

2012 NAPA VALLEY COLLEGE

Wine Country Hospitality

Symposium



Speaker Bios

TUESDAY, MARCH 27TH - 8AM TO 5PM

NVC UPPER VALLEY CAMPUS

1088 College Avenue, St. Helena, CA 94574

EMCEE



Judi Watkins :: Associate Dean, Napa Valley College Upper Valley Campus

Judi Watkins is the Associate Dean for the Upper Valley Campus. She came to Napa Valley College from Chabot-Las Positas Community College District where she was Project Director of the Workplace Learning Resource Center which provided economic program development services to 26 community colleges within the 11 Bay Area counties. The program's focus was on basic and fundamental workplace skills. Judi has worked for the California Community Colleges for more than 15 years; the emphasis of her work has been in workforce and economic development. Prior to starting her career in education, Judi worked in the apparel industry in production management and design. A former adjunct lecturer in Fashion Illustration at San Francisco State University and Fashion Design at FIDM, her B.A. is from the University of California, Berkeley, and she earned a master's degree from San Francisco State University.

OPENING SPEAKERS



Dr. Edna Baehre-Kolovani, PhD :: Superintendent & President, Napa Valley College

Dr. Baehre-Kolovani came to Napa Valley College in August 2010 after serving as president of Harrisburg Area Community College in Harrisburg, Pennsylvania for thirteen years. She has experience in community college leadership in instruction, student services, community education and workforce training, and fundraising. Before her tenure in Harrisburg, she was Vice President for Instruction and Educational Services at Elgin Community College in Elgin, Illinois, and held positions at Highland Community College in Illinois, Genesee Community College in New York State, and Jamestown Community College, also in New York State. Prior to her higher education positions, she held positions in the private and non-profit sector, serving as technical analyst for a Fortune 500 company; grant writer; curriculum developer; and as agency director of a Camp Fire Council. Dr. Baehre-Kolovani earned her Ph.D. and M.A. at the State University of New York at Buffalo. She is fluent in several languages and is polishing her Spanish speaking skills at Napa Valley College.



Dave Whitmer :: Agricultural Commissioner, Napa Valley

Dave Whitmer is a Napa County native who has worked with the County of Napa since 1981. He was originally hired as an Agricultural Biologist and worked in many of the department's programs including pest detection, pest management, quarantine, and pesticide law enforcement prior to promotion to Deputy Agricultural Commissioner in 1987. Whitmer was appointed to fill the Agricultural Commissioner role in 1994. Whitmer has a Bachelor's Degree in Biology from California State University – Chico, and is active in the local community with groups, such as Leadership Napa Valley. Internationally, he is involved with the Great Wine Capitals Global Network.

FEATURED SPEAKERS



Clark Wolf :: President, Clark Wolf Company

Perfect food, grown out back or on the roof, at your favorite winery, your business hotel, an airport and a parking lot... Great food is turning up everywhere, and Northern California's farm country is leading the way. Come hear and talk about everything good to eat and drink from food trucks and pop-ups to vineyards and farm fields...oh, and restaurants, resorts, hotels and groceries. Noted national food and restaurant consultant Clark Wolf spills the beans on what's up from coast to coast and what's just up ahead.



Todd White :: Founder, Napa Valley Farms, NV Hospitality Holdings, CHEERS! St. Helena, & CHEERS TO TASTE

Since 2009, more than 50,000 people have attended CHEERS St. Helena, the popular summer Friday Social in Downtown St. Helena and CHEERS TO TASTE, the non-profit professional network for hospitality professionals in Napa Valley. CHEERS TO TASTE is the largest professional hospitality network in California with more than 8,000 active members. In 2010, White was named Citizen of the Year in St. Helena for his volunteer work on behalf of the city and community of St. Helena.

LEVERAGING YOUR MARKETING: PARTNERSHIPS & COLLABORATION - with Todd White



Pam Simpson :: CEO & President, St. Helena Chamber of Commerce

Pam Simpson grew up in downstate Illinois where farming is still a way of life and family farms are inherited. Simpson graduated from the University of Illinois with a degree in Political Science and Speech Communication. She began lobbying and campaigning in Illinois and continued her political career upon moving to St. Helena in 1990. Simpson co-founded Chase Family Cellars in 1997. Using the marketing and management skills from her political career, she was able to build the brand, as well as establish and maintain effective sales channels that took Chase Cellars from a 360 case production to over 2,000 today. Simpson is a Founding Member and past President of Appellation St. Helena, a 50 member organization of wineries and grape growers in the St. Helena American Viticultural Area (AVA). In 2010, Simpson sold Chase Cellars and launched MINE Fine Wine concentrating on personalized wine labels for companies, wine collectors, and charities. In 2011, she joined the St. Helena Chamber as CEO/President. Simpson currently serves as a member of the St. Helena Tourist Improvement District Board and on the Marketing Committee for the Napa Valley Destination Council.



