



# ECONOMICS EDUCATION EXPECTATIONS

# PROGRAM AGENDA



## Welcome

Ryan Gregory, NCC Chairman of the Board  
Barry Martin, Emcee

## Panama Bartholomy

Small Deputy Director for Energy Efficiency  
and Renewable Energy at the California Energy Commission

*Green Energy in the Golden State  
under a Brown Administration*

## Chuck McMinn

Director of NapaLearns & Proprietor of Vineyard 29

*Education: Who are the next  
Generation of Workers?*

## COMFORT BREAK



## Allison Simpson

VP Marketing & Communications  
Napa Valley Destination Council

*How does Tourism Affect Your Business?*

## Michael Newell

Executive Director  
Sonoma Mountain Business Cluster

*Business Incubator: Investing in our Future*

## WHITEWATER ROUNDTABLE & LUNCH



## Paul Price

Executive Director  
Napa County Transportation & Planning Agency

*What Does Local Transportation  
Mean to your Business?*

## Dr. Robert Eyler

Chair of Economics  
Sonoma State University

*Economic Outlook for 2012*

## Barry Moltz

The Unstuck Guy  
Best-Selling Author & Entrepreneur  
Keynote Speaker

*Keynote "Bounce!"*



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## PANAMA BARTHOLOMY

*Small Deputy Director for Energy Efficiency and Renewable Energy at the California Energy Commission*

Panama is the Deputy Director for Energy Efficiency and Renewable Energy at the California Energy Commission. He serves on the City of Sacramento's

Planning Commission and the County of Sacramento's Environmental Commission. He is a board member on and President of the Northern California Chapter of the United States Green

Building Council. He previously worked for the California Conservation Corps on vocational environmental education and the Division of the State Architect where he ran the Sustainable Schools program.

He is a graduate of Humboldt State University with a Bachelors of Science degree in Restorative Development and a Masters of Science in Community Development from UC Davis.

# FEATURED SPEAKERS ECONOMICS EDUCATION EXPECTATIONS



## CHUCK MCMINN

*Director of NapaLearns & Proprietor of Vineyard 29*

Chuck has a BSEE from Brown University, an MSEE from Syracuse University and an MBA from Harvard University. He is a startup junkie, with over twenty five years of experience in creating, financing, working in and

advising startup high technology companies. Chuck founded Covad Communications, a telecommunications company he started in 1996, to provide broadband data services to homes and businesses using DSL technology. After 25 years in Silicon Valley,

it was time for change and in 2000 Chuck and Anne purchased Vineyard 29 in Napa Valley. Chuck's wine interests date back to his arrival in California in 1978 from New Jersey. His approach to wine at Vineyard 29 is to combine time tested traditional techniques for winemaking with the best facilities and equipment to produce the best wine

possible. Drawing from his early semiconductor processing days, he has a keen interest in measuring every aspect of Vineyard 29's operations. This puts into practice a philosophy that he learned while working at Intel – "If you can't measure it, you can't improve it."

In addition to the winery, Chuck devotes time to several non profits, serving as the Vice Chair of the Saint Helena Hospital Foundation and the Executive Director of the Napa Valley Vine Trail Coalition and NapaLearns.



## ALLISON SIMPSON

*VP Marketing & Communications  
Napa Valley Destination Council*

Allison Lane Simpson is a 22-year Napa Valley resident with a strong background in public relations and marketing, having previously held senior positions at Beringer Vineyards and Foster's Wine

Estates for over a decade. Prior to her wine business career, Allison developed a passion for food, wine, art and travel during stints living abroad, and in restaurant and hotel management roles.

Since joining the Napa Valley Destination Council in September, 2010, Allison has overseen the implementation of the organization's strategic marketing and communications plan, developing and launching targeted

marketing programs that promote, protect and enhance the Napa Valley's position as the world's premier wine, food, arts and wellness capital.

Allison lives in St. Helena at the base of Spring Mountain with her husband Clark and two beloved children of the pedigree-challenged canine variety.

