|  |  |
| --- | --- |
| *www.IowaABD.com* | *Lynn M. Walding, Administrator* |

|  |  |
| --- | --- |
|  | e - NEWS |
| *September 23, 2005* | |

1. [Binge Drinking: Rural Iowa's Rite of Passage](#First)

2. [Autopsy: High Blood Alcohol in Dead Student](#Second)

3. [Fraternities Face Pressure to Clean Up](#Third)

4. [Paul Walsh: The Smirnoff Ice Man Cometh to Slate the Drinks Industry Opposition](#Fourth)

5. [Preschoolers Imitate Parent's Bad Habits](#Fifth)

6. [Sure Kid; Go Ahead and Grab a Cold One](#Sixth)

7. [Fewer Alcoholics are Seeking Treatment](#Seventh)

8. [Three Debate Going 21-Only](#Eighth)

9. [Beer Fights Back](#Ninth)

10. [Jim Beam Debuts First-Ever National Television Ad Campaign](#Tenth)

11. [Meet the Wine Doctor](#Eleventh)

12. [NEWS : New Proposals Aim to Cut Alcohol Use in Decorah](#Twelvth)

13. [Wine Giant Says Critter Labels Not a Passing Fad](#Thirteen)

14. [Lex: Pernod Ricard](#Fourteen)

**1. Binge Drinking: Rural Iowa's Rite of Passage**

By Mike Kilen, Staff Writer – *Des Moines Register*

September 18, 2005

Darla Bolton had a drawn, expressionless face. She slowly opened the sliding glass door of her Glenwood home that day in May. She looked too tired to tell me to leave. She only turned and walked away, leaving the door open and muttering to come in if I wanted.

|  |
| --- |
|  |



The Iowa Department of Public Health's Office of Substance Abuse Prevention has a network of organizations called the Iowa SAFE Community Network to coordinate local prevention. For information on a SAFE Coalition in your community, call 515-282-3641.

On other assignments, I'd seen the face of a mother who had lost her child. She had that face, an unmistakable mask of grief.

A school photograph of Derik Bolton was on the entertainment center. The modest home was untidy, a blanket and pillow scattered on the sofa. Bolton was trying to sleep. It hadn't come easy a month after her son had been found dead in 3 feet of water. He was last seen 10 days before, playing drinking games around a keg of beer at a bachelor party. He was 19.

"Underage drinking," she said with a monotone voice, "has gotten out of hand."

Darla Bolton's face comes to mind because it's drinking season in Iowa, home to a healthy enthusiasm for football-game tailgates and college parties, for booze cruises and keggers thrown at remote sites by rural Iowa teenagers. Liquor sales continue to rise here, nearly 7 percent from a year ago.

At this time of year, we hear a lot about binge drinking on college campuses. We hear that the University of Iowa is ranked No. 8 for party schools.

But out in rural Iowa, just as on college campuses, binge drinking is a rite of passage and a way of life. According to results of a 2000 survey of eighth-graders, those living in rural America were 70 percent more likely to have been drunk than urban kids, the National Center on Addiction and Substance Abuse at Columbia University found.

Rural Iowa kids experience a double whammy because Iowa holds another dubious ranking: We're fourth among states in the percentage of residents who are binge drinkers — 18.9 percent had five or more drinks on the same occasion in the last month, according to the 2004 Behavior Risk Factor Surveillance System survey.

"There's a lot of partying around here," Bolton said of Glenwood, population 5,358. "There's nothing else to do in this town."

Her son was the kind of kid who doesn't make headlines. He was no college preppie. He graduated from high school and decided to stay home, live with his parents and work in the back room at Target.

He loved his pickup, the Dallas Cowboys, NASCAR and chewing tobacco. He was a quiet, small guy his family nicknamed "Bug." His favorite song was Alan Jackson's "It's Alright To Be A Redneck."

He drank beer. He was busted once for drunken driving. But his mom didn't consider him a problem drinker.

The problem is the attitude about drinking.

Drinking stories, told with a wink, are legion in small towns — stories of young kids throwing up or passed out on front lawns of adults who are fretting about gambling, smoking, cussing and gay sex. Iowa ranks 48th among states for the percentage who think binge drinking is a "great risk." Only 34 percent in a government survey thought so.

When Eric Anderson, Derik Bolton's friend going back to elementary school, was holding his bachelor party April 2, odds are it was planned as a bash to remember.

There were, by various accounts, anywhere from 15 to 20 guys assembled at Suzanne Blowers' place, in a small neighborhood of cabins and modest homes around skinny Pony Creek Lake, formed by a dammed creek. It's not an upper-crust area. Behind Bowers' home, a large lawn leads right down to the lake.

In that yard, the boys took to leaning on the keg.

"Derik was doing beer-keg stands," Bolton said, explaining the so-called game.

The drinker is held upside down by his ankles, and a beer nozzle is opened and stuffed in his mouth. He's at the mercy of the ankle holders.

"He did 10 of them," she said.

Derik's parents said he went to the party with close friends, who eventually left the party. He hadn't been friends with Anderson since junior high, and was left with people he didn't know well, she said.

The next morning, his parents realized Derik was missing. Massive search parties combed the area. Divers clawed through the muddy lake bottom. One day led to another. People started pointing fingers. Parents at kids. Kids at parents.

"A mob mentality took over," said Mills County Sheriff Mack Taylor.

Darla Bolton, 39, said she collapsed during the search and was taken to the hospital with a breakdown.

A few days later, searchers found Derik's body in the water, 200 yards from where the party took place. The autopsy showed a blood-alcohol level of .19, nearly 21/2 times Iowa's legal limit for drunkenness. Richard Blowers, 20, and his mother, Suzanne Blowers, 51, await trial, accused of hosting the party. Monica Brando, 25, is charged with supplying alcohol to minors.



**In large supply:** Binge drinking may be more prevalent in rural Iowa as it is on college campuses.

Eric Anderson got married just two weeks after Derik's funeral. He told me that it shook everyone at the party into new thinking about drinking, and he didn't serve alcohol at his wedding reception.

Derik Bolton wanted to be a cop.

His parents want to rewind, take it all back. But parents can't figure out how to stop this. They wrestle with their past behavior and how to handle it with their children. Alcohol use is confusing because it's largely accepted. In the arena of public opinion, smoking is considered worse.

"Sure, when I was young, I'd done beer bongs and punched holes in the bottom of beer cans," Darla Bolton said of ways to guzzle beer. "But nothing like this."

Most of us can put ourselves beside a keg at one time or another. Of course, we weren't quite as stupid.

"I'm sick of hearing parents say they're just being kids; it's what they do. No, it's not. It's illegal," said Kristi Batten, director of the Glenwood S.A.F.E. Coalition, a group working to stop substance abuse. "We have a problem in this community of parents accepting it, even drinking with their kids."

Richard Spoth of Iowa State University's Partnerships in Prevention Science Institute, has studied alcohol use for years. He's found higher levels of risk in rural Iowa than in urban areas, including family financial stress, lower parent-education levels, lower quality of child management and high levels of children's problem behaviors.

His data also show that intervention helps. He's worked with Iowa families and held seminars at 36 rural Iowa schools that focus on methods of prevention. He says the seminars led to lower levels of childhood alcohol use and abuse.

Batten, of S.A.F.E. in Glenwood, is considering her own approach. She lobbied local officials last week to institute a hot line so that callers can tell authorities about the location of an underage party and earn $50 for the tip. She thought of it after Derik Bolton's drowning and renewed her call after several Glenwood high school students were busted on alcohol charges already this fall.

In the three months since her son's death, I tried to reach Darla Bolton again. I couldn't forget her face or hearing about her searing memory of her son — fishing with his dad at age 2, falling face first in the water — like some horrible premonition.

At last, I reached her husband, Kurtis Bolton. His voice was quiet over the telephone. He brightened a bit when he talked about how his son was the "No. 1 man in the back room at Target."

But that faded quickly.

His boy was gone, and he couldn't bring himself to call for any new intervention programs or hot lines. He could offer only a bit of advice.

"You are not going to keep 19-year-olds from drinking. We can preach all we want, but friends got to watch out for friends," he said. "Just watch it. And don't drink like you're invincible. Because you are not."



