



Wine Industry Technology Symposium



July 2005

AGENDA *Subject to change*

7:30 AM - 8:00 AM **REGISTRATION & CONTINENTAL BREAKFAST (FAIRWAY DECK)**
 8:00 AM - 10:30 AM **General Session (SILVERADO BALLROOM)**

| Time | Topic | Speakers |
|------|---|---|
| | Welcoming Remarks | S: J. Smoke Wallin - Event Chairman WITS |
| | Brand Routes to Market Winery - Distributor-Retailer Changes in the market place driven by consolidation, regulation and the consumer - the effect on wineries and need to think strategically about information needs | S: Jack Clark, VP Constellation Brands S: Robert Lipman, CEO - Lipman Brothers Distributing S: Bill Cascio, Glazer's Family of Companies |
| | Consumer Direct With the new Supreme Court ruling on Direct Shipments, whether through wine club, internet site, or 3 rd party sales, the challenge for brand owners is to break through the clutter and deliver the brand message to the consumer. What are some of the leaders in the field doing today to leverage technology to this end? | S: Paul Malbray - President Inertia Beverage S: Steve Kostzer, Director of On-Line Communications Trinchero Family Estates S: John Gillespie - President Wine Market Council |
| | Mega-Retailers Move Wine The increasing influence of the "Mega-retailers". Costco is the largest wine retailer in the US, Wal-Mart is hot on their heels... what has the growth of the big box retailers done to the consumer products industry in general and what can the wine industry expect. | S: Rod Hawkes, Professor Food Industry Management, Cornell University |
| | Future Vision - Rapid Technological Change is Enabling Whole New Approaches to Managing Business IBM is the world's largest technology solutions provider, take a walk down the path of the future IBM is seeing in its labs | S: Dr. Darin Brickman, Sr. Info Technology Architect - IBM |
| | FDA Bio-Terrorism Act - New Record Keeping Requirements The end of 2005 marks the beginning of the required compliance with the FDA for the industry. | S: Janet McDonald, PhD, Public Affairs for FDA |

BREAK
10:30 AM - 10:50 AM

Breakout Session I

| Time | Sales & Marketing - Retail & Distribution Track | Moderator & Panelists | Operations & Technology Track | Moderator & Panelists | Tech Tools for The Small - Medium Winery Track | Moderator & Panelists |
|---------------------|--|--|---|---|--|---|
| 10:55 AM - 11:50 AM | Leveraging Depletion and Retail Sales Information One of the most important tools any winery can have is good information about who is buying their products, the effectiveness of promotions and execution at retail. There are a number of services that exist to assist in this effort. Who are they, what are their strengths and weaknesses? Learn from key users of these services about them. Learn from the providers where they are going and what tools they bring to their customers. | M: Jack Clark, VP - Constellation Brands S: Richard Huret, BDN S: Meghan Garen, Partner-Missing Link S: Anne Carlson, MD - Savant S: Peter Byok - CEO - Winery Exchange S: Bob Barnes, CEO - Korbel Champagne Cellars | Leading Edge Technologies, RFID, Mobile Computing in Winery Ops A look at leading edge technology solutions being applied outside the wine industry. New application development techniques using Microsoft .NET, IBM's future viewpoint coming out of its labs, and the latest applications of RFID in warehousing, barrel management and dealing with Wal-Mart. | M: Robert Smiley - UC Davis S: Dr. Darin Brickman, Sr. Info Technology Architect - IBM S: Paul Sherriff, President PDXA S: Jim Soriano, Tagstream S: Steve Hall - EVP, Xierprise | Technology Tools for the Winery How to perform your own needs assessment. Dealing with vendors hardware and software. Periodic maintenance of hardware and software that should not be ignored. Matching Your Business Plan to Your Software Selection. Sample business/marketing plans as they match to tools for execution. Knowing how to run your tasting room with proper POS tools and tying it into club sales is critical. | M: Rob Celis - Trinchero Family Estates S: Jeff Sully, CPA, Partner Dilwood Borkel & Sully S: Taina Pierce, Owner Technology Consulting Alliance S: Suzanne Kibb, POS Resources S: Geoff Bayler, Key Information Systems |

