




**WSWA 7<sup>TH</sup> ANNUAL CONVENTION & EXPOSITION**  
 APRIL 20-23, 2020 | CAESARS PALACE LAS VEGAS



# SCHEDULE OF EVENTS

as of 3/9/20  
subject to change

## MONDAY | APRIL 20

7:00 am - 7:30 pm	<b>CONVENTION &amp; EXPOSITION REGISTRATION OPEN</b>	Octavius Ballroom Foyer Promenade Level
8:00 am - 5:00 pm	<b>LOWER LEVEL AND TRADITIONAL SUITE MOVE-IN</b> <i>Sunday move-in based on availability</i>	
8:00 am - 5:00 pm	<b>EXHIBIT HALL MOVE-IN</b>	Octavius Ballroom Exhibit Hall Promenade Level Julius Ballroom Exhibit Hall Pool Level
9:00 am - 11:30 am	<b>EXECUTIVE COMMITTEE MEETING WITH BREAKFAST</b> <i>Executive Committee Only</i>	Sicily Room Emperors Level
12:00 pm - 2:00 pm	<b>WSWA BOARD MEETING</b> <i>Member Wholesalers Only</i>	Augustus Ballroom III, IV Emperors Level
2:00 pm - 2:30 pm	<b>WHOLESALE REFUEL BREAK</b>	Augustus Ballroom III, IV Emperors Level
2:30 pm - 4:30 pm	<b>WSWA WHOLESALE LEADERSHIP SERIES: THE ROLE OF WHOLESALE IN THE E-COMMERCE SUPPLY CHAIN</b> <i>Wholesalers and Invited Guests Only</i>	Augustus Ballroom III, IV Emperors Level
	 <p>As the nexus of the beverage alcohol industry, distributors play a pivotal role in shepherding the new era of modern, compliant convenience. This series will help you understand how to leverage your place in the supply chain to engage in next-level strategic discussions with your suppliers and retailers and answer some of the biggest questions facing our industry.</p> <p><b>EMCEE:</b> <b>Danny Wirtz</b>, <i>Vice Chairman, Breakthru Beverage Group</i></p>	
2:30 pm - 3:00 pm	<b>Keynote Address</b> <b>SPEAKER:</b> <b>Ian Heller</b> , <i>Founder &amp; Senior Partner, Distribution Strategy, Inc.</i>	

2:30 pm - 4:30 pm

**WSWA WHOLESALER LEADERSHIP SERIES** *(Continued)*  
*Wholesalers and Invited Guests Only*

Augustus Ballroom III, IV  
 Emperors Level

3:00 pm - 3:30 pm

**Working with Retailers to Meet Consumer Demand**

Every day, consumers are calling for access to more products, in more places with greater convenience. How can wholesalers help retailers meet the demand for variety and choice with compliant e-commerce platforms and supply chain efficiencies?

Panelists from across the industry give you their perspective on what role they want wholesalers to play in a digital supply chain and opportunities they see for distributors in the digital marketplace.

**MODERATOR:** **Michelle Korsmo**, *President and CEO, WSWA*

**PANELISTS:** **Andrea Albright**, *Senior Vice President of Snacks, Beverage, and Impulse, Walmart*

**Robert Trone**, *Co-Owner Total Wine & More, Total Wine*

3:30 pm - 4:00 pm

**Leveraging Supply Chain Efficiencies to Meet Supplier Needs in a Digital Marketplace**

All three tiers in the alcohol supply chain are evolving to meet the demands of a digital marketplace. How can you leverage your current position to maintain the competitive edge on distribution and the economy of a bottle in a digital marketplace?

Our panel of suppliers discuss the unique positioning between suppliers and retailers, their distribution needs in the current environment, how their business is evolving, and how wholesalers may need to modify their current offerings to meet supplier business needs driven by consumer demand.

**MODERATOR:** **Michelle Korsmo**, *President and CEO, WSWA*

**PANELIST:** **Donn Lux**, *Chairman and CEO, Luxco*

4:00 pm - 4:30 pm

**SipSource Year One: Lessons, Patterns and Predictions**

After its first full year of analysis, SipSource - the industry's only source for aggregated distributor depletion data - shares lessons learned, patterns of consumer behavior and predictions that will help you maximize your profitability in 2020. Join SipSource analyst Dale Stratton and take advantage of his 30 years of industry experience to get the competitive edge in today's marketplace and prepare for tomorrow's digital challenges.

