



22 EDUCATION SEMINARS

SUNDAY, OCTOBER 3

E-Commerce & Digital Transformation: Deliver Accurate Data & Elevated Service

Wholesalers are leaning into fast-growing e-commerce channels while navigating consumer behavior and the evolving landscape of players across brewers, delivery companies and B2B channels. The importance of accurate data and curating a robust consumer shopping experience across platforms is paramount. Hear from a panel of brewer leaders as they share insight and actions to consider what's transforming the beer industry across physical stores and the e-commerce shopper landscape.

CBD Beverages: What Is the Latest in the Law and in the Market?

The last five years have seen cannabidiol (CBD) gain the reputation as a "cure-all" for pain, sleep, stress, etc., in food, beverages and/or topicals. However, some of the marketing and research, as well as the underlying legality, remain subject to varying legal interpretations. Attendees at this seminar will learn the latest on the legal issues surrounding CBD and learn exactly what CBD and other functional cannabinoids are, in addition to what the latest scientific studies say. Participants will hear an important discussion of regulation on sales and marketing, as well as the panelists' thoughts on the size of the CBD beverage market.

MONDAY, OCTOBER 4

Estate Tax Rules Are in Play: How Will it Affect You and Your Family...for Generations?

In today's dynamic environment of possibly increasing taxes, learn about several easy-to-implement and effective wealth transfer strategies that business owners can employ to transfer substantial wealth outside the estate tax system and minimize income taxes on business interests sold to future buyers. Hear about well-established planning strategies that accomplish estate and business planning objectives and how to utilize them with today's low-interest rates, valuation discounts and specially designed trusts. Take advantage of learning about these planning strategies before the law changes and forecloses some of these planning choices with higher taxes and/or future restrictions.

Using Cash-Free Deliveries to Drive Efficiency and Profits: A Case Study

Going cashless - the benefits can be significant with almost no downside in loss of sales. This session will: Discuss the business conditions in the market that led to the idea to eliminate cash, the pros and cons to evaluate, implementation steps and consideration and actual results and benefits of going cashless. Attendees will be able to apply specific steps to go cashless at their own distributorships in the most efficient manner to drive the best results.

Winning in the New Labor and Talent War: New Data and Strategies to Leverage Your Benefits Package to Succeed

All distributors are operating in a feast or famine economy at present and leaders want to stay in the lead on all things regarding distributor talent. This session targets distributor owners, leaders and HR/people leadership to dive deep into national distributor labor data trends in the tight labor market and how to leverage your benefits package to win the key talent you need to grow your operations.

This session will examine the latest distributor economic, workforce and productivity data, so you're informed of critical information to plan for and make strategic hiring or retention decisions. This session will then explore leading trends of employee preferences in their employee experience (outside of wages) of

what's working and what's not in critical hiring and retention strategies. Finally, we will present winning strategies to design and leverage your benefits package to compete (and win) talent with a modern approach to healthcare insurance and benefits.

Attend and learn about the workforce that leads (and will lead) your organization to greater performance.

Where Is Everyone? Finding (and Keeping) Employees in Today's Tight Labor Market

We're living through the most significant labor shortage in American history. Today, there are only 1.4 available workers per job. We no longer have the luxury of picking through candidates to find the best available person; it's a "warm-body vs. no-body." And worse, this present labor shortage is concentrated in service and front-line jobs. So, what do you do? How do you find and then keep employees in a post-pandemic world? Come listen to the team at In:trench Consulting Group and how they're advising their distributor clients to re-engineer their recruiting process and then find the new "work-normal" to keep those employees on the job and in the company.

Distributor Agreements, Franchise Laws, Terminations and Recent Cases Impacting Beer Distributor Interests

The rights and obligations that suppliers and distributors owe one another are set forth in their distributor agreements. The review of spirits, wine, beer and nonalcoholic distribution agreements differs because franchise laws may apply to beer distribution agreements but not to other beverage distribution agreements. Understanding the legal parameters of each supplier/distributor relationship is crucial to the success of any beverage distributor. This seminar discusses key provisions of beverage distributor agreements, negotiation strategies, the effect that franchise laws may or may not have on these agreements and the effect that other laws may have on these agreements. In addition, the seminar will survey recent termination cases, recent constitutional challenges to liquor laws and other legal developments impacting distributor interests.

