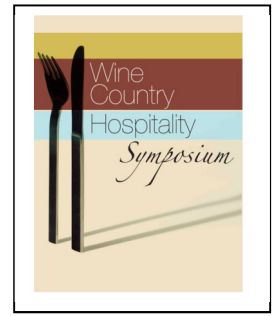


2011 NVC Wine Country Hospitality Symposium Schedule of Events



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

8:30 - 8:45 AM: Welcome – Room 8

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

8:45 - 9:45 AM: Keynote Address – Room 8

Judah Schiller – *CEO, Saatchi & Saatchi, “S”*
“Sustainability. Social. Solutions”

Ian MacNeil – Hospitality & Tourism
Management, Emcee

10:00 – 11:00 AM: First Morning Breakout Sessions

♦ Cultivating Your Social Media Marketing – Panel Discussion

Gytahna Loffgren – *Alkar Human Resources*– Moderator

Paul Mabray – *Owner, Vintank*

Christopher Huber – *Direct Sales Manager, Cakebread Cellars*

Brett Van Emst – *Account Executive, Benson Marketing Group*

♦ Celebrating Farm-To-Table - Panel Discussion

Marie Bianco – *Principal, Bianco Ag Services*

Steve Quirt – *Organic & Sustainable Agriculture Coordinator, UC Davis Extension*

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

♦ Sustainable Community Partnerships/Collaboration –

Nancy Levenberg; *CEO, St. Helena Chamber of Commerce* – Moderator

Charles Monahan – *Business Entrepreneur Center, Napa Valley College*

Erica Valentine – *Insight Management, Napa Chamber Food & Beverage Task Force*

Stacey Harrington – *Sonoma County Health & Economic Development*

♦ Today’s Northern California Trends in Travel & Tourism –

California Tourism and Travel Commission

12:30 - 1:45 PM: Lunch - Silverado Brewing Company – Teaching Kitchen

2:00 - 3:00 PM: First Afternoon Breakout Sessions

♦ Farm-To-Table Best Practices; Sustainable Food Becomes a Main Course

Steve Sando – *Owner, Rancho Gordo – New World Specialty Food*

Clark Wolf – *President, The Clark Wolf Company*

♦ The Principles of Service Excellence -

O. Lee Mincey – *President, O.Lee Mincey Company*

3:05 – 3:15 PM: BREATH BREAK – 10 minutes – Ananda Seva Mission – Room 8

3:15 – 4:00 PM: Featured Speaker – Room 8

♦ How It All Ties Together - **Tim Mueller**; *Owner, River Dog Farms* – Community Sustainable
Agriculture

4:15 - 5:30 PM: *WineTreducation* in the Quad – Wine Tasting, Sustainable Trade Show and Food
Education