**PANELIST:** **Dale Stratton**, *SipSource Analyst*

4:45 pm - 5:45 pm

**WSWA / ADSA JOINT MEETING**  
*By Invitation*

Emperors Ballroom I  
 Emperors Level

5:00 pm - 6:30 pm

**WSWA WOMEN'S LEADERSHIP COUNCIL RECEPTION**  
*By Invitation*

Emperors Ballroom II  
 Emperors Level

6:30 pm - 8:00 pm

**OPENING NIGHT RECEPTION**

Palace Ballroom  
 Emperors Level

**SPONSORED BY:**



7:00 am – 6:00 pm	<b>CONVENTION &amp; EXPOSITION REGISTRATION OPEN</b>	Octavius Ballroom Foyer Promenade Level
7:30 am – 8:30 am	<b>NON-MEMBER WHOLESALER BREAKFAST</b>	Emperors Ballroom II Emperors Level
8:00 am – 10:00 am	<b>EXHIBIT HALL LOAD-IN</b>	Octavius Ballroom Exhibit Hall Promenade Level Julius Ballroom Exhibit Hall Pool Level
8:30 am – 10:00 am	<b>GENERAL SESSION</b>  <b>WSWA Chairman’s Remarks</b> <b>SPEAKER:</b> <b>Danny Wirtz</b> , <i>Vice Chairman, Breakthru Beverage Group</i>  <b>Keynote Address</b> <b>SPEAKER:</b> <b>Marcus Buckingham</b> Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance, and pioneering the future of how people work. He is the author of two of the bestselling business books of all time and has two of Harvard Business Review’s most circulated, industry-changing cover articles.  <b>Presentation of the Lifetime Leadership</b> <b>AWARDED TO:</b> <b>Andrew Crisses</b> , <i>Executive Vice President - Principal, Breakthru Beverage Group</i>  <b>Presentation of the Sidney Frank Innovation Award</b> <b>PRESENTED BY:</b> <b>Jeff Popkin</b> , <i>CEO, Mäst-Jagermeister</i> <b>PRESENTED TO:</b> <b>Barbara Banke</b> , <i>Chairman and Proprietor, Jackson Family Wines</i>	Palace Ballroom Emperors Level
10:00 am – 4:30 pm	<b>WINE &amp; SPIRITS TASTING COMPETITION</b>  <b>SPONSORED BY:</b> 	Octavius Ballroom Exhibit Hall Promenade Level
10:30 am – 5:00 pm	<b>OFFICIAL OPENING TRADITIONAL AND LOWER LEVEL SUITES</b>	
10:15 am - 10:20 am	<b>EXHIBIT HALL GRAND OPENING AND RIBBON CUTTING CEREMONY</b>  <b>SPECIAL GUESTS:</b> <b>Jon Taffer</b> , <i>Bar Rescue</i> <b>Sammy Hagar</b> , <i>Rock vocalist, songwriter, musician, and entrepreneur</i>  <b>SPONSORED BY:</b> 	


# TUESDAY | APRIL 21 (CONTINUED)

10:20 am – 5:00 pm	<b>OFFICIAL OPENING EXHIBIT HALLS</b>	Octavius Ballroom Exhibit Hall Promenade Level Julius Ballroom Exhibit Hall Pool Level
10:30 am – 5:00 pm	<b>WSWA TV / BAR STUDIO OPEN &amp; PODCASTS</b>	Julius Ballroom Exhibit Hall Pool Level
4:00 pm – 6:00 pm	<b>M. SHANKEN COMMUNICATIONS HOT BRANDS AWARDS</b>	Augustus Ballroom III & IV Emperors Level

(WEDNESDAY AND THURSDAY PROGRAMMING IS OPEN TO RETAILER ATTENDEES)

# WEDNESDAY | APRIL 22

7:30 am – 7:00 pm	<b>CONVENTION &amp; EXPOSITION REGISTRATION OPEN</b>	Octavius Ballroom Foyer Promenade Level
10:00 am – 4:00 pm	<b>EXHIBIT HALLS OPEN</b> <i>Retailers Invited</i>	Octavius Ballroom Exhibit Hall Promenade Level Julius Ballroom Exhibit Hall Pool Level
10:00 am – 4:00 pm	<b>WSWA TV / BAR STUDIO OPEN &amp; PODCASTS</b>	Julius Ballroom Exhibit Hall Pool Level
10:00 am – 5:00 pm	<b>TRADITIONAL AND LOWER LEVEL SUITES OPEN</b>	
12:30 pm – 3:00 pm	<b>WHOLESALE IRON MIXOLOGIST COMPETITION</b>	Octavius Ballroom Exhibit Hall Promenade Level
3:30 pm – 5:00 pm	<b>TASTE OF THE INDUSTRY SET-UP</b>	
4:00 pm	<b>PRELIMINARY EXHIBIT HALL BREAKDOWN</b> <i>Hand Carry Out Only</i>	
4:00 pm – 5:30 pm	<b>BRAND BATTLE</b> <i>Immediately followed by the Taste of the Industry</i>	Palace Ballroom I & II Emperors Level



**MODERATOR:** **Zane Lamprey**, *Host of "Four Sheets" on #DrinkTV*

**JUDGES:**

- Drew Levinson**, *Vice President Business Development, Emerging & Craft Brands, Breakthru Beverage Group*
- Bill Rancic**, *Best-selling Author, TV Personality, Restaurant Owner and Entrepreneur*
- Syd Ross**, *Co-CEO, Great Lakes Wine & Spirits*
- Lacey Sadoff**, *President Badger Liquor*
- Steve Slater**, *Executive Vice President, General Manager, Wine Division, Southern Glazer's Wine & Spirits*
- Chris Underwood**, *CEO, Young's Market Company*

