

LEADERSHIP SKILLS CONFERENCE AGENDA



WINE & SPIRITS
WHOLESALEERS
OF AMERICA



SUNDAY, JULY 14

8:30 am - 9:30 am	Distillery Tour Continental Breakfast	2 nd Street Prefunction
9:30 am	Depart for Optional Distillery Tour	Hotel Lobby
9:30 am - 4:15 pm	Optional Distillery Tour <ul style="list-style-type: none">• Heaven Hill Distillery, (10:30 am - 12:15 pm)• Makers Mark, (12:45 pm - 3:15 pm) <p>LUNCH WILL BE SERVED AT MAKERS MARK</p>	 
5:15 pm - 6:00 pm	First Time CLD Attendee Reception	Olmsted Ballroom 1-3
6:00 pm - 6:45 pm	Opening Reception <p>WELCOME BY: Senator Rand Paul, (R-KY)</p>	Olmsted Ballroom 1-3
6:45 pm	Depart for Dinner Location(s)	Hotel Lobby
7:00 pm - 9:30 pm	Small Group Networking Dinners <ul style="list-style-type: none">• Ei8ht Up, 350 W Chestnut St.• Proof, 702 W Main St.• Porch, 280 W Jefferson St.• Whiskey Dry, 412 S 4th St. <p>SPONSORED BY:</p>  	
9:30 pm - 11:30 pm	After Dinner Meet-up Pin & Proof , Ground Level of Omni Hotel	



CLD AGENDA

MONDAY, JULY 15

8:00 am - 2:30 pm	Registration	Olmsted Ballroom Foyer
8:00 am - 9:00 am	Breakfast SPONSORED BY: 	Olmsted Ballroom Foyer
8:20 am - 8:30 am	Opening & Welcome PRESENTED BY: Lee Hastings , CLD Chairman, Moon Distributors, Inc.	Olmsted Ballroom 5-7
8:30 am - 8:45 am	Beverage Media Group Presentation Leveraging our software solutions and business intelligence tools to help in your digital transformation. PRESENTED BY: Jason Glasser , CEO, Beverage Media Group Ian Griffith , eCommerce Director, Beverage Media Group	Olmsted Ballroom 5-7
9:00 am - 10:00 am	State of the Beverage Alcohol Industry Mark Brown will kick off the CLD Conference with a candid discussion on the state of the industry. He will take a look at the Global Overview, Alcohol in today's society, Regulation and Deregulation, and Trade Practice Investigations. Brown will also discuss hot topics including DUI, Marijuana legalization and impacts on the industry as well as Direct to Consumer trends and Amazon! Don't miss this very informative session! PRESENTED BY: Mark Brown , President & CEO, Buffalo Trace Distillery	Olmsted Ballroom 5-7
10:00 am - 10:15 am	Break	
10:15 am - 11:10 am	The Leadership of Trailblazing: Forging Your Own Path In this session, Dr. Silver will discuss his experience at the helm of CannaCraft during the first year of operations in California's recreational cannabis marketplace. Sharing his unique perspective leading organizations in both the wine and weed industries, Dr. Silver will explore strategies for dynamically aligning to changes in the business environment and achieving a quadruple bottom line of people, planet, prosperity and progress. PRESENTED BY: Dr. William Silver , CEO, CannaCraft, Inc.	Olmsted Ballroom 5-7
11:15 am - 12:05 pm	The History of Napa Valley, Its Wines, Past and Future, and Lessons Learned Join Michael Mondavi as he discusses how Napa Valley has evolved and where it is going in the future. Mondavi, known as the "quiet icon" is widely credited with helping to establish and build the Napa Valley wine industry. He will discuss his various experiences and what he has learned through the years. MODERATED BY: Philana Bouvier , SVP, New Business Development, Young's Market Company PRESENTED BY: Michael Mondavi , Founder, Michael Mondavi Family Estate	Olmsted Ballroom 5-7

CLD AGENDA

12:10 pm - 1:10 pm

Lunch

Olmsted Ballroom 4

SPONSORED BY: 

1:15 pm - 2:30 pm

WSWA Strategic Priorities Update

Olmsted Ballroom 5-7

WSWA Staff will present current issues effecting our industry and the strategic initiatives the association is focused on to support our members' businesses.

