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WSWA HIRES WILLIS REID AS MANAGER FOR STATE AFFAIRS

WASHINGTON, D.C., 03/24/2022 – Wine & Spirits Wholesalers of America (WSWA) President and CEO Michelle Korsmo announced the hiring of Willis Reid, who will join the state affairs team as a manager. In his new role, Reid will coordinate with local WSWA members and state associations to take action on wholesaler policy.

“WSWA is thrilled to grow our state affairs team with the addition of Willis,” said Korsmo. “His legislative knowledge and analyst experience will provide our members and state associations with immense support as WSWA fights for smart, three-tier compliant policies that continue to make the wine and spirits industry the safest and most diverse in the world. We’re excited to have him join the team.”

Prior to joining WSWA, Reid worked as a Policy Analyst and Business Development Associate for FOCUS, a Leonine Business. In this role with FOCUS, Reid prioritized, analyzed, and reported on key legislative and regulatory activities of importance to his client portfolio.

Reid graduated from Saint Michael's College with a B.A. in Political Science and a B.S. in Business Administration. During his undergraduate career, he worked in the offices of both Senator Patrick Leahy and former Governor Peter Shumlin. Reid is now pursuing his M.A. in Public Policy and Public Administration from Concordia University.

“I’m excited to join WSWA as a member of the state affairs team. I look forward to working with WSWA’s wholesaler members in various states to track and fight legislation to protect and improve their businesses,” said Reid. “I’m honored to bring my skills to the table to support the association – I’m ready to get to work!”

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

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