

THE WSWA FORUM 2020

DELIVER THE FUTURE

AS OF SEPTEMBER 10, 2020

COUNCILS AND TASK FORCES WEEK

OPEN TO ALL WSWA MEMBERS, UNLESS OTHERWISE NOTED

TUESDAY, SEPTEMBER 29

11:00 am - 12:30 pm EDT

OPENING SESSION: WELCOME & INDUSTRY UPDATES

Join us for a virtual opening of The WSWA Forum and the coming together of wholesalers nationwide with great anticipation as a community to welcome all members and kickoff two days of valuable programming aimed at both building and conveying the strength of the wholesale tier. From the impact COVID-19 and tariffs are having on distributors to what the 2020 election will likely look like and could mean to the industry, this opening session is sure to raise awareness on key issues, advocacy efforts, and the importance of active member participation. This 90-minute session is interactive, so be sure to virtually raise your hand, engage with any of our speakers, and network with your peers in roundtable breakouts!

SPEAKERS:

Danny Wirtz, WSWA Chairman, Vice-Chairman, Breakthru Beverage Group

Michelle Korsmo, President and CEO, WSWA

Amy Walter, National Editor of Cook Political Report and Election Analyst

1:00 pm - 2:00 pm EDT

CANNABIS TASK FORCE MEETING

This meeting will provide an update on the current and future U.S. recreational cannabis landscape and explore what policy and regulatory principles should exist to allow wholesalers to be able to participate in legal recreational cannabis markets should they choose.

2:30 pm - 3:30 pm EDT

PUBLIC RELATIONS AND RESPONSIBILITY COUNCIL MEETING

The public relations and responsibility council will review the 2020 advocacy communications efforts and impact, from COVID-19 to Tariffs, and discuss how it can be more effective in coordinating and amplifying efforts for the remainder of 2020 and beyond.

WEDNESDAY, SEPTEMBER 30

11:00 am - 12:00 pm EDT

E-COMMERCE COUNCIL MEETING

E-commerce is not a new frontier in our industry, but it's certainly the fastest growing - even more accelerated by the pandemic. Join us to hear how consumers are increasingly changing and where the e-commerce opportunities are for alcohol wholesalers. We'll examine how other distributors have shifted and taken advantage of e-commerce to build their businesses.



COUNCILS AND TASK FORCES WEEK (CONT.)

OPEN TO ALL WSWA MEMBERS, UNLESS OTHERWISE NOTED

12:30 pm - 1:30 pm EDT

OPERATIONS & IT COUNCIL MEETING

Join us as we discuss documenting employee safety measures during the COVID-19 crisis. We'll discuss capturing the data, protocols and strategies distributors have put in place to keep employees safe. *Speaker information to come.*

2:00 pm - 3:00 pm EDT

TALENT DEVELOPMENT & DIVERSITY COUNCIL MEETING

Join us for a discussion on talent development with an eye toward diversity. We will examine the challenge of identifying qualified candidates and retaining personnel from diverse backgrounds and professional experiences.

2:30 pm - 3:00 pm EDT

SIPSOURCE UPDATE

Please join us to hear how alcohol sales have changed dramatically this year. We'll share insights on how different types of alcohol have been selling into various accounts since the onset of the pandemic and our predictions for the fall. You hear what's trending and decelerating. We'll also explain how SipSource has evolved this year, and we welcome your input on how to make it more valuable for the industry.

3:15 pm - 3:45 pm EDT

DRIZLY UPDATE

Some companies have benefited from a stay-at-home economy, and Drizly has been one of them. Join us to hear how business has boomed for Drizly, how consumers have changed their purchasing habits over the past several months, and what Drizly expects will happen for the rest of the year. We'll also discuss how e-commerce has changed since March.

THURSDAY, OCTOBER 1

11:00 am - 12:00 pm EDT

LEGAL STRATEGY TASK FORCE MEETING

The Legal Strategy Task Force serves as the thought leader on legal and regulatory issues impacting WSWA member companies. Join us to hear an update on current litigation and a discussion on battleground legal issues such as interstate wine shipping. We'll also review the task force's work on alcohol delivery guidelines and look ahead to projects we'll be focusing on in the coming months.

