

AGENDA

Subject to change

7:30 AM - 8:00 AM REGISTRATION & CONTINENTAL BREAKFAST

8:00 AM - 9:30 AM General Session

10 min	Welcoming Remarks	Speakers <i>S: Lesley Berglund, WITS Co-Chairs</i>
30 min	Keynote Speaker - Enzo Micali, CIO, 1-800 Flowers.com - "Driving Technology Change" We may think wine fulfillment is tough, but imagine the technology and logistics challenges required to get fresh flowers, around the world, from grower to consumer, delivered within the exact timeframe promised . . . "same day, every day." Or the ability to successfully handle literally millions of last minute rush orders on Valentines Day. Over the past 30 years, 1-800 Flowers.com has grown from one NYC based florist shop to now serving 15 million consumers as one of the most respected and fully integrated, multi-channel direct merchants in the country. Enzo Micali, CIO of 1-800 Flowers.com ,shares some lessons from the leading edge.	<i>S: Enzo Micali, CIO 1-800 Flowers.com</i>
40 min	Panel Discussion - Across the Tiers, Technology Breakthroughs & Challenges What keeps wine industry executives awake at night? Changes in the market place driven by consolidation, regulation and the consumer calls for break-throughs in leadership and technology solutions. What are the key technology changes emerging in each wine industry tier? Hear it straight from top winery, wholesaler and retailer business leadership.	<i>M: J Smoke Wallin</i> <i>S: John Collins VP Information Technology, Foster's Wine Estates</i> <i>S: Mike Adams- CIO -Glazers</i> <i>S: Enzo Micali, CIO 1-800 Flowers.com</i>
10 min	Transition Remarks	<i>S: Lesley Berglund & J. Smoke Wallin - WITS Co-Chairs</i>

BREAK
9:30 AM - 9:50 AM

Breakout Session I	TRACK A		TRACK B		TRACK C		TRACK D	
	Channel Sales & Marketing Track	Moderator & Panelists	Direct Sales & Marketing Track	Moderator & Panelists	Finance & Technology Track	Moderator & Panelists	Operations & Technology Track	Moderator & Panelists
9:55 AM - 11:25 AM	Leveraging Depletion and Retail Sales Information How does one go beyond just getting data from distributors and retailers to actually leveraging it into actionable information. What are some best of class examples of utilizing information for sales and marketing actions. What do distributors expect from well managed suppliers?	<i>M: Rich Cartiere, Wine Market Report</i> <i>S: Danny Brager, VP ACNielsen</i> <i>S: Meghan Gaven, Partner- Missing Link - eSkye</i> <i>S: Scott Diehl - EVP -Trade Pulse</i>	Tip of the (Compliance) Iceberg? What are the risks, and possible hazards, in not being compliant? How can technology help wineries avoid costly mistakes and manage for the future? In the rapidly changing world of DTC shipping, we may be seeing only the tip of the iceberg in new regulation, licensing, tax law complexity, reporting requirements, and enforcement. What are the impacts on the strategic options for approaching direct shipping compliance? How can technology enable wineries to be compliant and maintain profitability and efficiency in the growing DTC channel? DTC experts who have taken a technology-based approach to improving winery efficiency and increasing customer experience while reducing winery exposure to reporting and compliance risks, share their thoughts on the future and how to prepare.	<i>M: Karen Roche, COO The Winetasting Network</i> <i>S: Jason Eckenroth, Founder & CEO S&S88</i> <i>S: Rachel Dumas, Founder Compli</i> <i>S: Scott Liebman, CEO W&N</i>	Inventory Visibility, Planning & Optimization Optimizing inventory throughout the supply chain is critical to provide high levels of customer service while controlling investment. Knowing where your last 5 releases are in your own warehouses, your distributors and even at retail is the first step in solving this business issue	<i>M: Rob Celsi, Trinchero Family Estates</i> <i>S: Alan Thomas, Deloitte Consulting</i> <i>S: Phyllis Klees, Deloitte Consulting</i> <i>S: Clay Wallin, eSkye</i>	Vineyard Management - Quantitative methods of assessing grape quality, biotechnology frontiers, and ways of making vineyard data actionable.	<i>M: Charlie Hossum, Stags Leap Wine Cellars</i> <i>S: Dr. Steve Lindow, UC Berkeley</i> <i>S: Dr. Robert Wampler, CSU Fresno</i> <i>S: Steve Mattiasson, President, Premiere Viticulture</i>

