

2019 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)

LEADERSHIP SKILLS CONFERENCE



WINE & SPIRITS
WHOLESALERS
OF AMERICA

EDUCATING
Today's Rising Managers

FORGING
Skills Needed in Today's Marketplace

BUILDING
Connections Across Tiers



JULY 14 - 16, 2019 | OMNI LOUISVILLE HOTEL | LOUISVILLE, KY

LOUISVILLE, KENTUCKY

As anyone who comes to Louisville soon discovers, it is one of the most uniquely authentic destinations on the planet. Welcome to Bourbon City.

Yes, Bourbon is a spirit that comes in a glass, but it's also a spirit that defines the culture, compassion, and creative energy of the city. It's this same spirit that continued and created Louisville itself - a city that combines heritage with innovation, authenticity with originality, quirkiness with friendliness in a way that's completely unique to the region. From boundary pushing twists on Southern cuisine to the one and only Urban Bourbon Experience, featuring the world's only, city-wide trail filled with award-winning micro-distilleries, exhibits and craft cocktail destinations.

We've got what you're looking for—plus packed educational and informational sessions mixed in—plan to join us at the 2019 WSWA Council for Leadership Development (CLD) Leadership Skills Conference to be held in Louisville, Kentucky July 14-16, 2019.

If you are a rising manager or young executive looking to improve your leadership skills, grow your networking connections and expand your industry knowledge...then CLD is THE event for you.

QUESTIONS?

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THE CLD VALUE PROPOSITION

WHAT'S IN IT FOR RISING BEVERAGE INDUSTRY EXECUTIVES?

- Build an educational foundation of essential policy, legislative, regulatory, marketing and trend information needed to advance in your career;
- Make connections with wholesaler, supplier and service provider peers—as well as current industry leaders, speakers, panelists and the WSWA staff/leadership team;
- Enhance leadership skills, fine-tune technology and management abilities;

...at an event unlike any other conference, session or meeting anywhere in the beverage alcohol industry!

WHO SHOULD ATTEND?

- Rising managers and executives
- Young industry leaders

...employed by U.S. wine and spirits wholesalers

UNIQUE FEATURES AT CLD 2019:

- Listen and engage as expert speakers discuss new technology in the industry, employee retention issues, cybersecurity, developing personal leadership, and industry trends.
- Hear from industry-leading experts including Nielsen's Danny Brager, Michael Mondavi of Michael Mondavi Family Estate, President & CEO of Buffalo Trace, Mark Brown, and many more...
- Gain in-depth understanding of issues from WSWA staff and executives including: hot policy and legal topics like ignition interlocks, marijuana legalization, control state privatization battles and other state strategic threats, a full update on WSWA's federal policy agenda and communications/marketing development programs.

PREVIOUS SESSIONS AND SPEAKERS INCLUDE:

- Empowering Women Leaders in all areas of the company's business;
- Leading during and through the fast changing world of beverage alcohol;
- A look at what's trending in the beverage market from experts like GuestMetrics and Nielsen;
- Custom briefings and updates from senior executives at Google and LinkedIn;
- Cyber security session on threats to companies as well as individuals, and a discussion on techniques to keep businesses and individuals safe;
- Updates from leading cannabis industry officials, growers and retailers on converging trends in this newly-legalized industry;
- Briefings from state alcohol policy and beverage alcohol regulators,
- Much, much more!



CLD IS THE INDUSTRY'S PREMIER YOUNG EXECUTIVE DEVELOPMENT PROGRAM!



WHAT PROMINENT INDUSTRY FIGURES SAY ABOUT THE VALUE OF THE EVENT

"This is the best conference that I attend every year. It's very informative and provides many great networking opportunities. The CLD Conference is consistently worthwhile year after year."

- Lee Hastings

Moon Distributors, Inc., Current WSWA CLD Chairman

"Taking the time to attend the CLD conference is one of the best investments I've made in my career. Over the past 7 years at CLD, I've connected with current and future leaders in the industry and have built relationships that will last a lifetime."

- Michael Hertz

United Distributors, Inc., Former WSWA CLD Chairman

"The annual CLD conference provides an unprecedented opportunity to network with the most established and influential members of WSWA and industry leaders across the entire beverage alcohol industry in a unique, interactive and personalized setting."

- Philana Bouvier

Young's Market Company, Current CLD Committee Member

WHAT EXPERTS ARE SAYING ABOUT LOUISVILLE

"Most famous for the Kentucky Derby, this southern river city is hailed for its friendly locals and strong bourbon scene (the Bourbon Trail has more than 50 distilleries within a 50-mile radius)."

