

# WSWA WOMEN'S LEADERSHIP COUNCIL 2019 CONFERENCE

EDUCATE. ELEVATE. EMPOWER



MOUNT VERNON, GEORGE WASHINGTON LEADERSHIP INSTITUTE

SEPTEMBER 11-12 | ALEXANDRIA, VA

# CONFERENCE OVERVIEW

## JOIN INDUSTRY LEADERS

This unique event is designed to connect current and future women leaders in the wholesale tier. This is a great opportunity to further educate, elevate, and empower WSWA members, developing skills to expand their role in the beverage alcohol industry.

## HIGHLIGHTS

- An opportunity to engage with other WLC members in a community-targeted philanthropic activity;
- Update on new industry trends, technology, and future challenges/opportunities in the wholesale tier;
- Learn applicable strategic integration through situational leadership;
- Hear from Nicole Austen, General Manager of George Dickel Distillery, on navigating change through leadership; and
- Discover applicable tools to build your brand and network.

“Coming from someone who has never had a female mentor, or much career direction from anyone, I found all the speakers to be very inspiring and educational. I’m excited to take the skills I built back to my day-to-day.”

*-2018 WLC Conference Attendee*



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# CONFERENCE PROGRAMMING



## WEDNESDAY, SEPTEMBER 11:

Arrive in DC area early to participate in a philanthropic event to benefit our nation's heroes and network with your WLC peers.

Connect with other attendees at the Welcome Reception in the beautiful and historic Mount Vernon Garden. While you are there, tour the estate's mansion where George Washington lived. Following the reception, enjoy a networking dinner with your WLC peers—and top the evening off with an after-dinner meet-up in Old Town Alexandria.

## THURSDAY, SEPTEMBER 12

Thursday kicks off at George Washington's Presidential Library with an early breakfast program and includes a full day of engaging educational sessions designed to educate, elevate, and empower WLC attendees.

The conference will conclude with a closing reception at George Washington's Distillery and optional small group dinners in Old Town Alexandria.

## DEPARTURES

We strongly encourage Friday departures so attendees can maximize conference programming and networking opportunities.



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“I find the WSWA Women’s Leadership Council to be incredibly valuable because of the impact it has on women’s growth within the industry. Our industry can benefit immensely from more diversity in our leadership. Building a network across the wholesale tier through skills training, mentorship and exposure to peers is a critical element to advancing more women leaders.”

*-Barkley Stuart, Southern Glazer’s Wine & Spirits, 2018-2019 WSWA Chairman*

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## MISSION

The WSWA Women's Leadership Council (WLC) is comprised of leaders in the wholesale tier of the U.S. beverage alcohol industry. Its primary mission is to educate, elevate, and empower members, as well as industry leaders within the three-tier system, advancing women in the industry and providing a platform for the exchange of ideas and knowledge with peers.

## WLC ADVISORY BOARD

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*Southern Glazer's Wine and Spirits*

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# REGISTRATION FOR THE WLC CONFERENCE IS OPEN NOW.

[www.wswa.org/meetings](http://www.wswa.org/meetings)

**Member Registration:** **\$450**

**The Alexandrian** **\$321\*\***  
*\*\*plus taxes per night*

## QUESTIONS?

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