

**GREAT PLAINS
AMBUCS
NEWSLETTER**

AMBUNK

AMBUNK is a publication of
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THIS WEEK

The June 14, 2021 club meeting was called to order by Kelly Harris. Kent Jester led the group in prayer and the Pledge of Allegiance.

GUEST SPEAKER

Shawn Maudlin spoke to the club about plans for operating the beer tent at the Freedom Fest on June 26. Shawn is the On-Premise Sales Manager for SW Sales, the only locally-owned beer distributor in our region. SW Sales' territory spans from East of Ardmore to the Panhandle of Texas, down to the Red River and up to Chickasha. Shawn has been with SW Sales for 14 years.

SW Sales sponsors about 95% of the special events and functions in this market. Shawn said they've had to make adjustments due to changes in the liquor laws a couple years ago. They now have over 500+ product SKUs. Shawn has 200 accounts in his territory.

Shawn told us about some of the other events where they have sold beer this year. The weather & the sales arrangement wasn't the best for Park Stomp in Medicine Park early this year. He said the Waurika Rattlesnake Fest was very busy. They normally go thru 25 kegs, but this year they floated 48. It's obvious people are ready to get out and



have some fun. That factor may help us with beer sales at the Freedom Festival. The weather should be warm enough for good beer sales. The latest forecast says 89° with a 30% chance of showers or thunderstorms.

Shawn said he's sure the city will let him put Kegzilla in the park. We won't sell draft beer, but Kegzilla will give the beer tent a lot of visibility. He said some didn't know there was a beer tent or food trucks at the park because they didn't see them over the hill down by Lake Helen. Many were watching the fireworks halfway back to Lawton High. Shawn said he can get a big inflatable Coors beer bottle that lights up and can put that on top of Kegzilla.

We're going to be selling five canned products: Coors Banquet, Coors Light, the new Coors Pure beer and two flavors of Smirnoff Smash. The cans of Smash are 24 oz and 8% ABV.

Our booth will have 3 points of sale: cash only, cash & cards and cards only. Kris Keller has a new Square card reader that works with chipped cards as well as the mag-stripe kind. A couple volunteers will check IDs and give out wrist bands. Zeldon Rice will install a commercial-grade hot spot that will give Kris all the bandwidth she needs to run any credit or debit cards.

ANNOUNCEMENTS

The Bags for Cash Cornhole Tournament will be held Sept 10, 11 & 12 at Apache Casino Hotel. Sponsorships are on sale. 12 of 19 court sponsors have sold. 2 of 4 broadcast partners have sold. There are broadcast buddy and t-shirt sponsor slots available. Visit our club's web site, greatplainsambucs.org to see what has been sold. Kent Jester asked members to give potential sponsors copies of the tournament flyer and sponsor flyer. He generated \$700 in sales by just sending 15 emails to people he knew.

The District 5A social is set for Thursday July 15 at the Hilton Garden Inn. Gordon Shaw *pass the baton* over to Bryan Jester, the first new District Governor we've had in over 4 years.

Thursday July 1 our club will have a social at Cache Road Liquor. It's going to be a mixology class. We don't yet know the cost to attend.

Past President Robert Morales was the Superhero of the week. He was born and raised in Lawton. Robert is married, has a son and two stepsons. He joined LPD in 1972 and was with OHP from 1979-2007. Robert became Court Clerk for Comanche County in 2008.

NEXT MEETING

Jace Zacharias, SW OK Field Rep for Sen. James Inhoffe, will be our speaker. He recently took over for Bryson Panas who promoted State Director for Inhoffe.

50/50

Kent Jester picked the 8 of Spades. The pot was left standing at \$92.

NEWSLETTER

Larry Kindt had the winning ticket and his copy of AMBUNK.

GUESTS

Shawn Maudlin
Guest Speaker