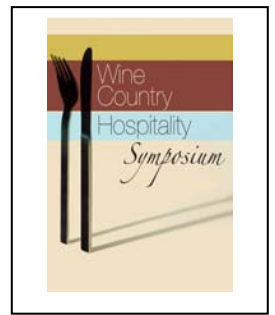


## 2012 NVC Wine Country Hospitality Symposium Schedule of Events



8:00 - 8:30 AM: Registration and Catered Continental Breakfast

8:30 - 8:45 AM: Welcome – Room 8

Dr. Edna Baehre Kolovani, Phd - *Superintendent & President, Napa Valley College*  
Dave Whitmer - *Agricultural Commissioner, Napa County*

8:45 -9:45 AM: Featured Speaker – Room 8

Clark Wolf – President, Clark Wolf

10:00 – 11:00 AM: Featured Speaker – Room 8

Todd White – Napa Valley Farms, CHEERS! St. Helena, CHEERS TO TASTE

11:15 -12:15 PM: Morning Breakout Sessions

- Leveraging Your Marketing – Room 8  
Pam Simpson, Todd White, Ann Marie Conover,
- Labor and Employment Law in the Hospitality Industry Room - 7  
Richard Rybicki, Rybicki and Associates
- Twitter for Hospitality – Room 3

12:15-1:30 PM: Lunch - Silverado Brewing Company

1:30- 2:30 PM: First Afternoon Breakout Sessions

- Nuts and Bolts - Resources and Strategies in a Hospitality – Room 8  
Charles Monahan, Mike Cromwell, Stacey Harrington, Judi Watkins
- Today's Northern California Trends in Travel & Tourism - room 7  
Nichole Farley, California Tourism and Travel Commission
- Facebook for Hospitality – Room 3

2:45 -3:45 PM: Second Afternoon Breakout Sessions

- Trends in Technology – The Cloud, Tout Suite and Social Intelligence – Room 8  
Susan Quinn, David Mercer
- Farm to Table – How Growers Are Discovering Alternate Uses of Land – Room 7  
Gretchen Kimball, Lizzie Moore, Noel Lopreore, Candice Santaferraro
- Visual Media for Hospitality – Room 3

4:00 - 5:30 PM: *Winetreducation* - Wine Tasting, Sustainable Trade Show and Food Education