

# 2019 WOMEN'S LEADERSHIP COUNCIL (WLC) CONFERENCE AGENDA




## WEDNESDAY, SEPTEMBER 11


1:30 pm - 3:15 pm	<b>Philanthropic Event to Benefit Operation Gratitude</b>	<i>Rosemont Room (Alexandrian Hotel)</i>
	Demonstrating that actions speak louder than words, Operation Gratitude, a 501(c)(3) organization, provides tangible ways to forge strong bonds between Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude, and meaningful engagements in communities nationwide.	
4:30 pm - 5:15 pm	<b>WSWA Strategic Priorities</b>	<i>Rosemont Room (Alexandrian Hotel)</i>
	PRESENTATION BY: <b>Michelle Korsmo</b> , President and CEO, WSWA <b>Philana Bouvier</b> , WLC Chair, Young's Market Company <b>Jessica Cyr</b> , WLC Vice Chair, Martignetti Companies	
5:30 pm	<b>Depart for Hotel Reception &amp; Dinner</b>	<i>Hotel Lobby</i>
	<i>Transportation sponsored by Uber. Please use the code sent to you via email prior to the conference to book your rides.</i>	
6:00 pm - 7:15 pm	<b>Welcome Reception</b>	<i>Upper Garden, Mount Vernon Estate</i>
	<i>Tours of the mansion will be available throughout the reception.</i>	
	SPONSOR REMARKS BY: <b>Caroline Dewhirst</b> , Director of Sales, JF Hillebrand	
7:20 pm - 9:15 pm	<b>Opening Night Networking Dinner</b>	<i>Mount Vernon Inn Restaurant</i>
	SPONSOR REMARKS BY: <b>Nancy Berkowitz</b> , Industry Vice President, Dimensional Insight	
9:15 pm	<b>Depart from Mount Vernon</b>	
9:30 pm - 11:00 pm	<b>After Dinner Meet-Up</b>	<i>Alexandrian Hotel Courtyard</i>
	SPONSOR REMARKS BY: <b>Jossie Conde</b> , Associate Banker, Beverage Banking, J.P. Morgan <b>Warren Redfern</b> , Beverage Banking - Specialized Industries, J.P. Morgan J.P.Morgan	



## THURSDAY, SEPTEMBER 12

7:00 am	<b>Depart Hotel for Mount Vernon</b>	<i>Hotel Lobby</i>
7:30 am - 8:10 am	<b>Networking Breakfast and Sponsor Exhibit Room Open</b>	<i>Rubenstein Leadership Hall</i>
8:10 am - 8:20 am	<b>Opening Remarks</b> OPENING REMARKS BY: <b>Philana Bouvier</b> , WLC Chair, Young's Market Company	<i>Rubenstein Leadership Hall</i>
8:20 am - 8:35 am	<b>Defining American Leadership Through the Eyes of George and Martha Washington</b> WELCOME AND REMARKS BY: <b>Doug Bradburn</b> , President, Mount Vernon	<i>Rubenstein Leadership Hall</i>
8:35 am - 9:35 am	<b>Empower Session: Servant Leadership</b> As a servant leader, one promotes the well-being and growth of the people in the organization with the goal of having a team that feels empowered, valued, and respected. This session will cover tactics for leaders to gain trust and authority versus gaining power which sets the stage for developing a highly reliable workplace. PRESENTATION BY: <b>Brigadier General Dr. Sharon Bannister</b> , Command Surgeon, Headquarters Air Combat Command, United States Air Force	<i>Rubenstein Leadership Hall</i>
9:35 am - 9:50 am	<b>Networking Break in Sponsor Exhibit Room</b>	<i>Location TBD</i>
9:50 am - 10:05 am	<b>Elevate Session Introduction and Sponsor Remarks</b> SPONSOR REMARKS BY: <b>Michelle Noonan</b> , Supplier Reporting Services, Vermont Information Processing (VIP)	<i>Rubenstein Leadership Hall</i>
10:05 am - 10:50 am	<b>Elevate Session: Creating Your Own Career Path, Taking Chances, and Embracing Challenges</b> Whether you are self-made, had a mentor throughout your career or just winging it, learn how to find opportunities to sidestep and climb the ladder with applicable examples from Nicole's innovative path. PRESENTATION BY: <b>Nicole Austin</b> , General Manager and Distiller, Cascade Hollow Distillery SPONSORED BY: 	<i>Rubenstein Leadership Hall</i>