- Travel & Leisure

"This north-central Kentucky town claims a lot of legends. It's the hometown of the greatest baseball bat (the Louisville Slugger), the greatest horse race (the Kentucky Derby) and the Greatest, period (boxer Muhammad Ali). But there's more than just a competitive spirit, as this Ohio riverfront city also has a lot of Southern charm and history. Here you'll find America's largest Victorian neighborhood, the world's only underground zip line course and the world's largest baseball bat, among other quirky superlatives."

- U.S. News & World Report

CLD OVERVIEW



SUNDAY, JULY 14:

Arrive in Louisville early to attend an OPTIONAL distillery tour. Attendees will visit Heaven Hill and Makers Mark (*additional fee applies*).

Connect with other attendees at the Opening Reception where you'll be welcomed by Senator Rand Paul. Following the reception, enjoy a small group networking dinner with your CLD peers—and every evening concludes with an optional after-dinner meet-up.

MONDAY, JULY 15:

Monday kicks off with an early breakfast program and includes a full day of engaging educational sessions including presentations by Buffalo Trace President & CEO, Mark Brown, William Silver of CannaCraft, Inc., Michael Mondavi of Michael Mondavi Family Estate, and more!

Enjoy an afternoon of small group distillery tours where attendees will enjoy two of the following: Rabbit Hole Distillery, Kentucky Peerless Distilling Co., and the Evan Williams Bourbon Experience. All attendees will come back together for a reception and dinner at Old Forester. Don't miss the after dinner meet-up where supplier attendees for Tuesday's session will join the group!

TUESDAY, JULY 16:

Attendees will enjoy a full day of sessions including an industry trends update from Nielsen, a cybersecurity presentation, a session on marketing to millennials and millennial retention, an interactive seminar on developing personal leadership, and an opportunity to learn about new technology impacting the industry.

Tuesday night concludes with a fun closing event at the Derby Museum and Churchill Downs.

DEPARTURES:

Late Tuesday and all day Wednesday.

2018-2019 CLD OFFICERS

CHAIRMAN **Lee Hastings**
Moon Distributors, Inc.

VICE CHAIRMAN **Chad Stone**
Breakthru Beverage

SECRETARY **Hamilton Callison**
Breakthru Beverage

TREASURER **Philana Bouvier**
Young's Market Company

AT LARGE MEMBER **Lacey Sadoff**
Badger Liquor

AT LARGE MEMBER **Robert Becker**
Southern Glazer's Wine & Spirits





LEADERSHIP SKILLS CONFERENCE AGENDA



WINE & SPIRITS
WHOLESALERS
OF AMERICA



SUNDAY, JULY 14


| | | |
|-------------------|--|--|
| 8:30 am - 9:30 am | Distillery Tour Continental Breakfast | |
| 9:30 am - 4:00 pm | Optional Distillery Tour <ul style="list-style-type: none"> • Heaven Hill Distillery, (10:30 am - 12:15 pm) • Makers Mark, (12:45 pm - 3:15 pm) <p>LUNCH WILL BE SERVED AT MAKERS MARK</p> |   |
| 5:15 pm - 6:00 pm | First Time CLD Attendee Reception | Olmsted Ballroom 1-3 |
| 6:00 pm - 6:45 pm | Opening Reception WELCOME BY: Senator Rand Paul , (R-KY) | Olmsted Ballroom 1-3 |
| 6:45 pm | Depart for Dinner Location(s) | Hotel Lobby |
| 7:00 pm - 9:30 pm | Small Group Networking Dinners <ul style="list-style-type: none"> • Ei8ht Up, 350 W Chestnut St. • Proof, 702 W Main St. • Porch, 280 W Jefferson St. • Whiskey Dry, 412 S 4th St. <p>SPONSORED BY:</p>   | |
| 9:30 pm | After Dinner Meet-up Pin & Proof , Ground Level of Omni Hotel | |



AGENDA

(As of June 25, 2019)

