

MEMBER HANDBOOK

2018-19



ALLIANCE OF BEVERAGE LICENSEES

TABLE OF CONTENTS

About BC's Alliance of Beverage Licensees	3
How does ABLE BC work?	4
Get involved with ABLE BC	5
Fighting for your interests: our advocacy work	6
Help fix BC's liquor policies	8
Member Benefit Programs	9
Associate Member Benefits	12
Frequently Asked Questions	14

About BC's Alliance of Beverage Licensees

What is the role of ABLE BC?

BC's Alliance of Beverage Licensees (ABLE BC) is the leading voice of British Columbia's private liquor and cannabis retail industries.

Our membership includes: private liquor stores, pubs, bars, nightclubs, hotel liquor licensees, and various agents, industry suppliers, and benefit providers. On behalf of our over 1,000 members we advocate for a thriving and sustainable private liquor industry.

Upon the legalization of non-medical cannabis in October 2018, membership will also include licensed non-medical cannabis private retail stores.

Advocating on your behalf since 1975

In 2004, BC Liquor Licensees & Retailers Association, BC & Yukon Hotel Association, and BC Cabaret Owners Association joined together to create a province-wide organization that would unite BC's liquor licensees and effectively represent their interests: the Alliance of Beverage Licensees.

Prior to this, the BC Neighbourhood Pubs Association was formed in 1975. In 1999, it was renamed the BC Liquor Licensees & Retailers Association to include LRS operators.

What does ABLE BC do?

1. Help build a thriving and sustainable private liquor industry in British Columbia
2. Provide expert advice and recommendations to government partners
3. Serve as a positive, proactive advocate to protect and expand business opportunities for the private liquor industry
4. Negotiate industry-leading benefit programs that save our members time and money
5. Act as a primary resource for information about liquor industry regulations, policies, and current issues





\$17 billion industry

BC's hospitality industry creates \$17 billion in economic activity and 340,000 jobs

\$3.2 billion in annual liquor sales

50% of annual liquor sales are from the private sector

4th highest source of direct revenue for BC government

How does ABLE BC work?

The association is governed by an elected Board of 14 regionally-based Directors. We employ a full-time Executive Director and staff in our Vancouver office.

Membership Structure

ABLE BC has two membership categories: Liquor Licensee Member (Licensee Retail Store or Liquor Primary) and Associate Member (Industry Supplier or Service Provider).

Membership fees: \$688.50 per year for liquor licensees (each additional license is \$382.50 per year) and \$430 per year for associates.

How to apply: sign-up for a new membership online at ABLEBC.ca or contact Danielle Leroux.

Contact our office

If you have questions about your membership, liquor policy changes, or any other issues, please don't hesitate to get in touch with us:

Phone: 604-688-5560
Toll Free: 1-800-663-4883
Fax: 604-688-8560

Email: info@ablebc.ca
Website: <https://ablebc.ca/>

Twitter: [@ABLEBC](https://twitter.com/ABLEBC)
Facebook: [@ABLEBC](https://facebook.com/ABLEBC)
Instagram: [@ABLEBC](https://instagram.com/ABLEBC)
LinkedIn: [@ABLEBC](https://linkedin.com/company/ABLEBC)

Staff

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Mailing address

Alliance of Beverage Licensees
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Vancouver, BC V6Z 1N9

Get involved with ABLE BC

Elections are held on an annual basis for our Board of Directors.

A call for Board of Director nominations is released prior to our fall Annual General Meeting. Director positions are for a two-year term. Members in good-standing who have a sincere desire to develop our industry and membership in their respective region are encouraged to apply.

Director Nominations are overseen by our Nominations Committee. To learn more about our Nominations process, please consult ABLE BC's Constitution and Bylaws (available for download on our [Members-Only website](#)).



Participate in a committee

Help form ABLE BC's policy and government strategies, share your expertise, improve our group buying program, and support our annual conferences. Contact our office for more information.



Don't miss our bi-annual conferences

The third annual [BC Liquor Conference](#) is on October 29, 2018 at the Sutton Place Hotel Vancouver. The fourth annual [BC Hospitality Summit](#) in partnership with the BC Hotel Association takes place April 8-9, 2019 in Kelowna.



