

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

WSWA  
WOMEN'S  
LEADERSHIP  
COUNCIL

EDUCATE. ELEVATE. EMPOWER



## WEDNESDAY, SEPTEMBER 11

1:30 pm - 3:15 pm

### **Philanthropic Event to Benefit Operation Gratitude**

*Rosemont Room (Alexandrian Hotel)*

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.

SPONSOR REMARKS BY:

**Pam Littlewood**, State Manager GA & SC, Tito's Handmade Vodka



4:30 pm - 5:15 pm

### **WSWA Strategic Priorities**

*Rosemont Room (Alexandrian Hotel)*

PRESENTATION BY:

**Michelle Korsmo**, President and CEO, WSWA

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

**Jessica Cyr**, WLC Vice Chair, Martignetti Companies

5:30 pm

### **Depart for Hotel Reception & Dinner**

*Hotel Lobby*

*Transportation sponsored by Uber. Please use the code sent to you via email prior to the conference to book your rides.*

6:00 pm - 7:15 pm

### **Welcome Reception**

*Upper Garden, Mount Vernon Estate*

*Tours of the mansion will be available throughout the reception.*

SPONSOR REMARKS BY:

**Caroline Dewhirst**, Director of Sales, Hillebrand



7:20 pm - 9:15 pm

### **Opening Night Networking Dinner**

*Mount Vernon Inn Restaurant*

SPONSOR REMARKS BY:

**Nancy Berkowitz**, Industry Vice President, Dimensional Insight



SPECIAL GUEST:

**Anne "Dede" Neal Petri**, 5<sup>th</sup> Vice Regent, Mount Vernon Ladies Association

9:15 pm

### **Depart from Mount Vernon**

9:30 pm - 11:00 pm

### **After Dinner Meet-Up**

*Alexandrian Hotel Courtyard*


SPONSOR REMARKS BY:

**Jossie Conde**, Associate Banker, Beverage Banking, J.P. Morgan


**Jim Vail**, Executive Director, 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>Founder's Terrace and Coulson &amp; Gaines Meeting Rooms</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>Coulson &amp; Gaines Meeting Rooms</i>
9:50 am - 10:05 am	<b>Elevate Session Introduction and Sponsor Remarks</b> SPONSOR REMARKS BY: <b>Michele 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 market 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>Tracy Coon</b>, Business Consulting, Blue Ridge Global</p>	
12:05 pm - 1:15 pm	<b>Networking Lunch and Sponsor Exhibit Room Open</b>	<i>Founder's Terrace and Coulson &amp; Gaines Meeting Rooms</i>
	<p><i>Rare Books Room tours will be available.</i></p>	
	<p><b>SPONSORED BY:</b>  <b>BLUE RIDGE</b> FOR A MORE FORESEEABLE FUTURE</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>Coulson &amp; Gaines Meeting Rooms</i>
3:15 pm - 3:30 pm	<b>Educate Session (Part 2) 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*

Change is inevitable. Learning how to lead through times of change can have a positive impact on one’s career trajectory. This session will provide insights into how George Washington lead our emerging nation and how those lessons can be applied to your work today.

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:

**Amy Kirson-Rea**, Chief Operating Officer, Inventiv

**Harrison Rea**, Director of Operations, Inventiv



6:50 pm

## **Depart Distillery**

7:15 pm - 9:30 pm

## **Small Group Networking Dinners**

- **Blackwall Hitch**, 5 Cameron Street
- **Magnolia’s on King**, 703 King Street
- **Landini Brothers Restaurant**, 115 King Street

SPONSORED BY:



ADDITIONAL SPONSORS INCLUDE:

### **Transportation**



### **Welcome Gifts**

