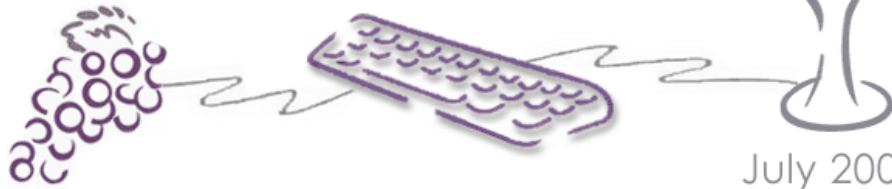


WITS

Wine Industry
Technology Symposium



July 2005

**A Global look at best practices in the wine industry
& innovative uses of technology**

July 12, 2005
Silverado Resort
Napa, CA

sponsored by:

eSkyesoftware



Wine Industry Symposium Group

KLH Consulting, LLC

Information Technologies ... Business Solutions

WINE BUSINESS ONLINE



SYMPOSIUM SUMMARY:

In 2005, a group of wine industry and technology professionals joined forces to create the Wine Industry Technology Symposium. The purpose of **WITS** is to address the unique technology needs of the wine industry. Until now, there has not been a dedicated forum in which to do this.

WITS is dedicated to bringing the world's leading wineries, distributors and retailers together with some of the world's leading technology experts to foster learning and discussion. Panels of experts will discuss specific examples and case studies involving winemaking, vineyard management, wine club and consumer sales, operations, financial management, sales and distribution, channel management, and national accounts.

The Wine Industry Financial Symposium, an industry-led group dedicated to furthering financial education within the wine industry, is the organizing sponsor of WITS. eSkye Software [ESKYE], Microsoft [MSFT] and IBM are some of the leading technology companies sponsoring this year's event. It will be held on July 12, 2005 at the Silverado Resort in Napa, California.

AGENDA:

AGENDA		March 27, 2005 DRAFT - subject to change	
8:00 AM - 8:30 AM	REGISTRATION & CONTINENTAL BREAKFAST		
8:30 AM - 10:15 AM	GENERAL SESSION	J. Smoke Wallin - Event Chair	welcoming remarks
	Wine Technology Panel Discussion	Moderated	Panel [Leading Winery, Distributor, National Account Execs]
		BUSINESS TRACK	TECHNICAL TRACK
		Track 1	Track 2
9:30 AM - 10:15 AM	Session I	Channel Management - knowing where and when to compete	Latest Developments in .NET & Development Strategies, Mobile Computing advances [SVP Microsoft, Paul Sherrif - President PDSA and Microsoft Regional Director]
			SMALL/MID SIZED WINERY TRACK
			Track 2
			TBD
10:15 AM - 10:30 AM	BREAK		
		Track 1	Track 2
10:30 AM - 11:15 AM	Session II	Distributor Management in a consolidated world - leading ways get and manage the information you need [Panel: Missing Link, Winery Exchange, Beverage Data, Distributor]	Discussion of mobile computing [Microsoft senior executive discussion of tablet technology application]
			Track 3
			B2C Panel Discussion [Panel: WineTasting.com, Inertia Beverage, POS Resources, Cultivate]
11:20 AM - 12:00 PM	Session III	Vineyard management discussion [Panel: St. Francis Winery, large Vineyard Management co]	TBD
			A discussion of Leading Financial Systems used by the wine industry [Panel: Jeff Skully CPA, KLM Consulting, ...]
12:00 PM - 1:45 PM	Networking LUNCH	Keynote Speaker	
		Track 1	Track 2
1:45 PM - 3:00 PM	Session IV	National Account Management Discussion [Panel: Buyer for National Account On, Off, Leading Brand Owner National Account Exec]	Utilizing RFID for Retail and in Operations
			Track 3
			Leading production and vineyard management software discussion [Blend, WiPS, WMDB, Conforma panel]
3:00 PM - 3:15 PM	BREAK		
		Track 1	Track 2
3:20 PM - 4:15 PM	Session V	FDA - Bio-Terrorism - Winery Compliance [Panel: FDA Officer, eSkye Software, Winery Operations]	TBD
			Track 3
			Barrel Management Discussion [Panel: several wineries, tech providers]
4:15 PM - 6:00 PM	TECHNOLOGY SHOWCASE & WINE RECEPTION		

VIP/SPEAKER/SPONSOR DINNER - JULY 11 - LOCATION TBA

\$295.00 per attendee

To register – please visit

www.wineindustrytechnologysymposium.com

by June 30, 2005