

TENTATIVE
AGENDA

(As of August 3, 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 at a DC shelter for homeless women and children.

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



5:00 pm - 6:30 pm

Reception

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

6:30 pm

Depart for Dinner

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

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

10:50 am - 11:50 am

Women & Whiskey Trends & Tasting

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

SPEAKER:

Heather Greene, Whiskey Sommelier

2017 WLC CONFERENCE

SEPTEMBER 14-15 | SOFITEL WASHINGTON DC LAFAYETTE SQUARE

TENTATIVE
AGENDA

(As of August 3, 2017)



FRIDAY, SEPTEMBER 15 (Cont.)

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

The Importance of Confidence

A newswoman with over a decade of experience covering the world's biggest stories shares an informative and practical guide to understanding the importance of confidence—and learning how to achieve it.

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