2016 COUNCIL FOR LEADERSHIP DEVELOPMENT (CLD)

LEADERSHIP SKILLS CONFERENCE

EDUCATING Today’s Rising Managers

FORGING Skills Needed in Today’s Marketplace

BUILDING Connections Across Tiers

JULY 10 - 12, 2016 | OMNI HOTEL | NASHVILLE, TENNESSEE
MUSIC CITY, USA

What was once a quiet southern town with a long tradition of country/western music has become a world-leading capital of arts, entertainment, music, film, television, food and drinks. Music City is thriving...equal parts culture and tradition mixed in with innovation and entrepreneurism—a thoroughly modern American city.

From cutting edge fusion restaurants to local craft breweries, distilleries and wine bars—Nashville has it all, including some of the best food, drinks and entertainment available anywhere in the world. This summer Music City will play host to WSWA’s popular Council for Leadership Development (CLD) Leadership Skills Conference, July 10-12.

If you are a rising manager or young executive looking to improve your leadership skills, grow your networking connections and expand your industry knowledge...then CLD is THE event for you.

NEW: WOMEN’S LEADERSHIP COUNCIL

New this year, is WSWA’s Women’s Leadership Council (WLC) networking breakfast on Wednesday, July 13, after CLD has concluded. This will be a great opportunity to learn more about this new WSWA group and give you a chance to meet and get to know more women in the wholesale industry.
SATURDAY, JULY 9:
Arrive a day early to take advantage of Sunday’s optional tour.

SUNDAY, JULY 10:
Experience a private guided tour at a local craft distillery and gain behind-the-scenes access and knowledge about this thriving Tennessee industry at the heart of one of the industry’s biggest market booms. Following the tour, enjoy a small group networking dinner with your CLD peers—and every evening concludes with an optional after-hours Honky Tonk or downtown bar visit.

MONDAY, JULY 11:
Monday kicks off with an early breakfast program and includes a full day of briefings and networking breaks followed by a group dinner showcasing Tennessee’s finest local cuisine and hand-crafted beverage selections.

TUESDAY, JULY 12:
Tuesday concludes with an amazing arts and entertainment experience at Nashville’s Parthenon, a full-scale historic replica of the famous Greek temple. The evening will showcase hot local restaurants and chefs, present local beverages and feature a performance from a rising Nashville singer-songwriter.

WEDNESDAY, JULY 13
Women who are registered for CLD are invited to join their female peers for a networking breakfast to learn more about the new group WSWA has created - WLC.

DEPARTURES:
Late Tuesday and all day Wednesday.

2015-2016 CLD OFFICERS

CHAIRMAN ................. Ryan Moses
Best Brands, Inc.

VICE CHAIRMAN ...... David Rosenberg
Hartley & Parker Limited, Inc.

SECRETARY ............... Michael Hertz
United Distributors, Inc.

TREASURER ............. Lee Hastings
Moon Distributors, Inc.

AT LARGE MEMBER .... Chad Stone
Breakthru Beverage

AT LARGE MEMBER . Hamilton Callison
Breakthru Beverage
TENTATIVE AGENDA
(As of May 11, 2016)

SUNDAY, JULY 10

9:00 am  Distillery Tour  
(Optional for attendees at additional cost)
DISTILLERIES PARTICIPATING INCLUDE:
Corsair Distillery  
(Pending final confirmation)
Nelson's Green Brier Distillery
SPEAKEasy Spirits

5:30 pm – 6:30 pm  Opening Reception  
SPONSORED BY: Serralles

6:30 pm  Depart for Dinner Location(s) – Small group dinners

9:00 pm  After dinner meet-up

MONDAY, JULY 11

8:00 am  Breakfast

8:15 am  Opening / Welcome

8:30 am – 9:00 am  Breakfast Sponsor Presentation

9:15 am – 10:30 am  WSWA Government Affairs Update

10:30 am – 10:45 am  Break

10:45 am – 12:00 pm  Grocery Store/Retailer Wine & Liquor Sales Panel

12:00 pm – 1:30 pm  Lunch

1:45 pm – 3:00 pm  Presentation by
Mark Brown, President & CEO, Buffalo Trace Distillery

3:10 pm – 4:00 pm  Cyber Security Presentation  
PRESENTED BY:
Donald R. Codling, Codling Group International

4:00 pm  Call for committee nominations and Day 1 wrap-up

5:30 pm  Depart for reception and dinner

6:00 pm  Reception & Dinner  
SPONSORED BY: SPEAKEasy Spirits
TENTATIVE
AGENDA
(As of May 11, 2016)

TUESDAY, JULY 12

8:00 am  Breakfast

8:15 am – 8:45 am  Breakfast Sponsor Presentation

8:45 am – 9:45 am  E. & J. Gallo Winery Presentation
PRESENTED BY:
Stephanie Gallo, VP of Marketing