Come out to a member meeting

ABLE BC hosts regular member meetings throughout the province. These meetings are a critical opportunity for ABLE BC to answer your questions directly, hear face-to-face about the issues that matter most to you, and connect with other members.

Fighting for your interests: our advocacy work

The Alliance of Beverage Licensees is the voice of British Columbia's private liquor industry. Our primary goal is to help build a thriving and sustainable liquor industry in BC by fighting for your interests, enhancing private sector opportunities, and proactively solving industry challenges.

We work behind-the-scenes with all levels of government and build partnerships across the industry so we can find common solutions to shared challenges.

Our industry is experiencing significant change & uncertainty

With the federal legalization of non-medical cannabis rapidly approaching, ongoing policy changes, and a new provincial government in power, our industry continues to experience significant change and uncertainty. But, these changes also offer us considerable opportunities for growth.

ABLE BC remains committed to what matters most: ***protecting your investments and securing regulatory certainty for the future of your business.***

2017-18 Recap

Over the past year, ABLE BC has worked tirelessly to fight for your interests, enhance private sector opportunities, and address business irritants.

New provincial government

For the first time in 16 years, British Columbians have a new provincial government. ABLE BC is working hard to ensure Premier Horgan, his Ministers, MLAs, and senior government staff are aware of our industry's concerns and vital contributions to BC's economic health.

Legalization of non-medical cannabis

After a historic vote in Canada's Senate, Canadians can expect that adult-use recreational cannabis will be legal as of October 17, 2018. British Columbians will be able to purchase non-medical cannabis through privately-run retail stores or government-operated retail stores and online sales. Upon the legalization of non-medical cannabis in October, ABLE BC will accept licensed non-medical cannabis private retail stores as members.

Over the past year, ABLE BC has engaged with the province and municipalities to get members the clarity they need to evaluate the business and investment decisions inherent to opening a cannabis retail business in their communities.

ABLE BC is continuing to work with our municipal partners to ensure cannabis is retailed safely and responsibly by experienced retailers in age-controlled environments.

Legalization will also impact the liquor industry - from alcohol sales to your employment framework and liquor liability. In some US jurisdictions, legalized marijuana sales have caused a drop in alcohol sales of 15-20%. Until we have a more mature legal cannabis market, it is unclear what the impact in BC will be. Liquor retailers and on-premise operators should plan on some sort of fluctuation in alcohol sales, likely 5-10% in the short-term.



ABLE BC is the province's leading liquor industry association

400 Private Liquor Stores

600 Pubs, Bars, and Nightclubs

80 Associate Members

To help members prepare for cannabis legalization, ABLE BC will continue **hosting webinars and educational seminars on related topics** including: cannabis in the workplace, modifying your house policies, practical tips for dealing with impaired customers, and other strategies to manage risk.

Business Technical Advisory Panel

In 2017, the Attorney General retained Mark Hicken as a liquor policy advisor to liaise with industry stakeholders and provide recommendations to government on ways to support BC's liquor industry. As a key part of this work, Mr. Hicken convened a **Business Technical Advisory Panel (BTAP)** comprised of industry association stakeholders, including ABLE BC's Executive Director Jeff Guignard.

After several days of highly productive deliberations and hearings in spring 2018, the panel found a wide range of consensus on shared challenges and was able to unite behind several workable solutions.

In June 2018, government published the final report of BTAP. The panel offered 24 recommendations that, if implemented, will have **a lasting positive impact on BC's private liquor industry.**

The report contains clear recommendations to support several of ABLE BC's current policy priorities, such as:

- allow private retailers to sell products to LPs, FPs, and holders of Special Event Permits (i.e. licensee sales)
- create a wholesale pricing model for LPs and FPs (i.e. hospitality pricing)
- improve wholesale product delivery by allowing third party distributors to deliver non-stocked wholesale products
- eliminate the current management conflict of interest at the BCLDB between BC Liquor Stores and LDB Wholesale

The government is committed to evaluating the recommendations in the coming months. ABLE BC looks forward to engaging with them further in 2018-19 to explore implementing these recommendations.

