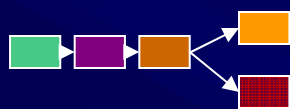


WITS 2007 Event Overview

Lesley P. Berglund
WITS Co-Chair



Steering Committee Thanks

Kathy Archer & Waunice Orchid,
Wine Symposium Group

Jeremy Benson,
Benson Marketing Group

Eric Jorgensen,
Wine Business Monthly

Mack Schwing, *Sonoma State*

Jack Clare, *Constellation*

Linda Yenni, *Wine Realty International*

Bob Barnes, *Korbel*

Mike Adams, *Glazers*

Paul Broderick, *Fosters*

Tammy Boatwright, *Wattle Creek*

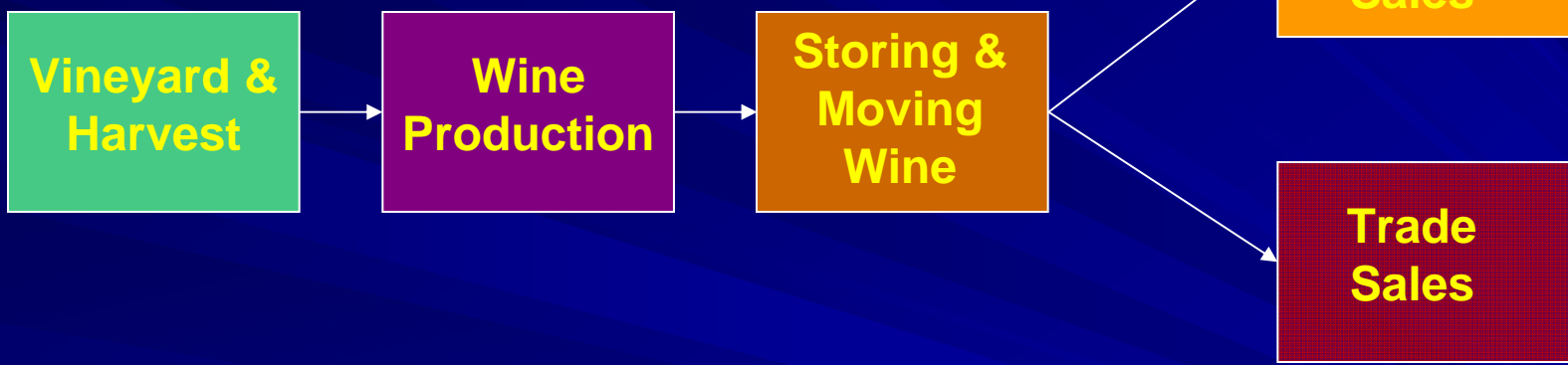
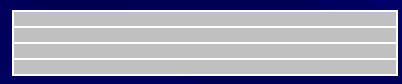
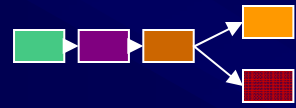
Greg Christoff & Chris Edwards,
*The Winetasting Network /
WTN Services*

Alison Crowe, *Plata Wine Partners*

Jennifer Evancich-Skinner &
Marcel van Stuljvenberg, *eSkye*

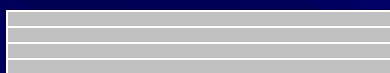
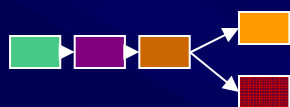
Andrea Johnston,
Inertia Beverage Group

Wine Industry Technology Framework



- Accounting, Finance and Human Resources
- Regulatory and Compliance
- Management Decision Support
- IT Infrastructure

3/18/2009



Vineyard & Harvest

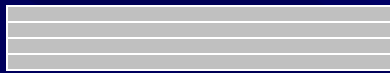
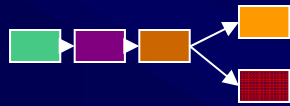
Session:

Latest Trends in
Vineyard Management
Systems (D2)

Showcase:

Blend Vineyard
Management





Wine Production

Sessions:

Advances in Wine
Production Tools (D1)

Barrel Management
Identity Crisis (D3)

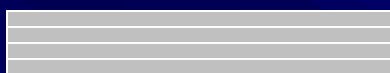
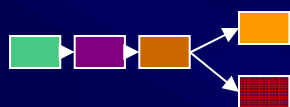
Showcase:

Blend Production

WiPS

VideoJet





Storing & Moving Wine

Showcase:

Blend Sales &
Distribution

Elypsis

FedEx

NetBooks

Nexternal

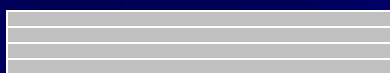
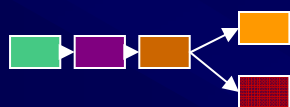
WTN Services



WITS

Wine Industry Technology Symposium





Consumer Direct Sales

Sessions:

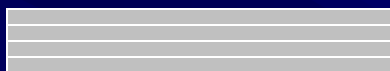
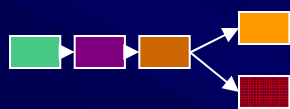
5 Habits of Successful Wineries (B1)

Cutting Edge Retailer Models (A2)

Consumer Direct Compliance A - Z

Understanding & Maximizing Wine 2.0 (B3)

