



WSWA 76TH ANNUAL CONVENTION & EXPOSITION

MARCH 31 - APRIL 3, 2019 | GRANDE LAKES, ORLANDO FLORIDA

SCHEDULE OF EVENTS

Updated 11.19.18 (subject to change)

SUNDAY, MARCH 31, 2019

<p>7:00 AM - 6:00 PM Palazzo Ballroom Foyer JW Marriott</p>	<p>REGISTRATION OPEN</p>
<p>8:00 AM - 5:00 PM</p>	<p>LOWER LEVEL AND TRADITIONAL SUITE MOVE-IN</p>
<p>10:00 AM - 12:00 PM Tuscany Ballroom The Ritz-Carlton</p>	<p>MASTER MIXOLOGY CLASS <i>New!</i></p> <p>In conjunction with WSWA Wholesaler mixologists, this event will offer advanced cocktail training for those in the industry or for anyone who would like to mix like a pro. Learn about acid/base balance, flavor combinations and why using the proper techniques and glassware makes a difference.</p> <p>The session will open with TED-like talk on trends in mixology followed by small group demonstrations segregated by spirit type: Gin, Vodka, Bourbon/Whiskey, Tequila. Attendees can pre-select and rotate between 2 spirit types. A planned marketplace will offer a selection of spirits related items such as books, bar tools, aprons, etc.</p> <p><i>This session is included in the Convention registration fee or can be purchased as a one-day ticket.</i></p>
<p>12:00 PM - 4:30 PM Tuscany Ballroom The Ritz-Carlton</p>	<p>WINE & SPIRITS MARKETPLACE OPEN</p>
<p>12:00 PM - 1:00 PM Tuscany Terrace The Ritz-Carlton</p>	<p>GRAB & GO LUNCH</p>
<p>1:00 PM - 2:20 PM Tuscany Ballroom The Ritz-Carlton</p>	<p>WINE SEMINAR <i>New!</i></p> <p>Join WSWA member experts as they share the latest on wines and wine trends. The event, appropriate for those in the industry or those who would like to learn more about wine, will begin with a TED-like talk on trends in current consumption, what's being planted, and influencers that drive consumer behavior.</p> <p>Following the talk, our wine tasting will provide access to established brands and the opportunity to experience new brands that may not yet be in-market.</p> <p>And of course, good wines don't just come in bottles any more. Learn about innovative wine packaging including pouches, cans, and kegs. Experience the packaging for yourself and see if your palette is up to a blind tasting challenge.</p> <p><i>This session is included in the Convention registration fee or can be purchased as a one-day ticket.</i></p>

2:30 PM - 4:30 PM

Tuscany Ballroom
The Ritz-Carlton



WSWA SUPPLIER LEADERSHIP SERIES *New!*

DISTRIBUTION AND BRAND BUILDING: HOW TO GET TO MARKET AND COMPETE IN TODAY'S CHALLENGING ENVIRONMENT

This first session, in the newly developed WSWA Supplier Leadership Series, will provide answers to some of the most pressing distribution-related questions including: brand building, how to stand-out in a sea of similar skus, alternative 3-tier compliant routes to market, finding venture capital, and navigating compliance and state laws. Hear from WSWA members and from industry leaders hand-selected by our members to provide you with information that could dramatically impact how you do business.

KEYNOTE SPEAKER

Bruce Himmelstein

Former Chief Marketing Officer
The Ritz-Carlton Hotel Company

MODERATOR

Louis Zweig

SVP Supplier Management
Southern Glazer's Wine & Spirits

This session is included in the Convention registration fee or can be purchased as a one-day ticket.