# 2. Autopsy: High Blood Alcohol in Dead Student

By Laura Thompson *- The Daily Iowan*

[September 16, 2005](http://www.dailyiowan.com/main.cfm/include/displayIssueArticles/issue_date/20050916.html)

|  |
| --- |
| Preliminary autopsy results show a UI junior who died after falling from a second-floor apartment balcony late last month had a blood-alcohol content of more than three times the legal limit.  Joseph Domke died from blunt force injuries to the head after tumbling from the balcony at 201 E. Burlington St. around 2:30 a.m. on Aug. 31. He was rushed to UI Hospitals and Clinics, where he later died.  Domke's death has since been ruled accidental. Friends said on Thursday that Domke simply lost his balance and fell backwards off the balcony, which was secured by a rail.  In an e-mail provided to The Daily Iowan, Iowa City Police Chief Samuel Hargadine said a preliminary report indicated Domke had a blood-alcohol content of .25. The legal limit at which people are presumed to be intoxicated is 0.08.  In the brief e-mail, which the chief sent on Thursday to Charles Greenm the assistant vice president for the UI police, the chief said his department received the preliminary test results on Sept. 14.  "FYI, the kid that fell off the balcony and killed himself had a BA level of .25," Hargadine wrote. "Should any of your higher-ups need to know, we got the preliminary autopsy report in yesterday and it listed the BAC."  Hargadine could not be reached Thursday for further comment.  Green said on Thursday night that he could not comment on the e-mail because UI police are not investigating Domke's death.  Johnson County Medical Examiner Stephen Scheckel, who determined last week that Domke's death was an accident, said on Thursday he had not been notified of the preliminary results.  In response to Hargadine's e-mail, a friend of Domke's, UI junior Michelle Carlino, criticized the police's handling of his death.  "This whole thing, I didn't think, was treated how it should have been," she said on Thursday. The police "just thought he was a stupid college kid. I just thought [the death] was frowned upon [by police] the whole time." |
|  |

Stepping Up Project coordinator Angela Reams, whose program focuses on reducing high-risk drinking at the UI, said Domke's death is a tragedy and raises long-standing issues about the accessibility and availability of alcohol.

"There's a risk no matter how much you drink and no matter how often," she said. She added that while the binge drinking rate is 42 percent nationally, it is 69 percent at the UI.  
  
Jim Clayton, a former Stepping Up coordinator, said the university launched the initiative 10 years ago following the death of student from binge drinking. Alcohol plays a role in 1,700 students deaths nationwide every year, he added.

"Joe Domke's parents join a league of parents who have been through this," Clayton said. "Young people are the future. It's stolen when something like this happens."

UI junior Nancy Bielski, who attended high school with Domke in Apple Valley, Minn., said her friend of four years was a normal 20-year-old.

"He was a college kid who had fun, and liked to party on weekends, and go out on weekends. Typical college behavior," she said. "The way [Hargadine] phrased that [e-mail] implies Joe killed himself, and that's not at all the circumstance. It was a tragic accident.

"It was very heartbreaking and devastating to everyone who knew that."



**3. Fraternities Face Pressure to Clean Up**

By Melissa Trujillo, Press Writer – *The Associated Press*

September 17, 2005

### Under Pressure to Crack Down on Drinking, University of Colorado Fraternities Recruit New Members



A student walks past the Phi Kappa Tau fraternity house at the University of Colorado in Boulder, Colo., on Tuesday, Sept. 13, 2005. A year after a freshman pledge died of alcohol poisoning campus fraternities are again recruiting new members, this time against the school's wishes and under intense pressure that one more scandal could shut them down. (AP Photo/Ed Andrieski)

**BOULDER, Colo.**— A year after a freshman pledge died of alcohol poisoning at the University of Colorado, fraternities are again recruiting fresh-faced 18-year-olds but this time against the school's wishes, and under a cloud of fear that one more scandal could shut them down.

"The existence of our community is at risk," said Chris Kline, a member of the fraternities' governing board, the Interfraternity Council. "If one of us screws up, it could go on all of us."

Lynn Gordon "Gordie" Bailey Jr. of Dallas was found dead in a Boulder fraternity house on Sept. 17 after a drunken ceremony in the foothills above the city.

CU administrators, already struggling to shake the university's reputation as a party school, asked sororities and fraternities to delay freshman rush until the spring semester to give new students time to get used to their new surroundings.

The fraternities refused, saying freshman should be able to chose when to join, and that delaying rush would hurt them financially, reducing dues and leaving empty rooms in their houses.

"We have to run it like a business," said Adrian Fryxell, 20, president of Phi Kappa Tau. "We can't afford to take that hit."

By defying the university, the 16 fraternities lost many privileges, including free use of campus facilities and publicity in university materials. The administration also advised parents to discourage their students from rushing in the fall.

Marc Stine, the Greek societies' liaison to the community, said the university's opposition is having an effect. Turnout for this year's rush has been half to two-thirds of previous years' levels.

"Parents may listen more to the vice chancellor than me," Stine said.

The fraternities have started their own push to change their culture, mindful that another scandal could put them under pressure from their national chapters, the Legislature, police or the city to disband.

On Saturday, CU's fraternities planned to hold a remembrance for Bailey and an open forum with his stepfather, Michael Lanahan. On Monday, all new members must attend another forum on alcohol and hazing issues.



**4. Paul Walsh: The Smirnoff Ice Man Cometh to Slate the Drinks Industry Opposition**

By Damian Reece – *Independent Online*

September 17, 2005

When Ernest Saunders was at Guinness plotting his villainous takeover of Distillers in the mid-1980s, Paul Walsh was a 30-year-old corporate rookie at the main drinks industry rival, Grand Metropolitan.

Mr Walsh was undergoing an education at the management school of Sir Allen Shepherd, the Grand Met chairman, which spawned a string of latter-day business leaders using a style of leadership many have copied but few have matched.

"I think Allen was similar to Max Joseph [the corporate legend who founded the company]. Allen was very entrepreneurial. He would give you a huge amount of rope but never quite enough to hang yourself," says Mr Walsh.

In 1986, the year inspectors from the Department of Trade & Industry first went into Guinness, Mr Walsh was appointed finance director of Grand Met's brewing division, home to such classics as Watney's Red Barrel, the beer immortalised in satire by Monty Python.

He certainly had no inkling then that his destiny, two decades later, would be running the world's biggest drinks company, Diageo, the £24bn corporate beast formed by the 1997 merger of the post-Saunders Guinness and its arch-rival Grand Met.

The deal brought together Guinness brands such as Gordon's gin with Grand Met brands including Smirnoff. As well as the Guinness beer business, the enlarged group had substantial food interests including Burger King and Pillsbury.

Now, after exactly five years in the hot seat for Mr Walsh, the company's genealogy seems just a colourful chapter in what received wisdom will tell you is a pretty staid company. Mr Walsh, however, will tell you that life at Diageo is far from staid.

"One of the things I find quite interesting is how analysts and journalists use statements like 'stable cash flow' about Diageo. They don't realise it's like a graceful swan going down the river, they don't realise the activity going on under the water," he says.

These days all that activity is focused on dreaming up new ways to get us to drink more booze, buying up rival brands for the corporate drinks cabinet and expanding sales in the big growth markets of the US and those of Brazil, Russia, India and China - the Bric economies in analyst speak.

Mr Walsh has tried to make Diageo as funky a place as possible for a company steeped in Scotch whisky heritage - it still owns the Gleneagles hotel where Mr Walsh can be spotted now and again playing golf.

The company's London headquarters has some of the feel and look of an internet company - lots of big pictures and bright colours - and Mr Walsh himself is one of the few FTSE 100 chief executives who generally dresses casually and wears a tan leather jacket to the office.

All this creative thinking regularly comes up with new tipples - Orinoco rum is one of this year's US launches - but the success of one of Diageo's biggest creations, Smirnoff Ice, the concocted vodka brand, has turned it into a drink of choice for the UK's binge drinking brigade.

"We don't want them drinking to the point where they're creating such a nuisance that that prompts regulatory changes that affect our business. It's about 1 per cent of drinkers that creates the problem. The licensing authorities and the police should have the powers to revoke licences of problem pubs and do whatever it takes to stop this antisocial behaviour."

Mr Walsh is hoping the company's new marketing message of responsible drinking - "Don't see a great night wasted" is the latest campaign - will keep the Government off his back.

