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

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| *August 26, 2005* |

1. [Wine Loses Snob Label as More Iowans Pour](#First)

2. [Police Active Downtown](#Second)

3. [Man to Plead Guilty for Providing Alcohol in Fatal Crash](#Third)

4. [US: Allied Man to Head Jim Beam’s US Spirits](#Fourth)

5. [Alcohol-Related Car Deaths Down in 2004](#Fifth)

6. ['60 Minutes' Focuses on Parents Hosting Alcohol Parties for Minors](#Sixth)

7. [Alcohol 101 Now A Required Course as Colleges Battle Binge Drinking](#Seventh)

8. [UI to Study Prevention of Fetal Alcohol Syndrome](#Eighth)

9. [Mother Awarded $1.5 Million in Son's Death](#Ninth)

**1. Wine Loses Snob Label as More Iowans Pour**

By Mike Kilen, Staff Writer – *Des Moines Register*
August 21, 2005



DES MOINES, IA -- Further proof we live in a nation split down the middle - dogs vs. cats, red state vs. blue state and, now, wine vs. beer.

For the first time since the Gallup Poll began tracking preferences in 1992, wine edged out beer as drinkers' beverage of choice - 39 percent to 36 percent. In polls, that's a statistical tie.

It creates odd images.

Could it be that Iowans will start sipping wine at the I-Cubs game? "Wine here, getyer wine!" The wine man will be sweat-free and pressed as he presents a handsome bottle for your approval while jazz plays between innings instead of "Cotton-eyed Joe."

Picture this: Two farmers - each with a foot up on the tractor tire, pulling on a hat with one hand and a long-stemmed glass of pinot noir in the other.

In Iowa, per-capita consumption of wine increased 7.2 percent from fiscal 2004 to 2005, while beer consumption declined 0.25 percent, its first decrease in nine years.

Wine drinking has been on a steady climb since the mid-1990s in Iowa as a large number of baby boomers settle into their 50s and 60s. This is fueled by studies touting the health benefits of wine and an increasing number of vintages selling at cheaper prices.

You can't even go to the heavily German-American town of Manning, Ia., and not run into a wine drinker - a 26-year-old man who really liked his beer.

**WINE FACTS**

39 percent of polled drinkers say wine is their beverage of choice, topping beer.

7.2 percent increase of per-capita consumption of wine in Iowa from
fiscal 2004 to 2005.

1.8 gallons, in millions, of wine Iowans consumed in fiscal 2005.

"Last year I bought 30 or 40 bottles of wine," said Charlie Ruba, raising a glass of Moscato d'Asti, a light, sweet vintage.

"I just discovered that wine has so much flavor to it."

So much for Bud Light.

Still, wine has gallons to go before catching up with beer.

Ruba, the store manager at Manning Foods, says beer sales in his grocery have risen sharply the last two years.

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| **BEER FACTS**36 percent of polled drinkers say beer is their beverage of choice.25 percent decrease of per-capita consumption of beer in Iowa from fiscal 2004 to 2005. 74 gallons, in millions, of beer Iowans consumed in fiscal 2005. |

"In Iowa, beer is and always has been king," said Lynn Walding, administrator of the Iowa Alcoholic Beverages Division.

Iowans drank 74 million gallons of beer in fiscal 2005 (or 36 gallons for every adult) vs. 1.8 million gallons of wine (1.48 gallons per person).

"Price-wise, beer has an advantage," Walding said. "When you look at our tax rates, we are 25th in the U.S. for beer, third highest for wine and first in spirits.

"It forces people into cheap spirits or cheap beer categories. There's a little bit of alcohol public policy going on there."

The beer tax is 19 cents a gallon; it's $1.75 a gallon for wine.

Some consider beer the truly American beverage. After all, the first non-native American male infant in the New World in 1614 was born in a brewery in New Amsterdam.

That he was male might not be a coincidence.

"You don't see a guy go into a bar and order wine," said Jerry DuBois, owner of Heartland Brew Supply in West Des Moines, which sells supplies to make beer and wine at home.

"Beer drinking and beer making is a man thing."