11:00 am - 11:45 am EDT

CONVENTION TASK FORCE MEETING

If you have ever wanted to make suggestions on the future direction of the WSWA Convention and Exposition, here's your chance! Join us for a discussion on the future of the event. Share your ideas, thoughts, concerns and wants for our annual convention and trade show, and learn about our plans for the future. Help us to create and reimagine the show to meet your needs!

12:30 pm - 1:30 pm EDT

FEDERAL AFFAIRS COUNCIL MEETING

Join the Federal Affairs Council to receive an update on WSWA's federal advocacy and political efforts. Members will be updated on WSWA's priorities as well as Congressional and Administration activities.

2:00 pm - 3:00 pm EDT

STATE AFFAIRS COUNCIL MEETING

Join the State Affairs Council for a comprehensive review of the biggest legislative and regulatory issues that arose in states this year including expanded to-go and delivery privileges due to COVID-19, e-commerce, privatization, and what it means for 2021.

COUNCILS AND TASK FORCES WEEK (CONT.)

OPEN TO ALL WSWA MEMBERS, UNLESS OTHERWISE NOTED

FRIDAY, OCTOBER 2

11:00 am - 12:00 pm EDT

PAST CHAIRMAN'S COUNCIL MEETING

(OPEN TO FORMER WSWA BOARD CHAIRMEN)

Past Chairmen of WSWA have valuable experience and perspective on the risks faced by the wine and spirits wholesale industry. This meeting will be a conversation on the threats and opportunities facing distributors in the near future to provide guidance to help the association and its Board lead the industry.

11:00 am - 12:00 pm EDT

COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD) UPDATE

The Council for Leadership Development was created to educate and advance rising leaders in WSWA wholesaler member companies. This member led group develops and plans webinars and an annual conference. Meet the committee, learn about the benefits of being part of CLD, and join our discussion as we start developing topics for our July 2021 conference as well as future webinars.

12:30 pm - 1:30 pm EDT

WOMEN'S LEADERSHIP DEVELOPMENT (WLC) UPDATE

Meet the WLC Advisory Board and other women leaders in the wholesale tier as we do a deep dive into our core mission to Educate, Elevate and Empower. Attendees will review the networking opportunities available to women in wholesale, hear about the latest WLC Mentorship pilot program, discuss how we are creating male allies, and gain further knowledge on the Columbia University-Women in Leadership (WIL) program and the annual WLC Conference.

2:00 pm - 3:00 pm EDT

STRATEGIC THREATS COMMITTEE MEETING

(OPEN TO STRATEGIC THREATS COMMITTEE MEMBERS ONLY)

The Strategic Threats Committee acts as a sub-committee of the WSWA Government Affairs Committee to consider and quickly advise and direct the association's engagement and response to legislation and regulations that have real impacts to the wholesale tier, and to allow State Affairs staff to use these findings to further support the Advisory Council and member government affairs representatives. During this meeting, staff will engage STC members in discussion, with the goal of reaching consensus on issues in order to present solutions to the Advisory Council members working on these issues as guidelines in addressing emerging threats.

BOARD COMMITTEES WEEK

OPEN TO BOARD OF DIRECTORS' ONLY

MONDAY, OCTOBER 5

10:00 am - 11:00 am EDT

FINANCE & AUDIT COMMITTEE MEETING

The Finance and Audit Committee will examine the overall financial health of WSWA. We will review and discuss the WSWA balance sheet, profit & loss statements, and the current state of our investment portfolio. We will also discuss the latest draft of the 2021 budget and welcome your feedback.

BOARD COMMITTEES WEEK (CONT.)

OPEN TO BOARD OF DIRECTORS' ONLY

11:30 am - 12:30 pm EDT

EXECUTIVE COMMITTEE MEETING

The WSWA Executive Committee will be reviewing strategies for opposing producer direct-to-shipping, state laws on local, licensed delivery, and recommendations for regulating fulfillment centers handling wine & spirits.

1:30 pm - 3:00 pm EDT

GOVERNMENT AFFAIRS COMMITTEE MEETING

The Government Affairs Committee will be updated on WSWA's federal and state advocacy and political efforts; including: Congressional and Administration activities, important legislation, regulation, and litigation around the country that could impact wholesaler member companies.