We also need your help to make sure government is listening. See page 8 for instructions on [how you can help fix BC's liquor policies and achieve generational change in our industry.](#)

New LDB Distribution Centre

ABLE BC is keenly aware of the serious product shortages and ordering challenges members are experiencing with the LDB. We are in constant contact with the LDB and continue to work with their Senior Wholesale Team to resolve these challenges.

We are also optimistic that the LDB's move to a larger Lower Mainland distribution centre will be a positive step forward in resolving these issues and

bring about long-term change benefiting all of our members. Since August 1, 2018, the new Delta Distribution Centre has been receiving products. The LDB plans to begin servicing customers from DDC starting in September.

Minimum wage increases

In 2018, the BC NDP government released their plans on increasing minimum wage over the next 4 years, with an immediate increase of \$12.65 an hour on June 1, 2018. The four, staged increases will allow employers to plan for predictable and stable wage increases over time.

Liquor server wage

Earlier this year, ABLE BC was extremely disappointed to announce that government will be phasing out the liquor server wage. Although we had expected this based on our conversations with the Fair Wage Commission and government, we know this move is short-sighted and will hurt employees in our industry.

As of June 1, 2018, the liquor server wage increased by \$1.30 to \$11.40 per hour. Incremental increases will continue on June 1 each year, until the general minimum wage is reached, of at least \$15.20 per hour, in 2021.

Labour shortages

Businesses across BC are grappling with severe labour shortages as the province experiences the tightest labour market in decades. Through our work with go2HR and other industry partners, and as Chair of the Coalition of BC Businesses, ABLE BC is meeting regularly with government to develop labour policy, provide businesses greater access to workers, and resolve these challenges.

Hotel Liquor Licensees

ABLE BC is proud to represent the liquor policy interests of the BC Hotel Association. On their

behalf, we have recently advocated for the following positive policy changes:

- Guests at a hotel or resort can take unfinished alcoholic beverages from the hotel bar or restaurant to their room
- Hotels and resorts can serve one standard free alcoholic drink to guests in lobby or reception area at check-in
- Liquor can now be delivered to hotel guests by room service 24 hours a day
- Licensees have additional flexibility in liquor licensing for special events

Help fix BC's liquor policies

In June 2018, government published the final report of the Business Technical Advisory Panel. The panel offered 24 recommendations that, if implemented, will have a lasting positive impact on BC's private liquor industry. **But a report is only useful if its recommendations are implemented.** We need your help to ensure BC government is listening.

What you can do

1. **Contact your MLA and/or schedule a meeting with your MLA.** This is particularly important if your MLA is a member of the BC NDP.
2. **Key messages for your MLA:**
 - Tell your MLA that our industry matters: BC's private liquor industry is a multi-billion dollar industry that matters to every community in BC - and it needs government attention
 - Tell your MLA about the BTAP report
 - Ask for your MLA's support: to ensure this report does not end up sitting on a shelf, we need MLAs to express support for the panel's recommendations

For assistance in setting up a meeting with your MLA, please contact ABLE BC at 604-688-5560 or info@ablebc.ca.

Member Benefit Programs

Saving your business time and money: use our member benefit programs and discounts and more than cover the cost of your annual membership fee.

