



2010 Wine Industry Financial Symposium®

19th Annual Event

Napa Valley Marriott, Napa, California

**“COMPETING IN A RAPIDLY CHANGING GLOBAL
WINE MARKET”**

Monday, September 20, 2010

Seminar & Symposium Registration: 11:00 a.m.

Monday Networking Lunch : 11:45 a.m. - 1:30 p.m.

Wine Industry Financial Seminars: 1:30 p. m. -5:00 p.m.

Reception and Dinner, 6:30 p. m - 9:30 p.m.

Domaine Carneros

*Dinner Speaker: Steven Currall, PhD, Dean,
Graduate School of Management, UC Davis*

Tuesday, September 21, 2010

Registration: 8:00- 8:30 a.m.

Wine Industry Financial Symposium: 8:30 a. m. - 4:00 p. m.

Financial Sponsors' Wine Tasting & Reception: 4:00 p.m.

www.winesymposium.com

Wine Industry Financial Symposium®
Monday Workshops – September 20, 2010
Session I: 1:30 p.m. - 3:00 p.m. - Choose One

1. TASTING ROOM AND DIRECT-TO-CONSUMER ECONOMICS

Too often many tasting rooms, wine clubs, and other direct to the consumer channels operate without a clear understanding of their economics. This panel will explore several key components, including realistic margins, budget information, key metrics, and other useful statistics. We will take a look at optimizing performance through collecting, analyzing, and using information. The panel will also address how to forecast operating projections before a tasting room opens.

Craig Root, President, Visitor Management Resources
Susan Vowell, Director of Finance, Crimson Wine Group
Eric Sklar, CFO, Alpha Omega Winery
Paul Hoffman, The Hoffman Group

2. ROCKY XXII- STILL ROCKING AFTER ALL THESE YEARS

How long is the count for our markets –Do Wine Prices Still Drive Grape Prices Which Drive Vineyard Prices?

Tony Correia, Founder, Correia Xavier
Joe Ciatti, Partner, Zeponi & Company

3 NEW CHANNELS TO REACH CUSTOMERS: ARE THESE GOOD FOR OUR BRANDS?

We will meet representatives from direct- marketers Woot.wine, Wineaccess and Vintner's Alliance) to discuss this explosive category of sales and customer management and to learn if this is a temporary or permanent phenomenon and if this is good for high end-luxury wine brands.

Russ Joy, President, Patz & Hall, Moderator
Ahin Thomas, President, Vintners Alliance
Tony McClung, VP Sourcing & Winery Relations, WineAccess
David Studdert, Managing Director, Wine Country Connect

4. FROM SURVIVAL TO PROSPERITY-STRATEGIES FOR TRANSITION

A Wine Industry Overview; A Case for Management vs. Entrepreneurialism; Financial Management; and Managing Professional Relationships

Jeff Gutsch, Partner, Moss Adams LLP, Moderator
Keith Wesselschmidt, Director, Bacchus Capital Management
Mark Brody, Sr. VP, Umpqua Bank
Tim Allen, Managing Partner, St. Helena Winery CPAs

Session II: 3:30 p.m. - 5:00 p.m. Choose One

5. ACCESSING CAPITAL IN THESE DIFFICULT TIMES

David Freed, Chair, The Silverado Group, Moderator
Charles Day, North Bay Regional Manager, Rabobank N.A.
David Meddaugh, Senior Vice President & Market Manager, Bank of America Merrill Lynch Global Commercial Banking
Other panelist to be announced

6. WINE PRICING STRATEGIES IN GOOD AND BAD TIMES

Pricing wine correctly has always been a challenging process, but it is even more so during a widely fluctuating economy. This session describes pricing strategies, including promotions and discounts, that help sell wine, but also protect brand image.

Liz Thach, PhD, Professor of Management, Wine Business Program, Sonoma State University
Steven S. Cuellar, PhD, Professor of Economics, Sonoma State University
David Simpson, VP National Wine Sales, Mendocino Wine Company
Tim Colgan, Business Analyst, Fosters Wine Estates

7. SOCIAL MEDIA- WHAT WORKING, WHAT'S NEXT

Wine industry experts share their social media success stories, explore legal pitfalls and examine where the world of social media is heading next.

Alison Crowe, Director of Winemaking, Plata Wine Partners
Francois Peltreueau-Villeneuve, President and CEO Seguin Moreau Napa Cooperage
Other panelists to be announced.

8. FINANCIAL ADRENALINE: PRACTICAL STRATEGIES TO IMPROVE CASH FLOW

Cash flow has never been more critical as we face a clouded and unpredictable business landscape. Learn about the power of Strategic Finance and how you can extract cash out of your operations and pour the juice into your bank account.

Lary R. Kirchenbauer, President, Exkalibur Advisors, Inc.

Wine Industry Symposium Group Founding Committee

Kathryn G. Archer, President	Wine Industry Symposium Group
David Freed, Chairman	The Silverado Group
Justin Faggioli, Proprietor	Donnell Ranch
Ronald Larson, Sr. Vice President	Trinchero Family Estates, Sutter Home
L. Gregory Scott, CPA	PricewaterhouseCoopers
Robert Smiley, Professor, Director of Wine Studies	Graduate School of Management, UC Davis
James Verhey, Director	Silverado WineGrowers

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