



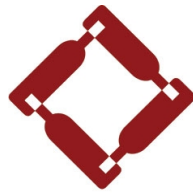
WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

**5th Annual Wine Industry
Technology Symposium
July 16 & 17 2009
Napa Valley Marriot**

technology best practices for the wine industry

www.WineIndustryTechnologySymposium.com



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AGENDA

Thursday, July 16th

- 1:00 – 2:30 pm REGISTRATION**
- 1:00 – 2:30 pm TECHNOLOGY SHOWCASE OPENS – Visit directly with more than 30 leading technology vendors and services providers**
- 2:30 – 5:15 pm WORKSHOP I AND WORKSHOP II - The following 3 workshops will be presented at both 2:30 – 3:45 and 4:00 – 5:15 pm**

A. Embracing Social Media & Commerce: Basics of Web 2.0 Technologies

The session is about Cultivating Brand Loyalty and developing grassroots evangelists via social media and specifically Facebook with new and online wine lovers. Through several Facebook technologies (Connect, Fan pages, Group pages, etc), winemakers, marketers, sales reps and winery owners can lay a foundation for who they are and what their brand is about, giving their consumers a choice to participate and engage in a conversation directly with the wineries. That two-way access is a powerful emotional connection that makes for loyal fans of your wine.

Moderator: Lisa M. de Bruin (National Account Development Specialist, Hahn Family Wines)

Panelists: Dave Morin (Senior Platform Manager, Facebook)
Andrew Bosworth (Senior Engineering Manager, Facebook)

B. Consumer Compliance: The Next Generation of Issues

Join our experts for an informal chat and review of current direct-to-consumer compliance issues and challenges, a look at the latest PCI compliance requirements and what that means for your business and insight into the next generation of compliance issues as the wine-shipping landscape continues to evolve.

Moderator: Jeff Carroll (Vice President Compliance and Director of Product Management, ShipCompliant / Six88 Solutions)

Panelists: Dr. Anton Chuvakin (Director of Strategic Alliances, Qualys)

C. Free or Low Cost Web Technologies to Run Your Business

This panel will discuss Google Apps, Internet-based e-mail and data storage/file sharing and other no/low cost applications available to help run many small businesses. Shed the fear of conducting information-based business operations on the Internet and join in the revolution that is transforming the way businesses are run and significantly reducing IT costs and the headaches associated with system maintenance!

Moderator: Beau Redstone (Independent IT Consultant, Corporate Planning Performance Management Solutions)

Panelists: Dani Forsey (Business & Marketing Specialist)

Brad Gates (Director of Infrastructure, Fosters Wine Estates Americas)

Mike Blom (Owner, Napa Barrel Care)

4:00 – 5:15pm

CIO ROUNDTABLE- ALL THREE TIERS - Invitation only

This round table is an exclusive session for winery, distributor & retailer technology leadership to discuss hot topics between the tiers.

CIO Organizer: Bob Barnes (CIO, F. Korb & Bros.)

Facilitator: Lesley Berglund (Chairman, WISE Academy, WITS Co-Chair)

5:15 – 6:45pm

WELCOME WINE RECEPTION & TECHNOLOGY SHOWCASE

6:45 – 8:30pm

VIP CIO NETWORKING DINNER – Join wine industry technology leaders for an evening of stimulating discussion, great food and wine

Friday, July 17th

8:00 – 9:00 am **REGISTRATION & CONTINENTAL BREAKFAST**

8:00 – 9:00 am **TECHNOLOGY SHOWCASE – PART ONE**

9:00 – 10:45 am **GENERAL SESSION**

Welcome Remarks

Lesley Berglund, Chairman, WISE Academy, WITS Co-Chair

Keynote Address: Dancing and Drinking with Megaphones
Pete Blackshaw, EVP, Digital Strategic Services, Nielsen Online

Consumers today have greater power and leverage than ever before. The platforms they use to extend, amplify and reinforce their voice seem to grow every day, from message boards and YouTube, to social networks and Twitter. This is becoming especially true in wine, where consumers are increasingly providing feedback, positive and otherwise.

This creates powerful new dynamics in the consumer's learning and purchase cycle, and puts a huge premium on understanding what is being said online. To win in this conversation-powered environment, brands not only need to nurture loyalty, but also to build brand advocacy, and they themselves must participate. Importantly, brands must stay disciplined around six key drivers of credibility: trust, authenticity, transparency, affirmation, listening and responsiveness.

Keynote Panel: Social Media and Commerce

How do you build a community? How do you make it relevant to the world of wine? Is putting a page on Facebook or twittering enough? Is the growth of the community driving revenue? Three very different companies talk about cutting through the noise, creating brand identity that 'sticks' and take questions from the audience.