Networking Lunch
11:30 PM - 1:00 PM

Breakout Session II	Channel Sales & Marketing Track	Moderator & Panelists	Direct Sales & Marketing Track	Moderator & Panelists	Finance & Technology Track	Moderator & Panelists	Operations & Technology Track	Moderator & Panelists
	1:05 PM - 2:35 PM	Effective National Account Management Part I Dealing with the large National Accounts has never been more important for brand owners. Off-premise National Account chains such as Wal-Mart, Costco, and Albertsons are driving increasing volume and demanding trading partners adopt their technology standards. On-premise National Account chains like Brinker, Outback, Darden and Marriott are driving all of the growth in that segment. Working effectively with this powerful group is critical for any winery with national aspirations.	<i>M: J. Smoke Wallin</i> <i>S: Ann Dogier, VP Business Development, Coca-Cola Customer Business Solutions</i> <i>S: Joanne Mitchell, National Accounts Systems, Southern Wine & Spirits of America</i>	Advanced CRM - Harvesting Your Consumer Data. Your customers are telling you how to best market and sell to them, but are you listening? Most wineries and retailers are sitting on a gold mine of consumer data that is rarely leveraged well. Explore the power of customer segmentation, effective data warehousing and how to avoid common pitfalls when putting your consumer data to work for you.	<i>M: Mack Schwing, Sonoma State Wine Business Program</i> <i>S: Steve Bowden, Old Vine Marketing (former Mondavi DTC lead)</i> <i>S: Brian Baker, VP Consumer Relationship Marketing Kendall-Jackson</i> <i>S: Glen Hunter, (former Diageo DTC lead)</i>	How to Design & Implement a P&L by Customer and Channel Design and implement a Cash Flow Management for Wineries model relating sales and distribution with production data where applicable. Understand the true profitability by channel and by customer.	<i>M: Rob K. Morris, MKF Frank Rimerman</i> <i>S: Greg Ralston, Managing Director of Chateau Montelana</i> <i>S: Artie Wiener - eSkye Financial Systems, former financial analyst at Renwood, & King Estates</i>	Optimizing Harvest Management. From demand forecasts, long range vineyard contract planning and tactical harvest scheduling to weigh bridge operations and grape receipts, there have been dramatic improvements in the entire harvest management process. Learn from case studies some best practices leveraging and utilizing these developments.

Breakout Session III	Channel Sales & Marketing Track	Moderator & Panelists	Direct Sales & Marketing Track	Moderator & Panelists	Finance & Technology Track	Moderator & Panelists	Operations & Technology Track	Moderator & Panelists
	2:45 PM - 4:10 PM	Effective National Account Management Part II This session will explore the challenge of tracking the ever-changing On- and Off-premise landscape. Consolidations and acquisitions, divestitures and dissolutions, make day-to-day customer management a tough challenge for any supplier. We will consider what the state of the art in customer portal technology looks like and where it is going from the perspective of a large retailer.	<i>S: Jack Clare, Constellation Brands</i> <i>S: Scott Taylor, EVP GM TD Linc</i> <i>S: Andrew M Lobo, VP Strategy, the Sports Authority, formerly Coca-Cola Company, J.E. Seagram & Sons</i>	Best Practices - Maximizing Your Consumer Direct Tools. No matter if the technology tools, systems or solutions you use are simple or advanced, how effective you are at using them is what really matters. From consumer research to direct sales, this panel of experts will share their innovative and successful experiences in putting their own consumer direct technology tools to work.	<i>M: Jennifer Becker, Ensemble Marketing</i> <i>S: John Gillespie, Wine Opinions</i> <i>S: Lesley Keffer Russell, Director of Consumer Sales & Marketing, St. Supery Vineyards & Winery</i>	Data Synchronization - The industry Challenge Everyone looks at data from the prism of their own situation. Wineries deal with their products as produced and shipped out. Distributors deal with 8,000 sku's or more and make up their own codes and descriptions. Retailers deal with a subset of all products and usually use UPC. What is GS1 and what are its implications for the industry?	<i>M: John Collins, Foster's</i> <i>S: Dan Wilkinson, ISYNC</i> <i>S: Robert Signore, ISYNC</i> <i>S: Mike Adams- CIO -Glazers</i>	FDA Bio-Terrorism Act Compliance - "It's Here!" 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.

