

WITS

Wine Industry Technology Symposium



# GENERAL SESSION

July 17, 2007

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**J. Smoke Wallin**

**WITS Co-Chairs**

# OPENING REMARKS

- **Preview of Today's Agenda**
- **Changes to WITS 2007**
- **Your Goals for the Day**
- **Many, Many Thanks**

# TODAY'S AGENDA

- **General Session** **8:30am to 10:30am**
  - ✓ Keynote Speaker & Keynote Panel
  - ✓ Technology Roadmap and Event Overview
- **Breakout Sessions** **10:30am to 4:00pm**
  - ✓ Track A Trade Sales & Marketing
  - ✓ Track B Consumer Direct Sales & Marketing
  - ✓ Track C General Management
  - ✓ Track D Vineyard & Winery Operations
- **Networking Lunch** **12:0pm to 1:15pm**
- **Technology Showcase & Wine Reception** **3:00pm to 6:30pm**

# WITS 2007 CHANGES

## Attendees

- Over 300 Attendees, 50% Wineries
- Growing Wholesaler & Retailer Participation

## Content

- Best Practices from Super Users
- New Technology Roadmap Structure

## Technology Showcase

- More Categories & Vendors
- Expanded Showcase Hours

# GOALS FOR THE DAY

## **Focus.**

- On your top technology needs, challenges
- Take home value

## **Learn.**

- What technology is here now, and coming soon
- Best practices directly from “Super Users”

## **Network.**

- Meet the technology vendors
- Meet peers who have faced, solved similar issues

**Feedback.** Fill out speaker forms!

# THANKS TO EVERYONE...

## ... who made WITS possible

- Our Sponsors
- Wine Donations
- Our Advisory Board
- Especially the Wine Symposium Team
- Today's more than 50 Speakers & Moderators
- You, Our Attendees

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# SHOWCASE PARTICIPANTS



# WINE DONATIONS

**Beam Wine Estates**

**Cline Cellars**

**F. Korbel & Bros.**

**Foster's Wine Estates**

**Kendall Jackson**

**Rodney Strong Vineyards**

**Bernardus**

**Constellation Brands**

**Folio Fine Wine Partners**

**Hahn Estates**

**Plata Wine Partners**

**A Special Thank You!**

# KEYNOTE SPEAKER

**“Technology: Linking the Globe  
One Connection at a Time”**

**Richard Maranville**

**Sr. Vice President, Chief Information Officer  
FedEx Kinkos**

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# KEYNOTE PANEL

**“As Power Shifts to the Consumer,  
Now What?”**

**Max Kalehoff**

**VP of Marketing, Nielsen Buzz Metrics**

**Gary Vaynerchuk**

**Director of Operations, WineLibrary.com**

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