BROOKLYN EXPO CENTER
MEETING ROOM 1

PARK STREET UNIVERSITY
Seminars For Drinks Entrepreneurs

JUNE 11
11:30am - 6:30pm

2019 SCHEDULE

June 11 • 11:30am
NAVIGATING DISTRIBUTOR RELATIONS
Moderator: Sarah Nagel Sisisky, Director of Client Development, Park Street Companies
Panelists: Monique Huston, National Director of Spirits, Winebou; David Brooks, Corporate Brand Manager, Blueprint Brands; and Jason Griffin, Managing Director, Heritage Wine Cellars

June 11 • 1:00pm
CANNABIS IN THE BOOZE BUSINESS
Moderator: Ryan Malkin, Attorney, Malkin Law
Panelists: Brandy Rand, COO, Americas, The IWSR; Smoke Wallin, CEO, Vertical Wellness; and Dawson Hobbs, Senior Vice President of Government Affairs, Wine & Spirits Wholesalers of America

June 11 • 2:30pm
YOU LOST. NOW WHAT? BUILDING VICTORY FROM DEFEAT
Moderator: Mark Shilling, Founder, ShillingCrafted
Panelists: Jackie Summers, Creator, Sorel Liqueur; Dave Schmier, Founder, Proof & Wood Ventures; and Ken Wyatt, Co-Founder, 44º North Vodka

June 11 • 4:00pm
DOING WELL BY DOING GOOD
Moderator: Joanna Carpenter, Consultant, JMC Creative
Panelists: Luke McKinley, Marketing Director, Novo Fogo Organic Cachaça, LLC; John Rexer, CEO & Founder, Ilegal Mezcal; and Marc Bromfeld, Director of Corporate Affairs & Social Responsibility, Edrington

June 11 • 5:30pm
BRANDS THAT BUILT A CATEGORY
Moderator: Arthur Shapiro, Founder AM Shapiro & Associates LLC
Panelists: Steve Luttmann, Tortoise & Volt Marketing & Ventures; Jeff Kozak, CEO, WhistlePig Rue Whiskey, Mason Engstrom, VP On-Premise, Ole Smoky Moonshine; and Steve Brecher, CEO, Branca USA
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MEETING ROOM 1

PARK STREET UNIVERSITY
Seminars For Drinks Entrepreneurs

JUNE 12
11:30am - 6:30pm

2019 SCHEDULE

June 12 • 11:30am
STRATEGIC PLAYERS AND THE EVOLVING M&A APPROACH
Moderator: Harry Kohlmann, Ph.D, CEO, Park Street Companies
Panelists: Nick Papanicolaou, VP of Business Development, New Brand Ventures, Pernod Ricard USA; Jennifer Evans, VP, Constellation Ventures, Constellation Brands; and Nik Modi, Managing Director, RBC Capital Markets

June 12 • 1:00pm
HOW ENTREPRENEURS HAVE COLLECTIVELY RESHAPED THE WAY WE THINK ABOUT NON ALCOHOLIC DRINKS
Moderator: Heidi Dillon Otto, Portfolio Director, Distill Ventures
Panelists: John DeBary, Author & Beverage Entrepreneur; Jen Batchelor, Co-Founder, Kin Euphorics; and David Crooch, Founder, Ritual Beverage Company

June 12 • 2:30pm
CULTIVATING SUCCESSFUL PARTNERSHIPS
Moderator: Susan Mooney, CEO, Spirits Consulting Group
Panelists: Marshall Dawson, Co-Founder, Jardesca Inc.; Michelle Ivey, COO, Ilegal Mezcal; and Simon Ford, CEO, The Fords Gin Company

June 12 • 4:00pm
MEDIA MATTERS
Moderator: Adam Teeter, CEO, VinePair Inc.
Panelists: Céline Bossart, Freelance Journalist; Ana Zawacki, Senior Director, Lion & Lamb Communications; and Dave Singh, Spirits Director, Palm Bay International

June 12 • 5:30pm
BUILDING BRANDS IN A NON-TRADITIONAL SETTING
Moderator: Emily Pennington, Content Manager, Park Street Companies
Panelists: Ryan Kahl, Bar Manager, Alamo Drafthouse/ House of Wax; Michael Glickman, Founder, LIQS Cocktail Shots; and Tim Haughinberry, Founder & Chief Creative Officer, Back Bar USA