



“On the Trail to Success”

ABL 8th ANNUAL CONVENTION

Sunday, June 13 - Tuesday, June 15, 2010
 Marriott Louisville Downtown
 Louisville, Kentucky

SCHEDULE OF EVENTS

SATURDAY, JUNE 12, 2010

4:00 – 6:00 p.m. ABL Executive Committee Meeting

SUNDAY, JUNE 13, 2010

9:00 – 9:55 a.m. ABL Board of Directors & Trade Press Breakfast | Sponsored by Beverage Media
 10:00 a.m. – 4:00 p.m. ABL Board Meeting (Board Members Only)
 ABL Affiliate Advisory Council Meeting
 12:00 Noon – 5:00 p.m. ABL Registration Desk Open
 1:00 – 4:00 p.m. Welcome Reception | Sponsored by Bulleit Bourbon
 4:00 – 5:30 p.m. “Meet & Greet” | Hosted by Tito’s Handmade Vodka
 6:00 – 9:00 p.m. Opening Night Reception with Import Beers | Sponsored by NABL & Cosponsored by Coole Swan
 At The Frazier International History Museum

MONDAY, JUNE 14, 2010

8:15 a.m. – 12:00 p.m. ABL Registration Desk Open
 8:00 – 9:00 a.m. Continental Breakfast | Sponsored by Firefly Sweet Tea Vodka
 9:00 a.m. – 12:00 p.m. General Session:
 Welcome - Harry Wiles, ABL Executive Director
 ABL President’s Report - David Jabour, Twin Liquors, Austin, TX
 Key Note - Mark Brown, President & CEO, Sazerac Company
 Bourbon Master Distiller Panel, featuring:
 Parker Beam, Heaven Hill Distilleries Chris Morris, Woodford Reserve
 Fred Noe, Sr., Jim Beam Jimmy Russell, Wild Turkey
 Jim Rutledge, Four Roses Kevin Smith, Maker’s Mark
 Harlen Wheatley, Buffalo Trace Trey Zoeller, Jefferson’s Bourbon
 MillerCoors speaker
 12:00 Noon – 12:45 p.m. Annual MillerCoors Luncheon
 1:00 p.m. Off Property – Visit distillery in Bourbon Country
 5:00 p.m. Reception at Maker’s Mark Distillery
 8:00 p.m. - 10:00 p.m. “After Glow” | Hosted by Tito’s Handmade Vodka

TUESDAY, JUNE 15, 2010

8:15 a.m. – 12:00 p.m. ABL Registration Desk Open
 8:00 – 9:00 a.m. Continental Breakfast | Co-sponsored by Frank-Lin Distiller Products & Mexcor Distributors
 9:00 a.m. – 1:00 p.m. General Session:
 ABL Government Affairs Report & ABL Awards
 Distilled Spirits Council (DISCUS) Presentation
 Key Note – Bill Newlands, President, Beam Global Spirits & Wine, U.S.
 Craig Purser, President & CEO, National Beer Wholesalers Association
 Jim Rowland, Sr. Vice President of Government Affairs, Wine & Spirits Wholesalers of America
 TURF - Charmer Sunbelt & Brown-Forman Presentation
 Social Media Presentation by Undercurrent
 2:00 p.m. - 3:00 p.m.
 6:00 p.m. Brown-Forman “Retailer of the Year” Photo Reception (Invitation Only)
 7:00 p.m. ABL Banquet
 DISCUS Reception
 ABL “Top Shelf” Award Honoring Eddie Block of RNDC
 Brown-Forman “Retailer of the Year” Awards
 8:30 p.m. DISCUS Dinner (Jacket suggested)
 ABL Outgoing Officer Awards

*** This schedule is subject to change without notice.**