SPEAKERS:

Dave Yost, Attorney General of Ohio

Mary Ryan, Administrator, Alcohol and Tobacco Tax and Trade Bureau (TTB)

TUESDAY, OCTOBER 6

11:00 am - 12:00 pm EDT

LEADERSHIP CAUCUS A MEETING

Leadership Caucus A is comprised of Board Members from companies with less than \$300 million in revenue. Join members of your Caucus to discuss the current review of WSWA governance as outlined in the bylaws and other governing policies. The perspective of the Caucus is requested from the Governance Review Committee, which will also be holding other round table meetings with Board Directors. WSWA staff will also be discussing virtual visits with individual member companies.

12:30 pm - 1:30 pm EDT

ADVISORY COUNCIL MEETING

The WSWA Advisory Council consists of wholesaler state association leaders and member company government affairs representatives from around the country. At this meeting, the Advisory Council Leadership will address council business and WSWA Staff will lead discussions regarding available resources and best practices to address the political, legislative, regulatory, and legal issues and threats facing wholesalers across the country. By providing a venue for wholesaler representatives to compare notes and discuss strategy, the effectiveness of individual state associations is increased, allowing wholesalers to speak with a unified voice to policymakers across the country.

12:30 pm - 1:30 pm EDT

MEETINGS & CONVENTIONS COMMITTEE MEETING

The WSWA Annual Convention & Exposition is the largest association event of the year, bringing in the largest amount of revenue outside of member dues. During this meeting, we will discuss how the 2021 convention will be different, which speakers we are interested in hearing from, and topics we would like covered. Be sure to join this discussion to help shape the future of our show next year.

BOARD COMMITTEES WEEK (CONT.)

OPEN TO BOARD OF DIRECTORS' ONLY

2:00 pm - 3:00 pm EDT

COMMUNICATIONS & MEMBERSHIP COMMITTEE MEETING

Hear from both the WSWA Communications and Member Advocacy Teams on their combined efforts to tell the story of America's family-owned wine and spirits wholesalers and the critical role WSWA membership is playing in key issue advocacy. From engaging media to contacting Members of Congress, these teams have brought to light the compounding effects of retaliatory tariffs on beverage alcohol on top of the on-premise struggle during COVID-19 to various audiences. Earned media is playing an important role in supporting efforts to illustrate to lawmakers how new policies, regulations and the ever-changing marketplace impacts the business of wholesalers, industry partners and consumers. Lastly, the Member Advocacy Team will unveil the latest plan to streamline WSWA membership dues process leading into 2021.

WEDNESDAY, OCTOBER 7

11:00 am - 12:00 pm EDT

LEADERSHIP CAUCUS B MEETING

Leadership Caucus B is comprised of Board Members from companies with greater than \$300 million in revenue. Join members of your Caucus to discuss the current review of WSWA governance as outlined in the bylaws and other governing policies. The perspective of the Caucus is requested from the Governance Review Committee, which will also be holding other round table meetings with Board Directors. WSWA staff will also be discussing virtual visits with individual member companies.

12:30 pm - 1:00 pm EDT

EDUCATIONAL FOUNDATION BOARD MEETING

Join us for a discussion on education – how we contribute to educating members' families and how we can help wholesalers get smarter. The foundation board will receive a brief update on the 2020 College Scholarship Program, discuss ideas for studies that will help our industry lead in this new decade, and examine other ways the foundation can bring value to the membership.

THURSDAY, OCTOBER 8

11:00 am - 12:30 pm EDT

BOARD OF DIRECTORS MEETING & KEYNOTE/ROUNDTABLES

Board Members are encouraged to attend the various committee meetings for in depth discussion. An overview of the association's accomplishments, strategic priorities to address risks to the distributor tier, and operational performance will be presented to the Board. The Board meeting will host guest speakers to share their insight on the economic position of hospitality industry and the current political landscape.

KEYNOTE SPEAKER:

Tom Bené, President & CEO, National Restaurant Association

Luke Pototschnik, Senior Partner & Managing Director, New York, Boston Consulting Group