So you'd expect his shop to be a belching, testosterone haven for barley lovers.

"I don't even make beer any more," DuBois said. "I make wine."

In the six years since he opened his shop in Valley Junction in West Des Moines, DuBois has seen the majority of his business shift to wine-making kits and supplies.

Winemakers tend to be more affluent and demanding and often make batches as a couple because women urge their husbands into wine, he said. "They know what they want."

Beer makers tend to dip in and out of the hobby at different stages of life.

Jeff Harris makes wine and beer at his home in Marshalltown, and considers himself neutral on the beer vs. wine debate.

"You have certain stereotypes for the two styles of drinking, fair or unfair," he said. "Beer tends to be cheaper, so if one is looking at drinking for other than flavor, you can drink more."

Not only are beer manufacturers fighting for the market against wine, but young adults are switching to spirits, which also have grown in per-capita consumption (6.3 percent from 2004 to 2005). The age group from 21 to 29 enjoys a new-found love of martinis and cosmopolitans.

"There's an adage in the business," said Walding. "One generation drinks what their parents don't drink."

Beer manufacturers have responded by offering new products and touting health benefits similar to those of the wine industry, which claims better heart health with moderate consumption.

"They are coming out with more attractive beers," said Sheila Douglas, executive director of the Iowa Wholesale Beer Distributors Association. "They have added caffeine, made low-carb beers and exciting energy drinks. The landscape is changing."

Iowa ranks at the upper end in per-capita beer consumption - 16th in the nation - trailing only two Midwest neighbors, the guzzlers in Wisconsin (ranked fifth) and the boredom-fighters in Nebraska (11th).

Yet, experts say the trend toward wine will continue. It's lost some of its upper-crust snobbery with declining prices, and it has gotten a boost from popular movies such as "Sideways."

"As people have gotten older, they realize they don't have to get up in the middle of the night to go to the bathroom as much," said Mike White, an Iowa State University Extension viticulture specialist.

"We have a lot of people in the 50-and-older age bracket. They like wine," he said. "We have become more worldly. Blame it on cable television."

Iowa vineyards have multiplied from just five in 2000 to 275 today, White said. In 2004, Iowa wineries produced 111,000 gallons, more than doubling the previous year's production.

The vineyards are growing mostly sweet or semi-sweet wines.

"There is a rule of thumb for wineries in the Midwest," White said. "Customers will walk in talking dry, but they buy sweet. The masses remember church wine. That's what they were raised on."

The choices in a wine shop today are much more diverse. Nevres Schic has worked at Ingersoll Wine and Spirits in Des Moines for 10 years. A decade ago, customers wanted to know which bottle of wine to buy for dinner. Today, they come in with knowledge and order cases at a time.

"People are experimenting a lot more," he said. "Iowans have definitely increased their knowledge."

Just walk into a local brew pub and look around. Even there, you see divisions that don't follow tradition.

At the bar is Sean Cain, 53, of Iowa City. He's sitting in a brew pub and once lived in Germany, but he admits he favors wine.

"For me, it's a weight issue. Drinking beer, I feel bloated," he said.

Two women sit at a table upstairs. One is drinking a heavy beer crafted by the brewery and another a bottle of domestic suds.

"I get too drunk on wine," said Abbie Westrop, 23, of Des Moines.

"It's cheaper," said Ann Collins, 36, said about her choice.

"Beer is more laid-back," added Westrop. "Wine is more sophisticated."

It's a feel-good debate, really, and one that requires more dedicated study after work.

**2. Police Active Downtown**

*Iowa City Press Citizen*

August 22, 2005

Iowa City police cited nearly 40 underage drinkers for possession of alcohol this weekend with University of Iowa students back in town.

Police cited the largest number – 18 underage drinkers – late Thursday and early Friday. Thirteen were cited late Friday and early Saturday, while eight were cited late Saturday and early Sunday. All citations were given at downtown bars or on nearby residential streets.

During the beginning of the school year the police department makes extra efforts to enforce alcohol violations as we see an influx of students returning to Iowa City bars,” police Sgt. Bill Campbell said.

