tax is unconstitutional because soft drinks are a food, and food is not taxed in Ohio.

The July ruling affirmed that

soft drinks are indeed food, but said the Ohio soft drink tax is constitutional because it is levied at the wholesale level rather than at the retail level. The tax will raise a minimum \$67 million annually.

The judge's decision could have profound consequences for the

food industry in Ohio because it opens the door for the legislature to tax other foods at the wholesale level.

Ohio bottlers remain committed to repealing the tax and currently are studying their options.

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Eleven Bottlers Slated for Election to NSDA Board

Eleven bottlers will be nominated for election to the NSDA Board of Directors at the Association's Annual Meeting in Washington, DC, November 3.

The nominations will be reported by Craig W. Moore, Pepsi-Cola & Seven-Up Bottling Company, Bend, OR, Chairman of the NSDA Nominating Committee.

Nominated for re-election: John A. Bland, and Homer L. Sledge, Jr.

Nominated for election: John R. Albers; Henry A. Biedenharn, III; John F. Brock; John C. Carson; David D. Doherty; M. Douglas Ivester; John E. Koerner, III; Monroe L. Lowenkron; and Craig E. Weatherup.

The slate was selected at the Nominating Committee's meeting September 17. In addition to Chairman Moore, committee members include Wendy Cameron, Cameron Coca-Cola Bottling Company; and John L. Kemmerer, III, Kemmerer Resources Corporation.

Nominees:

John R. Albers is Chairman, President and Chief Executive Officer of the Dr Pepper/Seven-Up Companies, Inc., and Chairman and CEO of Dr Pepper Company and The Seven-Up Company. In 1987, he was named *Beverage Industry's* Man of the Year. Mr. Albers is involved with numerous business and educational organizations in Texas. He also serves on the Board of Trustees for the Jackie

Joyner-Kersee Community Foundation in St. Louis, MO.

Henry A. Biedenharn, III, is President and Chief Executive Officer of the Ouachita Coca-Cola Bottling Company, Inc., Monroe, LA, a position he has held since 1976. He serves on the Board of Directors of the Louisiana Soft Drink Association; Delta Airlines; Tri District Boys Club; Boy Scouts of America; Coca-Cola and Dr Pepper Bottlers' Associations; Hudson, Inc.; and the Emma Lou Biedenharn Foundation.

John A. Bland, Vice President of the Dr Pepper/Seven-Up/RC Bottling Company in Paragould, AR, was first elected to the NSDA Board in 1989. His family has a 63-year involvement with the soft drink industry. Aside from being President of the Arkansas Soft Drink Association, Mr. Bland serves as chairman of the Paragould City Parks and Recreation Committee and United Way of Greene County.

As President of Cadbury Beverages North America, John F. Brock directs the development of the North American carbonated soft drink brands. He is a member of the Board of Trustees of the Wilton, CT Family YMCA; a Board Member of the Wilton United Way; and a member of St. Matthews Episcopal Church in Wilton, where he is chairman of the Capital Development Program.

President and Chief Executive Officer of the Royal Crown Cola Company, John C. Carson has 30 years of experience in the

beverage industry. He is a trustee of the U.S. Sales Hall of Fame; a member of the Marketing Group of Great Britain; and a member of the American Marketing Association.

David D. Doherty is President of the Pepsi-Cola Bottling Company of Conway, NH. He has been an active member of the Massachusetts Soft Drink Association since 1976, and currently serves on its Board of Directors. He also is a member of the Board of Directors of the New Hampshire Soft Drink Association and a member of the Pepsi-Cola Bottlers' Association.

M. Douglas Ivester began his career with The Coca-Cola Company in 1979 and currently serves as Executive Vice President and Principal Operating Officer/North America. In addition to serving as chairman of the Board of Directors for Coca-Cola Enterprises, Inc., he is active in business and educational organizations. Mr. Ivester also is a member of the Board of Trustees of the American Enterprise Institute for Public Policy Research and serves on the Board of Directors of the High Museum of Art.

