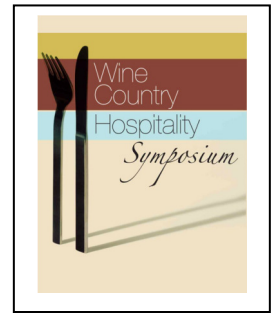


2011 NVC Wine Country Hospitality Symposium Schedule of Events



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

8:30 - 8:45 AM: Welcome – Room 8

Dr. Edna Baehre Kolovani, Phd - *Superintendent & President, Napa Valley College*

Dave Whitmer - *Agricultural Commissioner, Napa County*

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

Aaron Schiller –*Director of Global Sustainability, Saatchi& Saatchi, “S” “Sustainability. Social. Solutions”*

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

♦Cultivating Your Social Media Marketing – Panel Discussion – Room 8

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 – Room 7

Bob Corshen – *Director Local Food Systems, Community Alliance with Family Farms*

Marie Bianco– *Principal, Bianco Ag Services*

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

Ariane Michas - *Community Alliance with Family Farms (CAFF)*

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

♦Sustainable Community Partnerships and Collaboration – Room 8

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

Charles Monahan – *Business and Entrepreneurship Center, Napa Valley College*

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

Stacey Harrington – *Napa County Health & Economic Development*

♦The Principles of Service Excellence – Room 7

O. Lee Mincey – *Director of National Training, Live Nation*

12:30-1:45 PM: Lunch - Silverado Brewing Company

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

♦Farm-To-Table Best Practices; Sustainable Food Becomes a Main Course – Room 8

Clark Wolf – *President, The Clark Wolf Company*

♦Today’s Northern California Trends in Travel & Tourism – Room 7

Jonelle Tannahill - *California Tourism and Travel Commission*

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* – Sustainable Agriculture

4:15 - 5:30 PM: *Winetreducation* - Wine Tasting, Sustainable Trade Show and Food Education