"Marketing is about changing attitudes but it takes time. In the UK 20 years ago, far more people were drinking and driving. It took time to change but I think it [the binge drinking culture] will change."

Actually, governments here and abroad have already clobbered Smirnoff Ice through windfall taxes, accounting for a large part of the company's poor sales showing in Europe revealed at its recent annual results.

"Unfortunately in Europe we have run into regulatory issues. There has been a 60 per cent increase in duty on Smirnoff Ice in the UK and change of regulations that have driven us out of business in Germany. It was anti-competitive behaviour sponsored by the brewers. But it's pointless whingeing about them. We have to get on and do something different."

At this point, Mr Walsh gets up from his sofa and paces his cosy L-shaped office. He grabs a bottle and brings it over.

"If you want to attack the beer market then guys will probably feel good about this bottle, and women will drink what men drink but guys won't drink what women drink."

He hands over his latest assault on the lager market, a bottle of Slate 20, a macho, bourbon-based drink packaged in a typical lager-style bottle. But will it be the next Smirnoff Ice?

"That was the most successful new launch of any beverage company and, arguably, of any consumer goods company. It was just explosive."

Mr Walsh is a 50-year-old Lancastrian brought up in the Oldham area. His pleasing Lancashire burr has been given a slight American twang thanks to the decade he spent in the States, first running Grand Met's InterContinental hotels chain, which he sold to Japanese investors for 55 times its annual earnings, and latterly Pillsbury.

Pillsbury is the giant US food company that is home to the eponymous Dough Man and the Jolly Green Giant. He ran it for Grand Met and then Diageo before coming back to London in 1999 as chief operating officer and chief executive heir apparent. His career up to that point proved he had a safe pair of hands with enough flair to catapult him over a veritable scrum of executive rivals for the top job.

Brendan O'Neill, who ran the Guinness beer business, left to go to ICI where he has since departed. Philip Yea, the former Diageo finance director, has ended up running 3i as well as enjoying a spell on the board of Manchester United, while Denis Malamatinas, who ran Burger King, is no longer a feature of the UK corporate scene.

Since he took over as chief executive at the beginning of September 2000, Mr Walsh has executed phase two of the great Guinness-Grand Met merger strategy which was to jettison all the food businesses and focus on drinks. Guinness has been integrated into the main spirits sales and marketing operation and its Park Royal brewery in west London closed. Every effort has been made to tighten the group's competitive grip on the global spirits market and Mr Walsh's 2003 acquisition of the Seagram drinks business, in a joint bid with Pernod Ricard, extended the company's lead even further. Pernod has since tried to mimic Diageo's swashbuckling deal-doing with the £7.4bn takeover of Allied Domecq.

"We moved in on that Seagram deal and forced their hand very quickly while our competitors were still trying to get their act together. If you look at what we paid it will go down in history as the bargain of the century. It was an $8.1bn (£4.5bn) total price of which our part was about $5.6bn and it was at economic profit break-even at the end of year two. It's produced phenomenal returns. If you look at Pernod's Allied Domecq acquisition, it is 30 per cent higher in multiple terms and you're not getting as good a collection of brands."

Mr Walsh is still on the acquisition trail. If he exercises Diageo's option to acquire the Montana wine business from Pernod next month, his spending this year will reach £1bn including Bushmills, the Irish whiskey, for £200m, the Napa Valley Chalone wine business for £150m and Ursus vodka for £100m.

There is clearly plenty going on at Diageo and Pernod's attempt to catch up is motivation enough for Mr Walsh - his sales force should take note.

**"There is now a clear No 2 and I will benchmark against that internally regularly and ruthlessly. It's good to have a clear enemy."**



**5. Preschoolers Imitate Parent's Bad Habits**

*Reuters*

September 19, 2005

NEW YORK (Reuters Health) - Children 2 to 6 years of age pretending to shop for a party with their dolls are significantly more apt to choose cigarettes if their parents smoke and wine or beer if their parents drink, results of a study show. Children of this age who are allowed to watch PG-13 or R-rated movies are also more apt to choose wine or beer when shopping for a social occasion.

During a role-playing scenario with study investigators, one 6-year-old boy offered a Barbie doll the newspaper and cigarettes with the words: "Have some smokes. Do you like smokes? I like smokes."

When buying Camel cigarettes in the pretend store, a 4-year-old girl said, "I need this for my man. A man needs cigarettes."

Writing in the Archives of Pediatrics and Adolescent Medicine, investigators say the results of this study "demonstrate that preschoolers have already begun to develop behavioral expectations regarding the use of cigarettes and alcohol."

These data, they add, clearly suggest that watching their parents drink alcohol or smoke cigarettes may lead even preschool-age children to view smoking and drinking as okay or normal in social situations.

And while it's not clear whether these views will cause them to use alcohol and tobacco later on, the data provide "compelling evidence" that the process of imitation, which typically involves shifts in attitudes and expectations about the behavior, begins at a very young age.

Therefore, alcohol and tobacco prevention efforts, which currently target adolescent-age children, may need to be geared to younger children, perhaps as young as 3, and their parents, they conclude.

In the study, Dr. Madeline A. Dalton from Dartmouth College in Hanover, New Hampshire and others had 120 children, between the ages of 2 and 6, act out a social evening for adults. As part of the role playing, the children had to select items from a miniature grocery store stocked with 73 different products, including beer, wine and cigarettes.



|  |  |
| --- | --- |
| |  | | --- | |  |   http://www.duluthsuperior.com/images/common/spacer.gif  **6. Sure Kid; Go Ahead and Grab a Cold One**  *New York Times*  September 19, 2005  http://www.duluthsuperior.com/images/common/spacer.gif **SOFT DRINKS: "Kidsbeer", a Japanese drink that looks like beer but tastes like cola, is going global.**  http://www.duluthsuperior.com/images/common/spacer.gifhttp://www.duluthsuperior.com/images/common/spacer.gifKidsbeer, a Japanese soft drink bottled and formulated to look like beer, may soon be available throughout Europe, but watchdogs of underage drinking say they will fight any effort to ship it to the United States.  The drink, which comes in a brown bottle and is advertised with the slogan "Even kids cannot stand life unless they have a drink," is lager-colored and foams like beer, but tastes like cola.  Introduced two years ago, it is sold by more than 150 restaurants and supermarkets in Japan, according to Tomomasu, the small bottler that makes it. Beer is widely available in vending machines in Japan, where the legal drinking age is 20.  An article in August in the Sunday Telegraph in London about plans to introduce Kidsbeer, first to Britain, then to the rest of Europe, caused a fuss among alcohol industry critics and government officials.  Tim Loughton, a member of Parliament, told the Telegraph that the drink's expected arrival was "an alarming development." Neither a British soft drink association nor an alcohol watchdog group could confirm that Kidsbeer was in Britain.  Amon Rappaport, a spokesman for the Marin Institute, an alcohol industry watchdog based in California, said Kidsbeer would "unwittingly play into the alcohol industry's efforts to glamorize drinking and introduce kids to beer."  George Hacker, director of the Alcohol Policies Project at the Center for Science in the Public Interest, a nonprofit group based in Washington, said that if any company were to introduce a similar product in the United States, there would be immediate opposition. Tomomasu has not said it has such plans. |



**7. Fewer Alcoholics are Seeking Treatment**

By Kevin W. McCullough, *Special to The Times*

*September 19, 2005*

**Despite new drugs and insights into causes, millions don't get help. Benefit cuts play a role.**

For nearly 20 years, William C. Moyers led two lives. There was the successful journalist, dedicated family man and churchgoer. And there was the alcoholic and cocaine addict. He'd struggled with substance abuse since he was a teenager. He'd walked away from a couple jobs when the drinking got too bad.

He'd seek treatment, stay sober for a while and then, like many alcoholics, falter. In 1994, he suffered a near-fatal relapse, failing to show up for his job as a writer and producer at CNN for four days.

Instead of firing him, his CNN supervisors, who were aware of his past drinking problems, told him: Go get treatment and you can keep your job.

"CNN stood right with me," says Moyers, the son of broadcast journalist Bill Moyers. "They held me accountable by saying, 'Moyers, you better go to treatment; you better stay sober when you get back here.' "

After a nearly four-month stay at a rehabilitation center in suburban Atlanta, Moyers returned to his job. Eleven years later, he has remained sober and now works as a vice president for the Hazelden Foundation, a substance-abuse treatment center in Minnesota. He credits his former employer with saving his life and career.

