



WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

technology and innovation best practices for the wine industry

6th Annual Wine Industry Technology Symposium
July 13 & 14, 2010
Napa Valley Marriott

Tuesday, July 13, 2010

CIO Roundtable: 11:00 a.m. - 1:00pm
Day 1 Registration: 1:00- 2:30pm
Technology Showcase Opens: 1:00 - 2:30pm
Afternoon Workshops: 2:30 - 5:15 pm
Welcome Wine Reception & Technology Showcase: 5:15 - 6:45pm
VIP CIO Networking Dinner: 6:45 - 8:30pm

Wednesday, July 14, 2010

Registration & Continental Breakfast: 8:00 - 9:00 am
Technology Showcase: 8:00 - 9:00 am
General Session: 9:00 - 12:15 pm
Technology Showcase: 1:15 - 2:15pm
Breakout Session I: 2:15 - 3:30pm
Breakout Session II: 3:45 - 5:00pm
Wine Reception & Technology Showcase: 5:00 - 6:30pm

www.WineIndustryTechnologySymposium.com

AGENDA

Tuesday, July 13th

- 1:00 - 2:30pm DAY 1 REGISTRATION / TECHNOLOGY SHOWCASE OPENS
- 2:30 - 3:45pm
& again
4:00 - 5:15pm **AFTERNOON WORKSHOPS**
The following 5 workshops will be presented at both 2:30 - 3:45 and again at 4:00 - 5:15 pm (subject to attendance)
- A. Embracing Social Media & Commerce:
 - B. Consumer Compliance: The Next Generation of Issues on PCI Compliance
 - C. Google Analytics and other Free or Low Cost Technologies
 - D. Apps Alley
 - E. Your System: "Not Guilty as Charged"
- 5:15 - 6:45pm WELCOME WINE RECEPTION & TECHNOLOGY SHOWCASE
- 6:45 - 8:30pm VIP CIO NETWORKING DINNER- Napa Marriott
Dinner Speaker: Michael Gelb, Author: *Wine Drinking for Inspired Thinking: Uncork Your Creative Juices*

Wednesday, July 14th

- 8:00 - 9:00am REGISTRATION & CONTINENTAL BREAKFAST
TECHNOLOGY SHOWCASE
- 9:00 - 12:15pm GENERAL SESSION
- *Keynote Speaker:* "Living in a Post-Digital World" Abbey Klaasen, Executive Editor of *Advertising Age*.
 - *Keynote Speaker:* "How to Think Like Leonardo Da Vinci" by Michael Gelb, Author of the international best seller *How to Think Like Leonardo Da Vinci, Innovate Like Edison: The Five-Step System for Breakthrough Business Success* and *Wine Drinking For Inspired Thinking: Uncork Your Creative Juices*.
 - *Keynote Panel:* "The Elusive Enemy: Understanding Cybercrime and How it Affects Your Small, Medium or Large Business"
Panelists: John L. Nicholson (Counsel, Pillsbury Winthrop Shaw Pittman, LLP)
Beau Woods (Solutions Architect, SecureWorks)
- 12:15- 1:15 pm NETWORKING LUNCH
- 1:15 - 2:15 pm TECHNOLOGY SHOWCASE
- 2:15 - 3:30pm BREAKOUT SESSION I
- A. Disaster Recovery Planning
 - B. Mobile Marketing
 - C. Using Salesforce.com and Other Tools in the Wine Industry's 3 Tier System
 - D. Winery Operations Best Practices
- 3:45 - 5:00pm BREAKOUT SESSION II
- A. Cloud Applications for Medium and Small Businesses
 - B. PULL Marketing: Achieving ROI through SMO
 - C. Wholesale & Retail Management Tools
 - D. Vineyard Data Management
- 5:00 - 6:30pm WINE RECEPTION & TECHNOLOGY SHOWCASE

Tuesday, July 13th - Workshops

CHOOSE ONE:

2:30 - 3:45 pm

&

4:00 - 5:15 pm

A. Embracing Social Media & Commerce:

Social Media, Digital Networking, Online Commerce: A Year later, Do's and Don'ts from the wine industry. What works, what's failed and how to sort through the online noise to execute an online marketing plan in the wine industry.