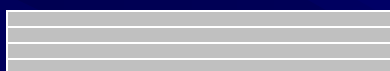
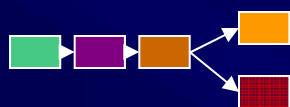




Consumer Direct Sales

Showcase:

- Andiamo Systems
- Benson Marketing Group
- Elypsis
- eWinery Solutions
- Inertia Beverage Group
- POS Resources
- Nexternal
- ShipCompliant /Six88
- TFC Inc.
- Vertical Response
- WTN Services / The Winetasting Network



Trade Sales

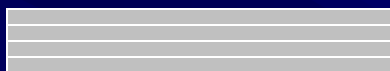
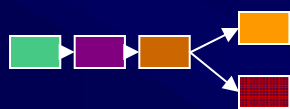
Sessions:

Strategic Use of Sales Information & Category Management (A1)

Cutting Edge Retailer Models (A2)

New Developments in Supply Chain Technologies & Strategies (A3)

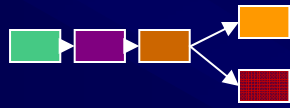




Trade Sales

Showcase:

- 04 Corporation
- ABIEC Counsel
- The Nielsen Co / TD Linx / Beverage Data Network
- Dimensional Insight / Diver
- Elypsis
- eSkye / eChannel Management Suite
- Dar Wine / Missing Link
- Inertia Beverage Group
- POS Live
- TFC Inc.
- Trade Pulse
- Vermont Information Processing



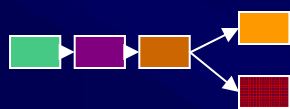
Accounting, Finance & HR

Session:

ROI of Passion:
Using Technology to
Communicate and
Motivate for Optimum
Performance

Showcase:

- Bank of the West
- Elypsis
- Blend Sales & Distribution
- NetBooks
- Payroll Masters
- Vermont Information Processing



Regulatory & Compliance

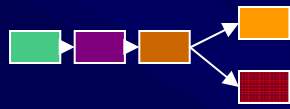
Sessions:

Consumer Direct
Compliance A – Z
(B2)

Meeting Compliance
Challenges Head-ON
(C3)

Showcase:

- Blend
- NetBooks
- ShipCompliant
/Six88
- WTN Services /
The Winetasting
Network



Management Decision Support

Showcase:

ABIEC Council

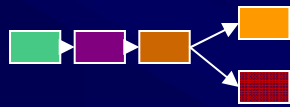
Blend

IBM / Key Information
Systems

Videojet

Vermont Information
Processing





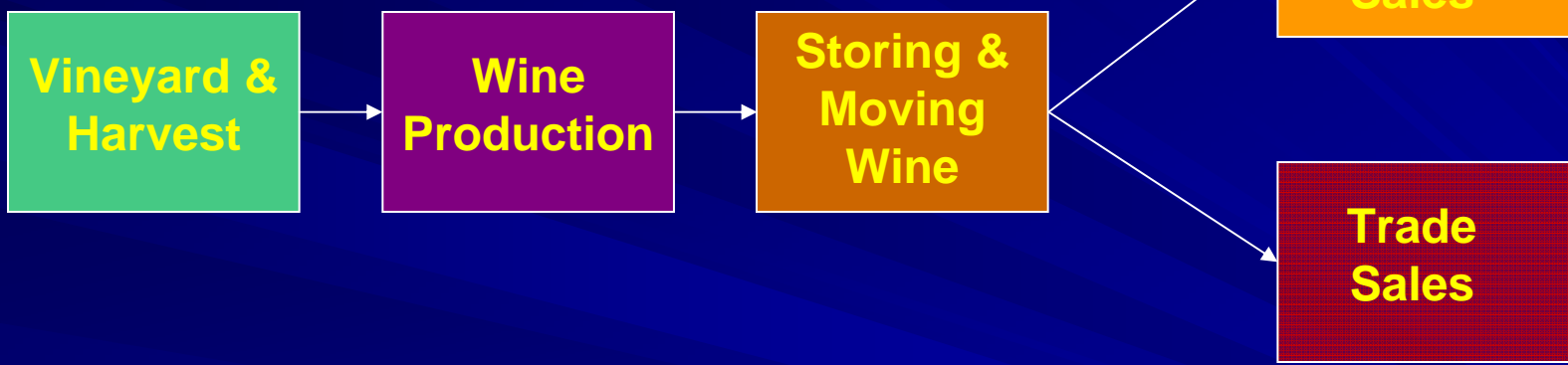
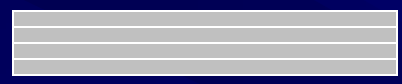
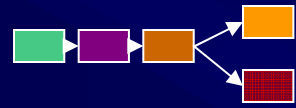
Technology Management

Session:

Tips for Successful
Technology Project
Management (C1)

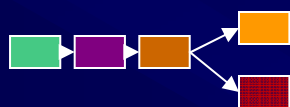


Wine Industry Technology Framework



- Accounting, Finance and Human Resources
- Regulatory and Compliance
- Management Decision Support
- IT Infrastructure

3/18/2009



Please Give Us Your Feedback

- What Worked Today?
- What Didn't?
- How We Can Improve Future WITS Programs?