But success stories like Moyers' are surprisingly uncommon in America today.

Even as scientists have gained a better understanding of the nature of alcoholism and more effective treatments have become available, fewer people are getting help. Fewer than one in 10 of the more than 20 million alcoholics in the United States are diagnosed each year, according to a recent study by researchers at George Washington University Medical Center.

Of those who are diagnosed, fewer than half receive any type of treatment. The number of Americans entering alcoholism treatment programs has been declining steadily, dropping by more than 23% between 1993 and 2003, the latest year for which federal statistics are available.

The costs of underdiagnosis and lack of treatment are staggering. Beyond the incalculable toll on the personal lives of alcoholics and their families, there is the hefty tab for U.S. employers: an estimated $40 billion a year from absenteeism, lower productivity, healthcare and other costs, according to an analysis of federal data by Ensuring Solutions to Alcohol Problems, a research group at George Washington University.

Yet, recent research shows that roughly half of alcoholics who undergo treatment will remain sober one year later — a success rate that compares favorably with treatments for such common chronic conditions as asthma, diabetes and high blood pressure. Based on genetic and neural imaging studies, scientists believe they understand the causes and mechanisms of alcoholism better than ever.

Research has shown alcoholism to be linked to several genes, which interact with the environment in complex ways, according to Dr. Mark Willenbring, director of treatment and recovery research at the National Institute on Alcohol Abuse and Alcoholism.

The disease is thought to be caused by roughly 60% genetic factors and 40% environmental ones. Researchers also have begun to document changes that occur in an alcoholic's brain, especially in parts of the brain that govern motivation and emotion.

With this knowledge, some scientists, including Willenbring, believe that treatment for alcoholism could improve dramatically during the next 10 years.

**Promising drugs**

For decades, the only drug available to help alcoholics was Antabuse, which produces unpleasant side effects, including headache, vomiting and chest pain, when patients drink alcohol. But two newer drugs are helping many alcoholics. Both act on the mechanisms of addiction, rather than simply deterring people from drinking, as Antabuse does. Naltrexone, approved by the Food and Drug Administration in 1994, reduces the craving for alcohol and the desire to drink more if an alcoholic has a relapse. Acamprosate, approved in 2004, is thought to normalize some of the chemical imbalances in the brain caused by prolonged alcohol abuse.

And researchers are investigating the drug topiramate, an anti-seizure medication, for the treatment of alcoholism. In preliminary research, scientists at the University of Texas in San Antonio have found that topiramate reduced the amount of drinking among recovering alcoholics and increased the number of days of total abstinence from alcohol by 26.2%, as compared with a placebo group. The National Institute on Alcohol Abuse and Alcoholism is also conducting clinical trials on topiramate for alcoholism.

As new drugs are developed and treatment improves, why are fewer people getting help?

The answer to that question is complex. Certainly, the social stigma of alcoholism and patients' unwillingness, or denial, to acknowledge their drinking as a serious problem remain issues. But some more immediate factors are exacerbating the problem, experts said.

According to a 2004 federal report, the average cost of outpatient substance abuse treatment was $1,433 in 2002, while inpatient treatment averaged $3,840. But some private inpatient treatment programs are much more costly. At Hazelden, for example, a 30-day inpatient stay can cost $20,000, notes Moyers.

Groups such as Alcoholics Anonymous are free or inexpensive, but behavioral therapy is only one part of treating an alcoholic's addiction, and the groups cannot provide professional therapy, help with the acute effects of withdrawal or prescribe drugs to manage recovery. Many people simply can't get access to treatment programs if they are unable to afford them.

"There is no other health condition in which health insurance puts up more barriers to care," said Eric Goplerud, a professor of health policy at George Washington University.

Private medical insurers steadily reduced payments for alcohol treatment during the 10-year period that ended in 2001 by a total of 11%, according to a report published by the federal Substance Abuse and Mental Health Services Administration.

And many employers are cutting substance-abuse benefits to help contain rapidly rising medical costs. It's easy to cut benefits for substance abuse, Moyers said, because there is a misperception that alcoholics never work. Also, employers pay a smaller "public relations penalty" when they choose not to cover benefits for alcoholism, Willenbring said, because the stigma and moral condemnation associated with it is so common.

Also, some employers are skeptical of paying for treatment because alcoholics often relapse and require multiple treatment attempts before recovering, said Denise Podeschi, a substance-abuse and mental health manager at Mercer Human Resources Consulting.

Employer-sponsored health insurance often has significantly lower benefits and coverage limitations for substance-abuse treatment than for other medical care, according to the Mercer/Marsh Survey of Employer-Sponsored Health Plans for 2004. The limitations include higher co-payments and separate deductibles.

"Health insurance, as a general rule, does not encourage treatment and may discourage treatment," Willenbring said.

**Dealing with denial**

The number of alcoholics who seek treatment is small compared with the overwhelming majority who won't admit that they need help. Indeed, the accepted medical definition of alcoholism includes a mention of "disorders of thinking, most notably denial." When alcoholics refuse to admit a problem or seek treatment, it makes society less willing to want to help them, said Dr. H. Westley Clark, director of the substance-abuse treatment center at the Substance Abuse and Mental Health Services Administration.

Then again, people who publicly acknowledge being an alcoholic can face scorn and shame in their personal and professional lives. "The stigma is a huge barrier," Willenbring said.

The workplace is hit hard by alcoholism, but it also has potential to help. More than 80% of heavy drinkers are employed or are family members of someone who is employed full time, according to government figures. Work is one of the first places that a person's alcoholism can be noticed.

Candy Cargill-Fuller was 15 when she had her first drink. It wasn't long before the Southern California woman was drunk every day. She abused alcohol and drugs until she was 23, when a close friend helped stage an intervention. The friend contacted Cargill-Fuller's employer, the Southland Corp., and made arrangements with the firm's employee assistance program, a free, confidential counseling program offered by many employers.

The next day, Cargill-Fuller entered a 30-day inpatient recovery program, covered by her employer's health insurance plan. She was able to get sober, return to work, and has remained sober for 19 years. Cargill-Fuller is now an administrator at Behavioral Health Services, a treatment program in Gardena.

The benefits she enjoyed in the 1986 are rare today, Cargill-Fuller said, noting the benefit cutbacks at many companies. Based on her experience as a substance-abuse counselor, Cargill-Fuller said, employers are more likely to fire an employee with a drinking problem than help them seek treatment.

Though many employers limit addiction treatment benefits, Musco Lighting, an Iowa lighting construction firm, offers full coverage for addiction treatment with no additional limitations, deductibles or co-payments. Musco's substance-abuse coverage makes good business sense, said Diane Crookham-Johnson, the company's vice president of administration. She said the benefits help reduce turnover, increase productivity, attract more qualified applicants and increase employees' dedication to the company.

Indeed, a study released last week and reported in the British Medical Journal found that two nonresidential programs for alcohol treatment in Britain were not only highly effective, but also produced five times the savings in health and social services than the cost of the programs themselves.

Employees who get treatment for alcoholism incur smaller medical costs overall, according to a 2001 study published in the Journal of Studies on Alcohol. Helping employees get treatment rather than firing them can also help an employer avoid the costs of turnover and training for new employees to replace unproductive addicts.

Moyers acknowledges that his struggle with addiction is hardly typical: He and his family could afford treatment, and his employer was dedicated to seeing him through recovery.

"I'm the exception rather than the rule," he says. "I got access to treatment, no questions asked."