# FEATURED SPEAKERS

# E<sup>3</sup> ECONOMICS EDUCATION EXPECTATIONS



## MICHAEL NEWELL

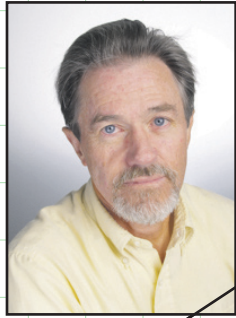
*Executive Director  
Sonoma Mountain Business Cluster*

Michael Newell is Executive Director at SMBC, the North Bay's business incubator. He is an experienced technology industry veteran with a blend of business acumen and

technical expertise. Immediately prior to joining SMBC, he served as the Business Development Manager at JDS Uniphase in Santa Rosa, California. Previous positions include Business

Development Manager, Product Line Manager, Director of Product Development and Director of Engineering at various points in his career. His corporate experience also spans the full range from small start-up to large mature corporation. He

has a proven track record of bringing technology from concept to successful business implementation. Previously, he was one of the principals in Advanced Digital Optics; a start-up company in Southern California in the projection display industry that was acquired by JDS Uniphase in 2004. Dr. Newell has a PhD in Physics from the University of Queensland, and 13 patents to his name.



## PAUL PRICE

*Executive Director*

*Napa County Transportation & Planning Agency*

Paul Price is the Executive Director of the Napa County Transportation Planning Agency having joined the organization in January of 2009. Prior to that, he worked for Parsons, Brinckerhoff, Quade and Douglas

as well as Booz Allen Hamilton between 2001 and 2008. Mr. Price has just finished his work on the Salt Lake City Commuter Rail as the Project Director. Between 2002 and 2006 Mr. Price was the Project Manager on

the Nashville “Music City Star” rail project.

He came to the NCTPA with 34 years of Public Transit experience with private and public sector transportation projects and led the successful development and implementation of the Coaster Commuter Rail project in San Diego and the Sounder Commuter

Rail project in the Seattle area in addition to the recent Nashville project. Mr. Price also led the planning and preliminary design efforts for the Oceanside to Escondido DMU light rail system, which began operation in February 2008.

Mr. Price has had considerable experience in transportation project planning, development, construction oversight, and operations of transportation efforts having worked for San Diego Transit and the North County Transit District (San Diego) for 24 years and Sound Transit in Seattle for 4 years.

# FEATURED SPEAKERS



## DR. ROBERT EYLER

*Chair of Economics*

*Sonoma State University*

Robert Eyler is Professor and Chair of Economics at Sonoma State University. He earned a Ph.D. from the University of California, Davis in 1998. He earned a

B.A. in Economics at CSU, Chico in 1992. Dr. Eyler specializes in research on macroeconomic and monetary policies, and is finalizing a textbook on monetary and

banking topics. He has also the author of several academic and impact studies about the wine industry. He is the director of the Center for Regional Economic Analysis at Sonoma State University recently authoring an economic impact

study on the hospitality industry in Napa County. Dr. Eyler is a native Sonoma County resident, born in Santa Rosa, and is the proud father of a baby daughter, Luciana. He has been a visiting scholar at both the University of Bologna and Stanford University.



## **BARRY MOLTZ**

*The Unstuck Guy*  
*Best-Selling Author & Entrepreneur*  
*Keynote Speaker*

E3 keynote speaker, entrepreneur and bestselling author, Barry Moltz gets business owners growing again by unlocking their long forgotten potential. With decades of entrepreneurial experience in his own businesses ventures as well as consulting countless other entrepreneurs; Barry has discovered the formula to get stuck business owners out of their funk and marching forward. Barry applies simple, strategic steps to

facilitate change for entrepreneurs, and gets them growing their business once again. Barry Moltz has founded and run small businesses with a great deal of success and failure for more than 15 years.

Barry's first book, "You Need to Be A Little Crazy: The Truth about Starting and Growing Your Business"

describes the ups and downs and emotional trials of running a business. His second book, "Bounce! Failure, Resiliency and the Confidence to Achieve Your Next Great Success" shows what it takes to comeback and develop true business confidence. His third book, "BAM! Delivering Customer Service in a Self-Service World" shows how customer service is the new marketing.

Barry is a nationally recognized expert on entrepreneurship who has given hundreds of presentations to audiences ranging from 20 to 20,000. As a member of the Entrepreneurship Hall of Fame, he also has taught entrepreneurship as an adjunct professor at the Illinois Institute of Technology. He has appeared on many TV and radio programs such as The Big Idea with Donny Deutsch and The Tavis Smiley Show. He hosts his own radio show, Business Insanity Talk Radio and writes regularly for American Express's Open Forum, Allbusiness.com, the Huffington Post, the Chicago Tribune's Chicago Now and Crain's Chicago Enterprise City.

**FEATURED SPEAKERS**  **E3 ECONOMICS EDUCATION EXPECTATIONS**

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