

TENTATIVE  
**AGENDA**

(As of August 30, 2017)



## THURSDAY, SEPTEMBER 14

1:00 pm - 4:00 pm

### **Philanthropic Event to Benefit House of Ruth**

Network and give back! Meet other attendees as we support a worthy cause for a DC shelter for homeless women and children.

Madeleine Room, Sofitel Washington DC Lafayette Square



5:00 pm - 6:30 pm

### **Reception**

WSWA Office: 805 15th St. NW Ste. 430, Washington, DC

6:45 pm

### **Opening Night Networking Dinner**

Joe's Seafood, Prime Steak & Stone Crab | 750 15th St NW, Washington, DC

## FRIDAY, SEPTEMBER 15

8:30 am - 9:00 am

### **Breakfast**

OPENING REMARKS BY:

**Dina Opici**, WLC Chair; Opici Family Distributing

SPONSORED BY: **Beverage Media Group**



9:00 am - 9:30 am

### **WSWA Government Affairs Update**

Meet our team of female lobbyists, learn about legislative issues relevant to wholesalers at the federal and state level, and better understand the political process to achieve WSWA goals.

**Heather Calio**, Director, State Affairs

**Ali Prolago Gormley**, Senior Director, Federal Affairs

**Ashley Lantz**, Senior Director, Federal Affairs

9:35 am - 10:35 am

### **Women of Capitol Hill**

Hear from a bipartisan, bicameral panel of top Hill staff leaders on their career paths in Washington, challenges and opportunities, as well as, key tactics to get ahead.

PANEL MODERATED BY:

**Jenn Zenker**, Breakthru Beverage Group

PANELISTS:

**Sarah Benzing**, Chief of Staff to Senator Sherrod Brown (D-OH)

**Shuwanza Goff**, Floor Director for House Minority Whip Steny Hoyer (D-MD)

**Barrett Karr**, Chief of Staff to House Majority Leader Kevin McCarthy (R-CA)

**Monica Popp**, Chief of Staff to Senate Majority Whip John Cornyn (R-TX)

10:35 am - 10:50 am

### **Break**

2017 WLC CONFERENCE

SEPTEMBER 14-15 | SOFITEL WASHINGTON DC LAFAYETTE SQUARE

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## FRIDAY, SEPTEMBER 15 (Cont.)

10:50 am - 11:50 am

### **Women & Whiskey Trends & Tasting**

Learn about the latest whiskey trends, participate in a whiskey tasting 101 and increase your knowledge on how to market whiskey to women.

**SPEAKER:**

**Heather Greene**, Spirits Expert, Author

11:50 am - 1:00 pm

### **Lunch**

**SPONSORED BY: Dimensional Insight**



1:10 pm - 2:10 pm

### **Breaking Digital Barriers to Benefit Brands**

This session is a twofer! Learn how one woman transformed her role at Google by using an active career pathing approach to define a route to senior leadership in Washington, D.C. Secondly, learn ways to increase value by utilizing digital tools to support supplier goals and better market brands to retailers.

**SPEAKER:**

**Lee Dunn**, Google

2:15 pm - 3:15 pm

### **Cracking the Confidence Code - What Women Need to Know**

In this candid, motivational speech, Claire Shipman offers up the most compelling and surprising new research from her latest book, *The Confidence Code*, which suggests that confidence may well be the missing ingredient for women today who are eager to find both success and satisfaction at work and at home. Women are achieving unprecedented success in public and private sectors. But still, there's a dark shadow of doubt that women can nurture—doubt about their ideas, their abilities, their right to rule at the top. Just one example of the real-world results: women won't apply for promotions, according to some studies, unless they have 100% of the qualifications. Men will go for that job when they have 60% of the qualifications. Shipman gets to the bottom of the female confidence conundrum with basic, provocative questions.

**SPEAKER:**

**Claire Shipman**, Women's Leadership Expert; Longtime Television News Reporter; and New York Times Best-Selling Author, *The Confidence Code* and *Womenomics*

3:15 pm

### **Conference Wrap Up**

3:15 pm - 4:00 pm

### **Claire Shipman Book Signing**

Paris Ballroom Foyer