# 8. Three Debate Going 21-Only

By Jason Pulliam *- The Daily Iowan*

[September 20, 2005](http://www.dailyiowan.com/main.cfm/include/displayIssueArticles/issue_date/20050920.html)

## Leah Cohen warns of the economic effect, Phillip Jones says no place is safe for underage drinking, and a health official say binge drinking is not declining

|  |
| --- |
| The economic implications of the oft-considered 21-only bar ordinance in Iowa City were put to the test in a Monday night debate sponsored by the student group UI Economics Forum.  The debate featured Leah Cohen, the owner of Bo-James, 118 E. Washington St, Phillip Jones, the UI vice president for Student Services, and Ralph Wilmoth, the Johnson County public-health director.  Cohen said the implementation of a 21-only ordinance would likely result in the closing of as many as a dozen Iowa City bars, which she predicted would have a "very detrimental" impact on the economy, especially downtown.  The bar owner, who is also the co-chairwoman of the Iowa City Alcohol Advisory Board, said it would be difficult to fill the void left by defunct drinking establishments because of the disproportionately higher rents bar owners pay relative to other downtown businesses.  She argued that such mechanisms as increased bar-compliance checks and improving student education on the dangers posed by reckless drinking should be looked at as alternatives to going 21.  "I try to look at it on the realism of where we're at today," she said. "I feel educating is essential.”  She also expressed concerns that a 21-ordinance would push underage drinkers out of downtown and skyrocket the number of unregulated parties in residential areas.  Jones rejected the notion that underage drinking is OK as long as it is done within the relatively supervised confines of a bar.  "There's no such thing as responsible drinking if you're under 21," he said. "No place is safe for people who are abusing alcohol.”  Jones characterized recent polls ranking the UI among the nation's top party and binge-drinking schools as an "unflattering distinction" and added that students who select those criteria as reasons to attend the UI should look elsewhere.  "If you're coming here to drink, we don't want you," he said.  Beyond the economic effect of alcohol on the city's economy, the participants focused many of their comments on the public-health aspects of excessive drinking. The panelists agreed that Iowa City needs an environmental and cultural change to reverse long-standing binge-drinking trends.  "It doesn't appear the binge-drinking problem is going down," Wilmoth said. "From a public-health standpoint, consumption of alcohol is not bad for you. We're not prohibitionists. My issue is the responsible use of alcohol." |



**9. Beer Fights Back**

By William Spain, *MarketWatch*

September 19, 2005

LAS VEGAS (MarketWatch) -- Who knew beer could have so many enemies?

Judging from some of the rhetoric being tossed around at the National Beer Wholesalers Association convention here Monday, this is an industry simply beset by adversaries. They range from the spirits companies that are eating into beer's market share, the public health activists who want to put them out of business -- and even each other.

"There are foes poised to destroy us," NBWA president David Rehr told the assembled crowd. "We need to fight for beer's rightful place in American culture [and] regain what is rightfully ours."

Rehr vowed his group would be the "tip of the spear" in the industry's battle with other beverage competitors and purveyors of "junk science," a category that includes the American Medical Association.

"We cannot be afraid to inform the public. Beer is healthy. Beer is American," he said.

While he excoriated anti-alcohol groups including the Robert Wood Johnson Foundation, Rehr reserved particular scorn for the AMA and its attempt to get the NCAA to bar beer commercials from college sports programming.

Claiming that there were more than 120,000 accidental deaths caused by physicians last year, Rehr noted that "you would think that might be a little more pressing [issue] than beer advertising."

To Rick Berman, general counsel of the American Beverage Institute, the industry is engaged in "an endless war" with "economic terrorists."

"They are zealots. They are ideologues. They will keep pushing and pushing," he said, and it is way past time for the industry to fight back. "We can't compromise with people who don't want to [us] to be in business."

Among the other threats on the minds of the people gathered at Harrah's (HET: news, chart, profile) Paris and Bally's casinos include beer's still dominant -- but steadily dwindling -- market share.

Its share of the beverage market slipped for the fourth time in five years in 2004, according to Beer Marketer's Insights, an industry tracker in Nanuet, N.Y. Additionally, a recent Gallup poll found that of the 63% of Americans who say they drink alcohol, 39% prefer wine, with beer coming in second at 36%. Light beer, imports and microbrews are pretty much the only categories showing any growth at all and total beer sales grew less than 1% last year.

That trend has led to deep discounting as brewers fight for bigger pieces of a smaller pie, cutting into margins and increasingly commoditizing once iconic brands.

"There is no doubt that kind of discounting going on strikes at the heart of the brand equity," said William Hackett, president of Barton Beers, a unit of Constellation Brands (STZ: news, chart, profile) . "We are looking for some sanity to return to the business."

While the discounting hits hardest at the mass-market domestic beers, there are indications it is beginning to creep up to the fancier suds as well.

"I have seen some warning signs that the top end of the business is falling into that as well," said Simon Thorpe, president of InBev USA. "That kills the margins and destroys the legacy."

The problems go beyond price-cutting to too much advertising that blasts competitors, said Frits von Paasschen, CEO of Coors Brewing, the U.S. arm of Molson Coors (TAP: news, chart, profile) . "We brewers are killing each other. Here we are losing share as a group and we are attacking each other. "

In an atmosphere where the industry faces a challenge to "regain a sense of excitement," van Paasschen said the only message being sent by disparaging ads is "my beer happens to be a little less uncool than yours."



**10. Jim Beam Debuts First-Ever National Television Ad Campaign**

 By Bruce Schreiner – *The Associated Press*

September 19, 2005

LOUISVILLE, Ky. - There's no glitz or scantily clad women in Jim Beam's national television advertising debut. The star is the bourbon whiskey itself, and its history.

The world's top-selling bourbon unveiled its first-ever national television campaign this month. The 30-second spot, running on select cable networks, displays a barrel of the Kentucky-made whiskey being rolled through a "rack house" after aging.

The ad depicts workers from different eras to stress the brand's heritage - which began when family patriarch Jacob Beam first sold a barrel of whiskey in 1795.

"Whoever said change is good, knows squat about making bourbon," the ad's narrator says. "For 210 years and seven generations, we've stayed true to the original Beam family recipe."

It concludes with the statement, "Here's to stubbornness."

The multimillion-dollar campaign reflects Beam's new direction in reaching consumers.

"TV will be the lead medium for us from an advertising point of view going forward," Keith Neumann, Jim Beam bourbon's marketing director, said in an interview Monday.

The commercials appear on such networks as Comedy Central and Spike TV. The ads build on Beam's print campaign - "The Stuff Inside Matters Most" - that the bourbon maker says helped boost strong sales growth last year. That same catch-phrase appears on the TV ad.

Beam's new campaign reflects a growing role for hard liquor in television advertising, as more cable networks and local stations accept such spots.

Beer and wine are widely advertised on television. But for decades, the distilled spirits industry adhered to a self-imposed ban on such advertising, said Frank Coleman, senior vice president of the Distilled Spirits Council, an industry trade group.

That silence ended in 1996, he said, and since then the industry has poured increasing amounts of money into pitching its products on television.

Industry members spend about $100 million each year on television commercials, about one-fourth of the overall advertising budget, Coleman said. Hundreds of local stations accept spirits ads, as do most cable networks, he said.

Meanwhile, bourbon makers have been much less visible on television.

"We really feel like TV is the next natural extension, which allows us to reach a broader audience," Neumann said from Deerfield, Ill., where Jim Beam Brands Co. is based.

Neumann said Beam never considered more titillating content for its TV debut.

"If we had gone down that route, that's a big disconnect for people who are loyal consumers of our product," he said.

A critic of such ads said Beam's TV debut continues a disturbing trend.

"I believe that is incredibly irresponsible when it comes to the public health," said Susan Foster of Columbia University's National Center on Addiction and Substance Abuse.

Foster said alcohol addiction causes "enormous human suffering" and carries a steep price for taxpayers who help pay for treatment.

Beam says its ad runs on programs that exceed the distilled spirits industry's own standard to advertise only on programs in which at least 70 percent of the viewers are adults.

Foster countered that even programs with high adult viewership "still leaves millions of children exposed to these advertisements."

Coleman said the Beam ad is "highly responsible and clearly directed to adults."

Meanwhile, others in the bourbon industry have noticed Beam's television debut, but aren't ready to follow the move.

Heaven Hill Distilleries, whose bourbon brands include Evan Williams and Elijah Craig, has no current plans to do television advertising, said spokesman Larry Kass.

"I can't say we won't do it, but we find we're getting a lot of bang for our buck in doing other things - promotional activities and print advertising," Kass said.

Marketers of Woodford Reserve, a product of Brown-Forman Corp., have no immediate plans to promote the bourbon on television, said Wayne Rose, the brand's global business director.

Rose said television does provide an "intriguing opportunity" because with the proliferation of cable networks, a marketer could hone in on a product's target audience.



**11. Meet the Wine Doctor**

By Reid Forgrave, Staff Writer – *Des Moines Register*

September 20, 2005

**The Midwest's leading expert on the fermented grape is here to get the Iowa industry off to a healthy start.**

Leighton, Ia. — His nose is as finely tuned as a gemologist's eye. His taste buds detect a wine's subtle off-notes, like a conductor's ear noticing the tiniest imperfections of a concerto.  
  