John E. Koerner, III, is President and Co-owner of Barq's, Inc., and President and Co-owner of Delaware Punch Company. He is involved in numerous business and civic groups, and serves as a Board member of Legg Mason; WYES-TV; the Chamber of Commerce; World Trade Center of

New Orleans; and the Jefferson Guaranty Bank.

Monroe L. Lowenkron is Chairman and Chief Executive Officer of A&W Brands, Inc. He has a total of 37 years' experience in the soft drink industry and in 1989 was selected *Beverage Industry's* Man of the Year. Mr. Lowenkron serves on the Board of the Westchester County Association, is a member of the Board of Directors of Hat Brands, Inc., and participates in the Westchester Business Partnership, Inc.

Elected to the NSDA Board for his first term in 1989, Homer L. Sledge, Jr. is President and General Manager of the Nehi Bottling Company in Cleveland, MS. He currently serves on the Board of the Mississippi Soft Drink Association and is active in business, civic and church organizations.

Craig E. Weatherup is President and Chief Executive Officer of Pepsi-Cola North America. He has 18 years' experience with the company. Mr. Weatherup serves on the Board of Directors of Pepsi-Cola General Bottlers, Inc. of Chicago; is a Board member of the United Way of Northern Fairfield County, Inc.; and is on the Board of Directors of Tuskegee University in Tuskegee, AL.

Membership Notice: Amendments to the NSDA Bylaws will be put forward for your consideration at the annual business meeting November 3, 1993, in Washington, DC.

MEMBER Lines

1993 NEW MEMBERS

The companies listed below joined the National Soft Drink Association since May. NSDA welcomes them and looks forward to their involvement in the Association.

ACTIVE

Hansen Beverage Company
Anaheim, California

Cable Car Beverage Corporation
Denver, Colorado

National Beverage Corporation
Ft. Lauderdale, Florida

Pepsi-Cola Bottling Company
of Aroostook, Inc.
Presque Isle, Maine

Worcester Beverage Company
Westboro, Massachusetts

Pepsi-Cola of Mankato, Inc.
North Mankato, Minnesota

Coca-Cola Bottling Company
of Glasgow
Glasgow, Montana

Dewar Royal Crown, Inc.
New York Mills, New York

Tipp Distributors, Inc.
El Paso, Texas

Dr Pepper Bottling Company
of Staunton, VA
Charlottesville, Virginia

ASSOCIATE

APV Rockford, Inc.
Rockford, Illinois

Everclean Filter Sales, Inc.
New York, New York

Norseman Plastics Limited
Rexdale, Ontario
Canada

Salomon Brothers
New York, New York

INTERNATIONAL AFFILIATE

Gaseosas Posada Tobon S.A.
Medellin, Colombia

Fabrica De Bebidas Gaseosas
Salvavidas, S.A.
Guatemala City, Guatemala

Spectra Structurals Pvt. Ltd.
Hyderabad, India

Clada Mineral Water
Company, Ltd.
Galway, Ireland

FEMSA Servicios, S.A. de C.V.
Mexico D.F., Mexico

Cerveceria Cuauhtemoc
S.A. de CV
Monterrey, Mexico

Productos de Uva, S.A. de C.V.
Tlalnepantla, Mexico

Digmesa AG
Biel, Switzerland

DuBoulay's Bottling Co., Ltd.
St. Lucia, West Indies

NSDA's 1993-94 Directory of Members and Buyers Guide Available

The 1993-94 Directory of Members and Buyers Guide have been mailed to all NSDA members. The Directory represents the most current listing of Active, Associate and International Affiliate members. It also contains a listing of important industry meetings sponsored by NSDA, State Associations, and Bottler Associations. A valuable sourcebook, the Buyers Guide lists Associate members' products and equipment, along with their services to the soft drink industry.

Additional copies of the Directory and Buyers Guide are available at member and non-member rates. Order forms are provided in each publication, or you may call NSDA Membership at **202/463-6764**.