MONDAY, JULY 15

| | | |
|---------------------|--|------------------------|
| 8:00 am - 2:30 pm | Registration | Olmsted Ballroom Foyer |
| 8:00 am | Breakfast SPONSORED BY:  | Olmsted Ballroom Foyer |
| 8:15 am | Opening & Welcome PRESENTED BY: Lee Hastings , CLD Chairman, Moon Distributors, Inc. | Olmsted Ballroom 5-7 |
| 8:30 am - 8:45 am | Beverage Media Group Presentation | Olmsted Ballroom 5-7 |
| 9:00 am - 10:00 am | State of the Beverage Alcohol Industry Mark Brown will kick off the CLD Conference with a candid discussion on the state of the industry. He will take a look at the Global Overview, Alcohol in today's society, Regulation and Deregulation, and Trade Practice Investigations. Brown will also discuss hot topics including DUI, Marijuana legalization and impacts on the industry as well as Direct to Consumer trends and Amazon! Don't miss this very informative session! PRESENTED BY: Mark Brown , President & CEO, Buffalo Trace Distillery | Olmsted Ballroom 5-7 |
| 10:00 am - 10:15 am | Break | |
| 10:15 am - 11:10 am | The Leadership of Trailblazing: Forging Your Own Path In this session, Dr. Silver will discuss his experience at the helm of CannaCraft during the first year of operations in California's recreational cannabis marketplace. Sharing his unique perspective leading organizations in both the wine and weed industries, Dr. Silver will explore strategies for dynamically aligning to changes in the business environment and achieving a quadruple bottom line of people, planet, prosperity and progress. PRESENTED BY: Dr. William Silver , CEO, CannaCraft, Inc. | Olmsted Ballroom 5-7 |
| 11:15 am - 12:05 pm | The History of Napa Valley, Its Wines, Past and Future, and Lessons Learned Join Michael Mondavi as he discusses how Napa Valley has evolved and where it is going in the future. Mondavi, known as the "quiet icon" is widely credited with helping to establish and build the Napa Valley wine industry. He will discuss his various experiences and what he has learned through the years. PRESENTED BY: Michael Mondavi , Michael Mondavi Family Estate | Olmsted Ballroom 5-7 |

AGENDA

(As of June 25, 2019)

12:10 pm - 1:10 pm

Lunch

Olmsted Ballroom 4

SPONSORED BY: 

1:15 pm - 2:30 pm

WSWA Updates

Olmsted Ballroom 5-7

WSWA Staff will present current issues effecting our industry at the Federal and State levels, and give updates on what WSWA is doing to support our members' initiatives and goals. Staff will also provide updates on PAC and Legal efforts. Membership, Communications, and Meetings and Conventions updates will be in memo form found in your meeting packet.

PRESENTED BY:

WSWA Staff Members

2:30 pm

Committee Nomination Calls; Day 1 Wrap-Up

Olmsted Ballroom 5-7

3:15 pm

Depart for Local Distillery Tours

Hotel Lobby

3:30 pm - 6:15 pm

Small Group Distillery Tours

DISTILLERIES:

- Evan Williams Bourbon Experience
- Kentucky Peerless Distilling Co.
- Michter's Shively Distillery
- Rabbit Hole Distillery


Evan Williams
Bourbon



3:30 pm - 4:45 pm - **Distillery Tour/Tasting 1**

5:00 pm - 6:15 pm - **Distillery Tour/Tasting 2**

6:30 pm - 9:00 pm

Distillery Tour, Tasting, Reception & Dinner

Old Forester, 119 W Main St.