Cybersecurity Strategies: How to Mitigate Hacks

Chances are you are already doing what it takes to get hacked. But once it happens, then what? In cybersecurity it's not a question of if you'll get hacked, but when. Learn about what you can do now to prepare and successfully recover from a cyberattack. In the past year, we have seen many large organizations fall victim to hacking. Distributors are often using multiple pieces of technology to run their business. Even if their RAS is secure, there is still a chance that one of their other systems could get hacked. If you know how and why companies get hacked, you can take the right steps to stay safe. Distributors will come away from the seminar with knowledge of how to stay secure, avoid hacking and how to recover from a cyberattack if it ever happens.

What Does the Increasing Prevalence of Electric Vehicles Mean for Beer Distributors?

Deloitte estimates that electric vehicles (EVs) will make up 27% of new car sales in the U.S. by 2030. GM plans to go all-electric by 2035. What will be the impact for beer distributors considering updates to their fleet and mileage reimbursement programs? In this seminar, we will facilitate a discussion with the audience to hear how different leaders are thinking about topics like what is a fair reimbursement rate for an electric vehicle; what should you consider before adding electric vehicles to your fleet; how might public policies influence your decisions; and what can we learn from countries with more advanced EV adoption?

Motivating Gen XBox

Join the pioneer of bringing "gamification" into the distributor world by way of the industry-leading app that allows sales reps to compete with each other in virtual real-time leaderboards around display execution. Learn how the sales execution platform, which has tracked over 250 million cases of beer on display, is changing the rules and inventing new motivators that are driving sales reps to want to sell more beer - because it is fun!

Unlock the Opportunity of Suppliers: Out of Stocks, Long DOI, Forecasting, Ordering and Communication

Distributors are in the passenger seat when it comes to ordering. Suppliers dictate the method, process, and format. Large suppliers have advanced resources, but smaller suppliers have been left to use email and spreadsheets as their only option. The cost to the distributor is massive in terms of your time and associated gaps - out of stocks, lack of forecasting, inefficient communication and confusion managing dozens of different processes. This session will explore the various solutions, including how to use data and technology to order more efficiently. Learn how distributors can drive the processes and solutions in a direction that solves the issues and captures value.

Breakthrough Discovery for Optimizing Keg Cooler Operation for Sustainability

Most beer distributors do not realize that the highest energy and operating cost per square foot is their keg cooler. Few, if any, have actually thought about ways to take advantage of modern IoT (Internet of Things) technology that can eliminate most inefficient operation. National Resource Management's engineers discovered that beer distributors with large or small keg coolers do not have sophisticated controls in place that enable them to optimize performance and manage their refrigeration systems. This seminar will feature a case study of nine facilities that after installed a cloud-based management system. These operators are now able to use any PC, tablet or smartphone to receive temperature and equipment alerts, connect and view operation statistics, perform easy to understand diagnostics, remotely tune settings for optimum efficiency and, more importantly, help to prevent catastrophic equipment failure.

TUESDAY, OCTOBER 5

A Tale of Two Standards of Value

Every business has two values: an estate tax value and an investment value. One represents the value of the going concern ('hypothetical fair market value'). The other is the value in consolidation. Distributor owners should understand the differences and assumptions for each.

Seminar attendees will learn what the levers of value are, how they moved recently and the impact on their estate and gifting planning. The concepts behind the use of discounts for limited marketability and limited control will be explored. We will also discuss interest rates and the option to recapitalize.

Flatter, More Effective Organization Structures

This seminar will present strategies to improve your organization structure's ability to execute more effectively in the market and remain cost effective. This seminar will cover the organization structures for sales, operations and sales support functions. We will discuss excessive management layering, top heavy organization structures, spans of control, channel specific vs. geographic organization structures and most importantly, tying your organization structure to your overall business strategy. We will show you real-life examples of ineffective beverage distributor organization structures, discuss why they are ineffective, and how they were modified to improve overall effectiveness. This seminar will provide solid, usable learnings for distributors of all sizes.

Deliver on Results. Win on Value.

