

National Beer Wholesalers Association

BEER PERSPECTIVES

Former New York City Mayor Rudy Giuliani to Give Keynote Address at NBWA Convention

NBWA is pleased to announce that acclaimed former New York City Mayor Rudy Giuliani will provide the keynote address at NBWA's



Rudy Giuliani

69th Annual Convention. This year's event will take place in Orlando, Florida September 17-20 at the Orlando World Center Marriott.

Rudolph W. Giuliani, New York City's 107th Mayor, is widely recognized as the man



who took the New York City internationally known as "being unmanageable and ungovernable" to becoming a symbol of urban renaissance. Born to a working class family in Brooklyn, New York, he is a graduate of Manhattan College and New York University Law School. Upon graduation, Giuliani clerked for a United States District Judge for

the Southern District of New York and in 1970, he joined the office of the United States Attorney.

Following a successful career as a federal prosecutor, Giuliani became Mayor in 1994 and was re-elected for a second term in 1997. Under his leadership, overall crime fell 65 percent and New York City was recognized by the F.B.I. as the safest large city in America for the past five years. New York City's law enforcement strategies have become models for other cities around the world.

On September 11, 2001, Giuliani immediately began

Continues on page 6

In this issue

2
NBWA Welcomes Three New Staff Members

3
Data Synch Solutions

8
Preventing Teen Auto Accidents

Telling Your Story:

Why Beer Distributors Must Be Proactive in Talking About What They Do

By NBWA Vice President of Public Affairs Michelle Lehman

A Challenging Environment

In recent years, legal and legislative battles have made a dramatic impact on public opinion surrounding alcohol distri-

bution. The Supreme Court's opinion in *Granholm v. Heald* last year has unfortunately been misinterpreted by many in the media and public to allow direct shipment of wine to consumers outright. This is not the case.

Continues on page 4

July 31, 2006

CRASH! The Science of Collisions

Despite the hard work of beer distributors, teachers, parents, law enforcement and others, in 2005, automobile collisions were the leading cause of death for teens.

A new program called *CRASH! The Science of Collisions* has been developed to make new drivers safer drivers by teaching them subjects they would already be learning – physical science, physics, math – using real world car crash examples. Developed by John Kwasnoski, a leading automobile collision reconstructionist and professor of forensic physics, *CRASH! The Science of Collisions* is a comprehensive

solution to two challenges facing teenagers today: developing safer driving habits and acquiring math and science skills.

CRASH! The Science of Collisions includes a collection of classroom activities that teaches students physics and mathematics through the classroom reconstruction of automobile collisions. The program received high praise from educators at this year's National Science Teachers Convention.

According to Kwasnoski, "When students understand that the laws of motion simply won't allow their vehicle to stay on the road when they try to take that corner at 70 miles per hour, they

become better drivers because they know they can't beat the science."

Numerous educators across the country have expressed interest in the *CRASH!* Program, but do not have the additional funds to purchase it. If you are interested in sponsoring the *CRASH!* program at a school in your community, please contact *CRASH!* Program Managing Director John McGinnis at 800-969-8693, ext. 23, or e-mail JohnMc@towerpub.com. For more information about the program, please visit www.towerpub.com/AboutCrash. 🍷

BEER PERSPECTIVES (ISSN # 10620990) is published bi-weekly 26 times per year by the National Beer Wholesalers Association Inc., and is available by subscription only to its members for \$100. POSTMASTER please send address changes to: Beer Perspectives, NBWA, 1101 King Street, Suite 600, Alexandria, VA 22314. Known office of publication: NBWA, 1101 King Street, Suite 600, Alexandria, VA 22314. Telephone (703) 683-4300, FAX (703) 683-8965. Managing Editor: Erin Rutherford. Vice President, Public Affairs: Michelle S. Lehman. Manager, Design and Production: Marcia S. Jonas. Periodicals Postage Permit Paid at Alexandria, VA and additional offices. This newsletter is printed on Recycled Paper. ♻️



BEER PERSPECTIVES

1101 King Street, Suite 600
Alexandria, VA 22314
(703) 683-4300 Fax (703) 683-8965
<http://www.nbwa.org>

PERIODICALS
POSTAGE PAID
Alexandria, VA

[To avoid delivery delays, please make necessary corrections of address label and send updated portion back to us. If you prefer, fax data to (703) 683-8965, but be sure corrections are boldly legible. If possible, advise us of your "Zip-plus-4" digits.]

Former New York City Mayor Rudy Giuliani to speak at NBWA's 69th Annual Convention. Details and registration form inside...