

DISTRIBUTOR PRODUCTIVITY SUMMIT SCHEDULE

LA CANTERA RESORT - SAN ANTONIO, TX

JULY 30-31, 2018

Monday Evening Cocktail Reception, July 30, 2018

3:30 – 5:00pm Registration

5:00 – 7:00pm Welcome Reception

Tuesday General Session, July 31, 2018

7:30 – 8:30am Breakfast

8:30 – 8:45am **OPENING REMARKS**

Harry Schuhmacher, Editor and Publisher, Beer Business Daily

8:45 – 9:15am

A LARGE DROP SIZE IS BETTER FOR THE ENVIRONMENT

Molly Reilly, CEO, Double Green

As sustainability becomes increasingly important to consumers, retailers, and investors, publicly traded companies are responding with commitments to reducing the carbon footprints of their brands. During this presentation you'll learn how a truly sustainable program must create value and deliver a competitive advantage with tips on how to push back on less-than efficient supplier requests for the good of the environment.

9:15 – 9:45am

REDUCE SUPPLIER COUNT AND INCREASE VOLUME, REVENUE AND PROFITABILITY

Mitch Turner, Sales Director, Beer Portfolio, Major Brands;

Learn how Major Brands, amid reduced suppliers and SKUs, actually increased his overall volume, revenue, and especially profitability. Yes, it can be done, and this is a real life case study.

9:45 - 10:15am

INCREASING VISIBILITY WITH VISION QA

Michael Hall, Sales Executive, Encompass; Brien Craft, VP of Operations, United Distributors.

Learn how one distributor uses readily available technology to improve accuracy in loading orders, thereby reducing returns and keeping retailers happy.

10:15 – 10:30am Coffee Break

10:30 – 11:00am

SO, YOU WANNA BE A WEED DISTRIBUTOR?

Nick Rinella, COO, Verdant Distribution

A California-based marijuana wholesaler covers the lawful and logistical caveats -- as well as the opportunities -- for bev alc distributors to get into the cannabis biz.

11:00 – 11:30am

SUCCESSFULLY HIRING, TRAINING AND MANAGING BEER SALESPEOPLE

Marc Martin, Karl Strauss

Brewers of all sizes can struggle with successfully hiring, training, and managing craft beer salespeople. This can become an expensive and time-consuming process for all involved. Done right, you will reap the rewards of your efforts and build profitable sales volume. Done wrong, you will forever be disappointed and flounder with your annual sales results.

11:30 – 12:15pm

NBWA DISTRIBUTOR PRODUCTIVITY REPORT

Lester Jones, Chief Economist, NBWA

In this session, NBWA's Lester Jones will go through their bi-annual Distributor Productivity Report, where you will learn how to use this invaluable data to gauge your own distributorship's performance against your peers.

12:15 – 1:45pm

Luncheon

1:45 – 2:30pm

THE SECRETS TO MORE SALES AND BETTER EFFICIENCIES

Ryan Burke, VP of Operations, River City Distributing; Bryce White, VP of Corporate Supply Chain and Corporate Strategy, Columbia Distributing; Paul Holton, VP of Operations, Ben E. Keith

Learn what these top-notch distributors are doing to cut costs, improve efficiency, and drive more sales in their organization.

2:30 – 3:00pm

REGULATION ROUNDUP

Emily Pennington, Managing Editor, Wine Spirits Daily

A look at some of the most significant regulation changes affecting distributors right now. Plus updates on the TTB's latest trade practice investigation targets, and how to avoid them.

3:00 – 3:15pm

Break

3:15 – 3:45pm

LEVERAGING THE POWER OF REAL-TIME DATA

Tim Hamm, Market Director - Beer, Wine and Spirits, Go Spot Check; Nate Dworkin, Director of Brand Management & Marketing Operations, Hensley Beverage Company

Are you giving your sales team the right tools to build credible sales stories in the market? Learn how to help all teams identify gaps from the warehouse to the cold box, and turn them into revenue with real-time data.

3:45 – 4:15pm

OPTIMIZING THE ON PREMISE

Mark Young, CEO/Founder, BeerBoard

BeerBoard founder Mark Young shares how to stay competitive on premise, via proprietary data and insights.

4:30 – 6:30pm

Closing Reception