

New Leadership Offer Vision of ABI SCC Future

The Alcohol Beverage Industry Supply Chain Council starts the decade with a new name, new leadership and a renewed dedication to providing members with industry-specific education, guidelines, and best practices for exchanging clean and accurate product information throughout the alcohol beverage industry supply chain. To give members and other interested parties insight into the organization and its goals, Chairman Bill Healey of The Charmer Sunbelt Group and Vice Chairman Mike Adams of Glazer's Family of Companies share their thoughts on ABI SCC and the industry as a whole.

Why are you personally involved with ABI SCC?



Bill Healey
ABI EC Chairman

Bill Healey, Vice-President & Chief Supply Chain Officer, The Charmer-Sunbelt Group, New York: I'm involved because I truly believe, as my company does, that there are great opportunities to improve on the efficiency of the exchange of business transactions with our trading partners.



Mike Adams
ABI EC Vice

Mike Adams, Senior Vice President, Information Technologies & Supply Chain, Glazer's Family of Companies, Dallas: I'm involved with ABI SCC to stay connected with what is going on in the industry and to share information on non-competitive projects where Glazer's has been successful in realizing supply chain efficiencies.

How about your companies?

Mike: Glazer's has been part of ABI SCC since its inception. Many past and present Glazer's employees have been active members and several have served as Executive Committee members. I am continuing that commitment as Vice Chairman this year and look forward to working with Bill to revitalize the group.

Bill: The Charmer Sunbelt Group believes in these kinds of industry initiatives because the benefits realized from ABI SCC's work will boost the entire industry.

What do you see as ABI SCC's role in the alcohol beverage industry?

Mike: The ABI SCC's role is to continue to set standards related to the sharing of business data and to continually promote this activity. While there has been success in developing EDI standards for the alcohol beverage industry, there is still a lot of improvement that can be realized in other areas outside of information data flow. The group also challenges current processes and brings fresh ideas to the industry in supply chain efficiencies.

Bill: Over time, the mission of this group has changed, but its focal point has always been to enhance electronic commerce in the alcohol beverage business. The organization's role needs to be broadened to include all of the facets of the supply chain and not just EDI. The group has done great work in defining EDI standards and coding standards, but we have not realized the desired outcomes of these achievements.

What past and current ABI SCC projects do you feel are helping propel the industry?

Bill: The original mission of ABI SCC (then the ABI EC Executive Committee) was to bring about electronic data interchange efficiencies among the 3 tiers of the alcohol beverage industry. Great progress has been made in that regard. EDI transactions specifically for use in the wine and spirits industry have been established and common material reference codes such as the shipping container code have been defined. The current challenge is to mainstream these electronic transactions and that is the work of the group today.

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Mike: As Bill states, the development of the EDI industry standards has been the biggest "past" success. That was a pivotal project and has been the foundation for the group. Going forward, the new project of shaping the ABI SCC to more of a supply chain efficiency focus will dictate the success of the group.

What is your vision for the future of ABI SCC?

Bill: I'd like to see the group broaden the mission statement to include improvements to not only the technical components of the supply chain, but all of the components and processes. One of the current challenges we are attacking is the reduction and elimination of inaccurate data in supply chain business transactions. Broadening participation across the business enterprise and not simply laying the challenge at the feet of the technology department can create the critical mass we need to make progress on these types of issues.

Mike: My vision of the ABI SCC group is a strong team of technology and supply chain leaders that actively participate to develop best practices for the industry. These leaders will also be the catalysts in implementing best practices within their companies.

Why has data become so important to the industry? How does improved data make the supply chain and logistic processes more efficient?

Mike: Our industry has traditionally been slower to adopt technology than other industries, but we have had several large supplier partners implement EDI just in the last year. The implementation of these technologies to share data for with our trading partners requires "clean" data in order to be successful.

Bill: It's really pretty straightforward. Unless you send and receive accurate data, you will never achieve meaningful automated business transactions. All you will have done is send useless data faster.