Ann Marie Conover :: Director of Marketing & Communications, Meadowood Napa Valley

Ann Marie Conover brings more than twenty-five years of experience in marketing, public relations and communications focused on the areas of food, wine, travel and hospitality to our panel. Prior to joining Meadowood in 1998, Conover served as a publicist collaborating with vintners, restaurateurs, hoteliers, and specialty food producers. For more than a decade, she worked closely with her clients to identify the areas of differentiation that made each of their stories special, compelling and newsworthy. In 2005, Conover collaborated with the Napa Valley Vintners and the Culinary Institute of America to launch the Symposium for Professional Wine Writers at Meadowood Napa Valley. Conover currently oversees all areas of marketing and communications, including website development, CPC/SEO, collateral design, public relations, special events, social media, branding, and strategic planning. Conover serves on the boards of directors for The Napa Valley Destination Council and the St. Helena Chamber of Commerce, for which she is currently serving as Board Chair.

LABOR & EMPLOYMENT LAW IN THE HOSPITALITY INDUSTRY



Richard Rybicki :: President, Rybicki & Associates

Richard Rybicki has represented health care, winery, agricultural, transportation, and other industry employers in collective bargaining, arbitration, and proceedings before the National Labor Relations Board (NLRB), the California Agricultural Labor Relations Board (ALRB) and the California Public Employment Relations Board (PERB). Rybicki is a contributing editor for The Developing Labor Law (ABA Section of Labor and Employment Law), a widely recognized national labor law publication. He speaks regularly on wrongful discharge, employment discrimination, union/management relations and other labor law issues. He is a past chair of the Sonoma County Bar Association Labor and Employment Law Section, a member of the Napa Chamber of Commerce Business Builders Committee, and an advisor on the Napa Valley College Hospitality Programs Advisory Board. He currently teaches Hospitality Law as part of the Napa Valley College Hospitality and Management Program.

TWITTER FOR HOSPITALITY



Andrew Healy :: Chief Social Officer, 3 rock marketing

Andrew Healy is a native of the south side of Dublin. Born and raised in the village of Kilternan, he has worked in the wine industry on four continents for more than 20 years. Healy is the Founder and Chief Social Officer of 3 rock marketing, a Napa-based company that specializes in social media and online programs. 3 rock marketing prides itself on the practical application of social media. Healy and his team work with clients in the wine and hospitality industry, the non-profit sector, public figures, and representative bodies. Clients include the Napa Valley Destination Council, the Napa Valley Vintners, One World Futbol Project, Melka Wines, and many more.



Heather Piazza :: Marketing Advisor, NVC Small Business Development Center and Business & Entrepreneurship Center

For over a decade, Heather Piazza has put her marketing skills to work in creating positive reputations, boosting brand awareness, and building critical relationships for multi-million dollar companies. Her background in communications, public relations, social media, and product management gives her a unique and well-rounded marketing perspective. In addition to working as a Marketing Advisor for Napa Valley College's Small Business Development Center and the Business & Entrepreneurship Center, Piazza is the Principal and Head Marketing Consultant for Piazza Marketing Concepts. Piazza also volunteers her time as the Marketing Committee Chair for Napa's upcoming Wine Women & Shoes Event benefiting Napa Emergency Women's Services.

LUNCH



Michael Fradelizio :: Owner, Silverado Brewing Company

Silverado Brewing Company's dishes are created using sustainably raised ingredients gathered primarily from local producers. Silverado Brewing Company's team consists of Owners Michael Fradelizio, Debbie Fradelizio, and Ken Mee, Chef Bernardo Ayala, and Manager Jennifer Fradelizio. Silverado Brewing Company has been a Slow Food Member since 1999.

TODAY'S NORTHERN CALIFORNIA TRENDS IN TRAVEL & TOURISM



Nichole Farley :: Industry Relations Representative, California Tourism & Travel Commission (CTTC)

Nichole Farley is a Northern California Industry Relations Representative for the California Tourism and Travel Commission. She educates businesss in Northern California on CTTC programs, co-ops, domestic and international trade show opportunities, upcoming conferences, and other marketing and partnership programs. Farley holds a Bachelor of Science degree in Agricultural Science from California State University, Chico.