10:50 am - 11:50 am	<b>The Future of the Wholesaler Tier</b>	<i>Rubenstein Leadership Hall</i>
	<p>Hear about four defining elements that impact our tier: 1) Development of WSWA's SipSource report; 2) The recent outcome of the Supreme Court <i>Tennessee</i> decision; 3) Cannabis and CBD Beverages; and 4) TTB trade practice enforcement priorities. This session will be an opportunity to learn about WSWA's latest tool, SipSource - the only source for wine and spirits trends and share, based on aggregated distributor depletion data. Gain historical perspective of the 21<sup>st</sup> amendment and take a deep dive into the impact of the recent Supreme Court <i>Tennessee</i> decision. Explore the latest trend of CBD beverages and how cannabis is impacting our tier. And lastly, a discussion about recent developments with TTB's trade practice enforcement.</p> <p><b>PRESENTATION BY:</b>  <b>Jo Moak</b>, Senior Vice President and General Counsel, WSWA  <b>Jake Hegeman</b>, Assistant General Counsel, Legal and Regulatory Affairs, WSWA</p>	
11:50 am - 12:05 pm	<b>Lunch Sponsor Presentation</b>	<i>Rubenstein Leadership Hall</i>
	<p><b>SPONSOR REMARKS BY:</b>  <b>Todd Craig</b>, Chief Marketing Officer, Blue Ridge Global</p>	
12:05 pm - 1:15 pm	<b>Networking Lunch and Sponsor Exhibit Room Open</b>	<i>Founder's Terrace</i>
	<p><i>Rare Books Room tours will be available.</i></p> <p><b>SPONSORED BY:</b>  <b>BLUE RIDGE</b>  <small>FOR A MORE FORESEEABLE FUTURE</small></p>	
1:20 pm - 2:50 pm	<b>Educate Session (Part 1): Diversity, Inclusion and Bias (DIBs)</b>	<i>Rubenstein Leadership Hall</i>
	<p>Participants in this session will leave with a firmer understanding of the impact diversity, inclusion and bias has on all of us. Together we will explore data from macro to micro to individual, with the intent of: heightening all of our understandings, exploring best practices, and devising strategies for ourselves and our organizations to increase impact and make a real difference.</p> <p><b>PRESENTATION BY:</b>  <b>James Pogue Ph.D.</b>, CEO and President, JP Enterprises</p>	
2:50 pm - 3:15 pm	<b>Networking Break in Sponsor Exhibit Room</b>	<i>Location TBD</i>
3:15 pm - 3:30 pm	<b>Educate Session Introduction and Sponsor Remarks</b>	<i>Rubenstein Leadership Hall</i>
	<p><b>SPONSOR REMARKS BY:</b>  <b>Kristen Wolfe Bieler</b>, Senior Editor, Beverage Media Group  <b>Erica Duecy</b>, VP Content, Founding Editor in Chief, SevenFifty</p>	

# AGENDA

3:30 pm - 4:45 pm **Educate Session (Part 2): Developing Tactful Communication Skills to Manage the Generational Mix and Improve Performance and Engagement in a Multi-Generational Work Force** *Rubenstein Leadership Hall*

This interactive session will provide crucial, instrumental best practices to breakdown communications barriers across generations.

PRESENTATION BY:

**Alissa Carpenter M.Ed.**, Facilitator and Keynote Speaker; Principal Owner, “Everything’s Not OK and That’s Okay” and “Humanize Your Workforce” Podcasts

SPONSORED BY:



4:45 pm - 5:30 pm **Leading In Times of Change** *Rubenstein Leadership Hall*

PRESENTATION BY:

**Dr. Peter Cressy**, RADM Retired, Director, George Washington Leadership Institute  
**Michelle Korsmo**, President and CEO, WSWA

5:30 pm - 5:35 pm **Closing Remarks: Making Three Commitments** *Rubenstein Leadership Hall*

PRESENTATION BY:

**Philana Bouvier**, WLC Chair, Young’s Market Company

5:40 pm **Depart for Distillery**  
*Mount Vernon Shuttle will transport attendees from the Library to the Distillery.*

5:50 pm **Closing Reception at George Washington’s Distillery**  
SPONSOR REMARKS BY:  
**Harrison Rea**, Director of Operations Inventiv

6:50 pm **Depart Distillery**

7:15 pm - 9:30 pm **Small Group Networking Dinners** *Locations TBD*

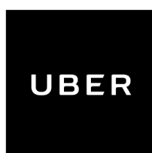
- **Blackwall Hitch**, 5 Cameron Street
- **Magnolia’s on King**, 703 King Street

SPONSORED BY:



ADDITIONAL SPONSORS INCLUDE:

## Transportation



## WiFi/Internet



## Welcome Gifts

