



December 23, 2019

Dear CAVC Members and Prospective Members,

For members, I want to thank you for your continued support of this organization. For prospective members, thank you for your consideration in joining. We are looking forward to an exciting and productive 2020.

In 2019, our members continued their work with our lobbyists on many complex issues and legislation that would adversely affect our industry. We encountered challenges regarding SB 347 (Warning Label bill), AB764 (Beverage Coupon ban), AB 138 (Soda Tax), AB 765 (Mandate prescribing allowable beverages to be sold near the checkout stands), to mention a few. Without continued support and commitment from all of us involved, we'll be faced with a challenging 2020. We need to continue to work together to ensure the best possible outcomes for our industry.

Paul Tullio, our 2019 President, was successful in guiding the organization through challenging initiatives. Unfortunately, Paul has relocated to the Georgia area, but we know he'll continue his involvement for that state, no different than what he contributed to California.

CAVC appreciates all the hard work and dedication from our executive committee, board of director's and members alike. A thank you goes out to our committee chairs for your hard work and dedication, resulting in a successful annual meeting this year at the La Quinta resort.

We are in the process of setting the 2020 schedule. Some of the highlights include:

January 15, CAVC Board of Directors meeting, Double Tree, Ontario, CA

May 6-8, The NAMA Show, Music City Center, Nashville, TN

May TBA, CAVC Lobby Day, Sacramento, CA.

June TBA, CAVC Scholarship Foundation Golf Tournament, Downey Rio Hondo Golf Club, Downey, CA.

September 17-19, CAVC/AAMC Annual Meeting, Red Rock Casino, Las Vegas, NV

In closing, I appreciate the opportunity to lead CAVC through 2020. For the 20 plus years I've been involved with CAVC, I've sat on the sidelines as a member, contributing what I could. But it wasn't until about 5 years ago, Janette Carter asked if I would consider a Board position, which I accepted and was elected. It all took off from there, getting more involved and appreciating what previous members and board alike have done, to ensure WE have an industry that is strong and fulfilling for the generations to come.

Sincerely,

Jeffrey Duerr
CAVC President