NUTS & BOLTS: RESOURCES & STRATEGIES IN HOSPITALITY - *with Judi Watkins*



Charlie Monahan :: Program Coordinator, NVC Business & Entrepreneurship Center

Charlie is a former restaurant owner, corporate trainer and operations manager with over 25 years in the food service industry. He has enjoyed a variety of roles within restaurant operations including new product development, new store openings (40+), management training and employee training programs. He has been a business coach and advisor since 2000, holding a variety of positions including Program Coordinator of the Napa Valley College Hospitality Institute, Interim Director of the Napa Valley College Small Business Development Center and is currently the Program Coordinator of the Business and Entrepreneurship Center at Napa Valley College.



Mike Cromwell :: Vintage High School Instructor & Food Council Member

Mike Cromwell has worked in the hospitality industry for most of his life. He was a restaurant owner from 1982 to 2000. From 2000 to 2003, Cromwell was a Brewpub Manager. Since 2003, Cromwell has spent his time teaching Culinary Arts, Hospitality, and Tourism to students at Vintage High School in Napa. Cromwell currently serves as Vice-Chair of Napa County's Local Food Advisory Council. Over the last few years, Cromwell has greatly contributed to numerous events and workshops sponsored by Napa Valley College's Business & Entrepreneurship Center, Youth Entrepreneurship Program, and Hospitality Program.



Stacey Harrington :: Environmental Management Coordinator, Napa County Department of Environmental Management

Stacey Harrington has worked for the Napa County Department of Environmental Management for 12 years and currently manages the programs responsible for safe food, drinking water and swimming pools. She also has experience with the building and planning process, enforcement and land use. Stacey has been a Registered Environmental Health Specialist for over 10 years and earned a Master of Science in Environmental Management from the University of San Francisco.

Facebook for Hospitality - with Andrew Healy & Heather Piazza

Trends in Technology: The Cloud & the ToutSuite Social Club



Susan Quinn :: Founder & CEO, ToutSuite Social Club

Susan Quinn conceived and developed live text streaming in the late 1990s as the Founder and CEO of Wordcasters, Inc., an innovative technology company at the very birth of the dot com days. Quinn established herself as an early innovator in the streaming media space as the Founder and CEO of two start-ups, and co-Founder of San Francisco Webgrlrs, one of the most vibrant online communities at the time. Quinn spent her initial success collaborating with and live streaming some of the industry's top-level executives and luminaries, including Vint Cerf, Bill Gates, and Eric Schmidt. Now, after a prolonged hiatus to explore the world of wine, cuisine and the business of artisanal farm to table dining, Quinn is leading the charge for one of the most exciting interactive communities online today, ToutSuite Social Club.



David Mercer :: Founder & CEO, David Mercer Consulting, Inc.

David Mercer has worked in the information technology industry since 1989, and has been in business since 1992. He is focused on keeping up with technology trends, and adapting to changing conditions. Mercer originally built and sold PC's. When market conditions changed, he adapted to recommending and installing computers built by major companies, as well as the burgeoning networking market. In recent years, with the advent of widely available and affordable high speed internet, David has turned his focus to "virtual offices" – helping businesses respond to increasing mobile workforces through the use of such tools as VOIP phones, the Google Apps suite, and other technologies. Mercer is now concentrating on Cloud technology trends.

Farm to Table: How Growers are Discovering Alternative Uses of Land



Gretchen Kimball :: Culinary Gardener for Meadowood & Head Gardener for The Napa Valley Reserve

Gretchen Kimball is a "local girl" born and raised here in the Napa Valley. Her formal education and professional background are in fine arts with many years of international studies in Mexico, Italy, Boston, and Denmark culminating in a BFA in painting at San Francisco Art Institute. When she began working on landscape related art projects, her desire for more practical knowledge in the field of horticulture led her to The Napa Valley Reserve as a garden intern in 2009. After the internship, she was offered the full time position to manage the Landscape Design for The Napa Valley Reserve and maintain the Culinary Gardens for The Restaurant at Meadowood. So began the collaboration with Chef Christopher Kostow at The Restaurant at Meadowood two and half years ago. Her main goal with this opportunity was to establish the design of the gardens as a living and functioning work of art. She creates beautiful, dynamic, and interactive gardens that produced unique fruits and vegetables used by the Chefs, for The Restaurant. They then incorporate the produce into artwork using the plate as a backdrop. Thus the food can be experienced through a sensory evaluation as a work of art in its own right at every stage of from garden to table.