<p><u>10% savings</u></p> <p>Save on insurance costs with Western Financial Group Hospitality Insurance Program. Initial premium savings, long-term stability.</p>	<p><u>Custom benefits</u></p> <p>Johnstone's Benefits offers comprehensive and customizable group benefit programs no matter how many employees you have.</p>	<p><u>No extra fees</u></p> <p>Enjoy our preferential rates with Desjardins for processing credit and debit card payments. No additional fees to bloat your bill.</p>
<p><u>Make \$2700</u></p> <p>Sign up your LRS for BDL Bottle Return Program. Make an average of \$2700 in annual handling commissions.</p>	<p><u>Monthly rebates</u></p> <p>Receive monthly rebate cheques from Foodbuy for manufacturer products your operation is already buying, with no changes.</p>	<p><u>Earn \$1000</u></p> <p>Our exclusive ATM agreement with VI Banking is no-risk and high-profit. Earn an extra \$1000 monthly. Keep 100% of surcharge. Free maintenance.</p>
<p><u>Reduce oil costs</u></p> <p>Reduce fryer oil costs by 30-50% with VITO Vancouver oil filter system. Safely filter, serve healthier food, and reduce your labour costs.</p>	<p><u>Serve better beer</u></p> <p>The average bar spills \$12K per year in draught beer. Pints get returned by angry guests. BetterBeer.com can help and members get special pricing.</p>	<p><u>Avoid \$7500 fine</u></p> <p>Do your due diligence. Ensure your staff is in compliance. Set up monthly compliance checks with Sting Investigations at a discount.</p>
<p><u>Office supplies</u></p> <p>Mills Basics provides members with competitive pricing on hospitality products and supplies, and personalized service.</p>	<p><u>10% discount</u></p> <p>Save on liquor licensing consulting with Rising Tide Consultants. Services include: buying and selling licenses, license applications, staff training, and more.</p>	<p><u>Licensed music</u></p> <p>Better music for your business at a discount with Soundtrack Business Streaming Service. Curated playlists, multi-location management, and fully-licensed.</p>

Additional Member Benefits

BC Ale Trail: Partnership Opportunities for Private Liquor Stores in BC

The BC Ale Trail is a marketing campaign showcasing British Columbia as a global destination for tourists and craft beer enthusiasts. The campaign targets travellers across BC, Alberta, Washington, Oregon, California, and beyond.

BCAleTrail.ca launched in 2016 and has quickly become the definitive online resource for those interested in experiencing the extraordinary world of BC craft beer. It offers a series of self-guided tours across the province, highlighting local craft brewery destinations and the super, natural landscapes that surround them.

With investment from ABLE BC, the **BC Ale Trail platform is diversifying to include curated listings for 75 private liquor stores**. Each Ale Trail itinerary will include 3-5 private liquor stores, providing additional opportunities for consumers to connect with the BC Craft Beer community and its products. BCAleTrail.ca will also expand to include a private liquor store database, with individual liquor store pages.

Leverage your marketing dollars and discover the power of partnering with BC Craft Beer's biggest tourism marketing campaign. The BC Ale Trail has operated with a marketing budget of over \$900,000 over the last 3 years. Through Destination BC's co-operative marketing program, the BC Ale Trail double's your investment in the campaign, ***multiplying your dollars to promote BC product and attracting tourists*** to explore super, natural BC.

To learn more and sign-up please contact: Ken Beattie (Executive Director, BC Craft Brewers Guild) at 604-306-1500 or ken@bccraftbeer.com.

Webinars and Online Training Series

In 2017, ABLE BC launched our webinars and online training tools series. Members and industry professionals now have access to regular webinars produced by ABLE BC in partnership with industry experts, and designed with the liquor store and pub owner, manager, or staff member in mind. Our goal is to help you adopt industry best practices and adapt to today's changing business environment so you can raise revenues, grow your customer base, and increase profitability.

2017-18 webinars included: How to deliver great customer service at your LP and LRS, Why the right background music is good for business, Retailing cannabis in BC part I and II, Employment Standards 101, and How to set up your cannabis retail store for success.

2018-19 webinar topics include: HR webinar series for hospitality industry employers, cannabis in the workplace, dealing with cannabis-impaired customers and other strategies to manage risk, effective social media strategies, and more. Stay tuned for details!

If you missed a past webinar, you download a copy of all webinar recordings and PowerPoint slides in our online store: <https://ablebc.ca/online-store/>

HR Handbook for Hospitality Industry Employers

ABLE BC is excited to be partnering with go2HR on a new HR initiative for liquor retailers and publicans: a 4-part webinar series and HR Essentials Handbook designed specifically for ABLE BC members. The HR Handbook will be released in sections, with the first guide being released in September.

Our first webinar took place in June 2018: Employment Standards 101 with HR Expert Gillian MacGregor. You can purchase a copy of the webinar at <https://ablebc.ca/online-store/>. The second HR webinar will be held in September.

Free Monthly Liquor Price Guide: How to download

ABLE BC worked with our Associate Member Barnet Group to develop a free monthly price guide for members. This online guide contains a full list of government liquor store retail prices in an easy-to-use format. Use the Liquor Guide to review monthly LDB price changes, compare current retail pricing to wholesale pricing, and track wholesale markup and retail margin.