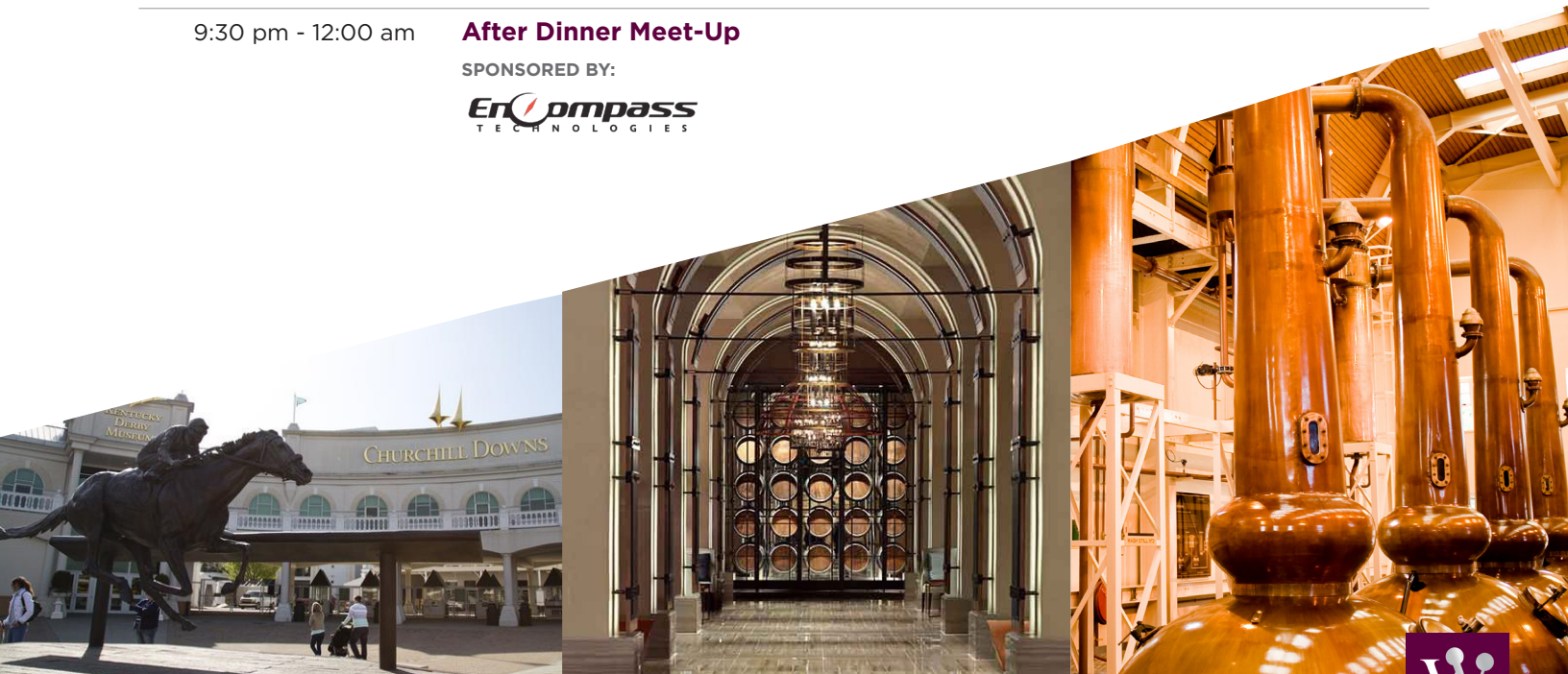

ESTD 1870
OLD FORESTER

9:30 pm - 12:00 am

After Dinner Meet-Up

SPONSORED BY:




Encompass
TECHNOLOGIES



AGENDA

(As of June 25, 2019)

TUESDAY, JULY 16

| | | |
|---------------------|---|------------------------|
| 8:00 am - 4:00 pm | Registration | Olmsted Ballroom Foyer |
| 8:00 am | Breakfast SPONSORED BY:  | Olmsted Ballroom Foyer |
| 8:30 am - 8:45 am | Warehouse Automation and Trends PRESENTED BY: Paul L. Laman , Vice President, DMW&H | Olmsted Ballroom 5-7 |
| 8:50 am - 9:20 am | SipSource: Timely, Transparent, and Trusted Wholesaler Depletion Data to Help Drive Your Business <p>SipSource is the only source for wine and spirits trends and share, based on aggregated distributor depletion data. The data set is built from the individual store and item level, which covers 100,000 SKUs in hundreds of thousands of retail outlets. This allows for unrivaled channel segmentation covering an expansive portfolio of wine and spirits products sold across the U.S. SipSource fills the gap left by current industry sources because SipSource data includes sales to a large number of retailers (both on- and off-premise). Moreover, states covered by SipSource data account for 86% of the total U.S. population. Hear more about what SipSource is about, how you can help it become stronger, and how you can get access to this valuable data.</p> PRESENTED BY: Jo Moak , Senior Vice President and General Counsel, WSWA | Olmsted Ballroom 5-7 |
| 9:20 am - 10:00 am | Are the Lines Blurring or Disappearing? <p>Long gone are the days of exclusive beer, wine, and spirit drinkers. New and diverse offerings across the beverage alcohol landscape provide drinkers with interesting options. From ready-to-drink cocktails and spritzers to seltzers and non-alcoholic beers, the adult beverage space is blurring the lines across alcohol and beyond. Join the Nielsen team as they share the latest trends across adult beverages and highlight consumer needs that are driving growth across beverage alcohol.</p> PRESENTED BY: Danny Brager , Senior Vice President, Beverage Alcohol Practice, Nielsen Danelle Kosmal , Vice President, Beverage Alcohol Practice, Nielsen | Olmsted Ballroom 5-7 |
| 10:00 am - 10:10 am | Break SPONSORED BY:  | |

AGENDA

(As of June 25, 2019)

10:10 am - 11:10 am **Shoulder Surfing a Cyber Heist!** Olmsted Ballroom 5-7

The problem with most companies, and even regular people, is they never think a cyber criminal is going to target them! The best way to prove that is not true is to watch as Jayson E. Street, Hacker, Security Advocate and Professional Thief, attacks a random local business in this area! The scariest thing is not the success rate he has, but how simple and effective his attack methods are! Once everyone is properly educated on the ease a cyber crime can be committed, Jayson will show you ways to better defend yourself. After watching the first half of the talk, you definitely will take the second half more seriously!