9:50 am – 10:45 am  Nielsen Presentation
PRESENTED BY:
Danny Brager, Senior VP, Beverage Alcohol Practice

10:45 am – 11:00 am  Break
SPONSORED BY: Nielsen

11:00 am – 12:15 pm  Hiring and Retaining Talent Panel
PANELISTS FROM:
University of Notre Dame
Washington University in St. Louis
Vanderbilt University

12:15 pm – 1:45 pm  Lunch

2:00 pm – 3:00 pm  Walmart Presentation
PRESENTED BY:
Al Dominguez, Senior Vice President GMM Adult Beverages

3:05 pm – 3:45 pm  WSWA Communications & Membership Update

3:45 pm – 4:00 pm  CLD Wrap-Up

5:30 pm – 9:00 pm  Closing Night Tasting Event at The Parthenon
SPONSORED BY: Tennessee Distillers Guild

WEDNESDAY, JULY 13

8:00 am – 10:00 am  Women’s Leadership Council (WLC) Networking Breakfast
(Optional for women attending the CLD Conference at an additional cost.)
THE CLD VALUE PROPOSITION

WHAT’S IN IT FOR RISING BEVERAGE INDUSTRY EXECUTIVES?

• Build an educational foundation of essential policy, legislative, regulatory, marketing and trend information needed to advance in your career;

• Make connections with wholesaler, supplier and service provider peers—as well as current industry leaders, speakers, panelists and the WSWA staff/leadership team;

• Enhance leadership skills, fine-tune technology and management abilities;

...an event unlike any other conference, session or meeting anywhere in the beverage alcohol industry!

WHO SHOULD ATTEND?

• Rising managers
• Next generation leaders
• Young executives

...employed by U.S. wine and spirits wholesalers

UNIQUE FEATURES AT CLD 2016:

• Learn about hiring and retaining quality employees from a panel of experts from University of Notre Dame, Washington University in St. Louis, and Vanderbilt University.

• Hear from industry-leading experts including Nielsen’s Danny Brager, Drizly CEO Nick Rellas, Buffalo Trace CEO Mark Brown, E. & J. Gallo Winery VP of Marketing, Stephanie Gallo and many more...

• Gain in-depth understanding of issues from WSWA staff and executives including: hot policy and legal topics like ignition interlocks, marijuana legalization, control state privatization battles and other state strategic threats, a full update on WSWA’s federal policy agenda and communications/membership development programs.

PREVIOUS SESSIONS AND SPEAKERS INCLUDE:

• A look at what’s trending in the beverage market from experts like GuestMetrics and Neilsen;

• Custom briefings and updates from senior executives at Google and LinkedIn;

• Panel discussion on green initiatives and corporate environmental responsibility from companies like Daimler Trucks North America, EnterSolar, and Dynamic Energy USA;

• Updates from leading marijuana industry officials, growers and retailers on converging trends in this newly-legalized industry;

• Briefings from state alcohol policy and beverage alcohol regulators;

• Much, much more!
The Music City has become a food mecca, with innovative restaurants, hands-on culinary classes, and stylish spots to sleep off your last meal.

- New York Magazine

What’s driving the growth domestically is the proliferation of small craft distilleries, which have begun popping up all over Tennessee since the state legislature relaxed rules in 2009 on where they can operate, expanding legal distilling from just three to now 41 of the state’s 95 counties.

Just like what the market saw earlier with craft brewers, consumers looking for something new and different are embracing the small distilleries, whose homespun whiskey products are becoming staples at trendy bars and restaurants.

- The Tennessean

Any higher-end Southern chef definitely has an eye toward opening a restaurant in Nashville these days because it is so dynamic and both the audience and good-quality meat and produce are there in abundance. The number of people from the high-tech sector, the country music industry and, increasingly, the Los Angeles music and film scene demand sophisticated food, but they also want it to be authentic. So you can get a great mix of smart takes on Southern standards along with dishes that push the envelope, with wine lists and cocktails to match.

- The New York Times
Click [here](#) to register for the 2016 CLD Leadership Skills Conference.

**Member Registration:** $950

**Spouse/Guest Registration:** $495
*This registration allows your guest to participate in the receptions and the dinners.*

**Distillery Tour**: $195
*Optional
This tour will include transportation from The Omni Nashville to the various distilleries. Tours, tastings, continental breakfast, and lunch are included.*

*In order for this tour to be confirmed, at least 20 people must sign up by June 17, 2016.*

**WLC Networking Breakfast:** $100
*Optional*

**The Omni Nashville:** $289**
**plus taxes per night**

**QUESTIONS?**
Contact
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For more information, visit [wswa.org](http://wswa.org)