



**WOMEN'S
LEADERSHIP
COUNCIL
2021
CONFERENCE**

CONFERENCE SPEAKERS



Jessica Cyr

WLC Chair

**Assistant Vice President of Sales Operations
Martignetti Companies**

Jessica Cyr is the Assistant Vice President of Sales Operations for Martignetti Companies. She works with both sales and operations to increase efficiencies throughout the company leading projects that include: Sales Manager Certification, Portfolio Manager Certification, Train-the-Trainer, mentoring initiatives, community outreach, Uncorked Newsletter, Bentley University Women Center and Business Partnership, and various technological roll outs and and/or upgrades.

Starting with a small independent beer supplier, she quickly identified a love and passion for the beverage alcohol industry – one that has continued to grow over the past fifteen years. She started as an On Premise Sales Manager at Martignetti Companies and has worked her way up in roles of increasing responsibility over the last twelve years. Jessica has expanded her dedication to the industry by participating in varying diversity initiatives. She is a founding and current member of the Martignetti Companies Women’s Beverage Alcohol Symposium as well as the 2019-2020 Vice Chair of the WSWA Women’s Leadership Council (WLC).

Jessica lives in Foxboro, Massachusetts and enjoys the outdoors, exercising, traveling, volunteering in her community, and spending time with her family.



Cathy Huyghe

**Co-Founder and CEO
Enolytics**

Cathy is an award-winning journalist and entrepreneur, and an engaging public speaker. A two-time graduate of Harvard University, first from the Graduate School of Design and then from the Journalism program, she transitioned to a career in wine after working successfully on negotiation projects in the Middle East.

As a journalist, Cathy was shortlisted in 2019 as the Louis Roederer Columnist of the Year for her Forbes column on the business and politics of the wine industry, and she won the Born Digital Wine Award in 2020 for Best Interview for her article on misogyny in the wine industry. She is a featured commentator for the “Reign of Terroir” episode in the Netflix series Rotten, which has been nominated for an Emmy award, and her writing has also been seen and heard on the BBC, the Harvard Business Review, The Atlantic, The Washington Post, NPR and WNYC. She is a columnist (“Life, Entrepreneurially”) for Inc.com and her first book, Hungry for Wine: Seeing the World through the Lens of a Wine Glass, won the World Gourmand Award for Women in Wine in 2016.

As an entrepreneur, Cathy co-founded Enolytics, which was a finalist for the Born Digital Wine Award in Innovation in 2019. Enolytics provides data-driven business intelligence to beverage alcohol companies around the world; its client list includes Bollinger Champagne, Marchesi Frescobaldi, Wines of California, Wines of Chile, González-Byass and Freixenet-Mionetto. Cathy is also the co-creator of content for A Balanced Glass, a community dedicated to wellness in the wine industry, which was a 2019 Drinks Innovator for SevenFifty Daily.



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Krista Kotrla
Principal Consultant
The Table Group

Krista Kotrla Principal Consultant, The Table Group CEOs and leadership team executives come to Krista when they want their organizations to be more effective, less dysfunctional, and their employees to be fulfilled and less miserable. Krista's mission is to help leaders master the disciplines of organizational health. As a principal consultant and former client of The Table Group, Krista has been recognized for her down-to-earth ability to inspire transformation, results, and team cohesion. Krista works regularly with leaders

to quickly and effectively apply the concepts captured in all of Pat Lencioni's books. Her clients span a broad spectrum of various industries, including healthcare, medical devices, manufacturing, ministry and hightech. Krista's experience as a former C-suite executive and former Table Group client, helps her empathize, challenge, and coach leaders striving to build organizational health. She believes in equipping leaders with fast, practical, and relevant insights to maximize their competitive advantage. Prior to joining The Table Group, Krista held leadership positions in manufacturing and medical technology industries. Those experiences solidified Krista's firm belief that the single greatest advantage any company can achieve is organizational health. Without it, strategy fails, the wellbeing of the team suffers, and as a result, families and communities suffer, too. Organizational health isn't a job. It's a mission. Krista lives with her husband and three children in Dallas, TX.



