

Misener, Charles

**Elected president** *Intell Nov 3/81*

A Belleville businessman, Charles Misener, has been elected president of the Ontario Soft Drink Association.

Misener, who has been active in the soft drink industry for more than 30 years, is also active in the Canadian Soft Drink Association of which he is treasurer and pro tem chairman of its public relations committee.

He started in the industry with Coca Cola and later joined Pesi-Cola where he worked for 20 years, leaving that company to purchase his own franchise in 1972 at Moira Beverages in Belleville.

Since then, the business has expanded rapidly, with additional products taken on. Misener's wife, Barbara, owns Smith Beverages (1978) Limited of Oshawa, and their son, Douglas, has been active in the business for the past eight years.

Misener is also widely known in the community, as a member of the Belleville Sales and Ad Club, Rotary Club of Belleville, Bay of Quinte Yacht Club and the Trenton Flying Club.

Misener was elected during the association's annual conference at Huntsville recently. *Bel - Envy - M*

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