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

Panelists: Dean Guadagni (Business Director, Inner Architect); Judd Wallenbrock (President/General Manager, Michel-Schlumberger Benchland Wine Estate); Hardy Wallace (Social Media Guru, Author, Dirty South Wine Blog, former Murphy Goode Wine County Lifestyle Correspondent)

B. Consumer Compliance: The Next Generation of Issues on PCI Compliance:

With PCI Compliance now required for all applications that handle and store credit card data, our panel will cover what being PCI Compliant means, how to become PCI Compliant and how to maintain your certification by incorporating best practices. The panel will include a panel member that will focus on each key wine industry consumer "touch point" such as Retail, Ecom, Wine Club Management and other areas.

Moderator: Jonathan Elliman (Founder, CellarPass- Reservation Management)

Panelists: Martin Olsen, (Napa Valley POS - Retail Software); Sarah Elliman (Submerce, ECOM/Club Software); Marty Hawke (Payment Processing Direct, Credit Card Processors- PCI Expert)

C. Google Analytics and other Free or Low Cost Technologies

Two or three years ago, few could have imagined the number of free or low cost tools that are now available online. From public relations to surveys and from productivity tools to visual aids, there are tools and websites that can help with almost any task. In this session, we'll share some of our favorite ways to leverage technology to get almost any job done better, faster, and yes cheaper.

Panelists: Geni Whitehouse, CPA (Countess of Communication,
Brotemarkle, Davis & Co. LLP)
James Marshall Berry (Internet Consultant)

D. Apps Alley

Meet, greet and interact! There are dozens of wine related applications (apps) now available for the iPhone with many more in development. All of these apps are stirring a general undercurrent of consumer confusion over what- exactly - is available and what is the relative value to the user. Which app is the best for what wine purpose? How should wineries or consumers interact with them

Moderator: Paul Mabray (Chief Strategy Officer, Vintank)

Panelists: Brent Johnson (Vin65); Brad Rosen (Drync); Rick Breslin (HelloVino); Tyson Caly (Everyflight); David Ruvalcaba (WinePrices/Vinfoлио); Mark Zappala (WinePicks); Jim Goodman (Core.kz)

E. Your System: "Not Guilty as Charged"

Why do people get so mad at their enterprise software systems? This universal reaction is often misplaced - the fault usually does not lie with the actual system and its underlying computer code. Oftentimes, the blame really belongs to the selection, implementation, maintenance, or management support for the system. We'll explore a radically different approach to defining the "right system" for your business operations, and how to ensure there is sufficient justification and accountability for the initial and on-going success of that system - which then really will be "not guilty."

Panelist: Joel Schipper (Master Principal Solution Architect, Oracle)

Wednesday, July 14th - Breakout Session I

CHOOSE ONE:

2:15 - 3:30pm

BREAKOUT SESSION I

A. Technology Leadership: Disaster Recovery Planning

Is your Winery prepared in the event of a disaster? Learn what's involved in developing your plan; what's required, what other wineries are doing and what technologies are available to assist you.

Moderator: Deborah Sadler (Director IT, J Lohr Winery)
Panelists: Kurt Vanderwolk (Director, Information Technology, Rodney Strong)
Richard McGhee Network Administrator - Rodney Strong Winery)
Robert Knopf (Account Manager - ZAG Technical Services, Inc.)
Julie Brown (AVP/Loss Control Manager - Chubb Group of Insurance Co.)

