



2019 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)

LEADERSHIP SKILLS CONFERENCE

JULY 14-16 | OMNI HOTEL | LOUISVILLE, KENTUCKY



WINE & SPIRITS
WHOLESALE
OF AMERICA



EDUCATING

*TODAY'S
RISING
LEADERS*

FORGING

*SKILLS NEEDED
IN TODAY'S
MARKETPLACE*

BUILDING

*CONNECTIONS
ACROSS
TIERS*

Foster and advance three-tier compliant consumer online shopping and delivery to successfully operate in an e-commerce marketplace.

Bring more business intelligence and emerging technology to the wholesale tier.

Promote and protect the business interests of our members in the public policy arena.

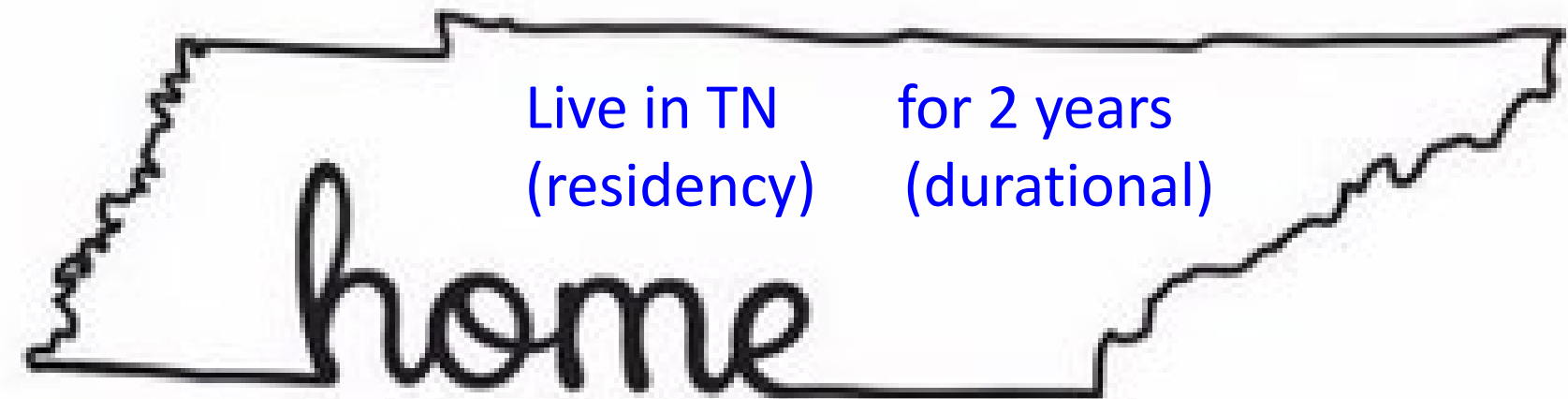
Proactively address strategic threats from legislative and regulatory action brought on by changing consumer behavior and expectations, and business impact analysis.

