## WEDNESDAY, SEPTEMBER 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>1:30 pm - 3:15 pm</td>
<td><strong>Philanthropic Event to Benefit Operation Gratitude</strong>&lt;br&gt;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.</td>
<td>Rosemont Room (Alexandrian Hotel)</td>
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<td>SPONSOR REMARKS BY:&lt;br&gt;Pam Littlewood, State Manager GA &amp; SC, Tito’s Handmade Vodka</td>
<td>Tito's Handmade Vodka</td>
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<td>4:30 pm - 5:15 pm</td>
<td><strong>WSWA Strategic Priorities</strong>&lt;br&gt;Presentation by:&lt;br&gt;Michelle Korsmo, President and CEO, WSWA&lt;br&gt;Philana Bouvier, WLC Chair, Young’s Market Company&lt;br&gt;Jessica Cyr, WLC Vice Chair, Martignetti Companies</td>
<td>Rosemont Room (Alexandrian Hotel)</td>
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<td>5:30 pm</td>
<td><strong>Depart for Hotel Reception &amp; Dinner</strong>&lt;br&gt;Transportation sponsored by Uber. Please use the code sent to you via email prior to the conference to book your rides.</td>
<td>Hotel Lobby</td>
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<tr>
<td>6:00 pm - 7:15 pm</td>
<td><strong>Welcome Reception</strong>&lt;br&gt;Tours of the mansion will be available throughout the reception.</td>
<td>Upper Garden, Mount Vernon Estate</td>
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<td>SPONSOR REMARKS BY:&lt;br&gt;Caroline Dewhirst, Director of Sales, Hillebrand</td>
<td>Hillebrand</td>
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<td>7:20 pm - 9:15 pm</td>
<td><strong>Opening Night Networking Dinner</strong>&lt;br&gt;SPONSOR REMARKS BY:&lt;br&gt;Nancy Berkowitz, Industry Vice President, Dimensional Insight&lt;br&gt;SPECIAL GUEST:&lt;br&gt;Anne “Dede” Neal Petri, 5th Vice Regent, Mount Vernon Ladies Association</td>
<td>Mount Vernon Inn Restaurant</td>
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<tr>
<td>9:15 pm</td>
<td><strong>Depart from Mount Vernon</strong></td>
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<tr>
<td>9:30 pm - 11:00 pm</td>
<td><strong>After Dinner Meet-Up</strong>&lt;br&gt;SPONSOR REMARKS BY:&lt;br&gt;Jossie Conde, Associate Banker, Beverage Banking, J.P. Morgan&lt;br&gt;Jim Vail, Executive Director, J.P. Morgan&lt;br&gt;J.P. Morgan</td>
<td>Alexandrian Hotel Courtyard</td>
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**2019 WOMEN’S LEADERSHIP COUNCIL (WLC) CONFERENCE**

**AGENDA**

**2019 WOMEN’S LEADERSHIP COUNCIL CONFERENCE**

**SEPTEMBER 11-12 | MOUNT VERNON, GEORGE WASHINGTON LEADERSHIP INSTITUTE, ALEXANDRIA, VA**
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<tr>
<td>7:00 am</td>
<td>Depart Hotel for Mount Vernon</td>
<td>Hotel Lobby</td>
</tr>
<tr>
<td>7:30 am - 8:10 am</td>
<td>Networking Breakfast and Sponsor Exhibit Room Open</td>
<td>Founder’s Terrace and Coulson &amp; Gaines Meeting Rooms</td>
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<tr>
<td>8:10 am - 8:20 am</td>
<td>Opening Remarks</td>
<td>Rubenstein Leadership Hall</td>
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<tr>
<td>8:20 am - 8:35 am</td>
<td>Defining American Leadership Through the Eyes of George and Martha Washington</td>
<td>Rubenstein Leadership Hall</td>
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<tr>
<td>8:35 am - 9:35 am</td>
<td>Empower Session: Servant Leadership</td>
<td>Rubenstein Leadership Hall</td>
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<tr>
<td>9:35 am - 9:50 am</td>
<td>Networking Break in Sponsor Exhibit Room</td>
<td>Coulson &amp; Gaines Meeting Rooms</td>
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<tr>
<td>9:50 am - 10:05 am</td>
<td>Elevate Session Introduction and Sponsor Remarks</td>
<td>Rubenstein Leadership Hall</td>
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<tr>
<td>10:05 am - 10:50 am</td>
<td>Elevate Session: Creating Your Own Career Path, Taking Chances, and Embracing Challenges</td>
<td>Rubenstein Leadership Hall</td>
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**Empower Session: Servant Leadership**

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:**

Brigadier General Dr. Sharon Bannister, Command Surgeon, Headquarters Air Combat Command, United States Air Force

**Elevate Session: Creating Your Own Career Path, Taking Chances, and Embracing Challenges**

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:**

Nicole Austin, General Manager and Distiller, Cascade Hollow Distillery

**SPONSORED BY:**

VIP
10:50 am - 11:50 am  **The Future of the Wholesaler Tier**

Hear about four defining elements that impact our tier: 1) Development of WSWA’s SipSource report; 2) The recent outcome of the Supreme Court *Tennessee* 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 21st Amendment and take a deep dive into the impact of the recent Supreme Court *Tennessee* 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.

**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**

**SPONSOR REMARKS BY:**
Tracy Coon, Business Consulting, Blue Ridge Global

12:05 pm - 1:15 pm  **Networking Lunch and Sponsor Exhibit Room Open**

*Rare Books Room tours will be available.*

**SPONSORED BY:**
BLUE RIDGE

1:20 pm - 2:50 pm  **Educate Session (Part 1): Diversity, Inclusion and Bias (DIBs)**

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**

**3:15 pm - 3:30 pm  Educate Session (Part 2) Introduction and Sponsor Remarks**

**SPONSOR REMARKS BY:**
Kristen Wolfe Bieler, Senior Editor, Beverage Media Group
Erica Duecy, VP Content, Founding Editor in Chief, SevenFifty
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**  
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:**  
BMG Beverage Media Group SevenFifty

4:45 pm - 5:30 pm  **Leading In Times of Change**  
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**  
**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:**  
GREATER VINES GoSpotCheck

**ADDITIONAL SPONSORS INCLUDE:**  
**Transportation**  
UBER  
**Welcome Gifts**  
GAP PROMO