

2025 MICHIGAN BEER & WINE WHOLESALERS ASSOCIATION

SUMMER *Convention*



JULY 27-30, 2025 | BOYNE MOUNTAIN RESORT



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SCHEDULE OF EVENTS

SUNDAY, JULY 27

4:30–5:45 p.m.	Registration <i>MB&WWA staff will be at a table in the lobby distributing registration packets.</i>	@ Mountain Grand Lodge Lobby
6:30–9:00 p.m.	Welcome Reception	@ Mountain Grand Lodge Lawn (Weather Permitting)

MONDAY, JULY 28

9:00–11:30 a.m.	Monday Business Sessions Michigan Legislative Panel <i>Senators Roger Hauck and Kevin Hertel and Representatives Brenda Carter, Parker Fairbairn, and Kristian Grant</i> Inside the Capitol Loop <i>Alethia Kasben, Managing Editor, Gongwer News, and Kyle Melinn, Editor & Vice President, MIRS News</i>	@ Vienna
1:30 p.m.	18-Hole Golf Tournament, Shotgun	@ The Monument Course

TUESDAY, JULY 29

8:00–8:45 a.m.	MLA Emerging Leaders & MB&WWA Board Private Breakfast	@ Graz Conference Room
9:00–11:45 a.m.	Tuesday Business Sessions Wine, Spirits, Mixed Spirit Drinks, and More (Hemp?) Where Are We Headed? <i>Francis Creighton, President and CEO, WSWA</i> Transforming Beer Distribution with AI: What Matters, What Doesn't, and What's Next <i>Bud Dunn, President, Volume x Profit Technologies</i> Hemp Beverages: An Industry on the Rise <i>Christopher Lackner, President, Hemp Beverage Alliance</i>	@ Vienna
2:00–4:00 p.m.	2nd Annual Pickleball Tournament	@ Tennis Courts
6:15–9:30 p.m.	Children's Program & Dinner	@ Helga's House
6:30–9:30 p.m.	Closing Dinner <i>Don't miss the Awards Ceremony!</i>	@ Mountain Grand Lodge Lawn (Weather Permitting)

WEDNESDAY, JULY 30

8:00 a.m.	Annual Meeting, Distributors Only	@ Vienna A
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SENATOR **ROGER HAUCK**

R-MT. PLEASANT | SENATE DISTRICT 34

State Sen. Roger Hauck was elected to the Michigan Senate in 2022 to represent the 34th Senate District, which includes Clare, Gladwin, Gratiot, Osceola, Mecosta and Isabella counties and parts of Bay, Clinton, Lake, Midland and Saginaw counties.

Prior to his election to the state Senate, Hauck served as a Union Township trustee and in 2016, was elected to the Michigan House of Representatives. He served three terms prior to being term limited.

Hauck grew up on a beef and dairy farm and attended Beal City High School and later Central Michigan University. He worked for the Delfield Company for 24 years and also co-owns a small building company.

He is a member of the National Rifle Association, Michigan Farm Bureau, Mt. Pleasant Sacred Heart, and Eagles Club. Hauck enjoys bow hunting, fishing, and riding his Harley Davidson motorcycle.

Hauck and his wife, Raschelle, have two adult children.



SENATOR KEVIN HERTEL

D-ST. CLAIR SHORES | SENATE DISTRICT 12

Senator Kevin Hertel is serving his first term as the Senator representing the 12th District. Previously, he served as a member of the Michigan House of Representatives for three terms.

He currently sits as Chair of the Senate Health Policy Committee and as Chair of the Appropriations Subcommittee on Military, Veterans, and State Police. Hertel also serves on the Appropriations, Energy and Environment, Regulatory Affairs, Transportation and Infrastructure, and Veterans and Emergency Services Committees as well as Appropriations Subcommittees on PreK-12, and Transportation.

He lives in St. Clair Shores with his wife, Ann, and their two children.



REPRESENTATIVE **BRENDA CARTER**

D-PONTIAC | HOUSE DISTRICT 53

Representative Brenda Carter proudly serves Michigan's 53rd House District, representing Pontiac and parts of Waterford and Auburn Hills. Currently serving her fourth term in the Michigan House of Representatives, Rep. Carter is a proven leader focused on economic equity, public health, education, and small business development.

She serves as Minority Vice Chair of the House Insurance and Financial Services Committee, and is also a member of the Health Policy, Education, Labor, and Joint Committee on Administrative Rules (JCAR). At the national level, she serves as Vice Chair of the National Conference of State Legislatures (NCSL) Standing Committee on Banking, Financial Services, and Insurance, and Chair of Life Insurance and Financial Planning for the National Council of Insurance Legislators (NCOIL).