PRESENTED BY:

Jayson E. Street, Vice President, InfoSec

11:10 am - 12:10 pm **Millennial Consumer Behavior and Millennial Retention in the Workplace** Olmsted Ballroom 5-7

Millennials are the catalyst for change and are rapidly shifting the needle on how products and services need to be marketed and sold. Millennials are an economic force! With \$200B in annual buying power, smart companies know traditional marketing and advertising tactics won't cut it. The need to think mobile and social media first is a must if you want to get a piece of the billion dollar pie. As the digital and social media world evolves, so does the workplace dynamic. In 2016, Millennials surpassed all other generations and are the largest portion of the workforce. It is safe to say, times have changed, which is why it is more important than ever to finally squash millennial misconceptions and stay up to date on trends in order to create fluid communication and positive outcomes between all generations in the workplace. This presentation will give you a deeper understanding of the Millennial mindset while shedding light on the most influential and impactful marketing strategies that appeal to Millennial and GenZ consumers today.

PRESENTED BY:

Chelsea Krost, Top 20 Millennial Marketing & Brand Strategist, America's Leading Millennial Influencer, Host #MillennialTalk

12:10 pm **Final Call for Committee Nominations and Vote** Olmsted Ballroom 5-7

12:10 pm - 1:10 pm **Lunch** Olmsted Ballroom 4

SPONSORED BY:



AGENDA

(As of June 25, 2019)

1:15 pm - 3:15 pm

Developing Personal Leadership

Olmsted Ballroom 5-7

It's time to do some soul searching. What kind of leader do you want to be, and how can you make that happen? Are you leading by example? Is your leadership style the best it can be? Are you getting the best results for yourself, your team and your organization? In order to develop your most effective personal leadership style, you should consider each of those questions and focus on establishing a style that will enable you to achieve all of your goals. Join us as veteran Executive Coach and Dale Carnegie trainer, Dan Parsons, helps you to develop your personal leadership style during this two-hour interactive workshop.

PRESENTED BY:

Dan Parsons, Executive Coach and Dale Carnegie Trainer

3:30 pm - 4:25 pm

New Industry Technology

Olmsted Ballroom 5-7

PRESENTED BY:

Ground Signal

Ground Signal is a location-based insights company that offers consumer-centric on-premises account segmentation. They will discuss the importance of leveraging consumer behaviors and account characteristics for accurate segmentation. They will also demonstrate the power of matching account depletions with previously inaccessible consumer and account data to better prioritize accounts and identify untapped market opportunities

Provi

Provi is the leading B2B marketplace, connecting retailers and wholesalers in the beverage alcohol industry. Provi streamlines the ordering process for retailers, allowing them to search, shop and discover over 100,000 products in the market. For wholesalers, Provi provides an integrated solution that removes rep order data entry and markets your products to retailers at the point of purchase - driving increased sales and lower cost to serve. Hear about how Provi is partnering with some of the largest wholesalers across the US.

4:25 pm

CLD Wrap-Up

Olmsted Ballroom 5-7

5:30 pm

Depart for Closing Night Event

Hotel Lobby

6:00 pm - 9:00 pm

Derby Museum & Churchill Downs Closing Night Reception and Dinner

Join all attendees at the CLD Conference's final night networking event! Go on a behind the scene tour of Churchill Downs racetrack, enjoy a walk through the Derby museum, and try a variety of bourbons and other spirits from our evening sponsors.

SPONSORED BY:

 Beam SUNTORY



 luxco



REGISTER ONLINE TODAY!

Click [here](#) to register for the 2019 CLD Leadership Skills Conference.

Wholesaler Member Registration: \$975

Supplier Registration: \$525

Spouse/Guest Registration: \$495

This registration allows your guest to participate in the receptions and the dinners.

Omni Louisville Hotel \$189**

***plus taxes per night*

QUESTIONS?

Contact
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(202) 243 - 7516

For more information, visit
swa.org