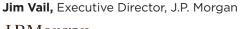
2019 WOMEN'S LEADERSHIP COUNCIL (WLC) CONFERENCE AGENDA

	WEDNESDAY, SEPTE	MBER 11	
1:30 pm - 3:15 pm	Philanthropic Event to BenefitRosemont Room (Alexandrian Hotel)Operation Gratitude		
	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.		Títo's.
	Pam Littlewood, State Manager GA & SC, Tito's Handmade Vodka		Handmade
4:30 pm - 5:15 pm	WSWA Strategic Priorities	Rosemont Room (Ale	xandrian 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, Moun	t Vernon Estate
	Tours of the mansion will be available throughout the reception.		
	SPONSOR REMARKS BY:	E	
	Caroline Dewhirst, Director of Sales, Hillebrand		
7:20 pm - 9:15 pm	Opening Night Networking Dinner	Mount Vernor	n Inn Restaurant
	SPONSOR REMARKS BY:		imensional
	Nancy Berkowitz, Industry Vice President, Dimensional Insight 😵 💷 א א א גער אין א א א א א א א א א א א א א א א א א א		
	SPECIAL GUEST:		
	Anne "Dede" Neal Petri, 5 th Vice Regent, Mount Vernon Ladies Association		
9:15 pm	Depart from Mount Vernon		
9:30 pm - 11:00 pm	After Dinner Meet-Up	Alexandrian I	Hotel Courtyard
	SPONSOR REMARKS BY:		
	Jossie Conde, Associate Banker, Beverage Banking, J.P. Morgan		



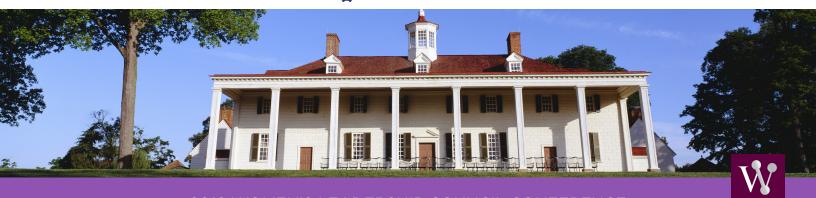




2019 WOMEN'S LEADERSHIP COUNCIL CONFERENCE SEPTEMBER 11-12 | MOUNT VERNON, GEORGE WASHINGTON LEADERSHIP INSTITUTE, ALEXANDRIA, VA



THURSDAY, SEPTEMBER 12			
7:00 am	Depart Hotel for Mount Vernon	Hotel Lobby	
7:30 am - 8:10 am	Networking Breakfast and Sponsor Exhibit Room Open	Founder's Terrace and Coulson & Gaines Meeting Rooms	
8:10 am - 8:20 am	Opening Remarks OPENING REMARKS BY: Philana Bouvier, WLC Chair, Young's Market Compa	Rubenstein Leadership Hall	
8:20 am - 8:35 am	Defining American Leadership Through the Eyes of George and Martha Washington WELCOME AND REMARKS BY: Doug Bradburn, President, Mount Vernon	Rubenstein Leadership Hall	
8:35 am - 9:35 am	Empower Session: Servant LeadershipRubenstein Leadership HallAs 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:Brigadier General Dr. Sharon Bannister, Command Surgeon, Headquarters Air Combat Command, United States Air Force		
9:35 am - 9:50 am	Networking Break in Sponsor Exhibit Room Coulson & Gaines Meeting Rooms		
9:50 am - 10:05 am	Elevate Session Introduction and Sponsor Remarks sponsor remarks by: Michele Noonan, Supplier Reporting Services, Verm	Rubenstein Leadership Hall	
10:05 am - 10:50 am	Elevate Session: Creating Your Own Career Path, Taking Chances, and Embracing Whether you are self-made, had a mentor throughd it, learn how to find opportunities to sidestep and o examples from Nicole's innovative path. PRESENTATION BY: Nicole Austin, General Manager and Distiller, Cascar SPONSORED BY:	out your career or just winging climb the ladder with applicable	