And right now, Murli Dharmadhikari (pronounced darm-uh-di-CAR-ee) is putting winemaker-in-training Rhonda Taylor to the test.

Taylor pours the red wine from a beaker into a glass and hands it to the wine doctor.

"This is our St. Croix," Taylor says, anxious for his critique.

Dharmadhikari swirls the wine to release aromas, dips his nose toward it, swirls, smells, swirls, smells, absorbs the fruity tones then, finally, raises the glass to his lips.

This is his job: He drives across Iowa, visiting its 44 wineries, sharing his knowledge as a leading expert in cold-climate winemaking. He's in Iowa with a simple yet Napa Valley-size charge: Do to Iowa's fledgling wine industry what he did to Missouri's.

In other words, make Iowa's wine among the best in the Midwest.

Here, at Tassel Ridge Winery in Leighton, Dharmadhikari judges Taylor's first attempt at turning grapes into a tongue-tickling intoxicant.

He swishes the wine around, shoots it through his teeth to the front of his mouth, then, "Fffttt!", sucks it back in. His tongue measures the coarseness. His taste buds sense the wine's acid and astringent components. His scientist's brain calculates how the wine needs tinkering.

He pauses. Taylor leans forward.

"It's pretty good," he says.

Taylor exhales.

"If it tastes good, it's good," Dharmadhikari tells Taylor.

It's an understated way to describe an expertise honed from more than three decades in winemaking. But with his nose and tongue, the prized instruments of the trade, Dharmadhikari hopes that as Iowa's first state enologist he will help craft a distinctly Iowan wine for the curtain call in his distinguished career.



**Tips from a master:** Dharmadhikari counsels assistant winemaker Rhonda Taylor at Tassel Ridge.

**"Godfather" of wine**

The man charged with breathing life into Iowa's wine industry has big glasses and a professorial look. The 62-year-old is tall, and a crescent of white hair surrounds his bald head. His accent clues you to his days growing up outside Bombay, India. He walks with a bit of a limp, but he'll bound up a ladder to peer into a vat of fermenting wine.

Players in the industry view Dharmadhikari as the savior of Iowa wine and believe stealing Dharmadhikari from his former post — director of the Mid-America Viticulture and Enology Center at Southwest Missouri State University — is a coup for Iowa.

"He's the godfather of the Missouri wine industry," said Mike White, Iowa State University Extension's grape-growing specialist. "Missouri wine is the crown jewel of the Midwest. And that's primarily because of Murli."

Iowa lags other Midwestern states such as Illinois, Missouri, Ohio and Michigan in making and consuming wine, but Dharmadhikari hopes the state soon will catch up.

Iowa wineries produce more than 110,000 gallons annually, a tiny percentage of the total wine consumed here. Dharmadhikari believes producing between a half-million and 1 million gallons will happen soon.

"Missouri is 20 years ahead of us," says Ron Mark, owner of Summerset Inn and Winery in Indianola, whose wines are sold in more than 100 Iowa stores. "They saw the potential and jumped on board. But there's no reason we can't surpass Missouri."

|  |
| --- |
| **An abridged history of Iowa grapes and wine**  According to Mike White, Iowa State University Extension's viticulture specialist:  In 1919, Iowa was the sixth-largest producer of grapes in the country. The climate and soil are ideal for grape production, but the combination of Prohibition, the rise of "king corn," the Armistice Day blizzard of 1940 and herbicides destroyed the grape-growing industry.  Grape production has begun anew. The state boasts more than 500 acres planted with grapes. The rolling hills and well-drained soils offer a unique terrain for 30 varietals of grapes adapted to Iowa's climate. |

**A huge opportunity**

In Iowa, per-capita wine consumption increased 7.2 percent from fiscal 2004 to 2005, while beer consumption declined slightly, according to the state Alcoholic Beverages Division. Nationwide sales increased nearly 5 percent from the year before.

But Iowa's per-capita wine consumption is five bottles annually. The national average is 13 bottles. In California, per-capita wine consumption is 72 bottles a year — about one glass per night.

If Iowa's per-capita consumption increases by one bottle, 250,000 more cases would be sold here annually. If Iowa gains a reputation for quality wines, sales of wines made in the state could increase.

Which means a huge opportunity for the state's 44 licensed wineries, many of which have yet to churn out their first bottle, and nearly 300 vineyards — as well as for the struggling economies in rural areas.

http://cmsimg.desmoinesregister.com/apps/pbcsi.dll/bilde?Site=D2&Date=20050920&Category=ENT02&ArtNo=509200304&Ref=H5&Profile=1046&maxw=150&border=1

**After the harvest:** One growing season is over at Tassel Ridge Winery, but Iowa’s fledgling wine industry is just getting started.

"This is probably the best thing to happen to rural Iowa in a generation," Dharmadhikari said of the economic opportunity in wineries and value-added agriculture.

Iowa's winery proprietors say Dharmadhikari is the best thing that could happen to Iowa's wine industry.

"He's the guy who can tell you how much of something to add to a batch of wine, how to fix it, something like bad aromas gone awry in the fermentation process," Mark said. "Fixing wine is an art. If we want to have a reputation of quality wine in Iowa, he needs to help."

Dharmadhikari came to the United States from India in 1968 to study grape growing at Ohio State University. He got a doctorate in wine nutrition, then started a winery in Indiana at the birth of that state's industry.

After 10 years as a commercial winemaker, he went to Missouri, where he spent nearly 20 years as the state enology adviser and director of the Mid-America Viticulture and Enology Center, gaining a reputation as one of the nation's top enologists.

|  |
| --- |
| **Advice from the wine doctor**  Murli Dharmadhikari's all-time favorite wines are old white Zinfandels, old Bordeauxs and famous Burgundies, but he doesn't believe you have to break the bank to find a good bottle.  His favorite types of newer wines are Zinfandels and Syrahs (the same as the Australian Shiraz). He typically has about 150 bottles of wine at his house, mostly red wines such as Cabernet Sauvignons, Pinot Noirs, Zinfandels and Syrahs.  "A $40 bottle isn't necessarily twice as good as a $20 bottle," he says. "But yes, it should be better. It all depends on the work that goes into it, how much time it takes to get the wine ready."  Australian wine is some of the best inexpensive wine, he says.  "To some extent, it's like beauty is in the eye of the beholder," Dharmadhikari says. "Taste is in the taste buds of the taster. And in the nose."  Dharmadhikari refuses to pick one Iowa wine or winery that's his favorite. It's like asking which of your children is your favorite, he says. But he says he's been impressed with several Iowa wines and believes the industry has a lot of potential here. He suggests trying several types of Iowa wine: Seyval, St. Croix, Chardonel, Edelweiss and Foch. |
|  |

"It takes a long time to learn wine," Dharmadhikari says, smiling. "And that means you have to taste a lot of wine."

The chance to build another state's wine industry from scratch brought Dharmadhikari here.

He will train those at startup Iowa wineries how to speak the language of wine. He'll teach them how to identify the essence of a fruit in wine, how to point out hints of pear nectar or coffee or tobacco. A great winemaker, Dharmadhikari says, can picture the wine in the bottle just from tasting a grape.

He wants to establish a center for enology (the study of wine) and viticulture (the science and art of grape growing) at Iowa State University to research grapes fit for Iowa and to educate winemakers. Research money could rocket Iowa toward the forefront of the Midwest wine industry. He also wants to establish quality standards for Iowa wine with a special label so people can buy with confidence.

Now, Iowa wine has no reputation. A distinct regional flavor has yet to be developed.

"Yes, there are some good wines in Iowa," White said. "And yes, there are poorer wines in Iowa. We know that. And that's why Murli's here."  
  
**He loves his job**

At Tassel Ridge Winery, 34 acres of grapes nestle amid endless fields of corn. Bare wooden posts mark the plans to expand grape growing next year. Scores of parking spaces reveal the owner's aspirations.

Downstairs is the winemaking area. Three varieties of grapes - Edelweiss, Sabrevois and St. Croix — go into a destemmer and crusher and come out juice. Grape juice ferments in tanks 20 feet tall. Two fans blow fruit flies away from fermenting juice. The bottling line sits dormant until November, when the first bottle will roll off.