Labeling, continued from page 1

Serving Size:

For single-serving containers, the serving size listed on the new labels must be the container itself and optionally its metric equivalent. [1 can (355 mL) or 1 bottle] The serving size for containers 16 ounces and larger continues to be 8 fluid ounces (240 mL).

Nutrient Content Claims:

In an effort to make labels more uniform, foods will have to meet FDA standards before they can be described as "free," "low," "reduced," or "diet." In its technical amendments, FDA changed the definition of "sodium free" products to: those containing less than 5 mg of sodium per reference amount (240 mL) and less than 5 mg of sodium per label serving. This rule applies to other "free" claims on single-serving containers, such as "calorie free," but not to "low," "very low," "high" claims, etc.

Simplified Format:

An unanticipated requirement in the technical amendments adds considerably to the simplified format previously prescribed for soft drinks. When making a nutrition claim of "sodium free" or when using the term "diet" in the brand name of a product, the following statement must be added to the nutrition label:

"Not a significant source of calories from fat, saturated fat, cholesterol, dietary fiber, Vitamin A, Vitamin C, calcium, or iron." Using the term "diet" in the brand name formerly did not constitute a nutrition claim.

Juice Percentage Listings:

A juice percentage statement must appear on the label in contrasting, boldface print or type that is no smaller than the largest type on the information panel, excluding the brand and product names, logo, universal code, and "Nutrition Facts" statement. The "Nutrition Facts" statement was not included as an exception in an earlier version of the labeling regulations.

Small Business Exemption Amended

Minutes before its summer recess, Congress passed an amendment revising the requirements companies must meet to qualify for the small business exemption from FDA's nutrition labeling regulations. A new phase-in exemption will be available on an annual basis for small manufacturers, depending upon the number of employees and number of product units sold.

To qualify for an exemption between May 8, 1994 and

For 12 months prior to:	Employ less than:	Sell less than:
May 8, 1994	300 full time	600,000 units
May 8, 1995	300 full time	400,000 units
May 8, 1996	200 full time	200,000 units
May 8, 1997	100 full time	100,000 units

May 8, 1997, a company must meet the following specifications:

All companies which qualify for the small business exemption must file a notice to that effect with the FDA. If the employees or unit-sales limits are exceeded during the 12-month period for which the exemption is claimed, the company then has 18 months to comply with the regulations. Companies do not have to file an exemption notice with FDA if they have fewer than ten full-time employees, sell less than 10,000 units of any food product in a year, and do not import.

The transition to new product labels has been like a long and winding road, requiring slow and cautious advancement. Fortunately, the technical amendments are one of the last milestones along the way.

On September 10 NSDA submitted further evidence to FDA in support of "and/or" sweetener labeling. Recent flooding in the mid-West forced many bottlers to switch from HFCS to sugar because supplies of HFCS were destroyed or delayed by the floods. Future supplies also may be limited. If not for "and/or" labeling, these bottlers would have had to shut down production lines, causing severe business losses during peak production times. NSDA also responded to allegations from the Sugar Association concerning our industry survey. (See June/July Soft Drink Lines.)

Pooling Together: Three Areas, One Association

Proving the theory that less is more, Maryland, Delaware, and the District of Columbia recently united to form a single soft drink association.

"This combined representation will give bottlers an effective, unified voice on the issues they face," says new Executive Director Tom Saquella. A joint association will best serve the needs of the bottlers since many of them operate in all three areas.

In addition to representing bottlers on legislative issues, association activities will include sending quarterly bulletins to members; developing a PAC for Delaware and probably DC; and holding annual legislative days and legislative dinner programs.

The new MD/DE/DC Soft Drink Association will be headed by President Morgan Hazel of Salisbury, MD Pepsi-Cola.

from the CHAIRMAN



This November, the National Soft Drink Association hosts the 1993 soft drink

industry conference in Washington, DC. Like our Washington meeting in 1991, this conference is a must for anyone who is concerned about government's growing intrusion into our businesses.

