

SUMMIT EVENT PROGRAM



DISTRIBUTOR
PRODUCTIVITY
SUMMIT

JULY 24TH, 2025 | 10:00 AM - 2:30 PM CT | LIVE STREAMED



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Meet the Team

Powering Daily Industry Intelligence.



Harry Schuhmacher

Publisher and Owner -
Schuhmacher Publishing
Company



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Bianca Bruno

Beer Editor



Sarah Barrett

Executive Editor



Hana Kruger

Editor for Wine &
Spirits Daily

Agenda

July 24, 2025

10:00 - 10:15 am Harry Schuhmacher, Owner & Publisher, Beer Business Daily & Bud Dunn, President, VXP

10:15 - 10:45 am Bridging the Gap: Institutional Knowledge Transfer & Succession Success with:

Albert Ciuksza, author of *Succeeding: Stepping Up Without Stepping in It*. How to prepare next-gen leaders, retain institutional knowledge, and lead smooth, successful transitions in family and founder-led businesses.

10:45 - 11:15 am Navigating the Evolving M&A Landscape in the Beverage Industry with:

Randy Jozwiakowski, Managing Director at Paragon Beverage Advisors. Key insights from recent deals and expert guidance on how to position your business for acquisition, divestiture, or long-term value creation.

11:15 - 11:45 am The Crossroads of Change: Managing the Push and Pull of Ops Innovation with:

Clay Kobernick, Vice President, Category Management & Delivery Solutions at Rehrig Pacific Company. What to expect when operational changes ripple across departments—and how to lead through the friction with a cross-functional strategy that sticks

11:45 - 12:15 pm From Chaos to Clarity: Simplifying Alcohol Pricing Across the Three-Tier System with:

Mike Foster, Director of Distributors of 99 Bottles (a VIP Company). Why outdated pricing processes are costing you margin—and how leading distributors are streamlining communication between suppliers, distributors, and retailers.

PLUS, FOUR HIGH-IMPACT PANELS YOU WON'T WANT TO MISS:

12:15 - 12:45 pm Sales Execution That Sticks: How Distributors Are Driving Results

Featuring: A panel of distributors, client leaders sharing proven frontline success strategies:

Patrick English, Owner & Vice President, Dana Distributors

Tim Logsdon, General Manager, Euclid Beverage.

What does real sales execution look like in 2025? This panel gets into the weeds with distributors who are aligning teams around profit, clarity, and consistency. From GP/CE as the north star to overcoming incentive fatigue and micromanagement, this session cuts the fluff and shows what's actually working in the field.

12:45 - 1:15 pm Warehouse Robotics: Automation in Action.

Featuring: A panel of distributors exploring robotics in real-world warehouse settings:

Chris Koch, Chief Operating Officer, Adams Beverage

Jeff Bertucci, Vice President of Operations & General Counsel, F.E.B. Distributing Co., Inc.

With labor pressures and operational costs rising, warehouse automation is becoming essential. This panel explores how different wholesalers are approaching robotics—from picker support to volume consolidation—and what they've learned during implementation. Expect practical insights on ROI, labor dynamics, and avoiding the hype.

Agenda

(Continued)

1:15 pm - 1:45 pm Online Ordering, Real Impact

Featuring: A panel of top-performing distributors leading the charge in digital adoption

Wei Fraser, Director of Marketing, Lakeshore Beverage

Brandi Clemons, Vice President of Marketing, JJ Taylor

Jay Robinson, Sr. Director, Strategic Brands, J.J. Taylor Distributing.

Online ordering isn't just about convenience anymore—it's a competitive advantage. This panel explores how forward-thinking distributors are turning portals into revenue drivers, improving inventory control, and enhancing customer experience through smart digital strategy and adoption. From data to team buy-in, this is digital execution done right.

1:45 - 2:15 pm Beyond Beverage: What Else Should Distributors Be Selling?