**3. Man to Plead Guilty for Providing Alcohol in Fatal Crash**

By Jeff Eckhoff, Staff Writer – *Des Moines Register*August 19, 2005

Gino Pane faces up to three years in prison after pleading guilty Friday to two counts of providing the alcohol that led to a south-side teen's fatal car crash last December.

Pane, 37, acknowledged his guilt as part of a deal to avoid going to trial on Monday on a similar felony count that could have brought up to seven years behind bars.

Polk County prosecutor Michael Hunter said he still intends to request prison when Pane is scheduled next month, although no agreement has been reached on Pane's fate.

Authorities say 17-year-old Nick Bisignano was killed after driving home drunk on Dec. 26 from a party where alcohol was served that Pane had purchased for another teen.

His passenger, Corey Wheeler, fractured seven facial bones and two vertebrae, plus his skull, nose, wrist, collarbone and 12 ribs.

**4. US: Allied Man to Head Jim Beam’s US Spirits**

Source*: just-drinks.com editorial team*

August 22, 2005

Jim Beam Brands Worldwide has appointed Jim Clerkin as senior vice president, Jim Beam Brands Worldwide, and president of the company’s North American spirits business. A newly created position, Clerkin joins from Allied Domecq where he is president of Allied Domecq Spirits, North America, with responsibility for the US and Canada.

The appointment follows the company’s acquisition of several Allied Domecq brands including Canadian Club, Sauza Tequila and Courvoisier cognac. The company also remains in discussions with the Federal Trade Commission regarding its intention to purchase Maker’s Mark Bourbon.

“With the acquisition of Allied Domecq spirits and wine brands, we are building a new global leader in the beverage alcohol business,” said Tom Flocco, president and CEO of Jim Beam Brands Worldwide. “We are pleased to have top talent such as Jim Clerkin joining our North American spirits business.”

Flocco continued: “Jim’s long-time industry experience, great relationships with distributors and customers, and understanding of every angle of the North American spritis business will be instrumental in leveraging our new super premium portfolio of brands.”

Clerkin will take the helm as president of the North American spirits business for Jim Beam Brands Worldwide when the integration of Allied Domecq brands and their associated assets is further completed. The effective date is expected to be no later than January 2006.

**5. Alcohol-Related Car Deaths Down in 2004**

By Ken Thomas - *The Associated Press*

August 22, 2005

WASHINGTON -- Drunken-driving deaths declined slightly across the nation and fell in 32 states last year, traffic safety officials said Monday in beginning a campaign to crack down on drunken driving during the Labor Day holiday.

The National Highway Traffic Safety Administration reported a 2 percent decrease in fatal crashes in 2004 involving at least a driver or a motorcycle rider with an illegal blood-alcohol level of 0.08 percent or higher.

The government said 12,874 motorists died under those circumstances in 2004, compared with 13,096 in 2003. All 50 states had a 0.08 standard with Minnesota's adoption of the law earlier this year.

NHTSA said a record number of 11,500 law enforcement officials would participate in its annual campaign, called "You Drink & Drive. You Lose." The crackdown, which runs through Sept. 5, will be bolstered by $13.9 million in advertising.

Texas saw a 10 percent reduction in its alcohol-related fatalities, accounting for 141 fewer deaths than in 2003. Others making significant reductions included Minnesota, Kansas, Iowa, Nebraska and the District of Columbia.

Kansas, which had a 29 percent decrease in alcohol-related fatalities in 2004, has targeted drunken driving through media campaigns, use of sobriety checkpoints and extra law enforcement patrols during weekends and at special events.

"We're getting more and more local law enforcement involved in our mobilizations," said Pete Bodyk of the Kansas Department of Transportation.

Utah had an 81 percent increase in alcohol-related fatalities, representing 29 more deaths in 2004 compared with the previous year. Mark Panos, deputy director of the Utah Highway Safety Office, attributed some of the growth to an increase in the number of motorists on the road as its population expands.

Several Southern states, including Georgia, Alabama, Arkansas, North Carolina and Tennessee, also posted higher fatality numbers.