The list of speakers who already have accepted include Secretary of the Treasury Lloyd Bentsen; House Majority Leader, Rep. Richard Gephardt (D-MO); Senator Nancy Kassebaum (R-KS); and Dominic Cadbury, who will serve as our industry keynoter. Invitations are pending with Speaker of the House, Tom Foley (D-WA); other Senate and House leaders; EPA Administrator Carol Browner; and others. Their decisions can have a greater impact on your business than the best executed marketing plan or tough competitor. Whether we like it or not, government has made itself an important part of our business.

That is why I strongly urge you to attend the NSDA 1993 Soft Drink Industry Conference and Annual Membership Meeting November 3-5, 1993, in our nation's capital.

This one event brings the collective soft drink industry into direct contact with policymakers so vital to our economic well being—and you should be there.

If you need further convincing, ask anyone who attended the last soft drink conference in Washington. They will tell you the meeting was interesting, informative and fun. But most of all, they will tell you it was important.

So come to Washington and talk to your government leaders. I guarantee you will consider it time well spent.

Jim L. F.

ENVIRONMENTAL Lines

Soft Drink Industry Committed to Recycling

Are some companies betting on the public losing interest in the environment? Not in the soft drink industry. A recent NSDA survey shows that of the soft drink bottlers responding, 61 percent believe solid waste issues are more important today than ever before. And bottlers are doing something about it, starting in their own back yards.

According to NSDA's 1993 Solid Waste Survey, bottlers are actively involved in in-plant programs that recycle more than just soft drink containers. Products recycled include office

paper; corrugated cardboard; oil; pallets; shrink wrap; freon; and organics.

Outside of the plant, soft drink bottlers are actively supporting community recycling programs.

According to Biocycle's annual survey, the number of curbside recycling programs in the U.S. topped 5,000 in 1992, a 35 percent gain in one year. Soft drink containers, the most valuable materials in curbside programs, also made significant gains last year—reaching a record 60 percent recycling rate.

CONGRESSIONAL *Lines*

Striker Replacement

Legislation that would prohibit employers from hiring permanent replacements for workers who strike for economic reasons has already passed the U.S. House of Representatives. Senate debate over this measure will begin after the August recess. President Clinton has vowed to sign the bill into law if it reaches his desk. However, a Senate filibuster to prevent passage is expected.

To voice your opinion on striker replacement, call the White House Comments Line, 202/456-1111.

Health Care

With the budget passed, health care reform is the next major legislative debate subject. The White House unveiled its proposal September 22. Primary components include creating a

system of regional and corporate alliances; providing health insurance for the part-time workforce; placing Medicare and Medicaid recipients under regular insurance plans; and requiring all employers to pay 80 percent of the average-priced health plan. Details on how the plan will be financed are expected this month.

NAFTA

Another major issue being addressed in Congress is the North American Free Trade Agreement (NAFTA). Acceptance of NAFTA will create the largest free-trade zone in the world. Beyond NAFTA's potential lowering of sugar prices, another area of interest to the soft drink industry is its possible pre-emptive impact on state laws imposing unique environmental and safety labeling requirements.



The Tennessee Soft Drink Association's (TSDA) mobile recycling exhibit has been on the road for six months, and while it may not have travelled as many miles as Charles Kuralt yet, the exhibit has travelled to 32 of 95 Tennessee counties so far. Along the way, it has provided viewers with information on waste management options, recyclable markets, and federal requirements while spreading the good news about soft drink container recycling rates. In August, the exhibit was featured at the National Boy Scout Jamboree at Fort A.P. Hill in Virginia (above). Aside from its popularity—108 scouts visited each hour—the TSDA exhibit resulted in less Jamboree materials going to waste. According to the Boy Scout staff, 33,000 cubic yards of material were buried or landfilled after the 1989 Jamboree versus 1,284 cubic yards landfilled following the Jamboree this August. The TSDA recycling exhibit will continue to travel the state seeking to make a difference.