Featuring: A roundtable of non-beverage DSD suppliers with frontline experience:

Joe Waters, Sales Manager - Wholesale Distribution, Mexilink Inc.

Adam Farmer, CEO, The Farmer Companies.

DSD is evolving—and many distributors are looking beyond beer to grow. This session highlights how wholesalers are adding categories like snacks and cheese, what it takes to execute outside the cold box, and which supplier partnerships are worth it. Real wins, tough lessons, and smart questions for any portfolio expansion strategy.

2:15 - 2:30 pm Harry Schuhmacher, Owner & Publisher, Beer Business Daily & Bud Dunn, President, VXP

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Our Speakers

Voices Driving the Conversation.



Harry Schuhmacher

OWNER & PUBLISHER, BEER BUSINESS DAILY

Harry Schuhmacher is Editor & Publisher of Beer Business Daily, Craft Business Daily and Wine & Spirits Daily – all read on every continent except Antarctica. Harry has worked in the beer business for over 30 years in a variety of positions, and has published Beer Business Daily for over twenty years. In addition, he is the producer of the Beer Industry Summit and the Wine & Spirits Summit. He is often quoted as a beer industry expert in national publications such as Forbes, The Wall Street Journal, and Bloomberg. He is a graduate of the University of Texas at Austin.

Harry lives in a restored brewery in San Antonio, Texas. He enjoys reading, dive bars, and drinking beer in beer-clean glasses.



Bud Dunn

PRESIDENT OF VXP, CO-HOST OF TAPPED IN SALES

As the President of Volume x Profit Technologies (VXP), Bud Dunn is passionate about the intersection of data, strategy, and human motivation. With a focus on creating driven sales teams, he leverages decades of experience in the beverage industry, beginning with his family-owned wholesaler, Atlas Sales in Battle Creek, MI.

Bud is dedicated to developing strategies that go beyond mere sales figures. At VXP, the emphasis is on crafting compelling incentives, empowering distributor sales teams, and ultimately delivering highly profitable results.

In addition to leading VXP, Bud co-hosts the Tapped In Sales podcast, where he interviews industry leaders and explores the practical realities of beer distribution, performance-based pay, supplier relationships, and emerging market trends.



Albert Ciuksza Jr.

AUTHOR OF SUCCEEDING: STEPPING UP WITHOUT STEPPING IN IT

Albert Ciuksza Jr. is a trusted advisor to leaders navigating complex transitions, growth challenges, and succession. As Senior Vice President of Growth and Development at Solutions 21, he leads the design and delivery of leadership development programs for high-performing organizations across various industries and worldwide. He works directly with executives and their rising successors, helping them build practical strategies for long-term success. Solutions 21's flagship program, Next Leader Now, prepares high-potential talent to step confidently into future leadership roles.

Albert brings a rare mix of entrepreneurial experience, economic development insight, and leadership strategy to his consulting. Before joining Solutions 21, he co-founded a startup where he led product development from concept to commercialization, secured patents, raised capital, and scaled operations internationally. That innovation experience shapes his hands-on, solutions-oriented approach with clients today.

Earlier in his career, Albert served in key economic development roles, including as Director of the Pittsburgh Impact Initiative at the Allegheny Conference on Community Development, and as Manager of Water Innovations at Idea Foundry, a technology accelerator. In both positions, he coached business leaders, facilitated growth strategies, and connected entrepreneurs with vital resources. Whether working with a startup founder, a family business, or a corporate successor, Albert helps leaders make smart, sustainable moves forward.

Albert is the author of *Succeeding: Stepping Up Without Stepping in It*, a practical guide for next-generation leaders navigating the emotional, strategic, and operational challenges of succession. He also teaches leadership and strategy as an adjunct faculty member at St. Vincent College's McKenna School of Business.

