

JULY 19 - 21, 2020
HALCYON HOTEL
DENVER, CO



2020 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)

LEADERSHIP SKILLS CONFERENCE

Where Today's Rising Managers and Young
Executives Expand Their Skills to Become
Tomorrow's Top Leaders



WHAT IS CLD?

The WSWA CLD Conference is the premier executive education program designed to help develop and improve leadership skills for the alcohol industry's future leaders. This conference focuses on offering programming that will help you:

- Build an educational foundation of essential policy, legislative, regulatory, marketing and trend information needed to advance in your career.
- Make connections with wholesaler, supplier and service provider peers — as well as current industry leaders, speakers, panelists and the WSWA staff/leadership team.
- Enhance leadership and management skills, technology trends awareness, industry fundamental knowledge... and more!

Since 1960, nearly one thousand wholesaler executives have attended the WSWA CLD Conference. Many have gone on to lead divisions and even run their respective companies, while also holding leadership positions within the WSWA Board of Directors and Executive Committee.

60

YEARS OF CLD

UNIQUE FEATURES AT CLD 2020:

NEXT-LEVEL PROGRAMMING:

- Listen and engage as expert speakers discuss topics like leadership in times of change, artificial intelligence and e-commerce, managing for the future, developing personal leadership, and industry trends.
- Hear from industry-leading experts including Nielsen's Danny Brager, and senior leaders in the supplier and wholesale tier.
- Gain in-depth understanding of issues from WSWA staff and executives including: hot policy and legal topics like retaliatory tariffs, marijuana legalization, control state privatization battles and other state strategic threats, and the most impactful court decisions our industry will be facing in 2020.

ENHANCED NETWORKING OPPORTUNITIES:

- Engage with past CLD Chairmen at the opening night reception.
- Tour a local dispensary/growing facility, distillery and brewery.
- Tour of the Breakthru Beverage Colorado Warehouse where attendees will have a "Wine Around the World" tasting and engage in a philanthropic activity.
- Close the conference out with a private reception and dinner at the scenic Red Rock Amphitheater, a one-of-a-kind outdoor concert venue that is surrounded by giant, ancient rock formations.

CHAD STONE

BREAKTHRU BEVERAGE GROUP

2019-2020 CLD CHAIRMAN

“

As a CLD attendee since 2012, the conference has consistently overdelivered with its speakers, relevant industry topics, leadership training and networking experience. It has armed me with the necessary knowledge, tools and ability to inspire and impact my team and overall company. It offers a unique opportunity for current and future leaders to hone their skills, build self-confidence and wisdom, and share their experiences with others in similar positions as they grow their effectiveness to be a great leader.