Bottlers Meet on Capitol Hill for September Fly-In

Sen. John McCain (R-AZ) addresses bottlers at evening reception during September Fly-In.



Patrick Mannelly, Coca-Cola Enterprises, (center) and Jeff Brown, Pepsi, (right) meet with member of Rep. Steve Horn's (R-CA) staff (left).



Steve Holcomb, Phoenix Coke, (left) and Laura Brightwell, Coca-Cola Enterprises, meet with Rep. Ed Pastor (D-AZ).

STATE *Lines*

OREGON

As part of a \$2 billion tax package, a five-percent sales tax plan passed both the House and Senate and awaits its fate on the November ballot. The sales tax is earmarked for public education, and if passed, would go into effect in May 1994. The tax proposal prohibits local governments from imposing any type of sales tax and exempts certain products. Of particular interest and importance to the soft drink industry is that soft drink package sales are exempt from the sales tax, while fountain and vending sales are to be taxed.



Oregonians have rejected the eight previous retail sales tax proposals.

ILLINOIS

On Monday, September 13, the Governor vetoed Senate Bill 100 which would cap the existing Chicago soft drink tax and prohibit other cities from adopting a similar tax. In his veto override message, the governor referred to the bill as being "constitutionally suspect." The legislature will have an opportunity to consider overriding the Governor on this issue in its veto sessions October 12-14 and October 26-28.



RESOURCES

Each year, hundreds of bills are introduced at all levels of government that can seriously harm soft drink businesses and their employees. If you're not involved in the legislative process, it could be a costly mistake for your company. NSDA's new video, *Grassroots Participation: You Can Make a Difference* is a "must see" for soft drink industry employees. Learn how to get involved in the process by writing to legislators, talking to friends and customers, and more. Listen as soft drink employees explain the difference they were able to make through their actions. Intended for showing to all soft drink employees, copies of the seven-minute video currently are being distributed to NSDA member organizations. For additional copies, call NSDA Public Affairs, 202/463-6770.

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NATIONAL SOFT DRINK ASSOCIATION

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Washington DC 20036

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SENATOR BOB DOLE
NATIONAL SOFT DRINK
ASSOCIATION
NOVEMBER 4, 1993

***I WANT TO TAKE A LITTLE
CERDIT THIS MORNING FOR
PUTTING SOFT DRINKS IN THE
NEWS A LITTLE EARLIER THIS
YEAR.**

***BACK EARLY IN THE BUDGET
DEBATE, MR. STEPHANOPOLOUS
AND A FEW OTHERS AT THE
WHITE HOUSE HAD FORGOTTEN
THAT THE CAMPAIGN WAS
OVER...AND EVERY TIME I MADE
A STATEMENT ON THE SENATE
FLOOR, THEY THOUGHT IT WAS
NECESSARY TO ATTACK ME, OR
CRITICIZE ME, OR GET
PERSONAL.**

***AND FINALLY, I HAD
ENOUGH. AND I WENT BACK TO
THE SENATE FLOOR AND TOLD
THEM THAT IT WAS TIME TO
CALM DOWN. AND I SAID THAT
THEY SHOULD "HAVE A DIET
COKE AND TAKE IT EASY" FOR A
WHILE.**

***AND THE REMARK GOT
QUITE A LOT OF MEDIA
ATTENTION...**

***BUT I DONT' WANT TO BE
ACCUSED OF PLAYING
FAVORITES...AND I'VE BEEN
THINKING OF WAYS TO MENTION
OTHER SOFT DRINKS.**

***AND SINCE REPUBLICANS
NEED SEVEN MORE SEATS TO
GAIN CONTROL OF THE SENATE,
I THOUGHT I COULD SAY THAT
WE NEED TO GO "7 UP."**

