



WINE & SPIRITS
WHOLESALERS
OF AMERICA

WSWA MEMBER BENEFITS



ARE YOU FAMILIAR WITH WHAT WE OFFER WSWA MEMBERS?

TAKE A LOOK BECAUSE WE'VE
GROWN OVER THE YEARS...

TOOLS TO HELP YOU IMPROVE YOUR BUSINESS

We offer a number of tools (no additional fee) to help you run your business:

- State Law Database (SLD) - online database of wholesaler-relevant laws in all 50 states and Washington, DC
- SipSource - the only source for aggregated and trended distributor depletion data
- Group purchasing discounts through Distributor Solutions, Inc. (DSI) on health insurance, office supplies, forklifts and much more...



TOOLS TO ADVOCATE FOR THE WHOLESALER

We represent wholesalers before both federal and state legislators and regulators. Many officials don't have a clear understanding or appreciation of what you do so we work on your behalf, so they know the important value you bring. We provide members with:

- A weekly state legislative report that outlines active legislation moving in every state and highlights of trends we are seeing
- Economic data, videos, one pagers, and other resources to explain who you are, the impact you make, and the value you provide
- President and CEO's "Weekly Buzz" email providing an overview of federal government affairs efforts, litigation updates, member offerings, and more
- Participate in WSWA's Virtual Legislative Fly-In to speak directly with lawmakers, attend virtual briefings and share the industry's position on how federal policies impact their businesses
- Opportunity for WSWA to coordinate a scheduled tour of your local warehouse with legislators in your district enabling them to see wholesaler operations firsthand and learn why wholesalers are so valuable
- Opportunity to engage with WSWA PAC, our political action committee which supports pro-wholesaler candidates across the country

NEW! 2021 WSWA MEMBER BENEFITS

NEW TOOLS TO HELP DEVELOP EMPLOYEES

Opportunities to engage with industry peers at every level of business development.

- **NEW!** WSWA has established member lead Councils and member-appointed task forces for the exchange of knowledge, ideas and to problem solve the pain points that businesses face.

E-Commerce

Cannabis

Drizly

Federal Affairs

Leadership Development

Legal Strategy

Operations and IT

Public Relationships & Responsibility

SipSource

State Affairs

Strategic Threats

Talent Development & Diversity

Women's Leadership

- **NEW!** WSWA has developed four new and exciting virtual programming series to better meet the needs of our members:

NEW! WSWA Presents builds programming around timely topics in the wine and spirits industry by positively branding WSWA and its' members by bringing thought leadership to all tiers of our industry.

NEW! Chairman's Spotlight Series provides the platform to present updates about threats, challenges and opportunities to distributors, by providing compelling programming and thought leadership from the highest level of wholesale decision-makers.

NEW! WSWA Access seeks to provide expert guidance, resources and best practices to small production wine & spirits brands as they navigate industry challenges and opportunities by providing influential and unique virtual education.

NEW! Leadership Development Series provides premier executive education that elevates and empowers the current and next generation of our industry's leaders, executives and members.

- **NEW!** WSWA's Women's Leadership Council launched a pilot mentorship program for women wholesalers in 2020 with strong success. This will be a continued benefit to network and with other peers across membership companies.

NEW TOOLS TO CONNECT WITH BRANDS & SUPPLIERS

Opportunities to strengthen your relationship with supplier partners.

- **NEW!** WSWA has created the WSWA Access Advisory Council to bring wholesaler business development experts with supplier brand builders to develop best practices for a route to market guide and dispel the myth of wholesalers only working with large brands.
- **NEW!** WSWA's Convention & Exposition has been recalibrated for 2021 into a new, digital event focused on positioning WSWA Member Wholesalers as industry thought leaders and providing quality connections between brands and distributors. WSWA is expanding our popular Brand Battle to a tournament-style competition. Judging panels will be made up of WSWA distributors and focus on individual product categories including Tequila, Whiskey/Bourbon, Ready to Drink, Wines and more - all culminating in a final Battle of the Brands later this Fall!

NEW TOOLS TO ADVOCATE FOR THE WHOLESALER

We offer a number of resources for our members to be better advocates for themselves and this year we're adding two powerful tools that can better help your team navigate legislative and regulatory challenges.

- **NEW!** Project 21: An Alcohol Industry Alliance is a grassroots advocacy network to amplify wholesaler employee voices as a force multiplier across the country. Project 21 is on a mission to bring the 21st Amendment into the 21st Century and take action on issues impacting the wholesaler at the state, local and federal level.
- **NEW!** Access to FOCUS: A legislative and regulatory state tracking database of bills impacting wholesalers and weekly written reports authored by state tracking experts for members to utilize with complimentary access and training.

WSWA MEMBER BENEFITS



EXPAND YOUR NETWORK THROUGH EXECUTIVE TRAINING AND DEVELOPMENT

Opportunities to build relationships with your peers—discussing common challenges and sharing best practices. Our number one priority is the health and wellbeing of our members and event attendees. We look forward to seeing everyone in person as soon as it is safe to do so once again!

- WSWA's Annual Convention & Exposition providing the only U.S. event linking wholesalers, importers and exporters with suppliers and service providers in the industry.
- Council for Leadership Development (CLD) Leadership Skills Conference annual executive training program for the next generation of wholesaler member industry leaders
- Women's Leadership Council (WLC) Conference annual program connects current and future women leaders in the wholesale tier with an opportunity to further educate, inspire and equip WSWA wholesaler members to expand their role in the industry
- The WSWA Forum is the governance meeting where board members determine next year's agenda and provide direction on legislative, legal and regulatory matters while providing the opportunity to network with fellow wholesalers, state association executives, connect with membership peers during Council and Task Force meetings and a host of interesting speakers



LOOKING OUT FOR OUR WHOLESALER FAMILY

Fifty \$2,000 college scholarships are offered each year through the WSWA Educational Foundation—exclusively for your employees' college-attending children.

370+

Member companies

80%

Of wine and spirits sold at wholesale in America by WSWA members

1943

Year WSWA was founded

2,500+

Annual convention attendees

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