★★★★★

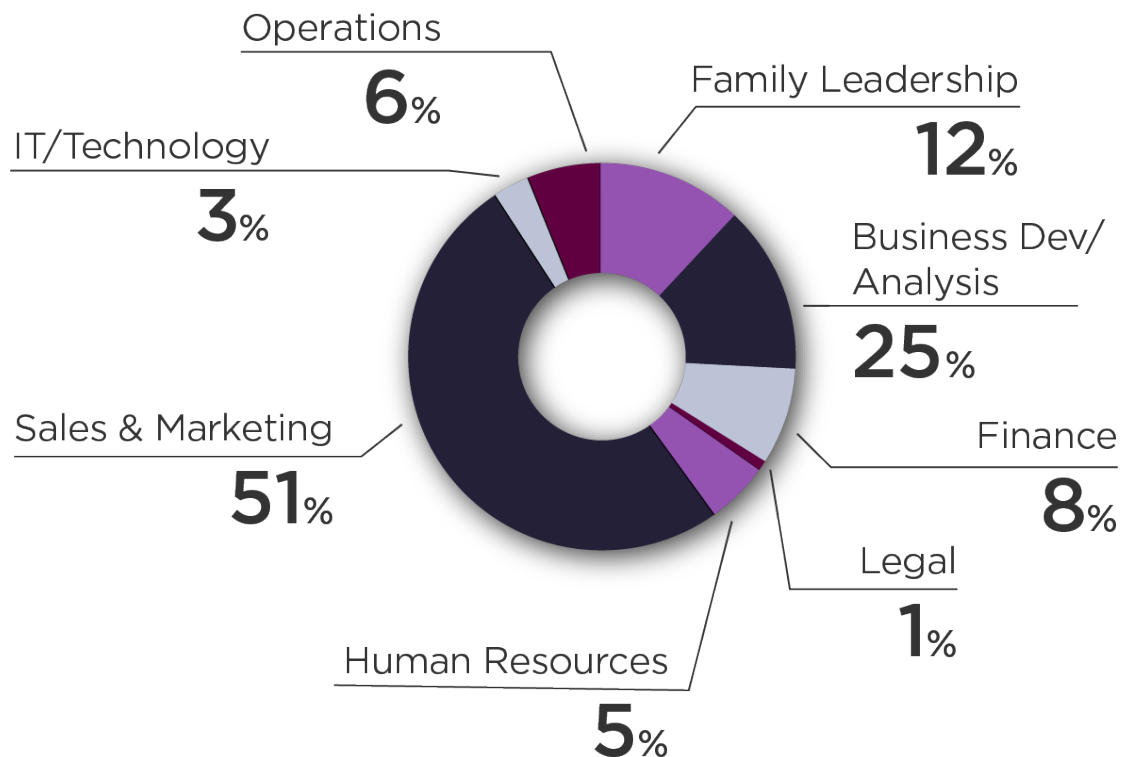
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ATTENDEE PROFILE

Data based on last three years of CLD Attendees.

MALE/FEMALE

70/30



President/ CEO

1%

Vice President

28%

Manager

50%

Director

21%

33

STATES REPRESENTED

2019-2020

CLD OFFICERS

CHAIRMAN **Chad Stone**
Breakthru Beverage Group

VICE CHAIRMAN **Hamilton Callison**
Breakthru Beverage Group

SECRETARY **Philana Bouvier**
Young's Market Company

TREASURER **Lacey Sadoff**
Badger Liquor

AT LARGE MEMBER **Robert Becker**
Southern Glazer's Wine & Spirits

AT LARGE MEMBER **Sara Harmelin**
Allied Beverage Group



PAST SPEAKERS

A who's who of industry experts, including:

RICK TIGNER

President and CEO, Jackson Family Wines

DANNY BRAGER

Senior Vice President, Beverage Alcohol Practice, Nielsen

MARK BROWN

President and CEO, Sazerac Company, Inc.

CAMPBELL BROWN

President and Managing Director, Old Forester

STEPHANIE GALLO

Chief Marketing Officer, E. & J. Gallo Winery

AMY HOOPES

President, Wente Family Estates

JILL JONES

Former Executive Vice President, Brown-Forman

MARK TEASDALE

President and CEO, Proximo Spirits



CURRENT & PAST PARTNERS

Established industry players and cutting edge companies, including:



DIAGEO



GROUND SIGNAL

HEAVEN HILL
EST DISTILLERY 1935



inventiv



“

“Inventiv has invested in the CLD conference for 20 years because it is the best place to meet the next generation of industry leaders and find out what is important to them. We have used what we’ve learned to adapt to the trends and improve our products. Our sponsorship in the CLD Conference has consistently offered us the best return on investment for the marketing dollars we spend.”

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HARRISON REA

*DIRECTOR OF OPERATIONS,
INVENTIV SOFTWARE*




2020 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)

LEADERSHIP SKILLS CONFERENCE AGENDA

SUNDAY, JULY 19

9:00 am - 3:30 pm	Optional Activity	
2:00 pm - 4:00 pm	WLC Committee Meeting	
5:15 pm - 6:00 pm	First Time CLD Attendee Reception	<i>Penthouse Roof Deck</i>
6:00 pm - 7:00 pm	Opening Reception	<i>Halcyon Rooftop</i>
	Past CLD Chairmen are invited to join attendees at Sunday evening activities.	
7:00 pm	Depart for Dinner Location(s)	
7:00 pm - 9:30 pm	Small Group Networking Dinners	
9:30 pm - 11:30 pm	After Dinner Meet-up	

