

NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE

Program Highlights



GENERAL SESSION

Description: Hear important industry insights and updates from the NBWA leadership team and elected leaders.

Availability: Streamed live, then on-demand for 30 days.



KEYNOTE SPEAKERS

Description: These experts in their fields will lead dynamic presentations and then offer a live Q&A. You can [submit questions](#) prior to the event or enter them into the chatbox during the event.

Availability: Streamed live, then on-demand for 30 days.



EDUCATION SEMINARS

Description: These educational presentations will strengthen your beer industry knowledge and skills. Topics range from forecasting through a pandemic to political advocacy, human trafficking awareness and more! Take advantage of the on-demand option to watch them all!

Availability: Seminars will air on a specific day and will have the live chat feature for the original airing. They will then be on-demand for 30 days.



PEER-TO-PEER BEST PRACTICES

Description: Brought back by popular demand! Peers will provide practical advice to deal with real life issues you might be facing in your distributorship.

Availability: Best practices will air on a specific day and will have the live chat feature for the original airing. They will then be on-demand for 30 days.



INTERACTIVE WORKSHOPS

Description: Ask questions and converse with experts and your peers! The workshop sessions will offer different Zoom rooms. You choose which discussion topic you want to join. There will be a moderator who is an expert on the topic to lead the discussion.

Availability: This is an interactive event where participation is required. It will only be offered live.



TEAM BUILDING ACTIVITY: ESCAPE ROOM

Description: This will be a live and interactive activity where teams combine their skills and to solve the challenge.

Availability: This is an interactive event where participation is required. It will only be offered live.



VIRTUAL HAPPY HOUR & TRIVIA NIGHT

Description: Work hard, play hard! This will be a fun trivia event to enjoy a beer and connect with your fellow Next Gen leaders. Don't forget to brush up on your knowledge on all things movies, music and beer.

Availability: This is an interactive event where participation is required. It will only be offered live.



SOLUTION TRACK VIDEOS

Description: Next Gen leaders asked for product demonstrations and we will deliver! Solution Tracks videos will solve problems for common problems facing distributorships.

Availability: They will be on-demand for 30 days.



NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE



Schedule of Events

Thursday, November 12, 2020

12:00 – 2:00 PM ET | General Session – Day 1

Hear important industry insights and updates from the NBWA leadership team and elected leaders. Our featured speakers are experts in their fields who will lead dynamic presentations and then offer a live Q&A.

Welcome and Introduction

Robbie Maletis Jr. | NBWA Next Generation Group Chair

Craig Purser | President & CEO, NBWA

Kim McKinnish | Senior Vice President and Chief Financial Officer, NBWA

Fintech presents:

2020 Industry Outlook

Lester Jones | Chief Economist, NBWA

Brandy Rand | Chief Operating Officer, Americas, The IWSR

COVID-19's impact on the beverage alcohol industry has been overwhelming. ISWR COO of the Americas Brandy Rand and NBWA's Chief Economist Lester Jones will give you their provocative and expert industry insider insights to help your business plan for the future. These two are in the know on all things relevant to beer and alcohol industry data, and their presentation will include topics like the "at home" drinker, hard seltzer, the return of on-premise and more.

Unleashing Excellence through Leadership

Don Rheem | Author | CEO, E3 Solutions

Don Rheem will share an inspiring presentation on the elements of leadership driving engagement and allowing your team to thrive. With over 30 years of experience, Don will share deep insights into what inspires employee performance from a brain-based perspective. He will introduce you to the triggers of exemplary workplace behavior at a neurological level. Tapping into these triggers leads to increased productivity, well-being, accountability and retention. What if your team looked forward to Mondays instead of Fridays?

Paragon Beverage Advisors, LLC presents:

The importance of building industry relationships

Don't forget to join the team building activity at 4:00 pm ET.



NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE

2:30 – 3:00 PM ET | Learning Window I

Choose one to watch during this window and don't forget to utilize the live Q&A chatbox feature. The rest will be available on-demand for a month.

❑ "Forecasting Through a Pandemic" Budgeting for Beer Distributors During COVID-19

R.J. Martucci, CPA | Partner, JGS, CPA, PC

In the current environment budgeting and forecasting will play a more important role than ever before. In this seminar R.J. Martucci, CPA will provide a high-level overview of the budgeting process. He will focus on why it is important, key areas to focus on and how the next generation can play a role in the process. All while considering the impact of COVID-19 on beer distributors and their business operations.

❑ Relationship Building and Political Advocacy

Laurie Knight | Executive Vice President, Government Affairs, NBWA

Brittanny Meierling | Senior Director, Federal Affairs, NBWA

Kate Beaulieu | Director, Federal Affairs, NBWA

Eric Bunning | Director, Federal Affairs, NBWA

Rebecca Maisel | General Counsel, Gulf Distributing Holdings, LLC

Hear from NBWA's Advocacy team and 2021 NBWA Political Action Committee Chair Rebecca Maisel on how you can help amplify the voice of beer distributors in your state through grassroots advocacy and relationship-building efforts.