TN Wine & Spirits Retailers Assn. v. Thomas

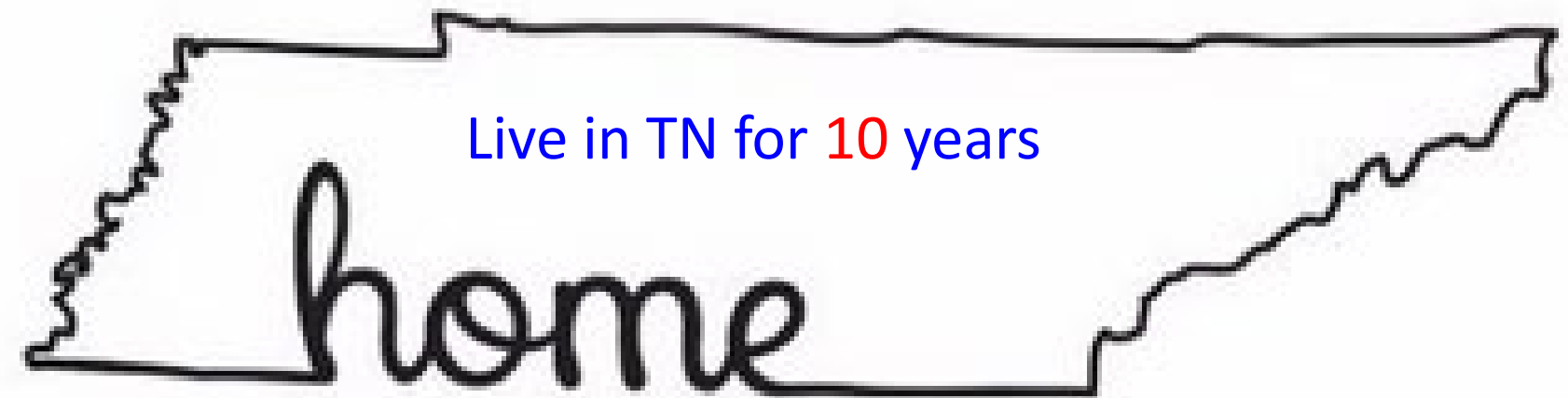


Tennessee's
durational-residency
law

Before applying for an off-premise license



Before renewing that 1-year license



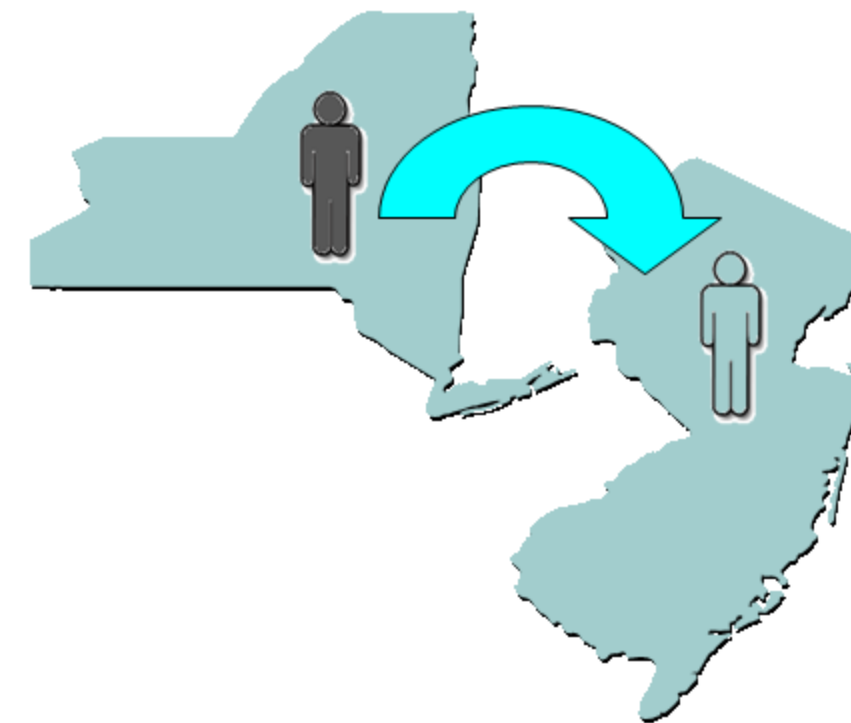
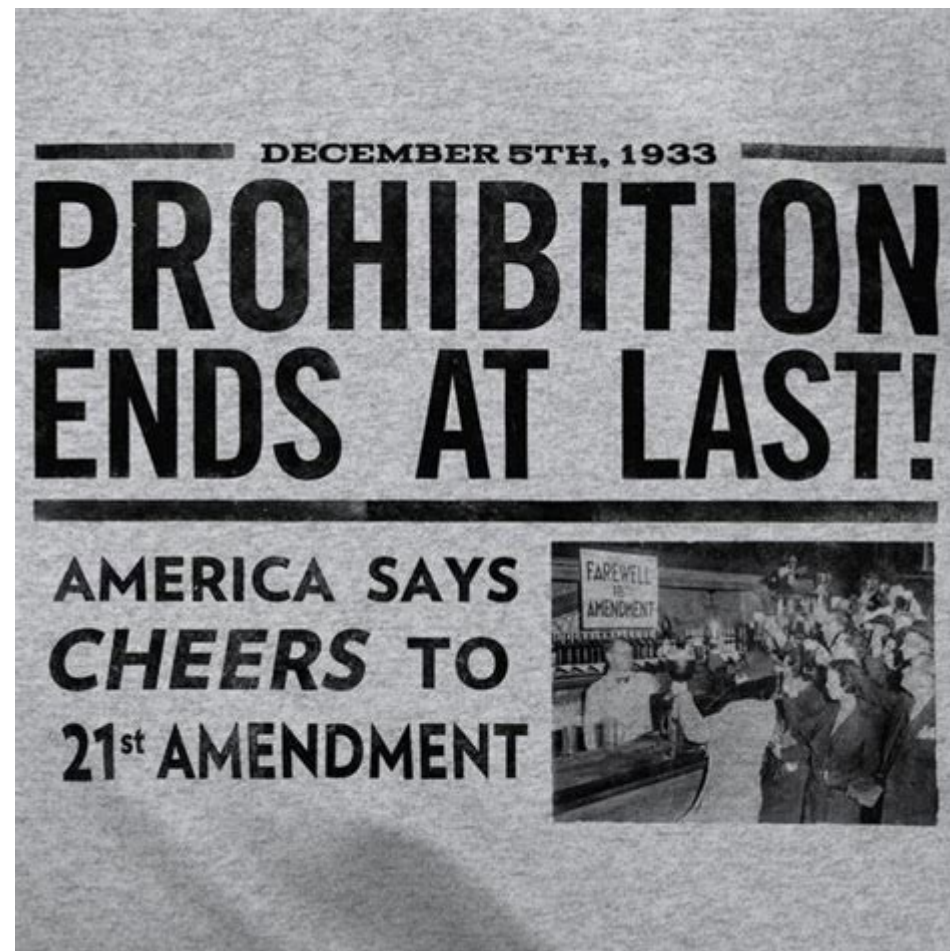
TN Wine & Spirits Retailers Assn. v. Thomas