Moderator: Julie Brosterman (CEO/Founder, Women & Wine®)

Panelists: Stephen Gilberg (Founder & CEO, DrinkTwits)
Philip James (Founder, Snooth)
Adon Kumar (President, Wine-Searcher.com)

10:45 – 11:00 am **NETWORKING BREAK**

11:00 – 12:15 pm **GENERAL SESSION – PART TWO**

Introduction of Inertvitis Interfructa's Global Network:
Thomas Brandl, Public Relations

Keynote Panel: The Three Tiers

A panel discussion with some of the leading winery, distributor and retailer CIOs will cover where they are seeing the biggest ROI in technology spending, and how trading partners can better collaborate.

Moderator: J. Smoke Wallin, President and CEO, Liquor Lab, WITS Co-Chair

Panelists: Eric Wilson (former CIO, Raleys)
Bill Healey (Vice President and Chief Supply Chain Officer, The Charmer Sunbelt Group)

Robert Celsi (Vice President of Corporate Services, Trincherro Family Estates)

Transition Remarks

J. Smoke Wallin, President and CEO, Liquor Lab, WITS Co-Chair

12:15- 1:15 pm

NETWORKING LUNCH

1:15 – 2:15 pm

TECHNOLOGY SHOWCASE

2:15 – 3:30pm

BREAKOUT SESSION ONE

TRACK A: Technology Leadership

TRACK B: Consumer Direct Sales

TRACK C: Trade Sales and Marketing

TRACK D: Vineyard & Winery Operations

Track A: Business Intelligence

Join business intelligence leaders as they reveal the key factors for success in your BI strategy.

Moderator: Herbert Klein (Industry Lead, Consumer Products, Oracle)
Panelists: Heather Crawford (Dir. of Business Intelligence, Fosters Wine Estates Americas)
Mark Tobin (Director of Business Intelligence, Chateau Ste. Michelle)
Sue Tamburelli (Manager of Sales Operations, Francis Ford Coppola Presents)

Track B: Consumer Direct Metrics, Benchmarking & Best Practices

Learn what successful winery marketers measure and how they act on metrics to build strong and profitable customer relationships.

Moderator: Tammy Boatright (President, Synchronicity Consulting)
Panelists: Dan Michael (Marketing Director, Consumer Direct Sales, E & J Gallo)
Jennifer Becker (Founder, Ensemble Marketing Group)
Pamela Hiatt (Regional Direct Sales Manager, Jackson Family Wines)

Track C: The Latest, Greatest in Sales Force Automation

Providing you with the latest tools and information to be fully effective in the field.

Panelists: Bill Evanow (Regional Vice President, Field Sales, salesforce.com)
Alana Kaselitz (Principal Founder, Echo Lane)
Jim Thompson (CEO, Rogue IT)

Track D: Blend Management

Exploring new tools and best practices in blend management and tank farm computing.

Moderator: Joel Schipper (Principal Solution Architect, Oracle)
Panelists: Eric Laumann (Vice President, Monterey Wine Company)
Lisa Russell (Corporate Wine Quality Manager, F. Korb & Bros)

3:30 – 3:45pm

NETWORKING BREAK

3:45 – 5:00pm

BREAKOUT SESSION TWO

TRACK A: Technology Leadership

TRACK B: Consumer Direct Sales

TRACK C: Trade Sales and Marketing

TRACK D: Vineyard & Winery Operations

Track A: Cloud Computing

Outsourcing and cloud computing: Issues and impact on future winery operations.

Moderator: Andrew Isaacs (Executive Director, Management of Technology Program, U.C. Berkeley)
John Nicholson (Counsel, Pillsbury Winthrop Shaw Pittman, LLP)
Marc-Oliver Fiedler (Vice President, Business Strategy & Planning, Oracle)
Ariel Kelman (Senior Director, Platform Product Marketing, salesforce.com)

Track B: Prescriptive Approach to Social Media Success For Wineries

Cutting through the noise, implementing a successful social media program.

Moderator: Laura Levy Shatkin (President, Winepeeks.TV)
Panelists: Agent Red (Founder, The Wine Spies)
Shana Ray (Social Media Consultant, shanaray.com)
Tim Elliot (ACAN Media and winecast.net)
Evan Cover (CEO, Cruvee.com)

Track C: Cracking the Code at Wal-Mart and Large Retailers.

Exploring practical approaches to conquering the large retailers trade channel.

Moderator: J. Smoke Wallin (President & CEO, Liquor Lab, WITS Co-Chair)
Panelists: Mark Tobin (Director of Business Intelligence, Chateau St. Michelle)
Maggie Popplewell (Project Manager, Fireman's Fund)

Track D: Vineyard Data Management

Join in the revolution that is transforming the way businesses are run and significantly reducing costs with free technologies.

Moderator: Monica, Cooper, Ph.D. (Viticultural Farm Advisor, Napa County, U.C. Cooperative Extension)
Panelists: Garrett Buckland (VP, Premiere Viticultural Services)
Dion Harste (President & Founder, Ag Code)
Robin Wood (Chief Technology Officer, SureHarvest)

5:00 – 6:30pm

WINE RECEPTION & TECHNOLOGY SHOWCASE

Note: Program subject to change