A dedicated community leader, Albert is the co-founder and vice chair of Food Assistance Match (FAM), a nonprofit initiative that expands access to healthy food by doubling food assistance benefits at farmers markets across Southwestern Pennsylvania. He also serves on the board of Eyenavision Inc., a company he helped found, and on the board of Bona Fide Bellevue, a community development corporation. He is a founding committee member of Club 66, a Mario Lemieux Foundation program encouraging philanthropy among Millennial professionals.

In 2020, Pittsburgh Magazine recognized Albert as one of the region's 40 Under 40 for his professional and civic leadership. He holds a degree from St. Vincent College and an MBA from the University of Pittsburgh's Katz Graduate School of Business. He lives in Bellevue, Pennsylvania, with his wife, Dr. Mallory Ciuksza, and their two dogs.



Randy Jozwiakowski

MANAGING DIRECTOR AT PARAGON BEVERAGE ADVISORS

Randy is a Managing Director of Paragon Beverage Advisors, LLC and has spent over 25 years in the beer industry. Randy co-founded Paragon Beverage Advisors in 2015 and has completed over \$3 Billion in buy-side and sell-side beverage transactions in his career. Prior to founding Paragon, Randy spent 16 years with an industry leading supplier in executive positions leading the Wholesaler Development group, as well as other strategy and operations management roles. In addition to his experience in mergers and acquisitions, Randy has extensive experience in finance and operations at the wholesale level, having managed those functions for a division with annual sales of \$1.5 Billion. He has also served in leadership roles as a member of the Board of Directors for Craft Brew Alliance.

Randy has presented to many industry groups, including at the NBWA annual convention seminars, NBWA Next Generation group, at the Beer Marketer's Insights Conference, state wholesaler associations, and wholesaler best practice groups.

Through years of varying leadership roles and experiences, Randy has developed strong relationships with independent wholesaler owners/management, supplier executives, and financial institutions. He has directed the development and implementation of numerous wholesaler strategies and initiatives, building trust and confidence along the way through thorough analysis, honest conversations, and creative problem solving. Randy is dedicated to understanding the strategic goals of clients and delivering results.



Clay Kobernick

VICE PRESIDENT, CATEGORY MANAGEMENT & DELIVERY SOLUTIONS AT REHRIG PACIFIC

Clay Kobernick is the Vice President of Category Management at Rehrig Pacific, where he drives innovation within Rehrig Pacific's delivery solutions. He collaborates with industry leaders to explore how cutting-edge material handling solutions and AI technology can optimize warehouse-to-store delivery.

Clay first joined Rehrig Pacific, a company with over 100 years of experience in sustainable supply chain and delivery solutions, as Director of Technology Solutions, where he focused on advancing smart technologies for the supply chain. Now, as Vice President, he continues his focus of integrating solutions that drive safety, visibility and efficiency into supply chains. Before joining Rehrig Pacific, Clay worked at a leading global distributor of data communication solutions securing strategic partnerships across multiple industries specializing in advanced technology.



Mike Foster

DIRECTOR OF DISTRIBUTORS OF 99 BOTTLES

Mike Foster is the Director of Wholesalers at 99Bottles, where he has spent the past eight years working with wholesalers to streamline their pricing communications to retailers. His focus is on improving how pricing strategies are structured, communicated, and executed to ensure consistency, transparency, and efficiency across the supply chain.

Before joining 99Bottles, Mike held project management roles in pharmaceutical advertising and healthcare, where he developed a strong foundation in operational strategy and client collaboration. What Mike enjoys most about his role is helping wholesalers solve pricing challenges and drive stronger retailer relationships through clearer, more effective communication.



Patrick English

OWNER & VICE PRESIDENT, DANA DISTRIBUTORS

Patrick English is the Owner and Vice President of Dana Distributors Inc., a family-owned Anheuser-Busch wholesaler based in Goshen, New York. Founded by his grandfather Fred C. Dana in 1970, the company now employs 160 team members and services five counties in the Hudson Valley region just north of New York City.

With 23 years of experience in the beverage industry, Patrick brings deep operational insight, generational leadership perspective, and a commitment to evolving the business while honoring its legacy.