What economic and technical trends do you see in the alcohol beverage industry?

Mike: The economic trends have definitely had an impact on the industry. Everyone is looking at ways to improve efficiencies in order to stay competitive. Supply chain efficiency is a critical aspect of that in streamlining processes and reducing overhead where possible. With the focus on increasing efficiency, technology plays a key role in supporting these initiatives. As a result, I expect technology budgets to grow over the next 12 months.

Bill: I see the continued consolidation of wholesalers and suppliers. Whether you are a small or large company in this industry, you will not be able to remain competitive unless you are able to employ the latest technology and processes. And as these entities grow larger one way to realize economic and service level improvement is through the use of more automated business transactions with your trading partners. Technology is the means to that end.

Finally, how can companies in the industry use technology to make themselves more efficient during these challenging economic times?

Bill: Frankly, that is the challenge that our group is working on. There are excellent technical tools out there like Global Data Synchronization. But they require quite a bit of resource commitment to make them work. The best way for industry members is to get involved with organizations like ABI SCC and help work out some of the challenges and complexities of the technologies to make them more mainstream.

Mike: Technology can provide the foundation for efficiencies, but efficient processes have to be the driving force to be more competitive. As Bill suggests, Global Data Synchronization is a great tool but the challenge in implementing it is the processes that surround the exchange of data. Get the process right and the technology can make it better.

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About Bill Healey
ABI SCC Chairman

Bill Healey is the Vice-president and Chief Supply Chain Officer for the Charmer Sunbelt Group, one of the largest distributors of fine wines and spirits in the U.S.

Bill's career started in the wine and spirits industry with McKesson Corporation in 1985 as Manager of Wholesale Systems. In 1988 he became Director of Information Technology of the newly formed Sunbelt Beverage Corporation and was tasked with developing a cutting-edge wine and spirits distribution system for the fledgling LBO and over the next five years architected its' development and directed the installation of this distribution system.

In 1995 Bill was named Vice-President and CIO of Sunbelt Beverage (now The Charmer Sunbelt Group) and continued in that capacity until being named to the position of Chief, Supply Chain Officer, in May of 2009. Bill was a charter member of The Alcohol Beverage Industry Electronic Commerce executive committee formed in 1993 and has remained active with the group.

In 2005, Bill accepted *CIO Magazine's Bold 100* award for CSG's development of a unique content management system which enables company sales representatives to combine rich product content and current pricing data for sales proposals. More recently, *Consumer Product Technology* magazine recognized Bill as a leader with vision in its' annual *Vision Awards*, specifically for leading the enterprise change to ERP in the wine and spirits industry.

About Mike Adams
ABI SCC Vice Chairman

Mike Adams is the Senior Vice President, Information Technology & Supply Chain for the Glazer's Family of Companies, a \$3.2 billion wholesale distributor of alcohol beverage products. Glazer's is the fourth largest distributor in the United States and operates in eleven states with over 32 distribution centers.

Mike started his career with Glazer's in 1996 as Chief Information Officer. In 2007, Mike he was named SVP Information Technology & Supply Chain adding Supply Chain to his responsibilities.

In his executive leadership role, Mike leads the development and implementation of the Glazer's IT & Supply Chain strategies and works with key department leaders in setting the direction and efficiency objectives throughout the organization.

Mike has a diversified background in technology and consulting. Before joining Glazer's he spent over ten years in the technology and consulting industry with Arthur Andersen, LLP and several IBM Business Partner consulting companies.

He has been a member of the ABI SCC Executive Committee for over ten years and has been a speaker at U Connect, WITS and other industry conferences promoting Electronic Commerce & Supply Chain best practices. He has been part of the ABI SCC Executive Committee for over three years.

Mike earned a Bachelors of Business Administration in Strategic Management from the University of North Texas and a Masters degree from Southern Methodist University Cox School of Business in Dallas, Texas.