Lizzie Moore :: Farm Director & Founder of Boca Farms

Lizzie Moore became interested in local food systems when she lived in a very rural part of Japan and saw families sustaining themselves on products grown or harvested within a small radius of their village. Moore moved to Napa in 2008 to become a teacher at Blue Oak School, where she taught Garden Education. In 2010, she founded BOCA Farm with the Rodgers family, whose children were her students and who share the vision and passion for sustainably grown local food. BOCA Farm stands for Building Our Community through Agriculture, and is located on a 7 acre property just south of downtown Napa. Lizzie works closely with Napa chefs, growing items for them in their own restaurant plots at the farm. BOCA is home to a small Community Garden, as well as a Children's Garden where Lizzie continues teaching schoolchildren about growing healthy food. BOCA Farm is starting a CSA (Community Supported Agriculture) program this spring, and shareholders will visit the farm each week to collect boxes of seasonal produce. Lizzie is excited for BOCA Farm to continue to evolve into a hub for locally grown food and strong community relationships.



Noel Lopreore :: Private Gardener & Edible Flower Expert

Culinary Gardener, Noel Lopreore was born to a French Court trained-sommelier and a Las Vegas chef/caterer. Lopreore vividly remembers eating hot figs off a tree in her backyard. Her mother taught her to compost in the Las Vegas desert, but it was while working with Sin City Chefs Mike and Wendy Jordan at Rosemary's Restaurant that Lopreore developed a real excitement for unique garden-grown ingredients. Under the tutelage of expert organic farmers like Jacobsen's Orchard (which serves the French Laundry), Lopreore has joined the ranks of specialty fruit, vegetable, and herb growers, and has been labeled the "edible flower expert." As Culinary Gardener for the Bardessono, Lopreore managed a half-acre CCOF organic Napa Valley property known as the Hill Family Farm, as well as four large beds on the Bardessono's property. After five years of growing for chefs in the Napa Valley, she focused on family, growing certifiable organic gardens for clients throughout the Napa Valley. Lopreore manages her family-owned restaurant, and is currently the Lead Bartender at Farmstead. Her services are not limited to gardens, but also reach out to keeping chickens.

Farm to Table: Discovering Alternative Uses of Land - *Continued...*



Candice Santaferro :: Farm Market & Production Coordinator, Frog's Leap Winery

Candice Santaferro is more than a farmer... she connects fresh produce directly to local chefs and develops a line of value-added products. Santaferro was introduced to the world of farming while completing her studies in a small, progressive integrated design program at Parsons School of Design in New York City. It was during a required sustainable design studio course in which she began working and developing a project with Added Value, an urban farm in south Brooklyn. Digging in the dirt became a desirable and necessary escape from the chaos of city life and the rigor of design school. Before finishing her thesis entitled *Festvs Ritvs*, she took her desire to learn more about food production and set off on an adventure that led her to grow vegetables in Denver, ferment grapes in Napa, and milk a herd of goats for a small Robiola producer in Piemonte. Beyond being a farm girl, Santaferro is an artist, printmaker, and tablemaker generally concerned with the art of bringing people together both on the small and large scale.



Anna Nickolatos :: Brand Management Consultant

Anna Nickolatos is a farm girl, armed with acres of fresh produce and a subscription to *Gourmet Magazine*, who was catapulted into a culinary career which ignited a lifelong passion for farming, local food production, and agricultural sustainability. Nickolatos catered her first wedding at fifteen and continued cooking, event planning, and managing kitchens while studying as a full time student and taking on leadership positions around campus. Nickolatos has a Bachelor's degree in International Business with Marketing from Walla Walla University, which provided the foundation for a career working with diverse businesses, ranging from a multi-billion-dollar company ranked in the top Fortune 150 to the non-profit sector. She now works as an independent consultant and freelancer in brand management, specializing in contemporary marketing, content output, community relations, and special events. Nickolatos loves to spend her free time exploring the Bay Area visiting restaurants, wine tasting, traveling along the Sonoma-Marin Cheese Trail, blogging about her culinary discoveries, and volunteering with community organizations.

Visual Media for Hospitality - *with Andrew Healy & Heather Piazza*