PRESENTED BY:

Michelle Korsmo, President and CEO, WSWA

Jo Moak, Senior Vice President and General Counsel, WSWA

Michael Bilello, Senior Vice President, Communications and Marketing, WSWA

Catherine McDaniel, Vice President, Federal Affairs, WSWA

Ali Gormley, Senior Director, Federal Affairs, WSWA

2:30 - 2:40 pm

Committee Nomination Calls; Day 1 Wrap-Up

Olmsted Ballroom 5-7

2:40 pm - 3:15 am

Break

3:15 pm

Depart for Local Distillery Tours

Hotel Lobby

3:30 pm - 6:15 pm

Small Group Distillery Tours

DISTILLERIES:

- **Evan Williams Bourbon Experience**
- **Kentucky Peerless Distilling Co.**
- **Michter's Fort Nelson Distillery**
- **Rabbit Hole Distillery**

Evan Williams
Bourbon



3:30 pm - 4:45 pm - **Distillery Tour/Tasting 1**

5:00 pm - 6:15 pm - **Distillery Tour/Tasting 2**

6:15 pm - 9:00 pm

An Evening at Old Forester Distillery

Old Forester Distillery welcomes WSWA guests with a unique tour experience, reception, tasting, and dinner. Upon arrival, guests have the opportunity to tour the distillery at their own pace while interacting with knowledgeable guides. Guests will experience fermentation, distillation, barrel making, maturation and bottling while guides speak about the Old Forester brand and its impact on the bourbon industry. The fourth floor will be open for guests to gather on the terrace with Old Forester Perfect Old Fashioned's, mocktails and hors d'oeuvres provided by Mayan Cafe. At 7:00 p.m., Campbell Brown will lead a premium tasting experience in the Signature Room. Each expression in the tasting represents a key date in Old Forester history: Old Forester 1870 Original Batch, 1897 Bottled In Bond, 1910 Old Fine Whisky and 1920 Prohibition Style. Guests will also taste Old Forester 86 and Statesman. Afterwards, guests will be welcomed to enjoy a buffet dinner and desserts from Mayan Cafe. The gift shop will be open for guests to make purchases until 7:00 p.m.

Old Forester, 119 W Main St.



9:15 pm - 11:30 pm

After Dinner Meet-Up

Garage Bar, 700 East Market St.

SPONSORED BY: 

CLD AGENDA

TUESDAY, JULY 16

8:00 am - 4:00 pm	Registration	Olmsted Ballroom Foyer
8:00 am - 8:50 am	Breakfast SPONSORED BY: 	Olmsted Ballroom Foyer
8:30 am - 8:45 am	Warehouse Automation and Trends PRESENTED BY: Paul L. Laman , Vice President, DMW&H	Olmsted Ballroom 5-7
8:50 am - 9:20 am	SipSource: Timely, Transparent, and Trusted Wholesaler Depletion Data to Help Drive Your Business SipSource is the only source for wine and spirits trends and share, based on aggregated distributor depletion data. The data set is built from the individual store and item level, which covers 100,000 SKUs in hundreds of thousands of retail outlets. This allows for unrivaled channel segmentation covering an expansive portfolio of wine and spirits products sold across the U.S. SipSource fills the gap left by current industry sources because SipSource data includes sales to a large number of retailers (both on- and off-premise). Moreover, states covered by SipSource data account for 86% of the total U.S. population. Hear more about what SipSource is about, how you can help it become stronger, and how you can get access to this valuable data. PRESENTED BY: Jo Moak , Senior Vice President and General Counsel, WSWA	Olmsted Ballroom 5-7
9:20 am - 10:00 am	Are the Lines Blurring or Disappearing? Long gone are the days of exclusive beer, wine, and spirit drinkers. New and diverse offerings across the beverage alcohol landscape provide drinkers with interesting options. From ready-to-drink cocktails and spritzers to seltzers and non-alcoholic beers, the adult beverage space is blurring the lines across alcohol and beyond. Join the Nielsen team as they share the latest trends across adult beverages and highlight consumer needs that are driving growth across beverage alcohol. PRESENTED BY: Danny Brager , Senior Vice President, Beverage Alcohol Practice, Nielsen Danelle Kosmal , Vice President, Beverage Alcohol Practice, Nielsen	Olmsted Ballroom 5-7
10:00 am - 10:10 am	Break SPONSORED BY: 	
10:10 am - 11:10 am	Shoulder Surfing a Cyber Heist! The problem with most companies, and even regular people, is they never think a cyber criminal is going to target them! The best way to prove that is not true is to watch as Jayson E. Street, Hacker, Security Advocate and Professional Thief, attacks a random local business in this area! The scariest thing is not the success rate he has, but how simple and effective his attack methods are! Once everyone is properly educated on the ease a cyber crime can be committed, Jayson will show you ways to better defend yourself. After watching the first half of the talk, you definitely will take the second half more seriously! PRESENTED BY: Jayson E. Street , Vice President, InfoSec	Olmsted Ballroom 5-7

