

# 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, Zepponi & 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 Peltereau-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 Financial Symposium ®

Napa Valley Marriott September 21, 2010

# "COMPETING IN A RAPIDLY CHANGING GLOBAL WINE MARKET"

8:00- 8:30	COFFEE & REGISTRATION
8:30-8:40	WELCOME & INTRODUCTIONS Kathryn Archer, President, Wine Industry Symposium Group
8:40 – 9:00	THOUGHTS ON THE WINE INDUSTRY David Freed, Chairman, The Silverado Group
9:00-9:45	RESPONDING TO A DIFFICULT WINE ENVIRONMENT Robert Smiley, Professor Emeritus, Director of Wine Graduate School of Management, University of California, Davis
9:45-10:30	MAKING MARKETING MOBILE AND THE RETURN OF THE BOOMER Bill Leigon, President, Hahn Estates
10:30-10:45	GET - ACQUAINTED BREAK
10:45 - 11:30	THE BEHAVIORAL ECONOMICS OF WINE Richard H. Thaler, Ralph and Dorothy Keller Distinguished Service Professor of Economics and Behavioral Science University of Chicago Booth School of Business and Co-author of the bestselling book Nudge: Improving Decisions about Health, Wealth and Happiness.
11:30 – 12:00	THE SUPPLY/DEMAND BALANCE IN THE GLOBAL MARKET AND CALIFORNIA BULK MARKET Steve Fredricks, President, Turrentine Wine Brokerage
12:00- 1:30	NETWORKING LUNCHEON
1:30- 2:45	WHATS NEXT: CONSOLIDATION AND COMPETITION  Robert Nicholson, President, International Wine Associates, Moderator Adam Beak, Senior VP, Bank of the West Peter Mondavi, Jr. Proprietor, Charles Krug Winery Rick Magnuson, Executive Managing Director, GI Partners Other Panelist to be announced
2:45- 4:00	A. WINE SALES MYTHS AND REALITIES: HOW HAS THE WINE CONSUMER CHANGED? Brian Lechner, Vice President, The Nielsen Company
	B. DTC STUDY UPDATE: HOW CONSUMER DIRECT HAS CHANGED IN ONE YEAR Jason Eckenroth, President, ShipCompliant
4:00-5:00	WINETASTING & RECEPTION -Hosted by Wine Industry Symposium Financial Sponsors

# 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

#### **2010 Program Committee**

Tony Correia, Founder Correia-Xavier, Inc.

Mark Couchman, President Silverado Premium Properties

Alison Crowe, Director of Winemaking Plata Wine Partners

Matthew Eisenberg, Attorney at Law Law Offices of Matthew Eisenberg

Steve Fredricks, Partner

John Gillespie, Co-Founder

Jonathan Goldman, Director

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