



2021 NEXTGEN SUMMIT

HOSTED BY

WSWA COUNCIL FOR LEADERSHIP DEVELOPMENT

(AS OF JULY 14, 2021)

SUNDAY, JULY 18

5:30 pm - 8:00 pm

CLD Committee and Past Chairman Reception & Dinner

Halcyon Presidential Suite

CLD Officers, CLD Past Chairmen & Guests Only

SPONSORED BY: 

8:00 pm - 10:00 pm

After Dinner Meet-Up

Elevated - The Halcyon Rooftop Bar

All attendees invited to join

SPONSORED BY:



MONDAY, JULY 19

7:15 am - 8:00 am

Yoga on the Rooftop (All rooms come with a yoga mat)

SPONSORED BY:



8:00 am - 1:30 pm

Registration & Member Services Desk Open

Arbor Ballroom Pre-Function

8:00 am - 9:30 am

Breakfast & Sponsor Exhibits

Arbor Ballroom Pre-Function

SPONSORED BY:



MONDAY EXHIBITS INCLUDE:



9:30 am - 9:35 am

Opening & Welcome

Arbor Ballroom

PRESENTED BY:

Chad Stone, VP, Commercial Excellence, Breakthru Beverage Group

9:35 am - 9:45 am

Warehouse Operations, Automation and Trends

Arbor Ballroom

According to a Nielsen report, the Covid-19 pandemic drove total spirits sales up 25.1% and volumes up nearly 20% in 2020. This has caused an increased demand for labor and automation in distribution centers across the industry. Today, we'll briefly discuss how to address these issues within your own operations.

PRESENTED BY:

Michael Roe, Senior Account Executive, DMW&H

9:45 am - 10:30 am

**Fireside Talk with WSWA Leadership:
Leading through Times of Change**

Arbor Ballroom

PRESENTED BY:

Michelle Korsmo, President & CEO, WSWA

Danny Wirtz, Past WSWA Chairman; Past CLD Chairman;
Vice Chairman, Breakthru Beverage Group

2021 NEXTGEN SUMMIT

JULY 18-20, 2021 | HALCYON HOTEL | DENVER, COLORADO



NEXTGEN SUMMIT AGENDA

10:30 am - 10:45 am	Dimensional Insight Update <small>PRESENTED BY:</small> Nancy Berkowitz , Industry Vice President, Dimensional Insight	<i>Arbor Ballroom</i>
10:45 am - 11:00 am	Networking Break & Sponsor Exhibits	<i>Arbor Ballroom Pre-Function</i>
11:00 am - 11:20 am	CPG, Alcohol, & Pharma Convergence on Cannabis: Catalysts & Market Assessment The cannabis industry is evolving rapidly. As more and more states permit adult recreational use and medical use, and the Feds inch their way towards prohibition repeal, the big players in multiple CPG categories are lining up to enter. What might we expect as the market continues to evolve from both existing players and new entrants? How might this impact the beverage alcohol space and distributors? <small>PRESENTED BY:</small> Smoke Wallin , CEO, Vertical Wellness	<i>Arbor Ballroom</i>
11:20 am - 12:30 pm	Industry Hot Topics Presentation & Roundtable Discussions: Part 1 Ready-to-Drink and Low/No Alcohol Beverages: RTDs are expected to reach \$1.63 billion by 2027. The low- and no-alcohol market is continuing to expand, with consumption expected to grow 31 percent by 2024. This session will review the rapid growth of these non-traditional beverages and look at how that shift has opened the door to legislative changes in how they are taxed, distributed, and sold within the three-tier system. Attendees will have the opportunity to discuss whether RTDs and Low/No Beverages are a fad or here to stay and what opportunities these markets provide wholesalers. <small>PRESENTED BY:</small> Chad Stone , VP, Commercial Excellence, Breakthru Beverage Group Chelsea Crucitti , Senior Director, State Affairs, WSWA Cannabis-Infused Beverages: Roughly half of all Americans now live in a state with legalized adult-use cannabis and tax revenues from cannabis sales are beginning to equal those for beverage alcohol. This session will briefly recap the state of play regarding federal and state cannabis legalization efforts and the regulatory framework for hemp and CBD before diving into discussion around the potential implications of this fast growing sector. <small>PRESENTED BY:</small> Sara Harmelin , VP, Digital Innovation, Allied Beverage Group Jake Hegeman , Assistant General Counsel, Legal & Regulatory, WSWA Cody Tucker , Senior Director, Federal Affairs, WSWA	<i>Arbor Ballroom</i>
12:30 pm - 1:30 pm	Lunch & Sponsor Exhibits <small>SPONSORED BY:</small> 	<i>Arbor Ballroom</i>
12:40 pm - 12:50 pm	Industry Software Trends: A review of the software decisions being made by the industry and the impact it will have on sales reps, drivers and customers. <small>PRESENTED BY:</small> Jim Harris , VP of Sales, Inventiv Harrison Rea , Director of Operations, Inventiv	
12:55 pm - 1:30 pm	Looking Ahead in Cannabis: A Conversation with Canopy Growth: This session will feature a conversation with David as we explore the latest insights from Canopy Growth on industry and policy trends in the cannabis and hemp marketplace. <small>PRESENTED BY:</small> David Culver , VP International Government Relations	
1:30 pm	Day 1 Wrap-Up	<i>Arbor Ballroom</i>