How to download: first create a free account at www.barnetnetwork.com. Select your account type when prompted. On the next page, enter ABLE BC code ABLEBC953 to access the guide free of charge and create your account. Download the Liquor Guide in Excel format by clicking on “Export to Excel” button and select Liquor Guide-GLS-ABLEBC format.

Due diligence materials

Purchase “2 Pieces of ID Required” signage and “I ask for 2 pieces of ID” buttons in our online store at ABLEBC.ca. On an annual basis, members can order North American and International ID Checking Guide Books through the ABLE BC office at a discounted group rate.

Additional discounts from preferred suppliers

ABLE BC Members also receive discounts from over 25 industry suppliers and service providers. [Download our Annual Buyers Guide](#) to learn more at ABLEBC.ca.

BC Hospitality Industry Awards

In 2017, ABLE BC and the BC Hotel Association launched the inaugural BC Hospitality Industry Awards. These annual awards celebrate BC’s hospitality industry professionals and recognize the province’s most exceptional and committed hoteliers, liquor retailers, and publicans. The awards are presented at the BC Hospitality Summit Awards Gala Dinner each year.

Congratulations to 2017 Liquor Retailer of the Year: Cascadia Liquor Stores (The Truffles Group), 2017 Publican of the Year: Ron Slinger (The Black Bear Neighbourhood Pub), and 2017 Hotelier of the Year: Ingrid Jarrett (Watermark Beach Resort). Learn more about the awards at: <https://bchospitalitysummit.com/2018-awards/>

Associate Member Benefits

Helping grow your business: our benefits will help you increase sales to pubs and liquor stores, connect with the right people, and position your company as a supplier of choice.

10% savings

Receive a 10% discount on all ad rates in The Publican, our industry magazine published quarterly and distributed province-wide.

Member list

Get access to our online Member Directory or request a copy of our Member List by contacting our office.

10% discount

Receive a 10% discount on all digital advertising in our biweekly Industry Update e-newsletter and on the ABLE BC website.

Free profile

Position your company as a supplier of choice with a free profile in our Annual Buyers Guide. Online and print resource used province-wide.

Price guide

Stay competitive by getting access to BC Liquor Store retail prices on the day they are released. Download our free monthly price guide.

Reach 700 buyers

Post unlimited product listings at no cost on buyABLE. Get instant access to buyers, save time on order processing, and reduce risk by quantifying demand of 700 licensees.

Email campaigns

Partner with ABLE BC by offering a member benefit or preferred pricing for additional promotional opportunities, including direct emails to our members.

Meet licensees

Attend our regular member meetings, networking events, and industry receptions to meet licensees, build relationships, and connect with prospective buyers.

Sponsor

Custom sponsorship opportunities available for BC Liquor Conference and BC Hospitality Summit. Feature your brand, connect with top clients, build lasting relationships.

Custom benefits

Johnstone's Benefits offers comprehensive and customizable group benefit programs no matter how many employees you have.

Office supplies

Mills Basics provides members with competitive pricing on hospitality products and supplies, and personalized service.

Webinars

Sign-up for our online webinars to learn more about the issues that matter most to licensees. Be a webinar presenter, share your expertise, reach new clients.

Find out more about our benefit programs

Download more information about all of our member benefit programs on our Members-Only Website. Login to your member profile at ABLEBC.ca/login and visit the [Documents section](#) (under the Member-Only tab).

If you have any questions or would like to sign-up for a program, please contact Danielle Leroux (Manager of Membership and Communications) at 604-688-5560 or danielle@ablebc.ca.



Member Communications

We send regular communications to keep you updated on current industry issues, policy changes, and events. Includes: biweekly Industry Update e-newsletter, email updates, surveys, social media, Publican magazine.



Member Directory

Contact other licensees and industry suppliers that are members of ABLE BC. Access our online Member Directory by logging into your account at ABLEBC.ca/login. Find the directories under the Member Only tab. Contact our office for an Excel copy of our member list.