21st Amendment

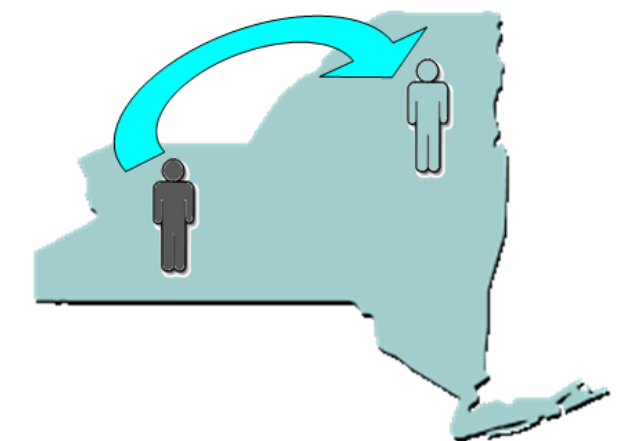
v.

Commerce Clause
(dormant Commerce Clause)

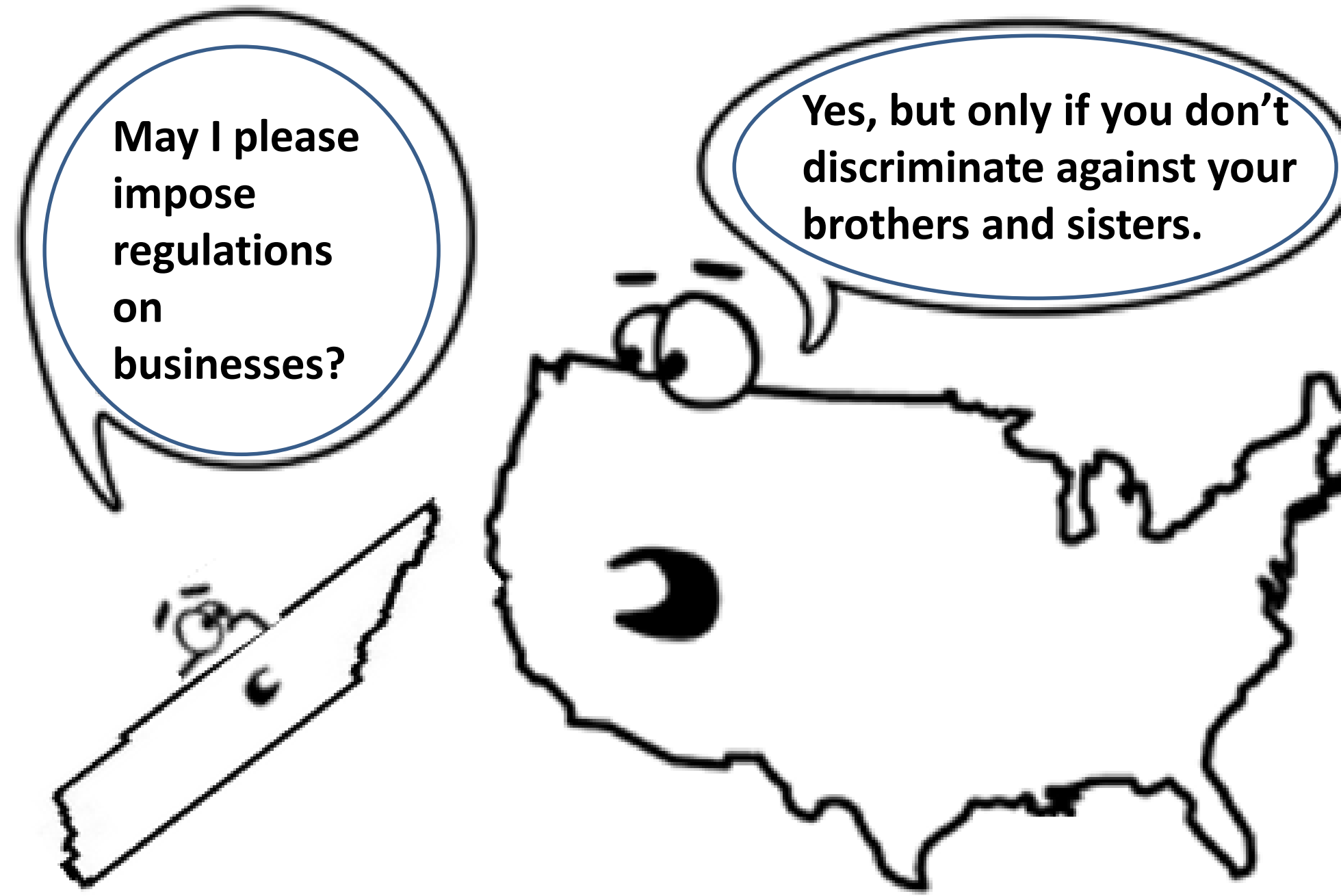


Federal = Interstate Business Dealings

Not Intrastate Business Dealings



SCOTUS Decision in TN Wine & Spirits Retailers Assn. v. Thomas



SCOTUS Decision in TN Wine & Spirits Retailers Assn. v. Thomas



Decision Summary:

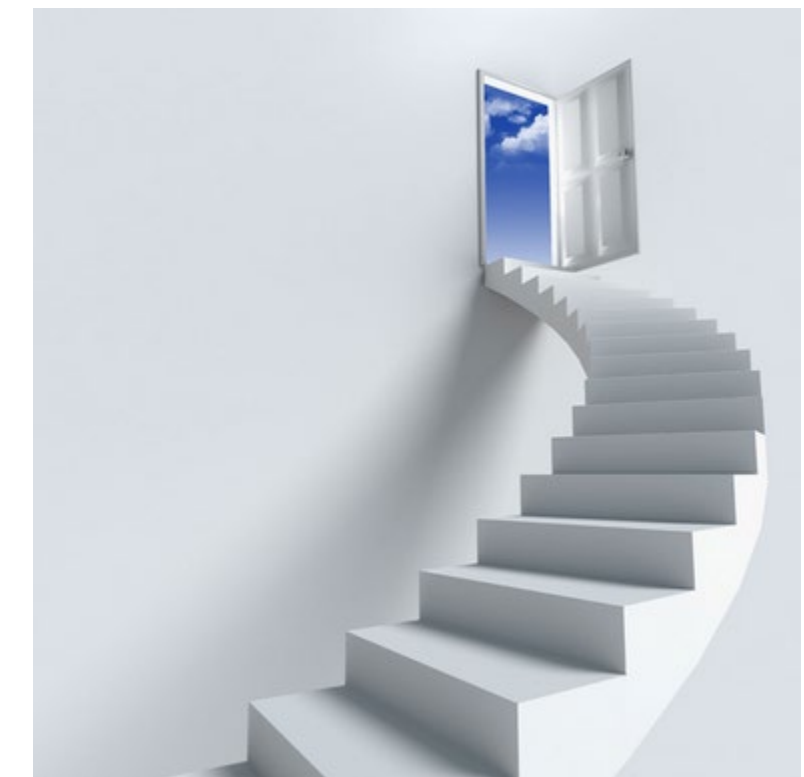
- “Basic” three-tier system is still valid.
- Dormant Commerce Clause principal applies to all tiers.
- States may not pass “protectionist” laws with no valid policy justification.
- Out-of-state discrimination *may* be allowed upon “concrete evidence” of public health and safety *or* other legitimate state interest.