Valerie Logan
CEO & Founder
Data Lodge

Founding The Data Lodge in 2019, Valerie is as committed to data literacy as it gets. With advisory services, bootcamps, a resource library and community services at The Data Lodge, Valerie is certifying the world's first Data Literacy Program Leads across commercial, nonprofit and public sectors. Previously, Valerie had joined Gartner in 2015 in the Data and Analytics group, where she was a leading analyst and advisor in the Office of the CDO (Chief Data Officer) research team. She pioneered research in the area of Data Literacy and nurturing

the "speaking of data" by creating Information as a Second Language™ (ISL). In 2018, she was awarded Gartner's Top Thought Leadership Award for her work in the area of Data Literacy. Ms. Logan has more than 28 years of experience, including two decades of global consulting practice management and five years in the telecommunications industry at both field and enterprise levels. In 2018, Ms. Logan was named as a finalist for "Data Leader of the Year" within the Information Age Women in IT Awards. She was also recognized as a pioneer in innovative consulting practices - recognized by Consulting Magazine in 2008 as one of eight top women in global consulting. Valerie holds a B.S. in Mathematics from the State University of New York College at Buffalo and an M.S. in Applied Mathematics from New Mexico State University with a concentration in Operations Research. She is based in the Adirondack Mountains with her husband Brian in Brant Lake, New York.



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Amy Lukken

Joyologist

Tito's Handmade Vodka

"CHOSE TO BE HAPPY, LOVE AND JOY ARE THE INEVITABLE RESULT"

After 25 plus years as an executive at a Fortune 500 company, Amy arrived at a truth which would shape the rest of her life and the lives of all those around her... People are the number one asset in any company AND managing that asset is the most complex component of any business. She experienced decades of corporate America running their businesses with little to no soul or emotions.

If people are the greatest asset in business and people are made up of emotions, how can we run business without emotions? The greatest emotion of all, LOVE was nowhere to be found in the corporate arena.

Mrs Lukken has practiced the skills she learned working as a Certified Strengths Coach for over 15 years and sees how natural and powerful it is when the focus stays on what's good within people versus emphasizing their weaknesses and failures. She realized there were plenty of sciences that studied what's wrong with people so why not design a science or practice that was centered on the good in people. And so JOYOLOGY was born. A practice that is based around love, joy, compassion and happiness that can be applied in the professional world.

After 28 years in the textile industry, Amy began her 2nd career in 2015 in the creating a culture of love and joy at Tito's Handmade Vodka. As the Chief Joyologist and Director of Philanthropy, Mrs. Lukken is practicing the business model she envisioned where love and joy is at the center of the company.



Chris Underwood

WSWA Chairman

Board of Managers

RNDC-West

Like his father, Chris Underwood has dedicated his career working for Young's Market Company (a subsidiary of Young's Holdings), one of the largest wine and spirits distributors in the U.S. Starting in the Los Angeles warehouse in 1996, he went on to become the Chief Executive Officer starting in 2011. As the fifth generation to lead Young's Market Company, Chris oversaw all Young's Market's business operations. With the joint venture with RNDC in 2019, the Young's

Market operations were transferred to the RNDC Management team. Chris now serves on Board of Directors of Young's Market Company. Chris currently serves as the CEO of Young's Holdings and is a member of the Board of Directors of Young's Holdings.

Chris is a graduate of the University of Southern California, where he earned a Bachelor of Arts degree in Communications and won the 1990 NCAA Men's Volleyball National Championship. Chris is an active member in the Wine & Spirits Wholesalers of America (WSWA), Young Presidents' Organization of San Diego, and serves on the OM Foundation Board of Directors.



Fawn Weaver

CEO

Uncle Nearest Distillery, Inc.

Fawn Weaver has been a serial entrepreneur for 27 years. As the CEO and founder of Grant Sidney, Inc., a privately held investment company, and CEO and founder of Uncle Nearest, Inc., which sits under the Grant Sidney umbrella, Weaver is a popular TED speaker, a New York Times bestselling author, and Inc. Magazine contributor. Founded in 2016, Uncle Nearest Premium Whiskey is named after Nearest Green, the world's first known African American master distiller. The Nearest Green Distillery opened in Shelbyville, TN in 2019, and is the only major distillery in the country owned and operated by a Black person – man or woman. The award-winning company is the fastest-growing American whiskey brand in U.S. history, the bestselling African American founded spirit brand of all time, and was the most award-winning American whiskey (including bourbon) of 2019, 2020 and has now extended that winning streak to include 2021, including sweeping 16 of the top 18 award competitions in the world. In 2021, the \$50 Million Uncle Nearest Venture Fund was created to invest in minority founded, owned and led brands. Weaver serves on the Board of Directors and audit committee of Endeavor Group Holdings, a \$10 billion publicly-traded entertainment company whose portfolio includes UFC, WME and IMG. She is also a distinguished member of the Young Presidents Organization (YPO). Weaver is the founder of the Nearest Green Foundation, a 501(c)(3) non-profit organization that offers full scholarships to every descendant of Nearest Green and includes other philanthropic initiatives.