Wine Reception & Technology Showcase
4:10 PM - 6:25 PM



Wine Industry
Technology Symposium



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15 min	Welcoming Remarks	Speakers <i>S: Lesley Berglund & J. Smoke Wallin - WITS Co-Chairs</i>
30 min	<p>Keynote Speaker - Enzo Micali, CIO, 1-800 Flowers.com - "Driving Technology Change"</p> <p>We may think wine fulfillment is tough, but imagine the technology and logistics challenges required to get fresh flowers, around the world, from grower to consumer, delivered within the exact timeframe promised . . . "same day, every day." Or the ability to successfully handle literally millions of last minute rush orders on Valentines Day. Over the past 30 years, 1-800 Flowers.com has grown from one NYC based florist shop to now serving 15 million consumers as one of the most respected and fully integrated, multi-channel direct merchants in the country. Enzo Micali, CIO of 1-800 Flowers.com ,shares some lessons from the leading edge.</p>	<i>S: Enzo Micali, CIO 1-800 Flowers.com</i>
40 min	<p>Panel Discussion - Across the Tiers, Technology Breakthroughs & Challenges</p> <p>What keeps wine industry executives awake at night? Changes in the market place driven by consolidation, regulation and the consumer calls for breakthroughs in leadership and technology solutions. What are the key technology changes emerging in each wine industry tier? Hear it straight from top winery, wholesaler and retailer business leadership.</p>	<i>M: J Smoke Wallin</i> <i>S: John Collins, VP Information Technology, Foster's Wine Estates</i> <i>S: Mike Adams- CIO -Glazers</i>
5 min	Transition Remarks	<i>S: Lesley Berglund & J. Smoke Wallin - WITS</i>
BREAK		
9:30 AM - 9:50 AM		



Breakout Session I

TRACK A	
Channel Sales & Marketing Track	Moderator & Panelists
9:55 AM - 11:25 AM Leveraging Depletion and Retail Sales Information How does one go beyond just getting data from distributors and retailers to actually leveraging it into actionable information. What are some best of class examples of utilizing information for sales and marketing actions. What do distributors expect from well managed suppliers?	M: Rich Cartiere, Wine Market Report S: Danny Brager, VP ACNielsen S: Meghan Gaven, Partner- Missing Link Communications S: Scott Diehl - EVP -Trade Pulse

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Breakout Session II

Channel Sales & Marketing Track	Moderator & Panelists
1:05 PM - 2:35 PM Effective National Account Management Part I Dealing with the large National Accounts has never been more important for brand owners. Off-premise National Account chains such as Wal Mart, Costco, and Albertsons are driving increasing volume and demanding trading partners adopt their technology standards. On-premise National Account chains like Brinker, Outback, Darden and Marriott are driving all of the growth in that segment. Working effectively with this powerful group is critical for any winery with national aspirations.	M: J. Smoke Wallin S: Ann Dozier, VP Business Development, Coca-Cola Customer Business Solutions S: Joanne Mitchell, National Accounts Systems, Southern Wine & Spirits of America

Breakout Session III

Channel Sales & Marketing Track	Moderator & Panelists
2:45 PM - 4:10 PM Effective National Account Management Part II This session will explore the challenge of tracking the ever-changing On- and Off-premise landscape. Consolidations and acquisitions, divestitures and dissolutions, make day-to-day customer management a tough challenge for any supplier. We will consider what the state of the art in customer portal technology looks like and where it is going from the perspective of a large retailer.	S: Jack Clare - Constellation Brands S: Scott Taylor, EVP GM TD Linx S: Andrew M Lobo, VP Strategy, the Sports Authority, formerly Coca-Cola Company, J.E. Seagram & Sons

Wine Reception & Technology Showcase

4:10 PM - 6:25 PM



Wine Industry Technology Symposium



Breakout Session I

TRACK B

Direct Sales & Marketing TrackModerator &
Panelists

9:55 AM - 11:25 AM

Tip of the (Compliance) Iceberg?

What are the risks, and possible hazards, in not being compliant? How can technology help wineries avoid costly mistakes and manage for the future? In the rapidly changing world of DTC shipping, we may be seeing only the tip of the iceberg in new regulation, licensing, tax law complexity, reporting requirements, and enforcement. What are the impacts on the strategic options for approaching direct shipping compliance? How can technology enable wineries to be compliant and maintain profitability and efficiency in the growing DTC channel? DTC experts who have taken a technology-based approach to improving winery efficiency and increasing customer experience while reducing winery exposure to reporting and compliance risks, share their thoughts on the future and how to prepare.