CLD AGENDA

11:10 am - 12:10 pm

Millennial Consumer Behavior and Millennial Retention in the Workplace

Olmsted Ballroom 5-7

Millennials are the catalyst for change and are rapidly shifting the needle on how products and services need to be marketed and sold. Millennials are an economic force! With \$200B in annual buying power, smart companies know traditional marketing and advertising tactics won't cut it. The need to think mobile and social media first is a must if you want to get a piece of the billion dollar pie. As the digital and social media world evolves, so does the workplace dynamic. In 2016, Millennials surpassed all other generations and are the largest portion of the workforce. It is safe to say, times have changed, which is why it is more important than ever to finally squash millennial misconceptions and stay up to date on trends in order to create fluid communication and positive outcomes between all generations in the workplace. This presentation will give you a deeper understanding of the Millennial mindset while shedding light on the most influential and impactful marketing strategies that appeal to Millennial and GenZ consumers today.

PRESENTED BY:

Chelsea Krost, Top 20 Millennial Marketing & Brand Strategist, America's Leading Millennial Influencer, Host #MillennialTalk

12:10 pm

Final Call for Committee Nominations and Vote

Olmsted Ballroom 5-7

12:10 pm - 1:10 pm

Lunch

SPONSORED BY: 

Olmsted Ballroom 4

12:30 pm - 1:05 pm

Brown-Family/Brown-Forman Governance Journey

Olmsted Ballroom 4

LUNCH PRESENTATION

Enjoy your lunch as Campbell Brown discusses the history of his company and how a publicly-traded, family-controlled entity survives and thrives through multiple generations - soon to be the 6th generation! Campbell's stories will inspire us all!

PRESENTED BY:

Campbell Brown, President and Managing Director, Old Forester

1:15 pm - 3:15 pm

Developing Personal Leadership

Olmsted Ballroom 5-7

It's time to do some soul searching. What kind of leader do you want to be, and how can you make that happen? Are you leading by example? Is your leadership style the best it can be? Are you getting the best results for yourself, your team and your organization? In order to develop your most effective personal leadership style, you should consider each of those questions and focus on establishing a style that will enable you to achieve all of your goals. Join us as veteran Executive Coach and Dale Carnegie trainer, Dan Parsons, helps you to develop your personal leadership style during this two-hour interactive workshop.

PRESENTED BY:

Dan Parsons, Executive Coach and Dale Carnegie Trainer

CLD AGENDA

3:30 pm - 4:25 pm

Cutting Edge Technology for the Beverage Alcohol Industry

Olmsted Ballroom 5-7

PRESENTED BY:

Ground Signal

Ground Signal is a location-based insights company that offers consumer-centric on-premises account segmentation. They will discuss the importance of leveraging consumer behaviors and account characteristics for accurate segmentation. They will also demonstrate the power of matching account depletions with previously inaccessible consumer and account data to better prioritize accounts and identify untapped market opportunities

PRESENTED BY:

Melki Ko, Co-Founder and Chief Strategy Officer, Ground Signal

Provi

Provi is the leading B2B marketplace, connecting retailers and wholesalers in the beverage alcohol industry. Provi streamlines the ordering process for retailers, allowing them to search, shop and discover over 100,000 products in the market. For wholesalers, Provi provides an integrated solution that removes rep order data entry and markets your products to retailers at the point of purchase - driving increased sales and lower cost to serve. Hear about how Provi is partnering with some of the largest wholesalers across the US.

PRESENTED BY:

Taylor Katzman, Founder and CEO, Provi

4:25 pm

CLD Wrap-Up

Olmsted Ballroom 5-7

5:30 pm

Depart at Leisure for Closing Night Event

Hotel Lobby

**Please be sure to use the UBER code sent by email on Monday for transportation to/from Churchill Downs.*

6:00 pm - 9:00 pm

Derby Museum & Churchill Downs Closing Night Reception and Dinner

Join all attendees at the CLD Conference's final night networking event! Go on a behind the scene tour of Churchill Downs racetrack, enjoy a walk through the Derby museum, and try a variety of bourbons and other spirits from our evening sponsors.

SPONSORED BY:



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