Glynn Birch, president of Mothers Against Drunk Driving, said his organization was advising people to designate a sober driver before they attend gatherings during the Labor Day holiday.

"It's important to note that impairment begins with the first drink, so your safest choice is to use public transportation, take a cab or find a sober driver," Birch said.

**6. '60 Minutes' Focuses on Parents Hosting Alcohol Parties for Minors**

*PRNewswire-FirstCall*

August 19, 2005

ST. LOUIS -- As students head back to school, CBS' "60 Minutes" (Aug. 21, 7 p.m. EDT) will feature a segment on parents who host parties with alcohol for teens.  The episode includes an interview with Francine Katz, vice president of communications and consumer affairs for Anheuser-Busch Companies, Inc., discussing the company's opposition to these kinds of parties, as well as the company's programs to combat underage drinking.

According to the 2003 National Academy of Sciences Report two-thirds of teens who drink get alcohol from their parents or other adults.  Recognizing the importance of parental influence, the nation's largest brewer, together with the International Association of Fire Chiefs (IAFC) and the National Fatherhood Initiative (NFI), are supporting a national initiative, "Prevent, Don't Provide," which reminds adults not to buy alcohol for minors or provide it to them at parties.

"These parents may be well intentioned in hosting these parties -- thinking no one will get hurt if they provide alcohol to minors only for a 'special occasion' and take the keys -- but there is no way the parents can control all the variables," says Katz. "In addition, allowing teens and their friends to drink alcohol at parties is illegal; when adults condone such activities, it sends the message that it's OK to break the law regardless of whether adults are around."

The key to stopping youth drinking lies with parents.  According to the 2004 Roper Youth Report, a nationally representative poll, 75 percent of teens ages 13-17 say their parents are the No. 1 influence in their decisions about whether or not they drink alcohol.

Chief James Harmes of the International Association of Fire Chiefs, Fairfax, Va., states, "As firefighters, we are called to rescue teens who've made poor choices to drink and then drive. We want to do everything we can to help prevent these tragedies.  By supporting this effort and promoting its important message, we can help stop alcohol from getting into teens' hands in the first place."

Prevent, Don't Provide uses print and radio ads, as well as point-of-sale materials at convenience and grocery stores, to challenge adults to "Think Again" if they consider it's acceptable to buy alcohol for teens or provide it to them at parties.

"As parents, it is our responsibility to teach our children right from wrong and to teach them respect for the law," explains Roland Warren, president of the National Fatherhood Initiative, Gaithersburg, Md.  "This initiative will help deliver the message to fathers, and mothers, that parents have a great deal of influence in helping their teens make the right decisions.  By setting a good example and by not providing alcohol for their children or other minors, parents play a pivotal role in preventing underage drinking."

Katz adds, "As the mother of a college freshman, I share the same concerns as every other parent out there.  Teens will always try to push the limits. But we have to remember that parenting is not about being their best friend -- it's about being an authority in their lives and teaching them to make safe, smart choices."

The good news is the percentage of high-school seniors who reported having a drink in the last 30 days is down 31 percent since 1982, according to the University of Michigan's "Monitoring the Future" study.   According to the Partnership for a Drug-Free America, all measures of teen alcohol use have dropped significantly from 1998 to 2004.   In addition, the U.S. Department of Transportation reports the number of teen drunk driving fatalities has declined by 60 percent since 1982.

Anheuser-Busch (NYSE: BUD) and its wholesalers have invested more than a half-billion dollars since 1982 in a comprehensive portfolio of more than two dozen community-based programs and national advertising campaigns to promote responsibility and discourage alcohol abuse, including underage drinking and drunk driving.  Since 1990, Anheuser-Busch and its wholesalers have distributed more than 5.6 million expert guides to help parents talk with their teens and college students about alcohol.

Anheuser-Busch ranked first in the U.S. beverage industry for social responsibility in FORTUNE magazine's 2005 "America's Most Admired Companies" and first in the beverage industry worldwide for social responsibility on FORTUNE's 2005 "Global Most Admired Companies" list.   More information on Anheuser-Busch's underage-drinking prevention efforts is available at http://www.beeresponsible.com .