M: Karen Roche, COO The Winetasting Network

S: Jason Eckenroth, Founder & CEO Six88

S: Rachel Dumas, Founder Compli

S: Scott Liebman, CEO WTSN

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Breakout Session II

Direct Sales & Marketing TrackModerator &
Panelists

1:05 PM - 2:35 PM

Advanced CRM - Harvesting Your Consumer Data.

Your customers are telling you how to best market and sell to them, but are you listening? Most wineries and retailers are sitting on a gold mine of consumer data that is rarely leveraged well. Explore the power of customer segmentation, effective data warehousing and how to avoid common pitfalls when putting your consumer data to work for you.

M: Mack Schwing, Sonoma State Wine Business Program

S: Steve Bonden, Old Vine Marketing (former Mondavi DTC lead)

S: Brian Baker, VP Consumer Relationship Marketing Kendall-Jackson

S: Glen Hunter, (former Diageo DTC lead)

Breakout Session III

Direct Sales & Marketing TrackModerator &
Panelists

2:45 PM - 4:10 PM

Best Practices - Maximizing Your Consumer Direct Tools.

No matter if the technology tools, systems or solutions you use are simple or advanced, how effective you are at using them is what really matters. From consumer research to direct sales, this panel of experts will share their innovative and successful experiences in putting their own consumer direct technology tools to work.

M: Jennifer Becker, Ensemble Marketing

S: John Gillespie, Wine Opinions

S: Lesley Keffer Russell, Director of Consumer Sales & Marketing, St. Supery Vineyards & Winery

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Wine Industry Technology Symposium



Breakout Session I

TRACK C

Finance & Technology Track

Moderator & Panelists

9:55 AM - 11:25 AM

Inventory Visibility, Planning & Optimization

Optimizing inventory throughout the supply chain is critical to provide high levels of customer service while controlling investment. Knowing where your last 5 releases are in your own warehouses, your distributors and even at retail is the first step in solving this business issue

M: Rob Celsi, Trinchero Family Estates

S: Alan Thomas, Deloitte Consulting

S: Phyllis Klees, Deloitte Consulting

S: Clay Wallin, eSkye

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Breakout Session II

Finance & Technology Track

Moderator & Panelists

1:05 PM - 2:35 PM

How to Design & Implement a P&L by Customer and Channel

Design and implement a Cash Flow Management for Wineries model relating sales and distribution with production data where applicable. Understand the true profitability by channel and by customer.

M: Rob K. Morris, MKF Frank Rimerman

S: Greg Ralston, Managing Director of Chateau Montelana

S: Artie Wiener - eSkeye Financial Systems, former financial analyst at Renwood, & King Estates

Breakout Session III

Finance & Technology Track

Moderator & Panelists

2:45 PM - 4:10 PM

Data Synchronization - The industry Challenge

Everyone looks at data from the prism of their own situation. Wineries deal with their products as produced and shipped out. Distributors deal with 8,000 sku's or more and make up their own codes and descriptions. Retailers deal with a subset of all products and usually use UPC. What is GS1 and what are its implications for the industry?

□

M: John Collins, Foster's Wine Estates

S: Dan Wilkinson, 1SYNC

S: Robert Signore, 1SYNC

S: Mike Adams- CIO -Glazers

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Breakout Session I

TRACK D

Operations & Technology TrackModerator &
Panelists

9:55 AM - 11:25 AM

Vineyard Management - Quantitative methods of assessing grape quality, biotechnology frontiers, and ways of making vineyard data actionable.

M: Charlie Hossum, Stags Leap Wine Cellars

S: Dr. Steve Lindon, UC Berkeley

S: Dr. Robert Wample, CSU Fresno

S: Steve Matthiasson, President, Premiere Viticulture

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Breakout Session II

Operations & Technology TrackModerator &
Panelists

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Optimizing Harvest Management. From demand forecasts, long range vineyard contract planning and tactical harvest scheduling to weigh bridge operations and grape receipts, there have been dramatic improvements in the entire harvest management process. Learn from case studies some best practices leveraging and utilizing these developments.

M: Richard Gulson, VP eSkye Enterprise Production Systems

S: Andy Frost - Montana Wines NZ

S: Jeff Dlott - Sureharvest

S: Davie Pina, Managing Partner, Pina vineyard Management

S: Randy Meyer, Senior Winemaker, Korbel

Breakout Session III

Operations & Technology TrackModerator &
Panelists

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FDA Bio-Terrorism Act Compliance - "It's Here!"

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M: Dana DiLuvio, J Wine Co

S: Jeannie Boone Bremer of WineScience.com

S: Doug Campbell, VP eSkye Software

S: Bev Nobel, Korbel

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