❑ People Respond(ed) to Incentives

Robbie Maletis Jr. | General Manager, Maletis Beverage

Bud Dunn | Vice President, Atlas Sales Inc.

John Casey | Successor Manager, Buquet Distributing Co., Inc.

GP Analytics

Last year we brought you the notion of aligning your sales representative incentives with gross profit. Today, we revisit that discussion along with year-to-date results from distributors who made the switch.

3:15 – 3:45 PM ET | Learning Window II

Choose one to watch during this window and don't forget to utilize the live Q&A chatbox feature. The rest will be available on-demand for a month.

❑ Hack Our Future

George Briggs | VP of Sales and Marketing, NKS Distributors

John Leyh | Craft and Specialty Brand Manager, NKS Distributors

At the 2018 NBWA Next Gen Conference Bonin Bough, an award-winning marketing executive, shared examples of how some companies work to transform their business models to meet a changing consumer landscape. NKS Distributors took the "Hackonomy" idea from Bough's presentation and will share their lessons learned.

❑ Adjusting Driver Training Protocols COVID-style

Joan Franks | Matesich Distributing Co.

Justin Galigher | Matesich Distributing Co.

Vice President of Human Resources Joan Franks and General Manager Justin Galigher will share how Matesich Distributing Co. changed their protocols to ensure effective, appropriate training for new drivers in a safe environment.



NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE

❑ Strategies for Launching Online Ordering

Joseph Schilleci | Chief Revenue Officer, Supreme Beverage Company

Cam Koorangi | Sales Executive, DSDLink

As e-commerce trends continue to accelerate, online ordering platforms are becoming increasingly crucial for distributors. The technology is readily available; however, implementing online ordering can bring on a variety of challenges. Join us to learn how to work with your team and retailers to develop strategies for a smooth and successful online ordering launch and hear best practices from Supreme Beverage Company.

4:00 – 5:15 PM ET | Team Building Activity: Virtual Escape Room

One of the most important elements of success in this industry is building strong relationships with distributors and other beer industry experts across the country. This virtual escape room is the perfect opportunity to make connections with other rising distributor leaders. What's your mission? You will find yourself in the shoes of a spy who wakes up in a hotel room but it turns out your cover has been blown! Using messages and clues from Mission Central you will have to navigate your way to the airport to make your big escape. Attendees will be broken up into teams of five. Each teammate on the winning team will receive a \$100 AMEX gift card and a beer-themed face mask. Plus, you'll have the opportunity to win points for your conference team. Sponsored by Paragon Beverage Advisors.

5:15 – 6:00 PM ET | Virtual Happy Hour: Trivia Night

Work hard, play hard! This will be a fun event to connect with your fellow Next Gen leaders through beer and trivia. Join us for a happy hour to connect with old friends, meet new faces and show off your trivia knowledge. Be sure to refresh your knowledge on all things movies, music and beer so you can win more points for your conference team.

Friday, November 13, 2020

11:00 AM– 12:40 PM ET | General Session – Day 2

Hear important industry insights and updates from the NBWA leadership team and elected leaders. Our featured speakers are experts in their fields who will lead dynamic presentations and then offer a live Q&A.

Welcome and Introduction

Patrick Blach | NBWA Chairman of the Board

Robbie Maletis Jr. | NBWA Next Generation Group Chair

NBWA Update

Craig Purser | President & CEO, NBWA

Laurie Knight | Executive Vice President, Government Affairs, NBWA

Following the 2020 election, you will get an insider political analysis on the outcomes, policy issues and how it all will impact the beer industry and our priorities ahead.

#BeersToThat Kickoff Recap

Kim McKinnish | Senior Vice President and Chief Financial Officer, NBWA

Brooke Bartlett | VP, Digital & Social, Motive

Mike Barnes | EVP, Chief Revenue Officer, Andrews Distributing Co.

The Beer Growth Initiative (BGI) brings together leaders in the beer industry, including brewers, beer distributors, and trade associations, with the mission to grow the beer category. The #BeersToThat Campaign officially launches nationwide in early November. Hear an update on the launch and goals for the campaign from leaders in the BGI initiative.



NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE

Communications for Emerging Leaders

Kevin Sullivan | Founder, Kevin Sullivan Communications, Inc.

In this time of continued uncertainty, strong communication skills are vital – whether you are trying to gain buy-in from your team, convey important information to your partners and customers or communicate your value to lawmakers and the community. Kevin Sullivan, a communications expert with extensive experience in politics, sports and media, will cover all these topics and provide actionable tips to help you elevate your leadership through more robust communication.