**7. Alcohol 101 Now A Required Course as Colleges Battle Binge Drinking**

By Brandee J. Tecson - *MTV*

August 23, 2005

**Alcohol-related incidents kill nearly 1,400 college students in the U.S. per year**

In an effort to curb binge drinking by college coeds, more universities are requiring incoming students to complete an online alcohol-education course before setting foot on campus.

AlcoholEdu, a program used on more than 450 campuses nationwide, teaches students about health issues and consequences related to alcohol use. The two-and-a-half hour course includes alcohol-related studies, video clips and three confidential surveys that will gauge the student's success rate after completing the program.

In September 2001, Villanova University was the first in the nation to require all 1,650 incoming freshmen to complete a mandatory alcohol-education course.

 Now 130 colleges and universities nationwide — including University of Southern California, Syracuse University, Princeton University and University of California at Berkeley — have the same requirement.

"We've researched numerous educational methods when it comes to drinking, and AlcoholEdu has been the most effective means of providing this type of comprehensive alcohol education," Dessa Bergen-Cico, Associate Dean of Students at Syracuse University, told MTV News.

Syracuse, which has used the program for three years, is one of the many universities requiring all incoming freshmen to complete the online course prior to their arrival on campus. A score of 70 percent or higher is necessary to pass, and if students are unable to reach that score after taking the test a second time, the university will provide individual or group education as needed for students, Bergen-Cico said.

"I think binge drinking [defined by the Harvard College Alcohol Study as five or more drinks consumed on one occasion] is a very big problem on college campuses, particularly for first-year females," Bergen-Cico explained. "And it's not so much the drinking, but the consequences that come with it."

Counselors at Syracuse have found that much of the binge drinking done by college students could be attributed to a lack of basic knowledge about blood-alcohol levels and an ignorance of the repercussions associated with high-risk drinking, including increased sexual assault and STD risks. Close to 1,400 college students die annually in the U.S. in alcohol-related incidents, the NIAAA reports. Alcohol is also linked to more than 1 million assaults and injuries every year.

Another key problem is that many students are unaware of how much alcohol they are actually chugging down. "When most kids go to a party and they drink out of those big red cups, they don't get that cup may be holding up to several shots of alcohol," Bergen-Cico said.

This fall marks the first time that the University of California at Berkeley is requiring all undergrads new to the campus (not just freshmen) to take the online course. The test is tailored to individuals based on their current alcohol use, so a student who does not drink will take a different course than a student who drinks regularly.

Incoming students must register online using their student ID number and answer a few questions regarding their current alcohol use. AlcoholEdu will tailor the program to that particular student's situation.

The course is being used by UC Berkeley as part of the school's focused effort to address alcohol usage by its student body. A 2003 survey of Berkeley coeds found that 79 percent of all students reported drinking alcohol in the past semester, 61 percent of those said they got drunk, and 21 percent said they had been binge drinking at least once in the past two weeks.

In May, UC Berkeley made headlines for banning alcohol at all fraternity and sorority events.

Greek organizations are also starting to require new members to enroll in the AlcoholEdu course. In September 2002, Kappa Alpha Theta, one of America's largest sororities, announced that it would start mandating alcohol education for all of its 12,000 members in more than 120 chapters across the U.S. and Canada. Other Greek organizations have since followed suit, including fraternities Delta Phi, Sigma Nu and Alpha Tau Omega.

**8. UI to Study Prevention of Fetal Alcohol Syndrome**

*Iowa City Press-Citizen*

August 24, 2005

IOWA CITY, IA -- University of Iowa researchers who seek to reduce fetal alcohol syndrome cases -- which annually number nearly 8,800 in the United States -- have received a major grant to study how a certain pathway in the brain protects against the toxic effects of alcohol. The two-year, $387,187 grant is funded by the National Institute of Alcohol Abuse and Alcoholism, part of the National Institutes of Health.