Networking Lunch (FAIRWAY DECK)
12:00 PM - 1:25 PM

Breakout Session II

| Time | Sales & Marketing - Retail & Distribution Track | Moderator & Panelists | Operations & Technology Track | Moderator & Panelists | Tech Tools for The Small - Medium Winery Track | Moderator & Panelists |
|-------------------|--|--|--|--|--|---|
| 1:30 PM - 2:25 PM | National Account Management Dealing with the large national accounts has never been more important for major brand owners. Off premise National Account chains like Wal-Mart, Costco, Albertsons are driving increasing volume and demanding trading partners adopt their technology standards. On-premise chains are driving all the growth in that segment, working effectively with this powerful group is critical for any winery with national aspirations. | M: John Collins, VP Foster's Wine Estates S: Scott Edwards, VP National Accounts/Luxury - Foster's Wine Estates S: Rod Hawkes, Professor Food Industry Management, Cornell University S: J Smoke Wallin, CEO - eEye Solutions | The Effect of Leading Edge Technology on Wine Production There are great tools available today to optimize the production of wine. These take into account the many needs of winemakers as well as the other aspects of the business. Explore some of the leading approaches with some of the leading winemakers | M: Brandon Groves - Diageo S: Paul Ahvenainen, Winemaker - Korbel Champagne Cellars S: Jim Prang, CEO - California S: Richard Colson, VP Enterprise Production Systems eEye Software S: Michael Webb, Product Strategy - Oracle | Consumer Direct Fulfillment and Tracking - There is an inherent "black hole" problem whenever a winery outsources direct-to-consumer fulfillment. A winery transfers in data and then once the order is shipped, they receive a UPS or FedEx tracking number back. How have companies been working to raise the bar on service standards to give clients visibility into the system (as well as the UPS and FedEx systems) to proactively manage problem orders, returns, etc. This significantly cuts down on winery costs and improves consumer satisfaction. | M: Rob Cartier, Publisher - Wine Market Report S: Katie Schumacher, CEO - New Vine Logistics S: Lesly Berglund, President - Wine Tasting Network (800.FLOWERS) |

Breakout Session III

| Time | Sales & Marketing - Retail & Distribution Track | Moderator & Panelists | Operations & Technology Track | Moderator & Panelists | Tech Tools for The Small - Medium Winery Track | Moderator & Panelists |
|-------------------|--|--|---|--|---|---|
| 2:35 PM - 3:30 PM | On-Demand Point of Sale Materials Over \$1 billion is spent annual in the industry on point of sale material. How effective is this spend? How effective is your POS program? There are new ways of thinking about POS and promotional materials that can be made in a just-in-time manner, but used only where they are actually needed. This eliminates waste and more effectively targets spending. | S: Scott Whitmer VP, GM Centur S: Laurie Charid, Trinchero Family Estates | FDA Bio-Terrorism Act - Panel Discussion The end of 2005 marks the beginning of the required compliance with the FDA for the industry. Learn from the FDA directly what is required and when. Learn from other wineries and from technology providers about specifics to this industry when considering process changes to facilitate compliance. | M: Rob Cartier, Publisher - Wine Market Report S: Janet McDonald, PhD, Public Affairs for FDA S: Doug Campbell, VP Winery Systems eEye Software | Financial Management While the Wine Industry Financial Symposium effectively covers many of the financial issues wineries face, WITS looks at the available systems in the market and brings a panel of experts to discuss their relative merits. Discussion of a "standard" chart of accounts for the industry | M: Mark Solving - Sonoma State University S: Artie Weiner, Brand Manager, eEye (formerly of Rowland and King Estate) |

Breakout Session IV

| Time | Sales & Marketing - Retail & Distribution Track | Moderator & Panelists | Operations & Technology Track | Moderator & Panelists | Tech Tools for The Small - Medium Winery Track | Moderator & Panelists |
|-------------------|--|---|---|--|---|---|
| 3:35 PM - 4:30 PM | Distributor Management & Sales Automation It is critical for wineries to understand their trading partners and effectively manage the distributors. Share of mind is the common phrase when it comes to large multi state operators with complex sales forces and large books of brands. What tools are there to better manage this group? Mobile field sales forces need information at their fingertips. There are a number of ways in which leading companies have put the power of technology to work for the sale force. Learn about some of these in the wine and in other related industries. | M: Bill Cascio - Glazer's Family of Companies S: Robert Watkins, VP Sales & Marketing - J Winery S: Nancy Berkowitz, Industry Director, DI Diver S: Robert Lipman, CEO - Lipman Brothers Distributing S: Michael Handlman, President CDMI Software | Vineyard Management - Tracking everything in the vineyard down to the sub-block level has never been more important to wine-makers. Learn about different approaches to this labor intensive activity. | M: Robert Smiley, UC Davis S: Nathan Buty, Viticultural Services S: Steve Mathiason, President, Premiere Viticultural Services S: Doug Campbell, VP Winery Systems - eEye Solutions | Consumer Direct - With the recent Supreme Court ruling on direct shipment, whether through wine club, internet site, or 3 rd party sales, the challenge for brand owners is to break through the clutter and deliver the brand message to the consumer. What are some of the leaders in the field doing today to leverage technology to this end? - Benchmarking your Club site is critical to know what is important, what works and what pitfalls to avoid | M: Georgia Rasmussen, Director Consumer Marketing Foster's Wine Estates S: Paul Malbray - President Inertia Beverage S: Steve Kostzer, Director of On-Line Communications Trinchero Family Estates S: Eric Binns, President - Calitate S: Mike Duffy, Michael Duffy & Associates |

Wine Reception & Technology Showcase (FAIRWAY DECK)
4:30 PM - 6:00 PM