Dharmadhikari helps the staff with everything: choosing grape varietals, fine-tuning wines, drafting a strategic plan, designing a label.

"We're beginners, just learning how to do it," says Tassel Ridge owner Bob Wersen, walking alongside the wine doctor. "We need to do the basic research. Right now the Iowa wine industry in general and ourselves in particular don't really have the skills to make the best wines possible."

Dharmadhikari weaves among the 500-gallon tanks where grapes are being fed yeast and sugar to aid fermentation. He peers at charts, showing the steady conversion of sugars to alcohol. He stops at one, wafts the smell of fermenting grapes and nods in approval.  
  
Fermentation, which he calls the "birth of wine," takes a week or two. Then the wine must be clarified, stabilized, matured and blended, which takes between six months and a couple of years.

It's a tedious job, but it's one this man loves. And he plans to stay until Iowa wine has a solid footing.

"I can retire and sit down on a beach and drink wine," he says, smirking. "Or I can get paid and drink wine. People do what I do, go and visit lots of wineries, for their vacations. It's like having a job at a resort."



**12.** [**News**](http://chips.luther.edu/modules/news/index.php?storytopic=2)**: New Proposals Aim to Cut Alcohol Use in Decorah**

By Lynn Juve *- Chips*

September 22, 2005

A Decorah city coalition will meet this week to discuss a proposed city ordinance that aims to cut down alcohol use.

Greg Lonning, wellness director at Luther, is on the committee.

According to Lonning, the committee is looking at different ways to cut down alcohol use. The committee may propose that the ordinance restrict anyone under the age of 21 from Decorah bars.

Another possibility is to restrict happy hour sales.

Last April, Luther students, faculty and other Decorah community members were invited to a meeting on campus to discuss the possible implications of this ordinance.

The committee won’t meet until Sept. 28.

Lonning said that the committee purposely didn’t meet while students were away for the summer.

“The last thing we would want would be for something to pass and the students not have a voice on it,” said Lonning.

Lonning also pointed out that if an ordinance was passed, it wouldn’t necessarily restrict minors from the bars.

“That would be the most drastic thing that would happen,” said Lonning. “It’s the one [proposal] that creates the most discussion.”

The forum did create a lot of discussion, but Mark West (‘06) noticed the attitude of the students might not have been portrayed accurately at the forum.

“Some people didn’t want to say what they had to say in front of the administration, and then you had the people who didn’t think before they spoke,” said West.

West feels that the forum might not actually matter in the long run.

“It seemed like they [the committee and those for the ordinance] were willing to be there but weren’t willing to listen,” he said. “I think the administration has the way they think and the students think what they want to think.”

Mike Lopez (‘06) thought that the student population really made their voices heard.

“So many students came out to it and it showed that they really didn’t want this ordinance to go through,” said Lopez.

Patty Stoddard, Luther social work professor and substance abuse researcher, has been a great resource to the committee. She is involved with another group in the community that also has the goal to cut down on binge drinking.

“There is going to be a unification of the college and community coalitions,” said Stoddard.

Stoddard advocated many different solutions to cut down on binge drinking.

“I would like to see some regulations in the retail outlets. We know that if you consistently apply the laws underage drinkers will drink less,” said Stoddard.

Stoddard pointed out some statistics that are fueling this possible ordinance.

According to Stoddard’s resources, 40 percent of college students have participated in binge drinking in the last month.

“The largest population in the country that has problems with alcohol abuse is men in college,” Stoddard said.

Two other problem groups are first-year students and people in fraternities, according to Stoddard.

She also wanted to point out that 20 percent of college students in the country don’t drink at all.

“We’ve been told all our life that if we drink we’ll be cool,” Stoddard said.

West agrees with Stoddard on this point.

“All the movies about college focus on and glamorize the idea of binge drinking, so the freshmen come in with no parental control and go bonkers,” said West. Lonning points out that although the committee is working on a possible ordinance, the process of getting an ordinance passed takes at least a year.

Lonning said he hopes that alcohol consumption habits change.

“Something very bad will happen if this is allowed to continue.”





**13. Wine Giant Says Critter Labels Not a Passing Fad**

*Reuters Limited*

September 21, 2005

**Sales of Yellow Tail, made by private label Casella Wines, are expected to total several million cases this year, and the brand has become the No. 1 U.S. imported wine.**

SAN FRANCISCO - Constellation Brands Inc., the world’s largest wine company, Wednesday said the trend of putting animals and other eye-catching images on wine labels to spur sales is not a passing fad.

Thomas Summer, the chief financial officer, said the spectacular success of Yellow Tail, an Australian wine whose label features a wallaby, has shown that wine can attract younger, newer customers, with good marketing.

Sales of Yellow Tail, made by private label Casella Wines, are expected to total several million cases this year, and the brand has become the No. 1 U.S. imported wine.

Summer said, though, the proliferation of “critter” or ”concept” brands — often featuring kangaroos, koalas, lizards, penguins, swans and assorted pouched and unpouched animals —could reach a saturation point, diluting any one brand’s impact.

“Definitely starting with Yellow Tail, it has been a very rapidly growing part of the market, and we’ve captured more than our fair share,” Summer said at a Bank of America investment conference.

“Is it a fad? I don’t think so,” he continued. “It is actually a representation of (new), younger consumers coming into the wine market and being excited by things that are different ... It may not be as explosive in terms of its growth in the future, but it definitely affords an opportunity for growth now.”

Constellation, based in Fairport, New York, has introduced its own wines with concept labels.

They include Monkey Bay, a sauvignon blanc from New Zealand’s Marlborough region with a label that features a mischievous-looking green monkey performing a pirouette, and Twin Fin, a California pinot noir featuring a ’50s-style finned red convertible.

These wines remain only a small part of Constellation’s wine portfolio, which also includes Alice White, Ravenswood and Robert Mondavi, which the company recently bought for $1.04 billion.

Wine accounted for 68 percent of Constellation’s $1.1 billion in fiscal first-quarter sales. Beer, including No. 1 U.S. import Corona, and spirits accounted for the rest.

Despite the labeling changes, traditionally labeled wines still predominate, although there have also been changes. Many German producers have in recent years made their labels appear less daunting by replacing Gothic lettering with easier-to-read type.

“We’re not putting all our eggs in one basket,” he said. ”Whether it’s a wine in more exciting, sizzling packaging, or wines in more traditional packaging, at the end of the day it’s the wine itself that brings the consumer back for a repeat purchase.”



**14. Lex: Pernod Ricard**

September 22, 2005

Getting drunk is a sin that carries its own punishment ask investors in Pernod Ricard. In spite of Thursday's drop, shares in the spirit maker have risen by almost 45 per cent over the past 12 months.

But while taking over UK rival Allied Domecq was a smart move, reality was always likely to be a little sobering.

For one thing, Pernod's emphasis on premium brands continues to require heavy spending on marketing. To be sure, these investments should keep on paying for themselves further down the line. Moreover, Pernod has addressed most of the concerns raised by its original bid. It avoided having to lift its fairly generous offer and got off the hook rather lightly with the competition authorities. Now it has managed to retain the distribution of Stolichnaya vodka, together with pre-emptive rights to buy the brand.

That looks like a mutually satisfactory deal, if Stoli's owners manage to defend their rights in the vital US market. Prospects for a speedy sale of Allied's restaurants arm also look realistic.

That only leaves the thorny issue of integrating Allied. Encouragingly, Allied's international brands appear to be recovering, high stock levels in several important markets notwithstanding. The problem is that Pernod is trading at more than 14.5 times next year's consensus earnings, already assuming success on all fronts. Given the amount of alcohol involved, a little pause before the next round of celebrations would appear in order.

Two Iowa City City Council candidates faced off over the 21-ordinance at one point during a candidate forum Thursday night.  
  
The hopefuls were given the chance to ask another randomly picked candidate a question of their choosing.  
  
At-large candidate Rick Dobyns, a supporter of the 21-ordinance, asked Councilor Mike O'Donnell about his lack of support for the measure and contended that he was "woefully ignorant about the facts."  
  
"You are woefully lacking on what it means to be a council member," O'Donnell responded, adding he had been consistent on advocating working with students to find a solution to excessive drinking.  
  
