2017 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)
LEADERSHIP SKILLS CONFERENCE

EDUCATING
Today's Rising Managers

FORGING
Skills Needed in Today's Marketplace

BUILDING
Connections Across Tiers

JULY 16 - 18, 2017 | HOTEL VAN ZANDT | AUSTIN, TEXAS
It’s the live music capital of the world. The home of South by Southwest.

It’s the crossroads of education, new technology and Lone Star Republic—and a mecca for local foodies and beverage connoisseurs from around the world.

A little bit country; a little bit rock and roll, and a whole lot of Texas.

Whether your taste runs to a cold Texas-brewed beer or a hand-crafted cocktail or one of the state’s well-regarded wines, we’ve got what you’re looking for—plus packed educational and informational sessions mixed in—plan to join us at the 2017 WSWA Council for Leadership Development (CLD) Leadership Skills Conference to be held in Austin, Texas July 16-18, 2017.

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?
Contact: Kari Langerman, Sr. Director, Meetings and Conventions
kari@wswa.org
(202) 243-7516
SUNDAY, JULY 16:
Arrive Sunday and connect with other attendees at the Opening Reception. 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 17:
Monday kicks off with an early breakfast program and includes a full day of engaging educational sessions and networking breaks. Enjoy traditional Tex-Mex with a Polynesian twist for dinner at Austin’s famous Hula Hut—sponsored by Tito’s Handmade Vodka.

TUESDAY, JULY 18:
Attendees will enjoy a full day of sessions including an industry trends update from Nielsen, panels on the craft beer and fine wine industries, and a session on the evolving technology in online wine sales.

Tuesday concludes with a reception and dinner complete with food trucks, cocktails, distillery tours, and outdoor games at Austin’s own Deep Eddy Distillery.

DEPARTURES:
Late Tuesday and all day Wednesday.
## Sunday, July 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 2:00 pm - 4:00 pm | Committee Meeting  
(CLD Officers Only)                                               |
| 5:30 pm - 6:30 pm | Opening Reception  
SPONSORED BY: Idealease                                              |
| 6:30 pm  | Depart for Dinner Location(s)                                          |
|          | SMALL GROUP DINNERS:                                                   |
|          |   - Fixe, 500 West 5th St.                                            |
|          |   - Lonesome Dove, 419 Colorado St.                                   |
|          |   - Red Ash, 303 Colorado St. #200                                     |
|          |   - Trulucks, 400 Colorado St.                                         |
| 9:30 pm  | After Dinner Meet-up                                                  |
|          | SPONSORED BY: Born & Bred, Lavaca St. Bar, 405 Lavaca St.             |
TENTATIVE
AGENDA
(As of June 16, 2017)

MONDAY, JULY 17

8:00 am  Breakfast

8:15 am  Opening/Welcome

8:30 am - 9:00 am  Sponsor Presentation

9:00 am - 9:15 am  Women’s Leadership Council (WLC) Update
  SPEAKER: Catherine McDaniel, Vice President, Federal Affairs, WSWA

9:15 am - 10:15 am  Presentation by:
  Amy Hoopes, President, Wente Family Estates

10:15 am - 10:30 am  Break

10:30 am - 11:30 am  Presentation by:
  John Esposito, Chairman, Real McCoy Spirits

11:35 am - 12:15 pm  WSWA Government Affairs Update

12:15 pm - 1:30 pm  Lunch
  SPONSORED BY: Inventiv Software

1:45 pm - 2:45 pm  Presentation by:
  Mark Teasdale, President, Proximo Spirits

2:45 pm - 3:00 pm  Break

3:00 pm - 4:00 pm  Marijuana Legislation Update
  SPEAKER: Steve Fox, Director, VS Strategies

4:00 pm - 4:45 pm  Presentation by:
  Jean-Charles Boisset, President, Boisset Collection

4:45 pm  Call for Committee Nominations and Day 1 Wrap-Up

5:30 pm  Depart for Reception and Dinner

6:00 pm - 8:30 pm  Riverboat Dinner Cruise
  Depart from Hula Hut
  SPONSORED BY: Tito’s Handmade Vodka

9:30 pm  Rainey Street Pub Crawl
## TENTATIVE AGENDA
(As of June 16, 2017)