Rep. Carter is the founding Chair of the bipartisan, bicameral Poverty and Homelessness Caucus, a member of the Michigan Legislative Black Caucus, and has led five District Task Forces focused on maternal health, veterans' services, education, criminal justice reform, and homelessness.

Over her tenure, she has passed 13 bills into law, championed financial literacy, protected consumer rights, and helped deliver millions in state and federal funding for housing, infrastructure, and community revitalization, critical support for industries like Michigan's vibrant beer and wine sector.



REPRESENTATIVE PARKER FAIRBAIRN

R-HARBOR SPRINGS | HOUSE DISTRICT 107

Rep. Parker Fairbairn was first elected to the state House of Representatives in November 2024. He serves the 107th House District, which includes the counties of Charlevoix and Emmet and a portion of Cheboygan including the township of Mackinaw; portions of Chippewa including the townships of Bruce, Detour, Drummond, Pickford, Raber, Soo, and Sugar Island; and portions of Mackinac including the townships of Bois Blanc, Brevort, Marquette, Moran, and St. Ignace as well as the cities of Boyne City, Charlevoix, East Jordan, Harbor Springs, Mackinac Island, Petoskey, Sault Ste Marie, and St. Ignace.

Fairbairn serves as vice chair of the Regulatory Reform Committee and as a member of the committees on Natural Resources and Tourism, Communication and Technology, and Energy.

Born in Petoskey, Fairbairn grew up in Northern Michigan and is a fifth-generation resident of the area. He holds a bachelor's degree in business administration and master's degree in business administration from Northwood University. After college, Fairbairn worked in the Northern Michigan automotive industry.

Before being elected, Fairbairn served on the Emmet County Brownfield Redevelopment Authority. He is also the former chair of the Emmet County Republican Party. Since 2022, he has served as a board member for Emmet County Farm Bureau.

Fairbairn is also a proud member of the National Rifle Association, American Legislative Exchange Council, Michigan Farm Bureau, Emmet County Farm Bureau, Ducks Unlimited, Rocky Mountain Elk Foundation, Safari Club International, and Mackinac Associates – a nonprofit historical preservation organization that supports state parks and interpretive programs.

Fairbairn and his wife, Victoria, live in Harbor Springs. They have dog, named Timber after the mascot at Northwood University, and enjoy hiking together throughout Northern Michigan. They attend Harbor Light Community Chapel in Harbor Springs. Fairbairn is also an avid outdoorsman, enjoying both hunting and fishing with his brother, dad, and other family members.



REPRESENTATIVE KRISTIAN GRANT

D-GRAND RAPIDS | HOUSE DISTRICT 82

Kristian Grant is a dedicated public servant, community advocate, entrepreneur and proud mother, born and raised in Michigan's 82nd District. Currently serving in her second term as state representative, she remains committed to strengthening communities through housing, economic development and education. In her first term, she was appointed majority vice chair of the Economic Development & Small Business Committee and chair of the Housing Subcommittee. She also served on Insurance & Financial Services, Regulatory Reform and Tax Policy committees. In her second term, she has been appointed as minority vice chair of the Economic Competitiveness Committee and will serve on the Regulatory Reform and Transportation & Infrastructure committees. She continues to focus on policies that support businesses, strengthen industries and invest in communities.

Since taking office, Rep. Grant has successfully passed 15 bills through the House, 10 of which were signed into law by Gov. Gretchen Whitmer. Her legislation focuses on key issues such as housing, gun reform, economic growth, child welfare, workforce protections and criminal justice reform. Her significant work has expanded business support, improved protections for children, strengthened state finance policies and reformed legal procedures. Kristian's commitment to economic growth and community revitalization began long before her time in the Legislature. As a real estate entrepreneur, she has invested in urban redevelopment, transforming properties to better serve communities. Her work in the retail and service industries reflects her passion for fostering local economic growth and innovation.

Rep. Grant first entered public service as the youngest person ever elected to the Grand Rapids Public Schools Board of Education, where she served for six years, including two as board chair. During her tenure, she led strategic planning, policy development and strengthened city-school partnerships to improve opportunities for students and families. Beyond the Legislature, she has served on multiple local boards, including the Grand Rapids Master Plan Committee, Southtown Corridor Improvement Authority, Promise Zone Authority, Convention Arena Authority CIG, SmartZone Local Development Finance Authority and Downtown Grand Rapids Inc. Her leadership continues to shape equitable development and economic opportunities in Grand Rapids.