Fetal alcohol exposure damages the nervous system and can cause irreversible brain dysfunction, including mental retardation, epilepsy and attention deficit hyperactivity disorder, said the project's principal investigator, Bahri Karaçay, Ph.D., associate research scientist in pediatrics in the UI Roy J. and Lucille A. Carver College of Medicine.

The study co-investigator is Daniel Bonthius, M.D., Ph.D., UI professor of pediatrics, a physician with Children's Hospital of Iowa and recently elected president of the National Fetal Alcohol Syndrome Group, a satellite organization of the Research Society on Alcoholism.

The UI study builds on a research collaboration by Bonthius, Karaçay and Nicholas Pantazis, Ph.D., UI professor of anatomy and cell biology, and utilizes mouse and rat models. The team's investigations have shown that neurons from the cerebellum, the brain region that helps integrate sensory perception and muscle movement, are sensitive to alcohol during early development, but later become resistant.

The team will utilize neonatal rodents for the current study. The first one to two weeks of rodent life are equivalent to the third trimester of human gestation.

"The third trimester of a human pregnancy is when the fetal brain growth spurt takes place, thus alcohol is particularly damaging in the brain at that time," Karaçay said. "However, the brain is vulnerable to alcohol-induced damage throughout development. Based on all the scientific data, the U.S. Surgeon General has said that there is no known safe time for alcohol consumption during pregnancy."

While overall rates of alcohol use among pregnant women have declined since 1995, rates of frequent and binge drinking remain at high levels. Nearly one in 30 pregnant women reports "risk drinking" -- seven or more drinks per week or five or more drinks at one occasion -- according to a fact sheet by the National Center on Birth Defects and Developmental Disabilities, part of the Centers for Disease Control (CDC).

In addition, the CDC reports that half of all pregnant women say they use alcohol, yet half of all pregnancies are unplanned -- troubling statistics, as birth defects associated with alcohol exposure can occur at any point during a pregnancy, even before a woman knows she pregnant.

**9. Mother Awarded $1.5 Million in Son's Death**

*Associated Press*

August 24, 2005



**SPRINGFIELD, Mo. -** A woman and her son have been ordered to pay $1.5 million plus interest to the mother of a teenager who died after a night of drinking alcohol and using the prescription drug Xanax at their home.

Tonja Blount of Nixa filed the a wrongful death suit shortly after the February 2003 death of her 16-year-old son, Jeffrey Caleb "Cale" Gormley. An autopsy showed the combination of alcohol and drugs slowed the teenager's breathing until he was unable to get sufficient oxygen into his blood, causing asphyxiation.

He had a .402 blood-alcohol content when he was found dead at the Rogersville home of Barbara J. Grimes the morning after authorities said she hosted a party where teenagers were drinking. Her son, Andrew, also was named in the lawsuit.

Nick Venute of Springfield, an attorney for Blount, said civil suit was filed to send a message that adults have an obligation to keep youngsters out of trouble.

"(Blount) knew there would be no vindication," Venute said. "You can't replace what was lost."

According to court records, Grimes spent most of the evening in her room but went to check on the boys after hearing a thud. She saw Gormley on the floor "freaking out" before he crawled under a coffee table and appeared to pass out.

Grimes initially was charged with second-degree murder and endangering the welfare of a minor. She pleaded guilty in July 2004 to a lesser charge of first-degree involuntary manslaughter. She was required to serve 120 days of shock time in jail after receiving a seven-year suspended sentence and being placed on two years' unsupervised probation.

In an order issued Tuesday, Greene County Circuit Judge Miles Sweeney excluded two other men named in the civil suit from the judgment:

\_ Nathan W. Smith, who bought a case of beer and a bottle of Jim Beam whiskey at a Rogersville grocery before going with Gormley to the party. He entered an Alford plea to first-degree manslaughter in August 2003 and is serving a five-year sentence. Police said Smith saw that Gormley was ill, but he did nothing to help him.

\_ Mitchell Y. Choi, who pleaded guilty in September 2003 to a charge of distribution of the controlled substance Xanax. Through a plea agreement, Choi's sentence was suspended and he was ordered to perform 150 hours of community service within two years.

