

Tuesday March 24  
Napa Valley College  
Upper Valley Campus  
8 AM to 5 PM

Key Note Speaker – **Stefan Mühle**



**Sustainable Hospitality**

**General Manager**

**Orchard Hotel and Orchard Garden Hotel, San Francisco**

Stefan Mühle is considered one of the nation's leading experts on 'greening' the hospitality industry. In 2006, Stefan and his team opened the newly built, \$25 million Orchard Garden Hotel, California's first LEED-NC® certified hotel by the US Green Building Council (USGBC). Its sister property, the award-winning Orchard Hotel, is registered to become a LEED-EB certified hotel. LEED (Leadership in Energy & Environmental Design) is the USGBC's system for designing and constructing the world's greenest, energy-efficient, high performing buildings. By implementing his extensive international hotel experience, results-oriented management style, and strategic marketing savvy, Stefan has created two of the finest (and 'greenest'!) boutique hotels in the country.

Ever since he placed 4th at the Berlin Youth Championships in the "Catering Trade," Stefan knew he was destined for the hospitality business. Raised in Berlin, Germany, Stefan spent much of his youth working as an apprentice and, later, management intern at resort hotels in Germany and Switzerland. After completing his restaurateur apprenticeship at Berlin's Hotel Schweizerhof and graduating from Vocational Trade School in 1987, he went on to study hotel and restaurant management at the renowned Institute César Ritz in Switzerland in 1988.

To gain more international experience, Stefan moved to the United States in 1989 and attended Washington State University. He earned Bachelor of Arts degrees in both Business Administration and Hotel & Restaurant Management, graduating Cum Laude in 1991.

In 1998, Stefan signed on as the Director of Food & Beverage for Ironstone Vineyards in Murphys, California, the state's 17th largest winery and the fastest growing in the country. Within his first year he increased food and beverage revenue by 23%, achieving departmental profit for the first time in Ironstone's history. Two years later Stefan headed south to become Director of Food & Beverage at The Bishop's Lodge in Santa Fe, New Mexico, where he oversaw a multi-million dollar construction project while running daily operations.

In 2001, Stefan moved to San Francisco as General Manager of the Orchard Hotel, while supervising construction for the Orchard Garden Hotel. Stefan's leadership has earned the hotels numerous awards including 2008 TripAdvisor Traveler's Choice Award for Best Luxury Hotel - United States; one of Conde Nast Traveler's "138 Top New Hotels in the World" for 2007; "Best Place to Work in the Bay Area" in 2007 by the San Francisco Business Times and San Francisco's 2007 Certified Green Small Business Award, among many others.

Stefan and his wife Betsy live in San Francisco with their daughter Mimi and dog Moxie.

## Other Presenter Notes

### Sustainable Marketing Means Success



Presenter - Paul Wagner - Balzac Communications

Agency Owner and President

[pwagner@balzac.com](mailto:pwagner@balzac.com)

Creative... articulate... convincing. Paul has conceived and managed public relations programs for some of the most critical audiences in the world. And he's won international awards for them.

As the agency owner, Paul is the drive behind BALZAC's uncompromising approach to marketing communications.

"This business combines the intellectual challenges of chess with the reaction speeds of white water rafting," he says. "There are a phenomenal number of possibilities at every step. Our job is to make the right decisions and make those decisions work. We not only have to win the race, we have to look good doing it."

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



Presenter Toni Knorr – St Regis Hotel San Francisco

Antoinette (Toni) Knorr has close to 30 years experience in the hospitality industry with leadership roles at many of the United States most prestigious hotels.

Toni began her illustrious career with Hyatt Hotels and Resorts, where she progressed within the organization for more than two decades, gaining experience as corporate director of catering, corporate director of food & beverage, and general manager at Hyatt's leading properties nationwide.

Prior to joining Starwood Hotels & Resorts Worldwide, Inc., as general manager of the W San Francisco in 2005, Toni served as director of hotel operations/asset manager for Millennium Partners in New York and San Francisco where she managed five luxury properties and the opening of the Ritz Carlton in Boston and Georgetown, and the Four Seasons in San Francisco.

In addition to a Masters of Professional Studies in Hotel Administration at Cornell University, Toni also earned an Intermediate Certificate from LaVarenne, Ecole de Cuisine in Paris. Passionate about the city of San Francisco, Toni an active member of the San Francisco Convention and Visitors Bureau Board of Directors, and the San Francisco Museum of Modern Art, Modern Art Council



### Innovations in Marketing with Technology

Presenter – Dean Bowen, Net-Flow Inc.

Dean Bowen owner of Net-Flow Co. offers a scaleable suite of Internet productivity tools for small to mid-size businesses. Net-Flow puts the power and savings of their NOW suite of products into managing daily operations: Web site administration - Content-NOW; eMarketing - Communicate-NOW; customer relations - Contacts-NOW; eCommerce - Commerce-NOW. Net-Flow hosted solutions are for businesses that don't want to worry about technology or programming. Net-Flow is headquartered in Napa, California.

