

Attendee fee: \$125 (#57616)

Contact Person: \_\_\_\_\_

1st Attendee: \_\_\_\_\_

Title \_\_\_\_\_

D.O.B. \_\_\_\_\_

2nd Attendee: \_\_\_\_\_

Title \_\_\_\_\_

D.O.B. \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Make Checks Payable to: Napa Valley College

Visa  MC

Acct # \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

Call or return completed registration form to:

Napa Valley College  
 Small Business Development Center  
 1556 First Street, Suite 103, Napa, CA 94559  
 Call: (707) 253-3210 FAX: (707) 253-3068  
[www.nvchi.org](http://www.nvchi.org)



This symposium brought to you by:

Directors and managers in wineries, restaurants, hotels, spas and caterers.  
 Staff of local and regional hospitality businesses.  
 Key personnel important to the operations of your hospitality businesses.

### Who Should Attend?...

NAPA VALLEY COLLEGE  
 Small Business Development Center  
 1556 First Street, Suite 103  
 Napa, CA 94558



Tuesday, March 24, 2009

### SYMPOSIUM LOCATION

Napa Valley College, Upper Valley Campus  
 1088 College Avenue  
 St. Helena, CA

*(Near the intersection of Pope St. and Silverado Trail)*

Map and Directions Available at  
[www.nvchi.org](http://www.nvchi.org)

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7:30 - 8:00 AM: Registration and Catered Continental Breakfast

8:00 - 8:15 AM: Welcome

8:15 - 9:00 AM: **KEYNOTE ADDRESS:**

**Stefan Muhle** – General Manager, The Orchard Hotels, San Francisco  
**Sustainable Hospitality**

At the Orchard Garden Hotel, guests enjoy an environmentally sustainable hotel without sacrificing style and service. No “greenwashing” here. The hotel is dedicated to healthy, sustainable hospitality. From construction practices to décor, food, beverage and operations, General Manager Stefan Muhle will discuss how the hotel never wavered from its commitment to Mother Earth.

9:15 - 10:30 AM: **First Morning Breakout Sessions**

- **Innovations in Marketing with Technology**  
**Dean Bowen** – President, Net-Flow Inc
- **Employment Law in the Hospitality Industry**  
**Rick Rybicki** – Employment Law Advocates

10:45 - 12:00 PM: **Second Morning Breakout Sessions**

- **Customer Service Academy** –  
Leading, Motivating and Recognizing Employees  
**Bill Cremen** – Napa Valley College Hospitality Institute  
CSA Presenter
- **The Hospitality Business: Just Plain Green or Ecofabulous?**  
**Michael Pace** – General Manager, W Hotel

12:00 - 1:45 PM: **Catered Lunch** – Local, Natural, Sustainable Buffet  
Silverado Brewing Company

1:30 - 2:45 PM: **First Afternoon Breakout Sessions**

- **Sustainable Marketing Means Success**  
**Paul Wagner** – President, Balzac Communications
- **Understanding the Road Ahead: Hospitality Leadership in Challenging Times**  
**Toni Knorr** – General Manager, St. Regis Hotels

3:00 - 4:15 PM **Second Afternoon Breakout Sessions**

- **PANEL— Responding to a Changing Economy, Facilitator: Nancy Levenberg** – Executive Director, St. Helena Chamber of Commerce
- **PANEL—Best Practices in Green Hospitality, Facilitator: Jeri Hansen Gil** – Director, Sustainable Napa Valley  
*Panelists* – Toni Renee Vierra, Danielle Sinclair, Tim Dewey-Mattai, Marshall Hunt

4:15 - 5:00 PM: **Wine Tasting and Raffle**

Full Program, Speaker Bios, Registration and Other Information available at [www.nvchi.org](http://www.nvchi.org)

Napa and Sonoma are the heart of the culinary and wine hospitality industry in the United States. The Wine Country Hospitality Symposium will deliver techniques and strategies to guarantee the success of your hospitality business. Learn strategies for improving operations, managing employee performance, innovative marketing and superior customer service. Join us for a day of training that will take your business and employees to the next level of success.

## Ingredients for Success in the Hospitality Industry

TUESDAY, MARCH 24, 2009 — BREAKOUT SESSIONS

DEAN BOWEN – PRESIDENT, NET-FLOW INC

### Innovations in Marketing with Technology

Optimize your marketing with technology. We'll identify how to define your strategies and create activities that result in increased sales and profitability. Communicate with customers. Link your goals to create repeat business and exceed the expectations through best practices in customer relationships. You'll come away from this session with new ideas for effective ways to draw customers to what you do best.

RICK RYBICKI – PARTNER, EMPLOYMENT LAW ADVOCATES P.C.

### Labor & Employment Law in the Hospitality Industry

This breakout will focus on several specific employment issues faced by hospitality employers as well as recent developments in labor relations law. Participants will have time to discuss labor and employment issues and to address specific workplace situations, as well as sharing war stories relevant to their businesses.

MICHAEL PACE - GENERAL MANAGER, W HOTEL SAN FRANCISCO

### The Hospitality Business: Just Plain Green or Ecofabulous?

Michael will discuss a number of green initiatives he and others have developed such as the “WORLD” eco program at W Hotel in San Francisco. He will also discuss various dynamics involved with integrating “living green” programs. These range from LEED certification to the launch of ECOLICIOUS, a sustainable F&B program rolled out by W San Francisco and XYZ in 2008. Designed to offer guests and visitors the chance to engage in more eco-conscious activities, the W San Francisco hopes to inspire guests and patrons to have a great time while being green.

FACILITATOR – NANCY LEVENBERG – EXECUTIVE DIRECTOR, ST. HELENA CHAMBER OF COMMERCE

### Panel – Responding to a Changing Economy

Industry leaders share ideas on the direction of this economy. Learn how to adapt to different markets through Innovation and effective collaboration.

PAUL WAGNER – PRESIDENT, BALZAC COMMUNICATIONS

### Sustainable Marketing Means Success

This session will focus on doing marketing that lasts--theory, strategies and tactics that will make your marketing effective over the long term, and should start showing results in the short term. Learn the six mistakes most often made, and how they encourage failure. And learn the five key steps to making your marketing last beyond the next quarter's financial reports.

TONI KNORR – GENERAL MANAGER, ST. REGIS HOTEL

### Understanding the Road Ahead: Hospitality Leadership in Challenging Times

This session will focus on how to consistently create a culture of excellence that will ensure guests an experience of flawless service and refined elegance. We will also discuss how to realize success by gathering the best team, expanding on your vision and letting the team run with it and get out of their way. Be anti-micromanaging. Also, work hard to make the top line and the bottom line will take care of itself.

BILL CREMEN – CUSTOMER SERVICE ACADEMY

### Leading, Motivating, & Recognizing Employees

In order to develop others, leaders must first understand what motivates their associates. This session will address various forms of motivation. Through the use of well-established theories, participants will be able to determine where and how they as leaders can motivate those around them to do the things they need and want them to do.

FACILITATOR – JERI HANSEN GIL – CEO, SUSTAINABLE NAPA COUNTY  
TONI RENEE VIERRA – HEALTHY BUILDINGS  
DANIELLE SINCLAIR – NAPA COUNTY DEPT. ENVIRONMENTAL MANAGEMENT  
MARSHALL HART - CITY OF NAPA, WATER CONSERVATION REPRESENTATIVE

### Panel – Greening the Hospitality Business

This session discusses what a green business is and how the Green Business Program recognizes businesses. Some primary requirements are: comply with all environmental regulations; take steps to conserve natural resources, prevent pollution, and reduce waste.