



Join NAHU Region 3
Conference

**LEADERSHIP
&
BOURBON**

August 5th & 6th 2019

The Galt House Hotel

140 N Fourth St, Louisville, KY



Elizabeth McCall has been a member of Brown-Forman's Research & Development Department since 2009. In her new role as Assistant Master Distiller, McCall will continue working under the direction of Master Distiller Chris Morris on the innovation and the development of new products within Woodford Reserve.

McCall, 33, is the second generation of her family to work in the bourbon industry. She followed in her mother's footsteps after earning her master's degree from the University of Louisville by starting as a sensory expert and working in Brown-Forman's R&D Department starting in 2009. As Master Taster, McCall helped develop tasting notes for various Woodford Reserve expressions. Additionally, she worked to define the sensory standard to which every batch of Woodford Reserve must comply.

When Elizabeth is not using her expertise at the distillery, she is passionate about her family, horses and being involved in her community. She sits on the board of Louisville nonprofit Green Hill Therapy where her horse, Cody Ko, serves in the hippotherapy program. Elizabeth also enjoys spending quality time with her husband, Matt, and dog Beasley

WHY SPONSOR/EXHIBIT?

SPONSORS/EXHIBITORS

- ▶ Opportunity to meet & interact with top industry leaders from across a six state region.
- ▶ Inform our audience of high producing agents about your products, services & team members who can serve their needs.
- ▶ Identify future agent/agency partners to grow your business
- ▶ Expand/reinforce your brand to agents from the region
- ▶ Showcase your expertise
- ▶ Enjoy our city, local distilleries and all Louisville it has to offer!!

WHY ATTEND?

- ▶ Develop strategies to move your association into the future
- ▶ Learn about the resources NAHU has to offer its leaders
- ▶ Learn best practices from other top leaders in the region
- ▶ Gain knowledge about new trends, products and resources
- ▶ Learn new and creative ways to engage members
- ▶ Educational forums dedicated to your role on the board
- ▶ Enjoy our city, local distilleries, and all Louisville has to offer !!

TENTATIVE Agenda – Monday, August 5th

- 7:45–9:00 **Registration | Visit with Sponsors & Exhibitors**
- 9:00 – 9:05 Mike Deagle / RVP Introduction and Welcome - **Pledge of Allegiance**
- 9:05- 9:10 Introduction **Sandra Halliburton**, KYAHU President and **Greg Schell**, KYAHU Immediate Past President
Committee Members
- 9:10 –9:15 Special **KYAHU Chapter** Thanks / Regional Leadership Team Introduction
- 9:15-9:55 Board Training Presentation – **David C. Smith, Governance Committee**
- 9:55–10:45 **KEYNOTE SPEAKER – Elizabeth McCall, Assistant Master Distiller, Woodford Reserve**
- 10:45–11:35 Membership Training – **David C. Smith**, NAHU Membership Vice Chair and
Lou Reginelli, Region Membership Chair
- 11:35–12:00 Membership Round Table Discussions
- 12:00–1:15 **LUNCH** on your Own / Visit with Sponsors

Agenda continued – August 5th

1:15–5:15 **General Session**

1:20–2:05 **BREAKOUT SESSIONS**

- Awards / LPRT – **Kathy Goffer and Valerie Cramer**
- Chapter Leadership Development / Vanguard – **Bill Barrett and Chad Schneider**
- Membership – **Lou Reginelli**

2:10 –2:55 **Janet Trautwein**, NAHU CEO – Single Payer presentation via Skype

2:30–3:20 Legislative and HUPAC Training - **Michele Thornton**, Region III Legislative Chair
Mike Embry, Region III HUPAC Chair
Cathy Cooper, NAHU HUPAC Chair to assist

3:25–3:45 Break with Sponsors

3:45–4:30 **Pat Griffey**, NAHU President Presentation

4:30-5:00 Round Table Discussions – Building a Strategic Plan (Presidents/Pres. Elects and Treasurers

TENTATIVE Agenda – Tuesday, August 6th

7:15–8:15 **Open Breakfast | Visit with Sponsors & Exhibitors**

8:15–12:00 **General Session**

8:20–8:35 **3 Platinum Sponsors**

8:35–9:25 **Professional Development Training and Programming**

9:25–10:15 Legislative and HUPAC Training – **Michele Thornton**, R3 Leg Chair
Cathy Cooper, HUPAC Vice Chair

10:15–10:40 TED Style Talks on Leadership with **Pat Griffey**, NAHU President
Steve Selinsky, NAHU Past President and **Mike Deagle**, Region III RVP

10:40–10:55 **Short Break with Sponsors**

10:55–1:45 **BREAKOUTS**

- Presidents / President-Elects / Treasurers – **Mike Embry and Pat Griffey with Jennifer Murphy, NAHU CFO**
- Media / Communications – **Lee Nathans**
- Legislative / HUPAC – **Mike Embry and Cathy Cooper**

11:45–12:30 Certificate Presentation, Open Discussion – Q & A Session

Attendee Registration

EARLY BIRD REGISTRATION \$80

Now through July 12, 2017

REGISTRATION \$90

July 13 – July 31, 2017

ONSITE REGISTRATION \$100

August 1 – August 5, 2017

[ATTENDEES REGISTER NOW](#)

Exhibitor & Sponsorship Levels

	Platinum \$2500	Gold \$1500	Silver \$1000	Bronze \$500	Exhibit \$750
LOGO IN PROGRAM	X	X	X	X	X
LOGO ON KYAHU WEBSITE	X	X	X	X	
LOGO ON BREAK POWER POINT	X	X	X		
5 MINUTE PRESENTATION TO ATTENDEES	X				
EXHIBIT BOOTH	X	X			X
COMPANY WRITTEN MATERIALS ON MEETING TABLES	X				
WELCOME RECEPTION SPONSORSHIP INCLUDED	X				
MEETING REGISTRATION(S)	4	2	1	0	1

[Register Now](#)

**Galt House Louisville
Reservations**

<https://book.passkey.com/go/RegLeaderConf19>
[1.800.THE GALT](https://book.passkey.com/go/RegLeaderConf19)



Room Rate: \$159.00 (plus taxes and fees)

Self Parking Rate: \$10.00