

**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,  
Winebow; 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,  
44° 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, Illegal 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 Rye Whiskey, Mason  
Engstrom, VP On-Premise, Ole Smoky  
Moonshine; and Steve Brecher, CEO,  
Branca USA*

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**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, Jardesa 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*