

LEADERSHIP SKILLS CONFERENCE AGENDA



WINE & SPIRITS
WHOLESALERS
OF AMERICA



SUNDAY, JULY 14

9:00 am - 4:00 pm

Optional Distillery Tour

Additional Fee Applies. Continental breakfast and lunch will be provided

- **Heaven Hill Distillery**, (10:00 am - 12:00 pm)
- **Makers Mark**, (12:30 pm - 3:00 pm)

LUNCH WILL BE SERVED AT MAKERS MARK

HEAVEN HILL
EST. DISTILLERY 1935

Maker's
Mark

5:15 pm - 6:00 pm

First Time CLD Attendee Reception

6:00 pm - 7:00 pm

Opening Reception

WELCOME BY:

Senator Rand Paul, (R-KY)

7:00 pm

Depart for Dinner Location(s)

4 SMALL GROUP DINNERS

SPONSORED BY:

Dimensional Insight

Ground Signal





9:30 pm

After Dinner Meet-up

AGENDA







(As of May 23, 2019)

MONDAY, JULY 15


8:00 am - 4:30 pm	Registration
8:00 am	Breakfast SPONSORED BY: Beverage Media Group 
8:15 am	Opening & Welcome PRESENTED BY: Lee Hastings , CLD Chairman, Moon Distributors, Inc.
8:30 am - 8:45 am	Beverage Media Group Presentation
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
10:00 am - 10:15 am	Break
10:15 am - 11:10 am	Presentation PRESENTED BY: William Silver , CEO, CannaCraft, Inc.
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 over the years. PRESENTED BY: Michael Mondavi , Michael Mondavi Family Estate
12:10 pm - 1:10 pm	Lunch SPONSORED BY: Inventiv Software 
1:15 pm - 2:30 pm	WSWA Updates WSWA Staff will present current issues effecting our industry at the Federal and State levels, and give updates on what WSWA is doing to support our members' initiatives and goals. Staff will also provide updates on PAC, membership and communications efforts. PRESENTED BY: WSWA Staff Members

AGENDA

(As of May 23, 2019)

2:30 pm	Committee Nomination Calls; Day 1 Wrap-Up
3:15 pm	Depart for Local Distillery Tours
3:30 pm - 6:15 pm	Small Group Distillery Tours DISTILLERIES: <ul style="list-style-type: none">• Evan Williams Bourbon Experience• Kentucky Peerless Distilling Co.• Michter's Shively Distillery (<i>tentative</i>)• Rabbit Hole Distillery     3:30 pm - 4:45 pm - Distillery Tour/Tasting 1 5:00 pm - 6:15 pm - Distillery Tour/Tasting 2
6:30 pm - 9:00 pm	Reception & Dinner Old Forester 
9:30 pm - 12:00 am	After Dinner Meet-Up SPONSORED BY: Encompass Technologies 

TUESDAY, JULY 16

8:00 am - 4:00 pm	Registration
8:00 am	Breakfast SPONSORED BY: DMW&H 
8:30 am - 8:45 am	Warehouse Automation and Trends PRESENTED BY: Paul L. Laman , Vice President, DMW&H
8:50 am - 9:20 am	SipSource: Timely, Transparent, and Trusted Wholesaler Depletion Data to Help Drive Your Business <p>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.</p> <p>PRESENTED BY: Jo Moak, Senior Vice President and General Counsel, WSWA</p>
9:20 am - 10:00 am	Nielsen Presentation

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(As of May 23, 2019)

10:00 am - 10:10 am

Break

SPONSORED BY: **Nielsen** 

10:10 am - 11:10 am

Dissecting the Hack

PRESENTED BY:

Jayson E. Street, Vice President, InfoSec

11:10 am - 12:10 pm

Millennial Consumer Behavior and Millennial Retention in the Workplace

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

12:10 pm - 1:10 pm

Lunch

SPONSORED BY:

Provi



1:15 pm - 3:15 pm

Developing Personal Leadership

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 Trainee

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3:30 pm - 4:15 pm

New Industry Technology

PRESENTED BY:

Provi

Ground Signal

4:15 pm

CLD Wrap-Up

5:30 pm - 9:00 pm

Closing Night Event: Derby Museum and Churchill Downs

SPONSORED BY:

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Luxco

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