Tim Logsdon

GENERAL MANAGER, EUCLID BEVERAGE

Tim Logsdon is the General Manager of Euclid Beverage, bringing nearly four decades of experience across every tier of the beverage industry. A proud graduate of Loyola University Chicago, Tim began his career straight out of college at a beer distributor, where he quickly rose through the ranks.

After five years in distribution, he transitioned to the supplier side, spending 22 years building brands and leading teams—most notably with an 11-year tenure at Boston Beer Company and nine years at Red Bull North America. For the past eight years, Tim has been at the helm of Euclid Beverage, where he continues to drive growth, operational excellence, and strategic leadership across one of Illinois' leading wholesalers.



Chris Koch

CHIEF OPERATING OFFICER, ADAMS BEVERAGE

Chris Koch is a seasoned operations executive with a strong background in strategic leadership and technology integration. As a key figure at Adams Beverages of NC, LLC, he has been instrumental in driving operational excellence and fostering innovation within the organization. Chris's expertise lies in streamlining processes, enhancing team performance, and implementing cutting-edge technologies to achieve business objectives.

His commitment to continuous improvement and his collaborative approach have made him a valuable asset in the beverage industry.

Outside of work, Chris holds a captain's license and enjoys spending time on the water. He resides in Charlotte, North Carolina, with his wife and two sons, embracing the vibrant community and family life the city offers.



Jeffrey W. Bertucci

VICE PRESIDENT OF OPERATIONS & GENERAL COUNSEL, F.E.B. DISTRIBUTING CO., INC.

Jeff Bertucci is a fourth-generation owner at F.E.B. Distributing, where he serves as Vice President of Operations and General Counsel. A former commercial attorney, Jeff combines legal expertise with hands-on operational leadership in the beverage distribution industry.

He currently serves as Chairman of Legal Review Committee for the National Beer Wholesalers Association, is Vice Chairman of the Mississippi Beer Distributors Association, and holds board roles with Extra Table, the Mississippi College Savings Plan, and several Gulf Coast organizations.



Wei Fraser

DIRECTOR OF MARKETING, LAKESHORE BEVERAGE

As Director of Marketing at Lakeshore Beverage, Wei ensures that Lakeshore Beverage maximizes communication to Lakeshore Beverage team members and to external retail customers and consumers. She and her team design campaigns and seek out opportunities for sponsorships and events to best feature the wide range of products in their portfolio.

While Wei is currently at Lakeshore Beverage, she started her career in the beer industry in 2004, at Goose Island Beer Co. At Goose Island, she worked on the launch of 312 Wheat Ale and packaging Bourbon County Stout. Following her time at Goose Island, Wei continued her career at Anheuser-Busch with their local marketing team in the Midwest Region. She utilizes her experience at both Goose Island and Anheuser-Busch in her current career at Lakeshore Beverage, where she is lucky enough to continue to work with ABI, Goose Island and many other amazing beer, wine, spirits and non-alcoholic supplier partners. She loves the industry because, now more than ever, there is a beverage for every food, mood, temperature, or temperament.

Wei was born in Taipei, Taiwan, and her family emigrated to the United States when she was an infant. She grew up in Lakeland, Florida where her family owned a Chinese restaurant and her family fostered a love of food and beverage. She is a graduate of Northwestern University and has remained in Chicago since her graduation. She is a member of Les Dames d'Escoffier International, NBWA's Beer Industry Electronic Commerce Coalition (BIECC) a board member of the Magnificent Mile Association.



Brandi Clemons

VICE PRESIDENT OF MARKETING, JJ TAYLOR

Brandi Clemons began her career in the hospitality industry, where she developed a deep appreciation for customer experience and on-premise operations. Fifteen years ago, she brought that perspective to JJ Taylor, joining the team as a Sales Representative on the on-premise side. Over the years, Brandi steadily advanced through sales and leadership roles, ultimately earning her current position as Vice President of Marketing.