2019 WOMEN'S LEADERSHIP COUNCIL CONFERENCE EPTEMBER 11-12 | MOUNT VERNON, GEORGE WASHINGTON LEADERSHIP INSTITUTE, ALEXANDRIA, V



10:50 am - 11:50 am	The Future of the Wholesaler Tier Hear about four defining elements that impact ou SipSource report; 2) The recent outcome of the S decision; 3) Cannabis and CBD Beverages; and 4) priorities. This session will be an opportunity to le SipSource - the only source for wine and spirits tr aggregated distributor depletion data. Gain histor Amendment and take a deep dive into the impact <i>Tennessee</i> decision. Explore the latest trend of CE impacting our tier. And lastly, a discussion about the trade practice enforcement.	upreme Court <i>Tennessee</i> TTB trade practice enforcement earn about WSWA's latest tool, rends and market share, based on rical perspective of the 21 st t of the recent Supreme Court 3D beverages and how cannabis is			
	PRESENTATION BY:				
	Jo Moak, Senior Vice President and General Counsel, WSWA				
	Jake Hegeman, Assistant General Counsel, Legal and Regulatory Affairs, WSWA				
11:50 am - 12:05 pm	Lunch Sponsor Presentation	Rubenstein Leadership Hall			
	SPONSOR REMARKS BY:				
	Tracy Coon, Business Consulting, Blue Ridge Glob	bal			
12:05 pm - 1:15 pm	Networking Lunch and Sponsor Exhibit	Founder's Terrace and			
	Room Open	Coulson & Gaines Meeting Rooms			
	Rare Books Room tours will be available.				
	SPONSORED BY: BLUE RIDGE FOR A MORE FORESEEABLE FUTURE				
1:20 pm - 2:50 pm	Educate Session (Part 1): Diversity, Inclusion and Bias (DIBs)	n Rubenstein Leadership Hall			
	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.				
	PRESENTATION BY:				
	James Pogue Ph.D., CEO and President, JP Enterprises				
2:50 pm - 3:15 pm	Networking Break in Sponsor Exhibit Room	Coulson & Gaines Meeting Rooms			
3:15 pm - 3:30 pm	Educate Session (Part 2) Introduction and	Rubenstein Leadership Hall			
	Sponsor Remarks				
	SPONSOR REMARKS BY:				
	Kristen Wolfe Bieler, Senior Editor, Beverage Media Group				
	Erica Duecy, VP Content, Founding Editor in Chief	f, SevenFifty			



AGENDA

3:30 pm - 4:45 pm	Educate Session (Part 2): Developing Communication Skills to Manage the of Mix and Improve Performance and En- in a Multi-Generational Work Force This interactive session will provide crucial, breakdown communications barriers across PRESENTATION BY: Alissa Carpenter M.Ed., Facilitator and Key "Everything's Not OK and That's Okay" and SPONSORED BY:	Generational gagement , instrumental best practices to s generations. note Speaker; Principal Owner, I "Humanize Your Workforce" Podcasts	
1:45 pm - E:70 pm		-	
4:45 pm - 5:30 pm	Leading In Times of Change Change is inevitable. Learning how to lead positive impact on one's career trajectory. George Washington lead our emerging nat to your work today. PRESENTATION BY: Dr. Peter Cressy, RADM Retired, Director, G Michelle Korsmo, President and CEO, WSW	This session will provide insights into how ion and how those lessons can be applied eeorge Washington Leadership Institute	
5:30 pm - 5:35 pm	Closing Remarks: Making Three CommitmentsRubenstein Leadership HallPRESENTATION 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: GREATVINES		

ADDITIONAL SPONSORS INCLUDE:

Transportation

UBER

Welcome Gifts





2019 WOMEN'S LEADERSHIP COUNCIL CONFERENCE SEPTEMBER 11-12 | MOUNT VERNON, GEORGE WASHINGTON LEADERSHIP INSTITUTE, ALEXANDRIA, VA