12:40 – 1:50 PM ET | Interactive Workshops

Ask questions and converse with experts and your peers! The workshop sessions will offer different Zoom rooms. You choose one discussion topic you want to join. There will be a moderator who is an expert on the topic to lead the discussion.

- ❑ **Sustainable and Innovative Energy Practices**
HDA Architects
- ❑ **Getting the Most Out of Your Most Valuable Assets (Human & Physical)**
Precision Distribution Consulting (PDC)
- ❑ **Meeting the Needs of the Retailer**
Vermont Information Processing (VIP)
- ❑ **What's the Real Value of Adding NAs and Can You Build Equity?**
Ippolito Christon & Co./Hochheiser & Akmal PLLC.

2:00 – 2:30 PM ET | Learning Window I

Choose one to watch during this window and don't forget to utilize the live Q&A chatbox feature. The rest will be available on-demand for a month.

- ❑ **Diversity & Inclusion**
Leo Tucker | Managing Partner, Northwestern Mutual
Learn from Leo Tucker, Managing Partner of Northwestern Mutual DC, about his diversity and inclusion journey. Leo will talk about the keys to transformation and the skills needed to be effective in diversity and inclusion strategies in your organization.
- ❑ **Crisis Management & Communication**
Kevin Sullivan | Founder, Kevin Sullivan Communications, Inc.
Communications expert Kevin Sullivan will guide you through the necessary steps you should take to prepare your organization for a crisis, including how to build an effective crisis management plan and how to communicate when crisis does hit.
- ❑ **Distributors Against Human Trafficking**
Caylin Wiebe | Public Awareness Coordinator, Del Papa Distributing Company, Inc.
Mike Markovich | Vice President of Community Relations, Summit Beverage
Debra Pitassy | Communications Manager, Montana Beer & Wine Distributors Association
Camila Zolfaghari | Executive Director, Street Grace
This summer, the National Beer Wholesalers Association (NBWA) launched the [Distributors Against Human Trafficking Initiative](#) to help combat human trafficking in the United States. Gain insights into the issue of human trafficking in the U.S. from Camila Zolfaghari, the Executive Director of Street Grace, an organization



NEXT GENERATION SUCCESS IN LEADERSHIP CONFERENCE

that combats human trafficking and supports survivors. Plus, hear from Distributors Against Human Trafficking Advisory Committee member Caylin Wiebe, who will share more on the NBWA initiative, and Montana Beer & Wine Distributors Association leaders Mike Markovich and Debra Pitassy, who will discuss how they are taking action in their state to fight human trafficking. They'll also provide actionable steps you can take in your state to join the movement to end human trafficking.

2:45 – 3:15 PM ET | Learning Window II

Choose one to watch during this window and don't forget to utilize the live Q&A chatbox feature. The rest will be available on-demand for a month.

❑ Using Microsoft Teams to Benefit Your Entire Organization

Peter Maletis | Business Development, Maletis Beverage

Hear how Microsoft Teams, a cloud-based data storage and communication platform, has streamlined Maletis Beverage's communication. You will learn how to use it as a strategic tool to eliminate the need for thousands of emails by centralizing files and communication onto one application that all employees can easily access.

❑ Using Beer First Tools

Lori Scheffler | Co-Owner and President, Tamarron Consulting

Jon Salois | Vice President of Sales, Atlas Distributing Inc.

Hear from a fellow distributor on how they are effectively using NBWA Beer First resources to take back market share! NBWA created data-driven, customizable Sell Sheets to change the conversation and tell a positive story about beer with your retailers. Additionally, this fall, NBWA launched the Retail Inventory Profit Calculator, which illustrates the impact on a retailer's profitability of buying spirits and/or wine in large quantities that take a long time to sell through.

❑ Pesky Legal and Regulatory Reminder: The Law is Important!

Paul Pisano | Senior Vice President, Industry Affairs and General Counsel, NBWA

Brian Drennan | Vice President/General Manager, Capital City Beverages Inc.

Come learn why every member of the Next Gen group has a role in helping to preserve the regulatory ecosystem that promotes distributor values. Supplier contracts, litigation against state laws or education of key stakeholders are all matters Next Gen members can put their shoulder to the wheel to help add value.

On-Demand Solutions Track Videos

Precision Distribution Consulting (PDC)

Encompass Technologies: More than Route Accounting

GP Analytics

HDA Architects

JGS, CPA, PC

Paragon Beverage Advisors, LLC

Distributing Intelligence from VIP: EasyPick and KARMA



Visit www.nbwa.org/events for up-to-date information!

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Cheers to our partners & sponsors!

Fintech

Northwestern Mutual

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Encompass Technologies

GP Analytics

HDA Architects

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