[www.net-flow.com](http://www.net-flow.com)

## Panel - Responding to a Changing Economy

Facilitator



Nancy Levenberg – St. Helena Chamber of Commerce

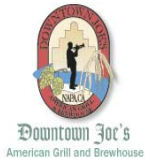
Panelists



Brian Kelly – Charter Oak Bank



Catherine Durand – Senior Director, Retail Operations, Rubicon Estate



Robert Cabrera - Downtown Joe's Brewery and Restaurant

## Employment Law in the Hospitality Industry



Presenter – Rick Rybicki

Employment Law Advocates  
A Professional Corporation  
975-B First Street  
Napa, California 94559

Mr. Rybicki also specializes in traditional labor law under the National Labor Relations Act, the California Agricultural Labor Relations Act, the California Meyers-Milias-Brown Act, and the federal Railway Labor Act. He 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).

Mr. 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.

Mr. Rybicki received his J.D. (concentration in Advocacy) from Cornell University and his undergraduate degree from the University of California, Los Angeles. He is admitted to practice in California and before various federal District Courts, Courts of Appeal and the United States Supreme Court.

[rribicki@eladvocates.com](mailto:rribicki@eladvocates.com)



## The Hospitality Business - Just Plain Green or Ecofabulous

Presenter - Michael Pace

Michael Pace is the General Manager and Director of Sustainability for **W** San Francisco.

Known for his passionate commitment to guest services, Pace has also established himself as a vocal advocate for environmental issues.

While at Kimpton Hotels, Pace created and launched the company-wide “Earthcare” program, one of the leading environmental programs in the hospitality industry

Since joining Starwood Hotels and W San Francisco, Pace has led the hotel to new levels of sustainable management:

- The W Hotel in San Francisco was awarded the “**Energy Star**” rating for superior energy performance in 2008.
- In 2008 the hotel also received the coveted “**Good Earthkeeping**” award from the CH&LA for their environmental programs.
- The W San Francisco is in the process of being **LEED EB** certified in 2009, which will make it one of the first major hotels in the nation to receive this certification for an existing hotel.

## Panel - Greening the Hospitality Business



Facilitator

Jeri Hanson-Gill – Sustainable Napa County



Panelists



Danielle Sinclair - Napa County Green Business Program



Toni Renee Vierra – Healthy Buildings

The Green Business Program recognizes businesses that: Comply with all environmental regulations

Take steps to conserve natural resources, prevent pollution, and reduce waste. A Green Business...

- Is recognized as an environmental leader
- Strengthens its bottom line through operating efficiencies
- Improves employee morale & the health of the workplace
- Holds a marketing edge over the competition

The Green Business Program website: [www.greenbiz.abag.ca.gov](http://www.greenbiz.abag.ca.gov)

What does it mean...

to be **Green?**



Bay Area Green Business Program  
Environmental Values At Work



## Customer Service Academy – Leading, Motivating and Recognizing Employees

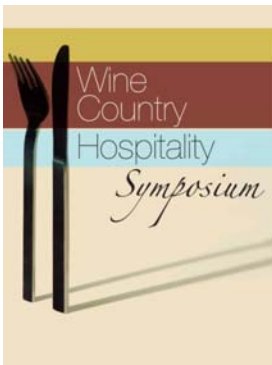


Presenter – Bill Cremen  
Napa Valley College CSA Presenter

Bill Cremen has been the General Manager of a Guest Ranch, overseeing the operations of a hotel, restaurant, recreation, and equestrian program. As a High School Principal and the President of a large not-for-profit program serving troubled teens, Bill has worked closely with Mental Health, Social Service, Education, and Law Enforcement Officials, Judicial Courts, and families in need of guidance towards a healthier lifestyle.

Venturing in to the corporate world, Bill has specialized in working with companies and their employees in the enhancement of soft skills techniques for over the past two and a half years. As a result, organizations that have attended Bill's trainings have benefited through better communication in the workplace, higher morale, collaborative teamwork, and overall increased productivity.

Bill Cremen's trainings are highly interactive, presented in language that is easily understood, informative, motivating, and inspiring. Most importantly, attendee's acquire tools that they are immediately able to utilize towards enhancing a healthier and more productive work environment.



## Schedule of Events

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

9:15 – 10:30 AM: First Morning Breakout Sessions

- Innovations in Marketing with Technology
- Employment Law in the Hospitality Industry

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

- Customer Service Academy – Leading, Motivating and Recognizing Employees
- The Hospitality Business: Just Plain Green or Ecofabulous?

12:00-1:00 PM: Catered Lunch - Local, Natural, Sustainable Buffet

1:00 – 1:15 Lunch Speaker – Representative From Napa Chapter of Slow Food

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

- Sustainable Marketing Means Success
- Understanding the Road Ahead: Hospitality Leadership in Challenging Times

3:00 – 4:15 PM Second Afternoon Breakout Sessions

- Panel: Responding to a Changing Economy
- Panel: Greening the Hospitality Business

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