An award-winning innovator, Kristian received the 2024 William Glenn Trailblazer Giants Award, was named one of MLive's "Women Who Shape the State" in 2022, and in 2025 was named as a "Woman to Watch" by the Michigan Women's Foundation. Whether advocating for housing, economic opportunities or education, Rep. Grant remains focused on building a stronger, more equitable Michigan.

MONDAY'S BUSINESS SESSIONS

9:00–11:30 a.m. @ Vienna

MICHIGAN LEGISLATIVE PANEL

Our Summer Convention Seminar Sessions kick off with our Legislative Panel. Please join us as we hear from key lawmakers on the alcohol beverage market in Michigan, the potential for hemp beverages to enter the Michigan adult consumer market, the status of budget negotiations and what it will take to get it done, and the current state of politics both in Michigan and nationally.



**Senator
Roger Hauck**
34th District
R-Mt. Pleasant



**Senator
Kevin Hertel**
12th District
D-St. Clair Shores



**Representative
Brenda Carter**
53rd District
D-Pontiac



**Representative
Parker Fairbairn**
107th District
R-Harbor Springs



**Representative
Kristian Grant**
82nd District
D-Grand Rapids

INSIDE THE CAPITOL LOOP

Gongwer and MIRS News are where Capitol insiders go for up-to-date information and insights on Michigan politics and policy issues. Don't miss your opportunity to hear from Alethia Kasben and Kyle Melinn as they engage in an insightful conversation with MB&WWA Vice President of Public Affairs, Brett Visner, about what it takes to cover the Capitol news circuit, the political landscape in Michigan, its impact on policy debates, and what issues are and are not possible for the Legislature and the Governor to agree on as they seek to craft a successful future for the State of Michigan.



Alethia Kasben
Managing Editor
Gongwer News



Kyle Melinn
Editor & Vice President
MIRS News

TUESDAY'S BUSINESS SESSIONS

9:00–11:45 a.m. @ Vienna



WINE, SPIRITS, MIXED SPIRIT DRINKS, AND MORE (HEMP?) WHERE ARE WE HEADED?

Francis Creighton, President and CEO, WSWA

The Wine and Spirits Wholesalers Association (WSWA) is a national trade association that advances the interests of distributors of wine, spirits, mixed spirit drinks, and more, primarily at the federal level. Times are changing fast across the country and in DC for our industry. Join us as Francis Creighton, President and CEO of WSWA, and MB&WWA President, Spencer Nevins, discuss the distribution industry, the role WSWA plays in advancing your interests in DC, the outlook for hemp beverages, and opportunities and challenges facing our industry.



TRANSFORMING BEER DISTRIBUTION WITH AI: WHAT MATTERS, WHAT DOESN'T, AND WHAT'S NEXT

Bud Dunn, President, Volume x Profit Technologies

As new technology emerges, the beer industry finds itself in a monumental shift. But between the hype and the headlines, it's hard to know what actually matters to your business. In this session, Bud Dunn—former MB&WWA Board member and President of Volume x Profit Technologies—pulls back the curtain on how AI, automation, and smarter data are driving real change in the beer industry. You'll get a distributor's-eye view of what tools are worth your time, what's just noise, and how to move forward without losing what makes your business work.



HEMP BEVERAGES: AN INDUSTRY ON THE RISE

Christopher Lackner, President, Hemp Beverage Alliance

It is no secret that state after state is exploring opening the doors to the hemp beverage industry, including Michigan. Don't miss MB&WWA Vice President of Public Affairs, Brett Visner, and Hemp Beverage Alliance President and CEO, Christopher Lackner, discuss the hemp beverage market, what is and is not working in states, ideas on how Michigan should proceed, and where this is all heading at the national level.



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MIRS Capitol Capsule poll of Lansing insiders

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TOM CLARK

Market Sales Director, Michigan
FIFCO USA



ROBB STAUFFER

Regional Vice President, Midwest
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Space out your drinks
over time



STAY HYDRATED
Drink non-alcoholic
beverages between drinks



REMEMBER TO EAT
Never drink on an
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KNOW YOUR DRINK
Understand drink strength
& serving size



