



## 2010 NVC Hospitality Symposium Schedule of Events

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

8:30 - 8:45 AM: Welcome – Sue Nelson, Napa Valley College - (Room 8)

8:45 -9:45 AM: Keynote Address – Cindy Pawlcyn - (Room 8)  
Owner, Cindy's Backstreet Kitchen, Mustards, Go Fish

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

- California Trends in Tourism - (Room 8)  
Amy Blaschka – President/CEO Convention and Visitors Bureau

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

- Social Media Marketing in Hospitality - (Room 8)  
Margie Tosch – Owner of Outside the Lines  
Michael Wangbickler – Caveman Wines
- Panel: Green Energy Efficiency and the Climate Smart Program – (Room 7)  
Ryan Self – Customer and Community Relations for PG&E and  
Vanessa Volksen – Project Manager for Climate Smart Program, PG&E

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

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

- The Principles of Service Excellence - (Room 8)  
O. Lee Mincey – President and Managing Partner Jackal, LLC
- Employment Law in the Hospitality Industry – (Room 7)  
Rick Rybicki – Employment Law Advocates

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

- Five Programs to Leverage Your Marketing Dollars - (Room 8)  
Clay Gregory – President and CEO of LegendaryNapaValley.com
- Four Elements that Will Transform Your People Problems – (Room 7)  
Sherry McKillop, Founder and Principal of Follow Your Compass

4:15 - 5:30 PM: Wine Tasting, Reception, Networking and Trade Show