***AND I ALSO THOUGHT
THERE'S GOT TO BE SOME WAY
DURING THE HEALTH CARE
DEBATE TO MENTION THE
WORDS "DR. PEPPER."**

***SERIOUSLY, I DO WANT TO
BEGIN TODAY BY COMMENTING
ON TUESDAY'S ELECTIONS. IN
YOUR BUSINESS, YOU KNOW
YOU'RE DOING A GOOD JOB
WHEN PEOPLE BUY YOUR**

**PRODUCTS. AND IN MY
BUSINESS, YOU KNOW YOU'RE
DOING A GOOD JOB WHEN
PEOPLE VOTE FOR YOUR
CANDIDATES.**

***AND NO DOUBT ABOUT IT--A
LOT OF PEOPLE ARE VOTING
FOR REPUBLICANS THESE DAYS.**

***IT WAS ONE YEAR AGO THIS
WEEK WHEN PRESIDENT BUSH
WAS DEFEATED, AND SOME**

**WERE READY TO READ THE LAST
RITES TO THE REPUBLICAN
PARTY.**

***SINCE THEN, THERE HAVE
BEEN SIX MAJOR ELECTIONS--
SENATE SEATS IN GEORGIA AND
TEXAS; MAYORAL ELECTIONS IN
NEW YORK AND LOS ANGELES;
AND GUBERNATORIAL
ELECTIONS IN VIRGINIA AND
NEW JERSEY.**

***ALL OF THOSE SEATS WERE
HELD BY DEMOCRATS. AND ALL
ARE NOW HELD BY
REPUBLICANS.**

***AND I THINK WHAT WE'RE
DOING RIGHT IS PUTTING UP
SOLID CANDIDATES WITH THE
RIGHT IDEAS.**

***I ALSO HAVE TO ADMIT THAT
PRESIDENT CLINTON HAS
HELPED US OUT A BIT, AS WELL.**

***THE SPIN COMING OUT OF
THE WHITE HOUSE THIS
MORNING WAS THAT ALL
POLITICS IS LOCAL. WELL, IF
ALL POLITICS IS LOCAL, THEN
LOCALLY, PRESIDENT CLINTON
IS PRETTY UNPOPULAR.**

***THAT SAID, LET ME BE MY
NORMAL BI-PARTISAN SELF, AND
TALK ABOUT THREE ISSUES OF
IMPORTANCE TO YOU.**

ECONOMY

***THE FIRST IS THE ECONOMY.
AND THE PRESIDENT AND I HAD
A BASIC FUNDAMENTAL
DIFFERENCE OF PHILOSOPHY
THIS YEAR OVER THE ECONOMY.**

***HE BELIEVES THAT MORE
TAXES, MORE GOVERNMENT
SPENDING, AND MORE
REGULATIONS ARE THE WAY TO
REV UP AMERICA'S JOB**

PRODUCING ENGINE.

***AND EVERY REPUBLICAN IN
THE HOUSE AND SENATE
DISAGREED.**

***AND I THINK EVERY
REPUBLICAN DISAGREES WITH
HIS ADMINISTRATION'S BIAS
AGAINST BUSINESS AND THEIR
BELIEF THAT THERE'S
SOMETHING WRONG WITH
MAKING A PROFIT.**

***THE TAX BILL HIT BUSINESS--
ESPECIALLY SMALL BUSINESS---
VERY HARD, AS DID THE NEW
PARENTAL LEAVE MANDATE.
AND AS WOULD THE STRIKER
REPLACEMENT BILL, WHICH THE
ADMINISTRATION SUPPORTS.**