12:00 PM - 5:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALL LOAD-IN

6:00 PM - 8:00 PM

Egret Room
The Ritz-Carlton

WSWA EXECUTIVE COMMITTEE MEETING AND DINNER

(Executive Committee Officers Only)



6:30 AM - 7:30 PM

Palazzo Ballroom Foyer
JW Marriott

REGISTRATION OPEN

7:00 AM - 8:15 AM

NON-MEMBER WHOLESALER BREAKFAST *(Invitation Only)*

8:00 AM - 5:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALL LOAD-IN

8:30 AM - 10:00 AM

Tuscany Ballroom E
The Ritz-Carlton

WSWA BOARD OF DIRECTOR'S MEETING AND BREAKFAST

(WSWA Members Only; Traditional Suite Listing will be available)

10:00 AM - 12:00 PM

Tuscany Ballroom E
The Ritz-Carlton

WSWA WHOLESALER LEADERSHIP SERIES

(Wholesalers and Invited Guests Only; Traditional Suite Listing will be available)

This series will help you take on the toughest challenges facing our industry while arming you with the information you need to engage in next-level strategic discussions. Wholesalers feel the pressure to take charge of their future, and we are here to help lead the way.



12:00 PM - 5:00 PM

OFFICIAL OPENING: TRADITIONAL AND LOWER LEVEL SUITES

4:00 PM - 5:00 PM

Egret Room
The Ritz-Carlton

MEDIA BRIEFING

4:00 PM - 6:00 PM

Tuscany Ballroom E
The Ritz-Carlton

**M. SHANKEN COMMUNICATIONS
HOT BRAND AWARDS**

**M. SHANKEN
COMMUNICATIONS, INC.**

6:30 PM - 8:00 PM

Coquina Ballroom
JW Marriott

OPENING NIGHT RECEPTION



7:30 AM - 7:00 PM

Palazzo Ballroom Foyer
JW Marriott

REGISTRATION OPEN

8:30 AM - 10:00 AM

Coquina Ballroom
JW Marriott

GENERAL SESSION

WELCOME

Michelle Korsmo

WSWA President and CEO

CHAIRMAN'S ADDRESS

Sydney Ross

Vice Chairman, Great Lakes Wine & Spirits
WSWA Incoming Chairman

PRESENTATION OF THE LIFETIME LEADERSHIP AWARD

KEYNOTE ADDRESS

10:15 AM - 10:30 AM

Palazzo and Mediterranean
Ballroom Foyers
JW Marriott

**RIBBON CUTTING AND EXHIBIT HALLS
GRAND OPENING**

10:30 AM - 5:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALLS OPEN

10:30 AM - 5:00 PM

LOWER LEVEL AND TRADITIONAL SUITES OPEN

10:30 AM - 5:00 PM

Mediterranean Ballroom
Exhibit Hall
JW Marriott

WINE & SPIRITS TASTING COMPETITION

Sponsored by:

The Tasting Panel Magazine and The SOMM Journal



5:00 PM - 6:30 PM

Tuscany E
The Ritz-Carlton

WSWA WOMEN'S LEADERSHIP COUNCIL RECEPTION



6:00 PM - 8:00 PM

Coquina Ballroom
JW Marriott

TASTE OF THE INDUSTRY

7:00 PM - 9:00 PM

ADVISORY COUNCIL DINNER *(Invitation Only)*

7:00 AM - 5:00 PM

Palazzo Ballroom Foyer
JW Marriott

REGISTRATION OPEN

8:00 AM - 10:30 AM

Coquina Ballroom
JW Marriott

GENERAL SESSION AND BRAND BATTLE

PRESIDENT'S ADDRESS

Michelle Korsmo

WSWA President and CEO

PRESENTATION OF THE SIDNEY FRANK
INNOVATION AWARD

BRAND BATTLE



9:00 AM - 5:00 PM

LOWER LEVEL AND TRADITIONAL SUITES OPEN

10:00 AM - 4:30 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALLS OPEN

12:00 PM - 3:00 PM

Ballroom Salon III
The Ritz-Carlton

ADVISORY COUNCIL MEETING

(Invitation Only)

12:00 PM - 1:30 PM

Egret Room
The Ritz-Carlton

FINANCE COMMITTEE MEETING

12:30 PM - 3:00 PM

Mediterranean Ballroom
JW Marriott

**WHOLESALE IRON MIXOLOGIST
COMPETITION**

Sponsored by:

The Tasting Panel Magazine and The Clever Root

THE **tastingpanel**
MAGAZINE

the **clever root**
fruit, flower, farm, leaf

4:00 PM - 7:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALLS TEAR-DOWN

6:30 PM - 8:00 PM

TBD

CLOSING EVENT

(Tentative)