Today, she oversees Marketing, Inside Sales, E-Commerce, and the White Tablecloth Sales Team across all 17 counties in JJ Taylor's footprint. Brandi is known for her strategic mindset, team development, and commitment to bridging innovation with execution across the evolving beverage landscape.



Jay Robinson

SR. DIRECTOR, STRATEGIC BRANDS, J.J. TAYLOR DISTRIBUTING

Jay Robinson began his beverage career with Miller Brewing Company in 2004, gaining experience across a variety of roles and classes of trade until 2010. He then joined Oskar Blues Brewery as Southeast Regional Sales Manager, where he managed distributor relationships and led expansion efforts across new markets and states.

In 2016, Jay joined J.J. Taylor Distributing as Director of Craft, Specialty & Imports, overseeing the development of that portfolio during a time of rapid category growth. In 2024, he spearheaded the transformation of the department into Strategic Brands—an effort to build a true Total Beverage model.

He now serves as Sr. Director of Strategic Brands, where he focuses on integrating new supplier partnerships and aligning the business with the future of beverage distribution.



Joseph Waters

SALES MANAGER - WHOLESALE DISTRIBUTION, MEXILINK INC.

Joe Waters is a seasoned Food & Beverage executive with over 30 years of experience spanning both the distributor and supplier sides of the business. His career includes leadership roles at Red Bull, Nantucket Nectars, Brooklyn Bottling, G Fuel, and now Mexilink Inc., where he currently serves as Sales Manager – Wholesale Distribution US.

Joe's roots run deep in DSD, having done nearly every role from merchandiser to General Manager on the distributor side—and from Area Sales Manager to Division Sales Manager on the supplier side. He spent 14 years at Red Bull North America, where he helped launch and scale distribution in Upstate New York and later oversaw sales across New England.

Now at Mexilink, Joe is focused on expanding Tajín's reach through AB houses and other beer wholesalers, building smart partnerships that drive velocity in small format and on-premise. Joe brings firsthand perspective on what it takes to make non-beverage products succeed in beer-centric portfolios—including the wins, the friction points, and the real value these partnerships can unlock.



Adam Farmer

CEO, THE FARMER COMPANIES

Adam brings a background in both marketing and finance, and was born and raised in South Burlington, Vermont. He graduated from Castleton University and began his career at Northwestern Mutual, where he spent two years in the insurance industry before transitioning into asset management at Merrill Lynch. There, he focused on building relationships with successful entrepreneurs, high-net-worth individuals, and capital providers.

Adam later joined VENTURE.co, a boutique investment bank specializing in capital formation, private placements, and technology solutions for the financial sector. He served as an investment banker, gaining deep experience in fundraising and growth strategy.

Driven by a passion for consumer products, Adam went on to found The Farmer Companies—a CPG platform built on a simple yet powerful strategy: identifying strong brands with the potential to expand rapidly into new and adjacent categories. The company launched with a long-term licensing partnership with Cabot Cheese, introducing Cabot Popcorn as its first product. Today, Cabot Popcorn is the highest-velocity popcorn brand in the Northeast, fueled by a distribution model that leverages beer and beverage wholesalers.

Under Adam's leadership, The Farmer Companies has evolved into a growing portfolio of distinctive snack brands, each with a shared focus on quality, scalability, and category innovation.

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The 23rd Annual Beer, Wine & Spirits Summit will take place January 18-20, 2026 at Hotel Del Coronado in San Diego, CA. The Beer, Wine & Spirits Industry Summit attracts top executives in the domestic, import and craft beer industry as well as the top supplier, distributor and retailer executives in the U.S. wine and spirits industry. Frequently attended by everyone from distributors to financial analysts, craft distillers and advertising executives, the summit proves to be the most thought provoking conference in the industry year after year. Meet with old friends and make new connections with ample opportunity to network with the “who’s who” of the business and industry peers.



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