

# 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

*Are your salespeople really executing the programs you outline for them? Learn how to monitor their actual performance versus goals.*

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**