MONDAY, JULY 20

7:15 am - 8:05 am	Yoga on the Rooftop <i>(All rooms come with a yoga mat)</i>
8:30 am - 1:00 pm	Registration
8:30 am - 9:15 am	Breakfast & Sponsor Exhibits
9:15 am	Opening & Welcome PRESENTED BY: Chad Stone , CLD Chairman, Breakthru Beverage Group
9:20 am - 9:30 am	Breakfast Sponsor Presentation
9:30 am - 10:20 am	Session 1: Leadership in Time of Change
10:20 am - 10:35 am	Break/Sponsor Exhibits Open
10:35 am - 11:25 am	Session 2: Managing for the Future (Past CLD Chairman Panel)
11:30 am - 12:15 am	Session 3: WSWA Legislative Updates
12:15 am - 12:30 pm	Inventiv Presentation
12:30 pm - 1:20 pm	Lunch with Cannabis Discussion SPONSORED BY:  <i>Registered suppliers/sponsors may join lunch and remainder of CLD activities.</i>
1:20 pm	Committee Nomination Calls; Day 1 Wrap-Up

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JULY 19-21, 2020 | HALCYON HOTEL | DENVER, COLORADO





CLD AGENDA

MONDAY, JULY 20 (CONTINUED)

1:45 pm	Depart for Local Dispensary/Distillery/Brewery Tour	
2:15 pm - 5:45 pm	Small Group Tours <i>Each group will go to a distillery, brewery, and dispensary/growing facility.</i> 2:15 pm - 3:15 pm - Tour 1 3:30 pm - 4:30 pm - Tour 2 4:45 pm - 5:45 pm - Tour 3	
5:45 pm	Depart Last Tour for Breakthru Beverage Colorado Warehouse	
6:30 pm - 9:00 pm	Philanthropic Project, Reception & Dinner at Breakthru Beverage Colorado Warehouse	
9:30 pm	After Dinner Meet-Up	<i>Halcyon Rooftop & Speakeasy</i>

TUESDAY, JULY 21

8:00 am - 4:00 pm	Registration	
8:00 am - 8:45 am	Breakfast & Sponsor Exhibits	
8:30 am	Day 2 Welcome	
8:35 am - 8:45 am	Breakfast Sponsor Presentation	
8:50 am - 9:45 am	Nielsen & SipSource Presentation	
9:45 am - 10:05 am	Networking Break/Sponsor Exhibits Open SPONSORED BY: 	
10:05 am - 10:55 am	Session 4: Hard Seltzer/White Claw Panel	
11:00 am - 12:15 pm	Session 5: Dale Carnegie Leadership Series Part 1	
12:15 pm	Final Call for Committee Nominations and Vote	
12:25 pm - 1:30 pm	Lunch & Sponsor Exhibits SPONSORED BY: 	
1:35 pm - 2:45 pm	Session 6: Dale Carnegie Leadership Series Part 2	
2:45 pm - 3:00 pm	Networking Break	
3:00 pm - 3:45 pm	Session 7: Artificial Intelligence & E-Commerce Discussion	
3:50 pm - 4:30 pm	Session 8: Closing General Session	
4:30 pm	CLD Wrap-Up	
5:15 pm	Depart for Red Rock Amphitheater	
6:00 pm - 10:00 pm	Red Rock Amphitheater Closing Night Reception and Dinner	



REGISTER ONLINE TODAY!

Click [here](#) to register for the 2020 CLD
Leadership Skills Conference.

WHOLESALE MEMBER REGISTRATION: \$975

SUPPLIER REGISTRATION: \$695

SPOUSE/GUEST REGISTRATION: \$495

*This registration allows your guest to participate in
the receptions and the dinners.*

HALCYON HOTEL \$249

***plus \$15 amenity fee and taxes per night*

QUESTIONS?

Contact: Kari Langerman
Senior Director, Meetings & Conventions
kari@wsa.org or (202) 243-7516