PLAN AHEAD
Arrange a safe ride home
ahead of time



**CHECK ON
YOUR FRIENDS**
Have their backs
when you go out



SHOW RESPECT
Remember that drinking
(or not) is a personal choice



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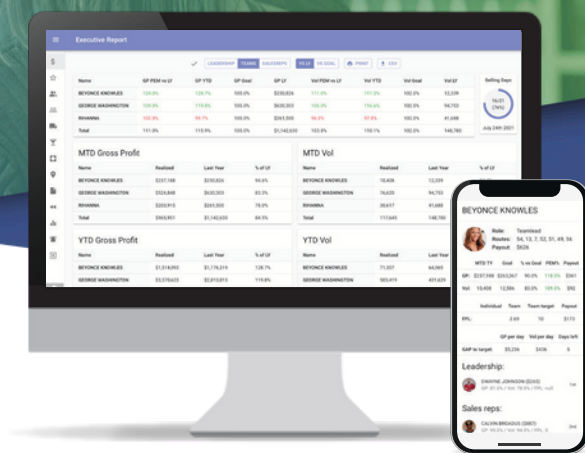


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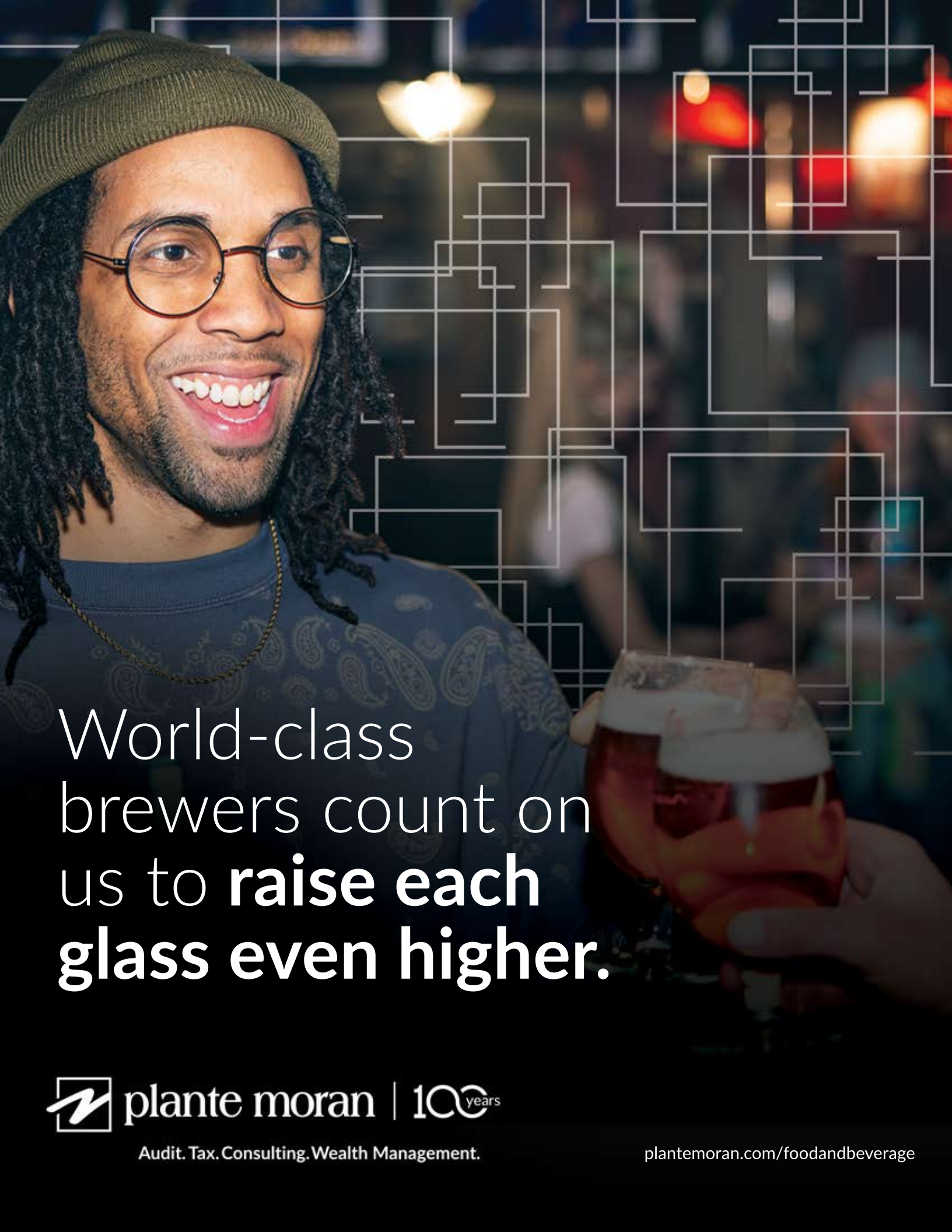
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