SCOTUS Decision in TN Wine & Spirits Retailers Assn. v. Thomas



Opportunity to Define:

- What is the “basic” three-tier system that is “unquestionably legitimate”?
- What are the boundaries of public health and safety state interests?
- What are “other legitimate state interests”?
- How much “concrete evidence” is enough to justify a challenged law?
- How much deference should courts give the states?



Working All Angles to Protect Wholesalers



WSWA Legal Strategy Task Force



- Litigation
- State Law Assessment
- Regulatory

WSWA Strategic Threats Committee



- State Law Assessment
- State Advocacy
- Work with Advisory Council

Working All Angles to Protect Wholesalers



WSWA Legal Strategy Task Force

- Litigation
 - Out-of-state wine retailers fighting to ship wine into states that allow their in-state wine retailers to ship
 - Bevy of additional legal challenges
- Assess vulnerable laws



WSWA Strategic Threats Committee

- Surveys on various issues of interest
- Carrier reporting enforcement with AGs
- Third-party marketers and delivery
- Limiting winery-direct-to-consumer sales to of-your-own production

Expand our leadership on cannabis regulation to seek comparable regulation on a potentially competitive product.

Promote talent development and diversity
to manage workplace evolution and
workforce challenges.

Talent Development and Diversity



Council for Leadership Development (CLD)

Women's Leadership Council (WLC)