***AND I KNOW THAT MANY OF
YOU ARE VERY CONCERNED
WITH THE OTHER SHOE THAT**

**HAS NOW DROPPED--HEALTH
CARE REFORM.**

HEALTH CARE

***NO DOUBT ABOUT IT--THERE
ARE PARTS OF THE HEALTH
CARE SYSTEM THAT NEED TO BE
FIXED.**

***BUT THERE ARE QUITE A
FEW OF US WHO BELIEVE THAT
TURNING OVER ONE-SEVENTH
OF THE U.S. ECONOMY TO THE**

**FEDERAL GOVERNMENT IS
PROBABLY NOT THE BEST WAY
TO FIX THOSE PARTS.**

***BUT IF YOU HAD ASKED ME A
MONTH AGO, I MIGHT HAVE SAID
THE PRESIDENT AND MRS.
CLINTON WERE GOING TO GET
MOST OF WHAT THEY WERE
ASKING FOR. HE GAVE A GOOD
SPEECH, SHE DID A GOOD JOB
GIVING TESTIMONY...AND THE**

**PUBLIC'S SUPPORT LEVEL FOR
THE PLAN WAS APPROACHING
70%.**

***THEN NOTHING HAPPENED.
AND AS THE DETAILS OF THE
PLAN LEAKED OUT, THE PUBLIC
BEGAN TO HAVE SECOND
THOUGHTS.**

***AND NOW THE POLL
NUMBERS ARE 45%-45%...MRS.
CLINTON IS LOOKING FOR**

**ENEMIES AND IS ATTACKING
INSURANCE COMPANIES...AND
THE PRESIDENT, HIMSELF, IS
QUICK TO SAY THAT
EVERYTHING IS ON THE TABLE.**

***WE HAVE A LONG ROAD
AHEAD OF US, AND I SUSPECT
THAT WE STILL HAVEN'T SEEN
THE BILL THAT WILL
EVENTUALLY PASS.**

NAFTA

***I SUSPECT THAT I'M
"PREACHING TO THE CHOIR" HERE
ON NAFTA, BUT I WOULD URGE
THOSE OF YOU WHO SUPPORT
IT TO HELP US IN GETTING THE
WORD OUT TO THE AMERICAN
PUBLIC.**

***PRESIDENT CLINTON SORT
OF TOOK A NAP ON NAFTA THIS
SUMMER--AND FOLKS LIKE ROSS**

**PEROT, RALPH NADER, JERRY
BROWN, AND JESSE JACKSON,
TOOK THEIR SCARE TACTICS TO
THE AMERICAN PEOPLE...AND
WE'VE BEEN PLAYING CATCH-UP
EVER SINCE.**

***I'M NOT SAYING NAFTA IS
PERFECT, BUT I DO BELIEVE IT
WILL LEAD TO MORE JOBS FOR
AMERICANS--AND MORE**

MARKETS FOR AMERICAN PRODUCTS.

***AND THE PRESIDENT WAS
ABSOLUTELY RIGHT THIS WEEK
WHEN HE SAID THAT IF NAFTA IS
DEFEATED ON NOVEMBER 17,
THEN THE FINANCE MINISTER OF
JAPAN SHOULD BE IN MEXICO
CITY ON NOVEMBER 18, TO TAKE
ADVANTAGE OF WHAT AMERICA
WILL HAVE PASSED UP.**

FOREIGN AFFAIRS

***LET ME CONCLUDE BY
TALKING FOR JUST A MINUTE
ABOUT FOREIGN AFFAIRS.
CANDIDATE CLINTON WENT
THROUGH THE ENTIRE
CAMPAIGN WITHOUT SAYING
MORE THAN A HANDFUL OF
WORDS ABOUT FOREIGN
AFFAIRS.**

**BUT THE FUNNY THING ABOUT
PRESIDENTS IS THAT WHILE
THEY MAY HAVE A LOT OF
POWER, THEY DON'T HAVE THE
POWER TO CONTROL EVENTS.**

***AND THE EVENTS OF THE
PAST FEW MONTHS HAVE LED
PRESIDENT CLINTON AND THE
AMERICAN PEOPLE TO
UNDERSTAND THAT FOREIGN
AFFAIRS ARE IMPORTANT.**

***AND I FIND IT IRONIC THAT IN
AN ADMINISTRATION
SUPPOSEDLY DEDICATED TO
PROVIDING "SECURITY," THERE
HAS BEEN A NOTICEABLE LACK
OF LEADERSHIP ON ISSUES
RELATING TO THE MOST
IMPORTANT SECURITY OF ALL--
NATIONAL SECURITY.**

