



WOMEN'S
LEADERSHIP
COUNCIL
2021
CONFERENCE

Conference Agenda

(Last Updated October 26, 2021)

WEDNESDAY, NOVEMBER 3

- | | |
|-------------------|--|
| 2:00 pm – 2:15 pm | <p>Open Networking
Sign in early and meet other WLC Conference attendees before we kick-off our sessions!</p> |
| 2:15 pm – 2:30 pm | <p>Welcome & WLC Board and Membership Update
Learn more about the WLC Board and our new WLC Membership Initiative! Now that you are a member, what should you expect?</p> |
| 2:30 pm – 3:00 pm | <p>WSWA Association Leadership Fireside Chat
Hear from the WSWA Board of Directors Past Chairman and Current Chairman as they discuss leadership tactics and strategies they use(d) while leading the association. They will talk about various initiatives they support and lessons learned in their leadership roles.</p> <p>SPEAKERS:</p> <ul style="list-style-type: none"> • <i>Jessica Cyr, WLC Chair, Assistant Vice President, Sales Operations, Martignetti Companies (Moderator)</i> • <i>Chris Underwood, WSWA Chairman, Republic National Distributing Co.</i> • <i>Danny Wirtz, Past WSWA Chairman, Breakthru Beverage Group</i> |
| 3:00 pm – 3:45 pm | <p>WLC Gives Back!
Every year, from the inception of WLC, the wholesaler women have felt strongly about giving back and supporting charities that help elevate women in need and their families. The charity that we are supporting this year is <i>GiveBackBox®</i> where we are asking that all attendees fill a box laying around their house of gently used clothing, print the prepaid shipping label out and attach to the box, and send to the charity.</p> <p>This interactive session will kick off with a speaker from <i>GiveBackBox®</i> where we will hear about all of the families the donations support. We will also once again be joined by Tito's Joyologist, Amy Lukken, who will inspire us to give back and support philanthropic groups, find joy in our work, and inspiration in our lives. You will not want to miss this engaging, uplifting session!</p> |
| | <p>SPONSORED BY: <i>Tito's Handmade Vodka</i>
BENEFITTING: <i>GiveBackBox®</i></p> <p>SPEAKERS:</p> <ul style="list-style-type: none"> • <i>Monika Wiela, Founder, GiveBackBox®</i> • <i>Amy Lukken, Joyologist, Tito's Handmade Vodka</i> |
| 4:00 pm – 4:10 pm | <p>Elevate Sponsor Presentation: VIP
SPEAKER: <i>Heather Burnett, Director of Distributor Sales, VIP</i></p> |





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4:15 pm – 5:15 pm

Six Types of Working Genius: What is Your Genius?

Far too many people suffer needlessly because they don't understand their personal areas of working genius. As a result, they don't do the kind of work that gives them joy and energy, and they end up in jobs and projects that are draining and demoralizing. This is a grave tragedy on two levels.

First, it leads those people to lose confidence in themselves and enthusiasm for life, which is devastating for them, their families and friends, and society as a whole. Second, organizations and teams—even families—that don't tap into the true genius of their members can't come close to realizing their potential. They are left puzzled by their inability to achieve their goals. This often leads them to make inaccurate and hurtful judgments about one another, and to feel unnecessarily guilty about their own shortcomings.

What makes all of this particularly tragic is that it is avoidable. The solution is for everyone—employees, managers, students and spouses—to identify their areas of working genius, as well as their areas of life-draining weakness, and to put themselves in a position to tap into their genius more and engage in their weakness less.

Take the assessment in advance of the session (link will be sent to all registered 1 week prior to conference) and be ready to have a highly interactive discussion on your Working Genius', Working Competencies, and Working Frustrations!

FACILITATED BY: Krista Kotrla, Principal Consultant, Table Group

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5:15 pm – 6:00 pm

Networking Happy Hour

Meet your peers from across the country, discuss your working genius and favorite charity, and sip a *Tito's Zipper* cocktail while sharing knowledge and laughs.

SPEAKER: Linda Collins, President, 365WineTrade

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THURSDAY, NOVEMBER 4

- 9:30 am – 10:00 am **Coffee and Networking**
Grab your preferred caffeinated beverage and join other conference participants for a morning chat! Meet participants you didn't have the opportunity to get to know on Wednesday and get excited for another day of great content and lively discussions!
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- 10:00 am – 10:20 am **Welcome Day 2 & WSWA Update**
Learn about what your trade association is working on, how WSWA is supporting you and your company, and discover ways that you can get involved!
SPEAKERS
- *Dina Opici, President, Opici Family Distributing (Moderator)*
 - *Michelle Korsmo, President and CEO, WSWA*
 - *Catherine McDaniel, Senior Vice President, Member Advocacy, WSWA*
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- 10:20 am – 10:30 am **Educate Sponsor Presentation: SevenFifty**
SPEAKER: *Gianfranco Verga, President and Co-Founder, SevenFifty*
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- 10:30 am – 12:05 pm **Data Literacy: A Deeper Dive into "Speaking Data" as a Key Differentiator**
Join us for a follow-up round of learning how to "speak data" with Valerie Logan, CEO of The Data Lodge and Cathy Huyghe, co-founder of Enolytics. In this extended session, we'll dive more deeply into data literacy as a key differentiator in three separate scenarios. First, we'll investigate how to level-up your own data and decision-making abilities, illustrated with a personal life example and a few wholesaler use cases. Next, we'll explore how data literacy skills are critical to innovation, and today's demands for transparency. Finally, we'll consider ways to foster data literacy for your team and organization, including examples of what other pioneers are doing in this space.
SPEAKERS
- *Cathy Huyghe, Co-founder, Enolytics*
 - *Valerie Logan, CEO, The Data Lodge*
- SPONSORED BY:**  **SevenFifty**
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- 12:05 pm – 12:15 pm **Lunch Sponsor Presentation: Efficiency Enterprises**
SPEAKER: *Jack Berkeridge, President, Efficiency Enterprises*





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THURSDAY, NOVEMBER 4 *(Continued)*

12:15 pm – 1:00 pm

Networking Lunch

Enjoy lunch on Efficiency Enterprises! A \$25 lunch gift card will be sent in advance of the conference. Take a break and check your emails or stay online and eat lunch with your industry peers!

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1:00 pm – 1:10 pm

Empower Sponsor Presentation: Dimensional Insight

SPEAKER: Nancy Berkowitz, Industry VP, Dimensional Insight

1:15 pm – 2:15 pm

The Empowerment Journey: How to Create Your Own Destiny

Fawn Weaver, CEO of Uncle Nearest Whiskey, will participate in a “fireside chat” with Hillary Wirtz, Breakthru Beverage Group and Vice Chair of WLC. Learn about Fawn’s professional journey and career evolution, as well as, life lessons that escalated her to her current role today. Explore why empowerment plays a role in determining one’s success and how empowering others around you will elevate them within their careers and new roles. Hear how Weaver has not only created her own destiny but empowering other entrepreneurs through her latest program.

SPEAKERS:

- *Hillary Wirtz, WLC Vice-Chair, Director of Diversity, Equity & Inclusion, Breakthru Beverage Group (Moderator)*
- *Fawn Weaver, CEO, Uncle Nearest Whiskey*

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2:15 pm **Wrap-up**