NEXTGEN SUMMIT AGENDA

2:00 pm **Depart for Local Dispensary/Distillery/Brewery Tour**
 Groups will go to Stranahan's Distillery, Denver Beer Co. or Leopold Bros., and 1906 New Highs or Lightshade (each group will only go to one cannabis facility).
 2:30 pm – 3:15 pm - **Tour 1**
 3:45 pm – 4:30 pm - **Tour 2**
 5:00 pm – 5:45 pm - **Tour 3**

5:45 pm **Depart for Breakthru Beverage Group Colorado Warehouse**

6:00 pm - 9:00 pm **Philanthropic Project, Reception & Dinner**

*Breakthru Beverage Colorado
 3980 Central Park Blvd
 Denver, CO 80238*

6:00 pm - 7:15 pm **Philanthropic Activity & Reception**

- Fill-a-Backpack Philanthropic activity
- Reception
- Warehouse & Administrative Building Tours

PHILANTHROPIC ACTIVITY SPONSORED BY:



PHILANTHROPIC ACTIVITY BENEFITS:



7:15 pm **Welcome from Breakthru Beverage Group Colorado**

7:30 pm **Welcome from Colorado Attorney General Phil Weiser**

7:30 pm - 9:00 pm **Dinner with Wine Pairing:** Catered by Guard and Grace

DINNER SPONSORED BY:



9:30 pm - 11:30 pm **After Dinner Meet-Up**

Halcyon Hotel Speakeasy

B&GC

SPONSORED BY:

PLEASE NOTE: You will receive a text message Monday evening with instructions on how to access the speakeasy.

TUESDAY, JULY 20

8:00 am - 4:00 pm **Registration & Member Services Desk Open**

Arbor Ballroom Pre-Function

8:00 am - 8:45 am **Breakfast & Sponsor Exhibits**

Arbor Ballroom Pre-Function

BREAKFAST SPONSORED BY:



TUESDAY EXHIBITS INCLUDE:





8:30 am **Day Two Welcome**

Arbor Ballroom

PRESENTED BY:

Chad Stone, VP, Commercial Excellence, Breakthru Beverage Group

NEXTGEN SUMMIT AGENDA

8:35 am - 8:45 am	Powering Your E-Commerce Solution Distributor e-commerce strategies vary widely across the country. Learn how SevenFifty is meeting the needs of the distribution tier by providing rich product content for e-commerce portals, and is now offering a white-label solution that can be configured and launched in weeks. PRESENTED BY: Gianfranco Verga , President and Co-Founder, SevenFifty	Arbor Ballroom
8:50 am - 9:45 am	Leveraging Data & Navigating The Numbers In The Recovery Phase of the Pandemic 2020 was an extraordinary year in so many ways. On-premise volume plummeted, while off-premise volume sky-rocked to unprecedented levels. So how do we make sense of the data and trends as we lap those unique months of 2020? The SipSource and NielsenIQ teams will walk through key trends as we enter the recovery phase of the pandemic, and will share insights into what to expect for the coming months. Data is one of the most valuable tools to leverage for your business, and this session will highlight some of those key trends to consider as consumers shift to the next normal. PRESENTED BY: Danelle Kosmal , Vice President, Beverage Alcohol Practice, NielsenIQ Dale Stratton , Analyst, SipSource	Arbor Ballroom
9:45 am - 10:00 am	Networking Break & Sponsor Exhibits SPONSORED BY: 	Arbor Ballroom Pre-Function
10:00 am - 11:00 am	Reaching the Wine & Spirits Consumer of the Future <ul style="list-style-type: none">• What consumer trends will shape wine & spirits and broader CPG purchasing?• How can wine & spirits wholesalers transform to support Customers and Suppliers in reaching consumers?• What data & analytics and e-commerce capabilities will be needed to succeed in an increasingly digital-first world? PRESENTED BY: Katie Thomas , Lead, Kearney Consumer Institute Aman Husain , Partner, Kearney	Arbor Ballroom
11:00 am - 11:15 am	Networking Break & Sponsor Exhibits	Arbor Ballroom Pre-Function
11:15 am - 12:15 pm	Forward Thinking Families: Continuity Planning & Ownership Alignment Josh Nacht and Richard Wolkowitz will lead the group through a series of round table discussions around generational leadership, transitions, leadership paths, and goal setting. PRESENTED BY: Josh Nacht , Senior Consultant, The Family Business Consulting Group Richard Wolkowitz , Vice President, The Family Business Consulting Group	Arbor Ballroom
12:15 pm	Call for Committee Nominees	Arbor Ballroom
12:25 pm - 1:30 pm	Lunch & Sponsor Exhibits SPONSORED BY: 	Arbor Ballroom Pre-Function
12:40 pm - 12:55 pm	Omnichannel in a Marketplace Environment Learn how an omnichannel marketplace allows for more flexibility, better data and insights and overall synergy. PRESENTED BY: Andrew Levy , Head of Strategic Partnerships, Provi	Arbor Ballroom

NEXTGEN SUMMIT AGENDA

1:40 pm - 2:30 pm **Industry Hot Topics Presentations & Roundtable Discussions - Part 2** *Arbor Ballroom*

DTC & Fulfillment House Issues: In the 16 years since the Supreme Court decided Granholm, 45 states and D.C. have adopted Direct-to-Consumer (DTC) Wine Shipping Laws and 16 allow for interstate retailer shipping. Now, focus is turning to the potential DTC shipment of distilled spirits. WSWA has been actively involved in the policy discussions over this sales channel and will share an update on the legislative debate and the many policy concerns spirits shipping raises. In addition, an overview of the often hidden world of fulfillment houses will be provided to help illustrate the challenge of adequately regulating the shipping sector.

PRESENTED BY:

Michelle Korsmo, President & CEO, WSWA

Jake Hegeman, Assistant General Counsel, Legal & Regulatory, WSWA

Chelsea Crucitti, Senior Director, State Affairs, WSWA

2:30 pm - 2:50 pm **Networking Break & Sponsor Exhibits** *Arbor Ballroom Pre-Function*

2:50 pm - 3:00 pm **Gamification & Real Time Incentive Tracking** *Arbor Ballroom*

In a survey with one of our W&S distributor partners, 70% of (200+) sales reps said that they gave less than 100% effort behind execution incentives because of these four reasons. Learn what they are and how distributors using CPG Data are now getting full engagement and effort behind execution incentives - and selling more cases as a result!

PRESENTED BY:

Tracy Neal, President & CEO, CPG Data

3:00 pm - 4:30 pm **Authentic and Inclusive Leadership for Managing Through Difference and Change** *Arbor Ballroom*

Currently, our work environments are the most diverse they have ever been. More than ever before, there are different generations, cultures and ethnicities working alongside each other and the dynamics of leading a team in a fast-paced, ever-changing, easily influenced market are continuing to change. This training workshop will explore practical tips and tricks for creating an environment for diverse teams to flourish. As leaders grow themselves, self-awareness and intellectual self-care are critical to leadership success and overall cultural. What motivates each of us to show and be our best at work varies with every person. Understanding what motivates us as leaders and our teams is important for growth.

PRESENTED BY:

Danielle Shoots, Founder and CEO, The Daily Boss Up

SPONSORED BY:



4:30 pm **Wrap-Up** *Arbor Ballroom*

5:30 pm **Depart for Dinner at Red Rocks Amphitheatre**

PLEASE NOTE: All attendees will receive UBER codes for this event. Please use the code to secure transportation to/from Red Rocks Amphitheatre.

6:00 pm - 10:00 pm **Dinner & Movie at Red Rocks Amphitheatre** *8300 W Alameda Pkwy, Morrison, CO 80465*

MOVIE:

Top Gun