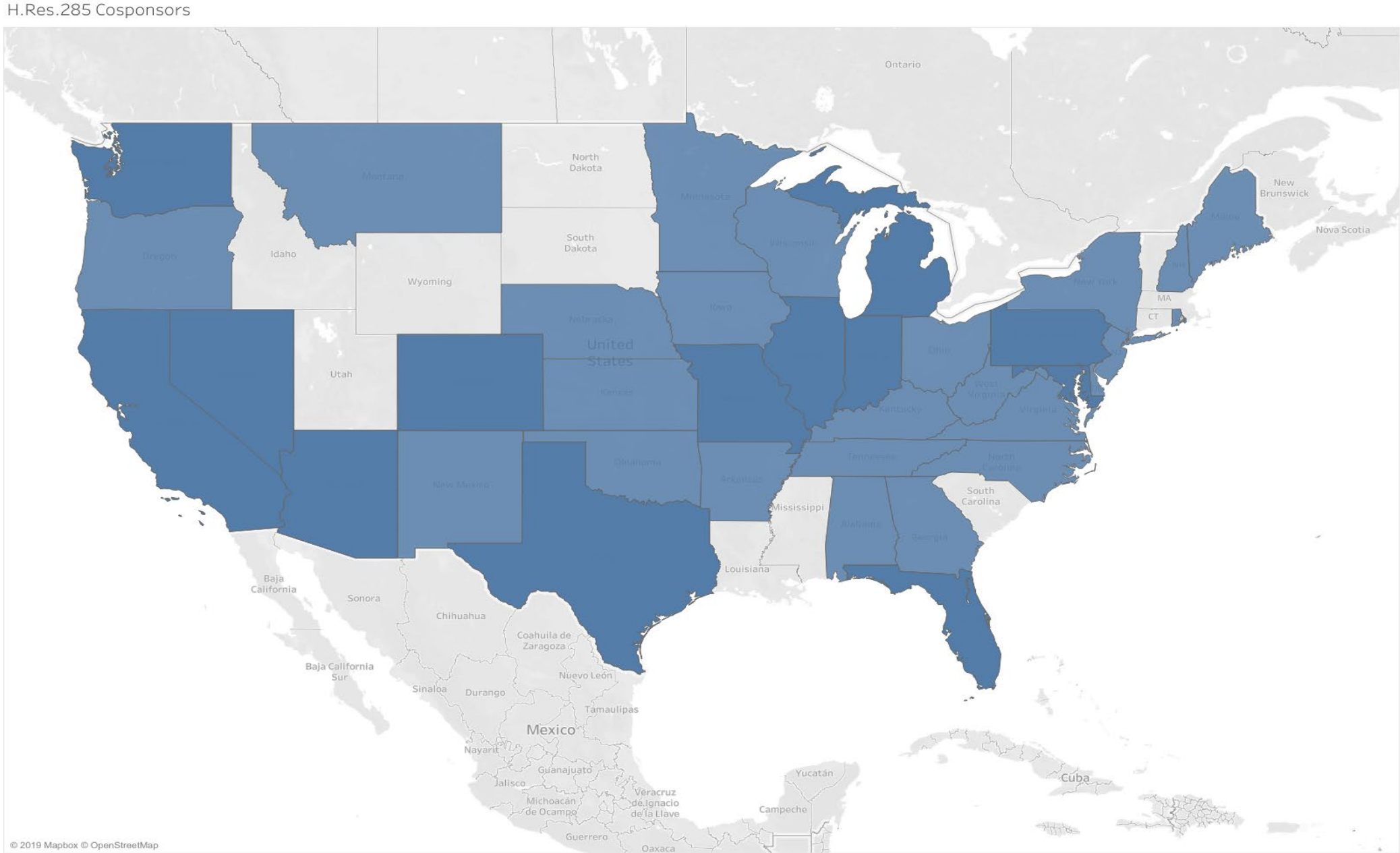
Women's Food Service Forum (WFSF) Survey

Columbia University Women in Leadership (WIL) Program



Define and promote the value provided to citizens, suppliers, and retailers by wine and spirits wholesalers and the distribution system that creates the most vibrant marketplace for beverage-alcohol in the world.

House Resolution 285 – Recognizing 85 years of Successful State-Based Alcohol Regulation



Promoting and Protecting American, Family-Owned Businesses



- **Tax Issues :**
 - 20% Deduction
 - Estate Tax
 - Last In, First Out (LIFO)
- **Funding the Beverage Alcohol Industry's Federal Regulator**
- **Helping Elected Officials Understand: Schedule a Warehouse Tour**

FOSTER AND ADVANCE THREE-TIER COMPLIANT CONSUMER ONLINE SHOPPING AND DELIVERY



- Direct to Consumer Shipping Expanding
- Providing Alternative Solutions for Customer Demands
- Reported Sales vs. Actual Sales – the Need for Carrier Reporting Laws
- Combatting Additional Channels of Direct to Consumer Shipping

Advancing the Wholesaler Through Political Action



WHAT is a Political Action Committee (PAC)?

A legal, transparent, federally monitored (FEC) means of expressing united interests with one powerful voice, representing many members.

WHY do we have a PAC?

WSWA-PAC is the political arm of the Wine & Spirits Wholesalers of America.

WSWA-PAC is the **ONLY** PAC supporting federal candidates who promote the three-tier system of beverage alcohol distribution, defend states' rights and protect American, family-owned businesses of wine & spirits wholesalers.



Advancing the Wholesaler Through Political Action



WHO does WSWA-PAC support and what is the strategy?

WHAT are the fundraising goals for WSWA-PAC?

- \$ 2 Million for a 2 year cycle (\$ 1 Million a year)
- 2,000 contributors
- Increase membership company participation
- Increase next generation leader participation

WHERE are we today?

WHY should you support WSWA-PAC?



Advancing the Wholesaler Through Political Action



HOW can you give?

- Pledge card = credit card or check
- Payroll deduction option – (18 companies participating)
- Online through PAC portal on WSWA website

WHO is with me?

PAC Ribbons = current contributors

Every dollar counts