***IN PLACES LIKE SOMALIA,
BOSNIA, AND HAITI, WE'VE SEEN**

**AN ADMINISTRATION THAT IS
ALL TOO WILLING TO ABDICATE
THE MANTLE OF LEADERSHIP TO
BOUTROS BOUTROS GHALI AND
THE UNITED NATIONS.**

***I'M NOT QUITE SURE THAT
THIS ADMINISTRATION
UNDERSTANDS THAT LIKE IT OR
NOT, WE ARE THE WORLD'S
ONLY REMAINING SUPER
POWER. AND WHILE WE DON'T**

**WANT TO BE THE WORLD'S COP,
WE DO HAVE TO ACCEPT THE
FACT THAT WE DO HAVE SOME
RESPONSIBILITIES.**

***AND ONE OF THOSE
RESPONSIBILITIES IS PROVIDING
LEADERSHIP THAT ONLY THE
UNITED STATES CAN PROVIDE.**

***THANK YOU, AND I'D BE
HAPPY TO RESPOND TO
QUESTIONS OR COMMENTS.**

Thurs, Nov 4
Paul



NATIONAL
SOFT DRINK
ASSOCIATION

1101 Sixteenth Street, NW
Washington, DC 20036
202/463-6732
Facsimile: 202/463-8178

October 15, 1993

The Honorable Robert Dole
Majority Leader
United States Senate
Washington, D.C. 20510

Dear Mr. Leader:

We are delighted that you have accepted our invitation to speak at our Annual Meeting and Conference on the afternoon of Thursday, November 4. You will be our speaker for the Conference's session at 2:00 p.m. in the Federal Room of the Capital Hilton Hotel.

I know that our members would be most interested in your timely comments on the Clinton Administration, its conduct of both foreign and domestic policy, and your personal observations as the Senate Republican leader.

Enclosed you will find some background information on our association and the soft drink industry, as well as some position papers on current legislation of interest to our members.

We look forward to seeing you on November 4. If you or your staff need any additional information or assistance with these arrangements, please don't hesitate to contact me at 202/463-6733.

Warmest personal regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bill Ball".

William L. Ball, III
President

Enclosures

nsda

NATIONAL
SOFT DRINK
ASSOCIATION

SPEAK

Thurs, Nov. 4
Capital Hilton
morning session
afternoon session

1101 Sixteenth Street, NW
Washington, DC 20036
202/463-6732
Facsimile: 202/463-8178

10:00 a.m. OR

2:00 p.m.

(flexible)

04
September 23, 1993

\$2,000 -

The Honorable Robert Dole
Republican Leader
United States Senate
Washington, D.C. 20510

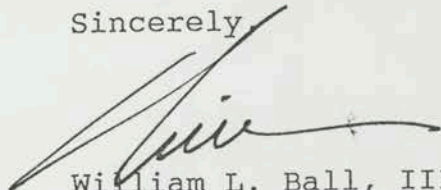
Dear Mr. Leader:

On November 3-5, 1993, the National Soft Drink Association will convene its annual meeting of soft drink bottlers and industry executives in Washington. With participants drawn from every geographical area of the country, we expect approximately 400 bottlers, suppliers and franchise company executives to be in attendance.

We would be especially honored to have you address our members on Thursday, November 4, at the Capital Hilton Hotel at 16th and L Streets here in Washington. We will have both morning and afternoon sessions, and could arrange a specific time convenient to your schedule that day.

Your consideration of our invitation will be appreciated, and we would be most grateful should your schedule permit you to be with us.

Sincerely



William L. Ball, III
President

P.S. You kindly spoke to our meeting here in 1991. You were such a big hit that our rank and file bottlers have demanded that you be asked to return to our podium.

9-27-93 Interim letter

9-29 spoke w/ Barbara Hyde