Members-Only Website

In addition to our Member Directory, our Members-Only website offers a variety of helpful resources, downloadable documents and signage, factsheets, information about benefit programs, and more. Login at ABLEBC.ca/login.

Frequently Asked Questions

Frequently asked questions about ABLE BC and our membership program:

1. Membership Payment Options

- **Can I pay by credit card?** Yes, ABLE BC accepts MasterCard and Visa. Pay with credit card online at ablebc.ca or by calling in your credit card information (604-688-5560).
- **Can I pay online?** Yes, pay your membership online by logging into your Members-Only account at <https://ablebc.ca/login/>. Select Membership Account from the Member Only drop down menu.
- **Can I pay by cheque?** Yes, please make your cheque payable to the Alliance of Beverage Licensees and mail to our office (948 Howe Street, Suite 200, Vancouver BC V6Z 1N9).

2. Approval process

- **Will my membership application need to be approved before joining?** Applications for membership shall be considered promptly and the credentials ruled upon by the Board of Directors. The Board of Directors have the full power to accept or reject candidates for memberships. If accepted by the Board of Directors, the applicant will then become a member of the Alliance of Beverage Licensees with all rights, duties, and obligations pertaining hereto.

3. Multi-license membership structure

- **If I have several licenses, does each license need to become a member?** When a multiple-license company wishes to become a member of ABLE BC, a single establishment name can be registered as a the primary member. All affiliated licenses sign-up as additional locations. The membership fee is reduced from \$688.50 per year to \$382.50 per year for each additional location.

4. Membership renewal

- **Will you invoice me?** Yes, we will mail you a renewal invoice and follow-up by email. If your membership expires in March, you will receive your renewal invoice by March 15. If your membership expires in August, you will receive your renewal invoice by August 15.
- **Will my payment be pro-rated?** Convenient payment plans are available upon request. Please contact our office for more information.
- **When do I have to pay my renewal fees?** Your renewal payment is due within 30 days of your membership expiry (i.e. April 30 or September 30).
- **Why do I have to pay a membership renewal fee?** When you pay your membership fees, you purchase one year of ABLE BC membership. Each year you need to renew your membership because membership fees are a main source of revenue, funding the advocacy work ABLE BC does on your behalf as well as operational costs.

- **How does renewal affect my employee benefits, insurance, and other ABLE BC benefit programs?** If you do not pay your annual membership renewal fee and your membership lapses, you will be removed from the ABLE BC membership list and will no longer receive ABLE BC membership services. This includes access to ABLE BC health benefits and insurance.

5. Member contact information

- **Why do you need my email address?** ABLE BC will send you most of our information via email because it is the quickest and most cost-efficient and method. We send out a biweekly *Industry Update* e-newsletter and regular email updates about industry issues and policy changes, new member benefits, surveys, upcoming events, and more.
- **Who should I send my updated address and contact changes to?** You can make changes to your contact information yourself by logging into your Members-Only account at <https://ablebc.ca/login/>. Select Edit Your Profile from the Member Only drop down menu. Alternatively, send changes to danielle@ablebc.ca. Accurate contact information ensures timely communication.

6. Member companies and employees

- **Are my employees considered ABLE BC members?** Yes, when an establishment becomes an ABLE BC member, all staff become members of the association.
- **Do I need to give you my employees' contact information?** No. However, if you would like your employees to receive a copy of our *Industry Update* e-newsletter, policy change updates, invites to events, etc. then providing their mailing and email addresses allows them to keep up-to-date as well.

7. Membership changes

- **How do I cancel my membership?** You can cancel your membership by contacting ABLE BC by phone or email and requesting to end your membership. The cancellation will take effect after your next membership expiry date.
- **What happens if my membership lapses?** If you do not pay your annual membership renewal fee and your membership lapses, you will be removed from the ABLE BC membership list and no longer receive ABLE BC membership services. This includes access to ABLE BC member benefits and insurance programs.
- **What if my establishment changes ownership?** If your establishment changes ownership, the establishment remains a member for the remainder of your membership year. The new owner should update their contact information with ABLE BC and is responsible for renewing membership on September 1 (or April 1) so membership renewal is seamless.



ALLIANCE OF BEVERAGE LICENSEES

Helping build a thriving and sustainable private liquor industry