B. Consumer Direct Sales: Mobile Marketing

In this session, the panel will discuss the most popular mobile marketing tactics, and how those tactics align with winery DTC efforts and overall marketing objectives. We will discuss consumer adoption and how CPG companies are engaging these consumers through mobile devices. Case studies will also be provided, highlighting wineries that are currently leveraging mobile apps, mobile advertising, and the mobile web.

Moderator: Michael Brito (VP, Digital, Edelman)
Panelists: Brent Johnson (Sales Manager, Vin 65)
Rick Breslin (Principal, Hello Vino)
Chris Oggenfuss (Principal, Oggenfuss Wine Marketing)

C. Trade Sales & Marketing: Using Salesforce.com & Other Tools in the Wine Industry's Three Tier System

A good CRM system is essential to support a productive sales team, however most companies are still using random disparate tools to do this including lots of Excel spreadsheets that are not integrated with their other sales data. Force.com and other providers enable companies to build a state of the art CRM and Trade Marketing system that is integrated with the rest of their sales data to provide a more powerful and comprehensive solution for increasing sales productivity.

Moderator: John Collins, Chief Information Officer, LRIco
Panelists: Allison Evanow (Founder & CEO, Square One Organic Spirits)
Tim Jones (Co-founder & Principal, Great Vines)
Tiffany Thompson (Business Systems Development Manager, Regal Wine Company, Kendall Jackson)

D. Vineyard & Winery Operations: Winery Best Practices

Join us for a discussion of how analytics can be used to drive prices and quality production processes in the wine industry and beyond. IBM will share analytical best practices used by growers of various agricultural products to affect prices and better predict demand; Francis Ford Coppola Winery will share their experience utilizing the data collected from 8 years of measurement of color, phenols and total tannin via the Adams-Harberston assay to create analytics that improve wine quality.

Moderator: Heather Crawford (Acting Head BP&IT, Foster's Wine Estates Americas)
Panelists: Kenny Ecton (IBM Global Business Services)
Corey Beck (Geyserville General Manager, Francis Ford Coppola Winery)

Wednesday, July 14th - Breakout Session II

CHOOSE ONE:

3:45 - 5:00pm

BREAKOUT SESSION II

A. Technology Leadership

Cloud Applications for Medium and Small Businesses

In this session, four technologists will share their insights into the benefits and risks of cloud computing for small and medium businesses. They will help you figure out when you gain efficiencies and when the cloud hampers productivity. They'll help you see through the fog and remove the mystery surrounding software as a service or cloud computing options.

Moderator: Geni Whitehouse (CPA, Countess of Communication, Brotemarkle, Davis & Co. LLP)
Panelists: Dwight Moore (Global Industry Executive, Manufacturing, Distribution and Retail, Salesforce.com)
Patrick Oates (CEO, Wine Management Systems)
Karen L. Vincent (Co-Founder/COO, Resdida LLC)
Maureen Stubblefield (Partner & Sr. IT Consultant, Occidental Technical Group, LLC)

B. Consumer Direct Sales

PULL Marketing: Achieving ROI through SMO (Social Media Optimization) and Location Based Marketing:

How to maximize the flow of business to your website and evaluate the ROI

Moderator: Paul Mabray (Chief Strategy Officer, Vintank)
Panelists: Michael Brito (VP, Digital, Edelman)
Dan Lintz (CEO, VinoVisit.com)
Aaron Strout (CMO, Powered. Com)

C. Trade Sales & Marketing

Wholesale & Retail Management Tools

How To's on Pricing & Promotion: Software applications for planning/executing/measuring trade promotion

Moderator: Herbert Klein (Industry lead, Consumer Products, Oracle)
Panelist: John Rossi (General Manager, CPG Consulting, WIPRO)
Winery Panelist to be announced

D. Vineyard & Winery Operations

Vineyard Data Management

How to evaluate vineyard technology systems to meet your data management needs.

Moderator: Robert Wample, Ph.D. (Plant Physiologist, Soil Information System)
Panelists: Pam Mitchell (COO, Sureharvest)