Are your customers achieving the outcomes and results they are seeking? Learn the best practices from an industry expert on how you can create and deliver value every day. The results: competitive advantage and customer loyalty. Topics covered include perfect order fulfillment, eliminating controllable out of stocks, accurate and on-time service, product availability/reducing out of stocks, execution of display support of feature, preferred brands, trade up to high-end growth, in-store marketing, business insights and customized assortment.

Creating Inclusive Cultures

In these turbulent times, many business leaders want to do something about inequity but don't know where to start. Unfortunately, concerns about having difficult conversations and the fear of saying something offensive lead to inaction. However, the first step in combatting inequalities in the workplace should simply

be to create awareness about the issues of diversity and inclusion. This session will discuss the importance of being an inclusive leader to create an environment where all employees can thrive. Topics will include but are not limited to: unconscious bias, privilege and allyship. Attendees will walk away with a newfound awareness and a toolkit of actionable steps to overcome barriers of inequity while also moving towards an environment of allyship and inclusion.

Activating Beer First Tools

Brought to you by the NBWA, the Beer First initiative is centered on growing the beer category and stemming spirits and wine market share momentum. The online toolkit, accessible at www.nbwabeerfirst.com, will help distributors present “why beer?” to on- and off-premise customers, showing them that beer is a valuable category that brings consumers to their outlets and generates lift, velocity and profits. The toolkit includes channel-specific data-driven sell sheets, profit calculators and the Beer First Certification training program. Hear from industry experts Lori Scheiffler and Mike McDonnell of Tamarron Consulting and fellow distributors on how to effectively use the NBWA Beer First resources to take back market share!

Beer Distributors Going Green: What are the Opportunities?

This seminar will educate beer distributors on the numerous incentives that are available to upgrade their warehouse facilities. Incentives and/or project funding for upgrading roof, solar, HVAC, refrigeration, lighting, forklift charging, electric vehicle charging stations and more efficient picking systems are all available. There is a limited time to take advantage of these programs that are available nationwide. Join Molly Reilly from Double Green and Jim Taylor from Revenue Task Force to learn more on how your company can participate in these programs.

Improve How Your Sales Team Sell and How Your Managers Coach

This session will highlight the key fundamentals in how to elevate your sales managers to become coaches and how to drive the professional development of your sales staff. Positive transformation of your culture is the outcome of a sales team that is disciplined to incorporate “blended learning” - a multi-faceted approach to keep the team focuses on continuous improvement, resulting in increased sales and job satisfaction.

How To Use Competitive Sales Intelligence to Identify Micro Trends and Drive Targeting Efforts

Join a panel of experts from the industry’s leading data providers and forward-thinking distributors to discuss how to effectively execute a data-driven sales model based on consumer demand. The panel will explore market shifts impacting sales, incorporating data in both on- and off-premise strategy, and how hyperlocal data can help you identify microtrends before the market becomes saturated. Distributors will come away with tactical ways to use data to optimize efficiencies and strengthen supplier and retailer partnership, a better idea of the types of data currently available on the market and some insight into trends from top data scientists at Fintech’s InfoSource.

How Technology Is Building Bridges Between the Three-Tiers of the Alcohol Industry

Hear from a retailer, a distributor and a supplier about the ways that online ordering can benefit the industry by taking advantage of digitally-native buyers’ interest in extending their Amazon-like shopping experience to their workplace; eliminating replenishment activities from distributor sales reps for certain accounts and replacing it with value-added selling activities by upskilling distributor sales reps; and the advantages of maintaining and extending the digital shelf at the wholesale tier.

Labor Management: Retaining Warehouse and Delivery Personnel

Successful recruiting and retention strategies start with acknowledging you will not solve current warehouse and delivery labor challenges by applying solutions of the past. Distributors must realize it is time to challenge their previous underlying beliefs. Solely increasing hourly wages is not enough as there is always someone willing to offer more. Distributors must expand their thinking beyond traditional methods to evaluate all business functions and understand what is most important to their employees. Are warehouse conditions suitable to attract employees? Is this a safe work environment: Does the GTM strategy provide

opportunities? Can I restructure my business cycle to allow desirable hours and/or fewer days per week? Does technology make work easier? Will creative compensation structures allow employees to make more money? Attendees will learn creative strategies to attract and retain labor at a lower overall cost to the company.