Monika Wiela

Founder

Give Back Box

Following the American Dream, Monika Wiela immigrated from a small farm in rural Poland to the US over 10 years ago. With a strong entrepreneurial spirit and a flair for fashion, she sold her first pair of shoes in the growing fast fashion field on the internet. Her online business continued to grow successfully until a chance encounter with a homeless guy on the streets of Chicago in 2012. GiveBackBox® was born, an effortless solution to help both people in need and the environment. Monika partners with major online retailers including Amazon, Nordstrom, Lego and many others to educate shoppers to help and improve the environment through reusing shipping boxes as a vehicle for donating items to charity.

Monika Wiela and Give Back Box® have become a phenomenon and a sensation in different media and have recently been covered by major outlets such as NBC, ABC, Fox, CBS, Forbes, Fortune, Business Insider, Glamour, Yahoo News and many more.

Give Back Box have viral social media stories with over 100 million views.

Monika speaks on multiple stages, including TEDx talk. She also receives National Retail Federation award for people who are shaping the future of retail. She is passionate about changing the world and not stop till she do so!



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Danny Wirtz

Past WSWA Chairman

Vice Chairman

Breakthru Beverage Group

As Vice-Chairman of Breakthru Beverage Group, Danny Wirtz serves on the company's Board of Managers and works closely with the CEO and executive management on integration, strategic planning and supplier relations. A skilled leader with a proven track record of success, Danny leads with passion and a commitment to the future of the organization.

As a fourth-generation family leader, Danny assumed this position from President and CEO of Wirtz Beverage Group where he oversaw day-to-day leadership of the company's domestic and international businesses. He has served in a variety of roles for Wirtz Beverage including oversight of the company's commercial teams, corporate strategy and supplier relations.

Danny became Chief Executive Officer of the Chicago Blackhawks in 2021 after serving as Interim President for nine months. Prior to these roles he held the role of Vice President. He is also an alternate Governor to the NHL. As Interim President, Danny led the organization through the NHL's Hub City Return to Play, navigating the impacts of COVID-19 and establishing a new Vision for the organization – To Reimagine the Potential of Hockey. In addition, Danny represents the family ownership with the United Center Joint Venture.

Danny is an active leader in the Chicago community. In addition to his role as Vice Chairman of the Chicago Blackhawks Foundation, he is an active supporter of Chicago organizations addressing social justice and youth opportunity including BUILD and Christ the King Jesuit High School. He was recently appointed as a Board Member of Embarc Chicago. Danny was the immediate past Chairman of Wine and Spirits Wholesalers of America and serves on the association's Executive Committee.

Danny holds a vested interest in Wirtz Corporation and is a member of the Board of Directors where he provides strategic counsel to its diversified holdings which include the Chicago Blackhawks, Wirtz Realty and banking interests in Illinois and Florida. With the family's ownership interest in the United Center, Danny works with building management to help guide the campus evolution and development. In 2013, Danny launched the video production company, Banner, who have developed engaging content for leading brands from the Chicago Blackhawks and Chicago Cubs, to Conagra and Wilson Athletic. In 2018, Danny formed a partnership with former Pitchfork CEO and Creative Director, Chris Kaskie and Mike Renaud to form the creative studio and brand advisory team, Varyer.

Danny is a graduate of Boston College. He lives in Chicago with his wife Anne and two daughters, Rosemary (12) and Juniper (9).



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Hillary Wirtz

WLC Vice-Chair

**Director of Diversity, Equity & Inclusion
Breakthru Beverage Group**

Hillary is a fourth generation owner of Breakthru Beverage and the first female in her family to work for the company. While her career began in teaching, where she taught first grade for 10 years, she always knew her future lie within the beverage business. It was this desire to join the family company and begin her career with then Wirtz Beverage (now Breakthru Beverage). She began as a Director of Training for 2 years and then transitioned into sales where she was a district manager for off premise, E & J Gallo division. Hillary then transitioned into on premise overseeing new accounts in Chicago. Her current role is on premise business manager, overseeing the on premise business in IL for key customers and community partnerships. Hillary has most recently added to her responsibilities as Director of Diversity & Inclusion.