"Will the 21-ordinance stop drinking?" O'Donnell asked. "I don't think so. Will it lead to more house parties? I think so."  
  
The 21-ordinance came up numerous times at the candidate forum, organized by the Neighborhood Council of Iowa City.  
  
Candidates Mitch Rotman, Amy Correia, and Gary Klein, all running for at-large positions, also opposed the ordinance, saying it could lead to students drinking under riskier circumstances.  
  
Klein said he believed the ordinance was an attempt at a "quick fix."  
  
While the ordinance might not completely eliminate excessive drinking, at-large candidate Larry Baker said, he believed it was a necessary first step. He said he was unconcerned with the economic effect the ordinance could have on downtown bars.  
  
"There are too many bars downtown," he said. "If the 21-ordinance means a few bars go out of business, I don't think that's a drawback."  
  
Candidates also discussed the proposed zoning code rewrite and its effect on various neighborhoods.  
  
Rotman said he hoped the rewrite would give homeowners the freedom to create a unique-looking home.  
  
"Houses have to be standardized to a point, but they can't all be the same," he said. "Then it's a house but not a home."  
  
Baker, who has previously served as a councilor, said he remembered the old zoning code, which worked to raise density, or the number of structures in an area, as the proposed rewrite would continue to do. He said he didn't believe that increasing density would increase the availability of affordable housing.  
  
"It's an improvement over existing code, but we're certainly going to have to go back and find ways to make it better," he said.  
  
All candidates spoke about the effect young people have on the community. In a question about the importance of investing in the community, Rotman said he believed young people were poorly utilized.  
  
"What Iowa City doesn't really involve is our young adults," he said. "We need to get them involved and vested in the community, even if it's for a short amount of time."Two Iowa City City Council candidates faced off over the 21-ordinance at one point during a candidate forum Thursday night.  
  
The hopefuls were given the chance to ask another randomly picked candidate a question of their choosing.  
  
At-large candidate Rick Dobyns, a supporter of the 21-ordinance, asked Councilor Mike O'Donnell about his lack of support for the measure and contended that he was "woefully ignorant about the facts."  
  
"You are woefully lacking on what it means to be a council member," O'Donnell responded, adding he had been consistent on advocating working with students to find a solution to excessive drinking.  
  
"Will the 21-ordinance stop drinking?" O'Donnell asked. "I don't think so. Will it lead to more house parties? I think so."  
  
The 21-ordinance came up numerous times at the candidate forum, organized by the Neighborhood Council of Iowa City.  
  
Candidates Mitch Rotman, Amy Correia, and Gary Klein, all running for at-large positions, also opposed the ordinance, saying it could lead to students drinking under riskier circumstances.  
  
Klein said he believed the ordinance was an attempt at a "quick fix."  
  
While the ordinance might not completely eliminate excessive drinking, at-large candidate Larry Baker said, he believed it was a necessary first step. He said he was unconcerned with the economic effect the ordinance could have on downtown bars.  
  
"There are too many bars downtown," he said. "If the 21-ordinance means a few bars go out of business, I don't think that's a drawback."  
  
Candidates also discussed the proposed zoning code rewrite and its effect on various neighborhoods.  
  
Rotman said he hoped the rewrite would give homeowners the freedom to create a unique-looking home.  
  
"Houses have to be standardized to a point, but they can't all be the same," he said. "Then it's a house but not a home."  
  
Baker, who has previously served as a councilor, said he remembered the old zoning code, which worked to raise density, or the number of structures in an area, as the proposed rewrite would continue to do. He said he didn't believe that increasing density would increase the availability of affordable housing.  
  
"It's an improvement over existing code, but we're certainly going to have to go back and find ways to make it better," he said.  
  
All candidates spoke about the effect young people have on the community. In a question about the importance of investing in the community, Rotman said he believed young people were poorly utilized.  
  
"What Iowa City doesn't really involve is our young adults," he said. "We need to get them involved and vested in the community, even if it's for a short amount of time."Two Iowa City City Council candidates faced off over the 21-ordinance at one point during a candidate forum Thursday night.  
  
The hopefuls were given the chance to ask another randomly picked candidate a question of their choosing.  
  
At-large candidate Rick Dobyns, a supporter of the 21-ordinance, asked Councilor Mike O'Donnell about his lack of support for the measure and contended that he was "woefully ignorant about the facts."  
  
"You are woefully lacking on what it means to be a council member," O'Donnell responded, adding he had been consistent on advocating working with students to find a solution to excessive drinking.  
  
"Will the 21-ordinance stop drinking?" O'Donnell asked. "I don't think so. Will it lead to more house parties? I think so."  
  
The 21-ordinance came up numerous times at the candidate forum, organized by the Neighborhood Council of Iowa City.  
  
Candidates Mitch Rotman, Amy Correia, and Gary Klein, all running for at-large positions, also opposed the ordinance, saying it could lead to students drinking under riskier circumstances.  
  
Klein said he believed the ordinance was an attempt at a "quick fix."  
  
While the ordinance might not completely eliminate excessive drinking, at-large candidate Larry Baker said, he believed it was a necessary first step. He said he was unconcerned with the economic effect the ordinance could have on downtown bars.  
  
"There are too many bars downtown," he said. "If the 21-ordinance means a few bars go out of business, I don't think that's a drawback."  
  
Candidates also discussed the proposed zoning code rewrite and its effect on various neighborhoods.  
  
Rotman said he hoped the rewrite would give homeowners the freedom to create a unique-looking home.  
  
"Houses have to be standardized to a point, but they can't all be the same," he said. "Then it's a house but not a home."  
  
Baker, who has previously served as a councilor, said he remembered the old zoning code, which worked to raise density, or the number of structures in an area, as the proposed rewrite would continue to do. He said he didn't believe that increasing density would increase the availability of affordable housing.  
  
"It's an improvement over existing code, but we're certainly going to have to go back and find ways to make it better," he said.  
  
All candidates spoke about the effect young people have on the community. In a question about the importance of investing in the community, Rotman said he believed young people were poorly utilized.  
  
"What Iowa City doesn't really involve is our young adults," he said. "We need to get them involved and vested in the community, even if it's for a short amount of time."Two Iowa City City Council candidates faced off over the 21-ordinance at one point during a candidate forum Thursday night.  
  
The hopefuls were given the chance to ask another randomly picked candidate a question of their choosing.  
  
At-large candidate Rick Dobyns, a supporter of the 21-ordinance, asked Councilor Mike O'Donnell about his lack of support for the measure and contended that he was "woefully ignorant about the facts."  
  
"You are woefully lacking on what it means to be a council member," O'Donnell responded, adding he had been consistent on advocating working with students to find a solution to excessive drinking.  
  
"Will the 21-ordinance stop drinking?" O'Donnell asked. "I don't think so. Will it lead to more house parties? I think so."  
  
The 21-ordinance came up numerous times at the candidate forum, organized by the Neighborhood Council of Iowa City.  
  
Candidates Mitch Rotman, Amy Correia, and Gary Klein, all running for at-large positions, also opposed the ordinance, saying it could lead to students drinking under riskier circumstances.  
  
Klein said he believed the ordinance was an attempt at a "quick fix."  
  
While the ordinance might not completely eliminate excessive drinking, at-large candidate Larry Baker said, he believed it was a necessary first step. He said he was unconcerned with the economic effect the ordinance could have on downtown bars.  
  
"There are too many bars downtown," he said. "If the 21-ordinance means a few bars go out of business, I don't think that's a drawback."  
  
Candidates also discussed the proposed zoning code rewrite and its effect on various neighborhoods.  
  
Rotman said he hoped the rewrite would give homeowners the freedom to create a unique-looking home.  
  
"Houses have to be standardized to a point, but they can't all be the same," he said. "Then it's a house but not a home."  
  
Baker, who has previously served as a councilor, said he remembered the old zoning code, which worked to raise density, or the number of structures in an area, as the proposed rewrite would continue to do. He said he didn't believe that increasing density would increase the availability of affordable housing.  
  
"It's an improvement over existing code, but we're certainly going to have to go back and find ways to make it better," he said.  
  
All candidates spoke about the effect young people have on the community. In a question about the importance of investing in the community, Rotman said he believed young people were poorly utilized.  
  
"What Iowa City doesn't really involve is our young adults," he said. "We need to get them involved and vested in the community, even if it's for a short amount of time."Bottom of Form

