



MEDIA CONTACT

Michael Bilello
Executive Vice President, Strategic Communications & Marketing
michael@swa.org | (202) 716-4805

FOR IMMEDIATE RELEASE

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WSWA Women's Leadership Council Wraps Up its Annual Conference in Washington, D.C.

WSWA members gather to educate, elevate, and empower women in wholesale across the country

WASHINGTON, D.C. 9/28/2023 – The annual Wine & Spirits Wholesalers of America (WSWA) Women's Leadership Council (WLC) Conference wrapped last Friday evening after two days of programming at the InterContinental at The Wharf in Washington, D.C. Over sixty women from WSWA member companies across the country attended the leadership development event with a focus on building a personal brand and elevating women across the wholesale tier. Attendees were joined by nine sponsors, who contributed to the success of the event.

This conference has lasting impact," said WLC Chair and Director of Diversity and Inclusion at Breakthru Beverage Group Hillary Wirtz. "The women that were in this room six years ago at the first conference are now major leaders in our industry. It's exciting to look around the room, see new faces and know that these extraordinary women are the future of our tier. I'm so proud of what we've accomplished so far, and I look forward to continuing to see the advancement of women across all cultures represented in our tier."

Educational sessions throughout the conference focused on equipping attendees with advice to help propel their careers, build their personal brands, and empower themselves in their roles within the industry. Attendees were encouraged to network with fellow wholesalers at small group dinners and at a joint reception with the WSWA Board of Directors. Additionally, attendees were able to make connections with key service providers who sponsored the conference.

This year's WLC Conference featured:

- Networking Strategies with Nancie McDonnell Rudder, Founder and CEO of Noetic Consultants
- Know Your Power: A Fireside Chat with Author and Startup Investor Fran Hauser
- Standing in Your Power: Communicating to Strengthen Leadership Presence with Dan Parsons

- It's Going to Get Better: Current Trends and a Glimpse into 2024 with SipSource Analyst Dale Stratton
- Demystifying LinkedIn: The Importance of an Electronic Continuation of Your Brand with Mindy East, Founder and CEO of ETC Solutions

“This conference is a great example of something being more than the sum of its parts,” said WLC Director and SVP of Member Advocacy at WSWA Catherine McDaniel. “It’s not just about the thoughtful educational sessions or the impactful speakers, it’s about making connections with new industry colleagues in line at lunch and creating a network of colleagues across the country. Women face unique challenges– this conference is about empowering women in the wholesale tier to own their expertise while providing a valuable business education that drives career growth in our industry.”

Each year, WLC supports a local charity to give back to the community. The women participated in a philanthropic event benefiting Active Minds, a local nonprofit dedicated to saving lives and building stronger families and communities through education, research, advocacy, and opening up the conversation about mental health among young adults aged 14-25.

Event sponsors included: Andavi Solutions, BrandMuscle, Efficiency Enterprises, Dimensional Insights, FORM, Inventiv, PROVI, Tito’s, VIP.

Click [here](#) for a full agenda of the 2023 WLC Conference.

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia. To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

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