### TUESDAY, JULY 18

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<tr>
<td>8:00 am</td>
<td><strong>Breakfast</strong>&lt;br&gt;SPONSORED BY: Beverage Media Group</td>
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<tr>
<td>8:30 am - 9:00 am</td>
<td><strong>Beverage Media Group Presentation</strong></td>
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<tr>
<td>9:05 am - 10:00 am</td>
<td><strong>Industry Trends Update</strong>&lt;br&gt;PRESENTED BY:&lt;br&gt;Danny Brager, Senior Vice President, Beverage Alcohol Practice; Nielsen</td>
<td><strong>Nielsen</strong></td>
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<td>10:00 am - 10:10 am</td>
<td><strong>Break</strong>&lt;br&gt;SPONSORED BY: Nielsen</td>
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<tr>
<td>10:10 am - 11:10 am</td>
<td><strong>Craft Beer Panel</strong>&lt;br&gt;MODERATED BY:&lt;br&gt;Scott Metzger, Founder, Freetail Brewing Co.&lt;br&gt;PANELISTS:&lt;br&gt;Kevin Lemp, Founder, 4 Hands Brewing Co.&lt;br&gt;Rob Cartwright, Co-Founder, Independence Brewing&lt;br&gt;Paul Kirbabas, Chief Revenue Officer, Sweetwater Brewing</td>
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<tr>
<td>11:15 am - 12:15 pm</td>
<td><strong>Family-Owned Wineries and Future Strategy for Growth</strong>&lt;br&gt;MODERATED BY:&lt;br&gt;Philana Bouvier, Senior Vice President, New Business Development, Young’s Market Company&lt;br&gt;PANELISTS:&lt;br&gt;Jennifer Engel, Vice President of Sales, Santa Margherita USA&lt;br&gt;Reagan Rombauer Blackwood, Third Generation, Winery Representative, Rombauer Vineyards</td>
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<td>12:15 pm - 1:30 pm</td>
<td><strong>Lunch</strong>&lt;br&gt;SPONSORED BY: Dimensional Insight</td>
<td><strong>Dimensional Insight</strong></td>
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<td>1:45 pm - 3:15 pm</td>
<td><strong>Family Leadership and Governance</strong>&lt;br&gt;Don Carlson, J.D., Lansberg Gersick</td>
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<td>3:20 pm - 4:20 pm</td>
<td><strong>Beverage Alcohol Industry and Technology Panel</strong></td>
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<td>4:20 pm - 4:40 pm</td>
<td><strong>WSWA Communications and Membership Update</strong></td>
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<td>4:40 pm</td>
<td><strong>CLD Wrap-Up</strong></td>
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<tr>
<td>5:30 pm – 9:00 pm</td>
<td><strong>Closing Night Reception &amp; Dinner at Deep Eddy Distillery</strong>&lt;br&gt;SPONSORED BY: Heaven Hill Brands &amp; Deep Eddy</td>
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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
• Next generation leaders
• Young executives

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

UNIQUE FEATURES AT CLD 2017:

• Listen and engage as expert panelists discuss brand acquisition, craft beer, fine wine, and technology.
• Hear from industry-leading experts including Nielsen’s Danny Brager, Constellation Brands’ Bill Newlands, Wente Family Estates President, Amy Hoopes 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/membership development programs.

PREVIOUS SESSIONS AND SPEAKERS INCLUDE:

• A look at what’s trending in the beverage market from experts like GuestMetrics and Neilsen;
• 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 marijuana 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!
Austin has a vibe all its own; not only is it known as the “Live Music Capital of the World,” its offbeat scene gave rise to the city’s other motto, “Keep Austin Weird”—a way to keep the focus on the independent artisans and entrepreneurs who helped build it into the attraction it is today. With a vibrant mass of bars and music venues that launched the careers of artists like Willie Nelson and Janis Joplin, which continue to be a focal point of Austin’s culture, an Austin trip will make you feel both that you’re far from anywhere you’ve ever been in the U.S.—yet somehow perfectly at home.”

- Travel & Leisure

“The Austin region has seemingly overnight become a hotbed for craft brewers and distillers.”

- Austin Business Journal

“Austin, a university town with offbeat appeal and an entrepreneurial spirit, provides spirit makers with a ready-made customer base of young customers and hipsters — many of whom are known to gorge on artisanal foods, coffee and liquor.”

- CNBC
Click [here](#) to register for the 2017 CLD Leadership Skills Conference.

**Member Registration:** $950

**Spouse/Guest Registration:** $495
   *This registration allows your guest to participate in the receptions and the dinners.*

**Hotel Van Zandt**
   *plus taxes per night*
   $299**

**QUESTIONS?**

Contact
Kari Langerman
[kari@wswa.org](mailto:kari@wswa.org)
(202) 243 - 7516

For more information, visit [wswa.org](http://wswa.org)