5:30 pm – 7:30 pm	<b>TASTE OF THE INDUSTRY</b>	Palace Ballroom III Emperors Level
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7:00 am – 10:00 am	<b>EXHIBIT HALL BREAKDOWN</b>	
7:30 am – 3:00 pm	<b>CONVENTION &amp; EXPOSITION REGISTRATION OPEN</b>	Octavius Ballroom Foyer Promenade Level
8:30 am – 10:00 am	<p><b>GENERAL SESSION</b></p> <p><b>Palace Ballroom I Emperors Level</b></p> <hr/> <p><b>President &amp; CEO’s Remarks</b></p> <p><b>Michelle Korsmo</b>, <i>President and CEO, WSWA</i></p> <hr/> <p><b>Business Keynote Address</b></p> <p><b>Jennifer Fleiss</b>, <i>Head of Jetblack, a firm operating within Walmart’s startup incubator, Store No. 8 and Co-founder of Rent the Runway</i></p> <hr/> <p><b>We Don’t Serve Teens Presentation</b></p> <p><b>Michelle Korsmo</b>, <i>President and CEO, WSWA</i></p> <p><b>Chris Swonger</b>, <i>President and CEO, DISCUS and Responsibility.org</i></p> <hr/> <p><b>Presentation of the Champions of Responsibility Award to:</b></p> <p><b>Wayne Chaplin</b>, <i>CEO, Southern Glazers Wine &amp; Spirits</i></p> <hr/> <p><b>Supplier Keynote Address</b></p> <p><b>J. Robert Hall</b>, <i>CEO, Ole Smokey Distillery, LLC</i></p> <p><b>SPONSORED BY:</b></p> 	
9:00 am – 4:00 pm	<b>TRADITIONAL AND LOWER LEVEL SUITES OPEN</b>	
10:30 am – 2:00 pm	<p><b>SUPPLIER &amp; RETAILER LEADERSHIP SERIES</b></p> <p><b>Augustus Ballroom III, IV Emperors Level</b></p>  <p><b>EMCEE:</b> <b>Zane Lamprey</b>, <i>Host of “Four Sheets” on #DrinkTV</i></p>	
10:30 am – 11:30 am	<p><b>Leveraging the Alcohol Supply Chain to Advance Your Brands</b></p> <p>In their role as brand builders, distributors play a central role in connecting the right brand, in the right market with the right retailers. Our panelists of distributors and marketers from across the industry will discuss the current state of the marketplace and answer your most pressing questions - What do distributors look for when taking on new brands? How can you maximize your relationship with your wholesaler to keep up with demand and predict consumer-purchasing trends?</p> <p><b>MODERATOR:</b> <b>Louis Zweig</b>, <i>Senior Vice President Supplier Management, Southern Glazer’s Wine and Spirits</i></p> <p><b>PANELISTS:</b> <b>Mike Ginley</b>, <i>U.S. General Manager, Puerto de Indias Gin</i></p> <p><b>Harry Kohlmann</b>, <i>PhD, CEO, Park Street Companies</i></p> <p><b>Rich Pascucci</b>, <i>Principal, Black Apple Group</i></p> <p><b>Steve Wyant</b>, <i>Former Executive Vice President, Sales and Marketing, Sazerac</i></p>	

10:30 am – 2:00 pm

**SUPPLIER & RETAILER LEADERSHIP SERIES** *(Continued)*

Augustus Ballroom III, IV  
Emperors Level

11:30 am – 12:15 pm

**Keynote Address**

**SPEAKER:** **Jennifer Fleiss**, *Head of Jetblack, a firm operating within Walmart's startup incubator, Store No. 8 and Co-founder of Rent the Runway*

12:15 pm – 12:45 pm

**Networking and Light Lunch**

12:45 pm – 1:15 pm

**SipSource Lessons, Patterns and Predictions**

After its first full year of analysis, SipSource – the industry's only source for aggregated distributor depletion data – shares lessons learned, patterns of consumer behavior and predictions that will help you maximize your profitability in 2020.

**SPEAKER:** **Dale Stratton**, *SipSource Analyst*

1:15 pm – 2:00 pm

**Shaken, Not Stirred – What Today's Cocktail Culture Can Tell You About Tomorrow's Marketplace**

In today's cocktail culture, wholesaler mixologists play a pivotal role in establishing consumer trends and building brand awareness. Join our panel of mixologists to learn about how they keep up with ever-evolving consumer demands and what lies ahead in 2020.

**MODERATOR:** **Troy S Clarke, B.A.R., READY, CSS, SP**, *Director of Mixology & Spirit Education, Martignetti Companies*

**PANELISTS:** **Sly Cosmopoulos, CSS, WSET II Wine, WSET III Spirits**, *WSET Certified Trainer Corporate Mixologist, Trade Marketing, Republic National Distributing Company*

**Stephen Fette, SP**, *Craft Spirit Development Specialist, Allied Beverage Group, LLC*

**Brian Van Flandern**, *Executive Director of Mixology, Spirits Education and Special Events, Southern Glazers Wine & Spirits*

**Michael Page**, *Beverage Development Manager, Breakthru Beverage Group*