



Tuesday March 30th, 2010

Napa Valley College

Upper Valley Campus

St. Helena, CA

8 AM to 5 PM

Visit www.nvchi.org

for registration and more information



Looking for a way to increase profits, stay on top of marketing innovations, deliver excellent customer service, maintain and retain the best and brightest employees, and network with some of the most successful professionals in the hospitality industry? The Wine Country Hospitality Symposium has it all! The Symposium is a full day of speakers, seminars, lunch and wine reception that delivers techniques and strategies to catalyze the success of your hospitality business.



Keynote Speaker, Executive Chef, Cindy Pawlcyn

Restaurant Owner, Author and Guest Chef on Food Network, Top Chef Masters

Cindy Pawlcyn is widely recognized as a pioneer of wine country cooking and one of the first proponents of the farm to table philosophy. Cindy began cooking at the tender age of 13 and through college and self-study was able to work beside the likes of James Beard and Julia Child. Pawlcyn is the author of four widely acclaimed cookbooks – The Fog City Diner Cookbook, Mustards Grill Napa Valley Cookbook, Big Small Plates, and her newest, Cindy Pawlcyn's Appetizers. She is also the executive chef and owner of three Napa Valley restaurants – Cindy's Backstreet Kitchen, Go Fish, and Mustards Grill, and each restaurant uses her extensive kitchen gardens.



California Trends in Tourism

Presenter, Amy Blaschka

Ambassador to the California Travel Industry Assoc. (CalTIA)

The California Travel Industry Association (CalTIA) is the unified voice of California's travel industry and helps to protect and grow the tourism business environment through advocacy, collaboration and education. California's travel-related businesses come together as members in this organization to ensure the future health of tourism through our collective strength.

Amy Blaschka joined the Tri-Valley, California Convention & Visitors Bureau, the destination marketing organization for the Tri-Valley area, in October 2001. As President & CEO, Amy's mission is to run an effective business that increases awareness of and measurable spending to the Tri-Valley region. Amy has been named a "40 under 40" by *East Bay Business Times* and honored as one of the San Francisco East Bay's twenty-five "Women of Distinction". A frequent author and speaker on travel and tourism-related matters, Amy sits on the Board of the California Travel Industry Association, Chairs its statewide Ambassador Council, and a member of its social media task force. Prior to joining the CVB, Amy worked as a Branding Consultant and has stints in several global Advertising, Design, and Marketing Communication agencies.



Presenter – Rick Rybicki

Employment Law in the Hospitality Industry

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

Mr. Rybicki 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.

rrybicki@eladvocates.com



Five Programs to Leverage Your Marketing Dollars

Clay Gregory

President & CEO Napa Valley Destination Council

clay@legendarynapavalley.com

The mission of The Napa Valley Destination Council is to protect and enhance The Napa Valley's position as North America's legendary wine, food and wellness capital by:

- **Effectively communicating legendary Napa Valley destination experiences to domestic and international targeted media and Leisure and Small Group markets;**
- **Supporting the delivery of legendary guest services to our destination's guests;**
- **Supporting visitor management through encouraging "off peak" seasonal and Sunday through Thursday travel patterns.**

The Council works with all Napa County guest-serving businesses and community stakeholders to encourage informed consensus and active support for initiatives that impact tourism.

More than 1,400 visitor-serving businesses in Napa County support the mission of The Napa Valley Destination Council, helping us to promote the unique and diverse character of The Napa Valley through media and public relations, consumer and travel trade marketing, internet marketing through the destination's official tourism website www.LegendaryNapaValley.com , and other programs designed to communicate the "Legendary" Napa Valley experience throughout the world.



Four Elements That Will Transform Your People Problems

Presenter- Sherry McKillop, PCC

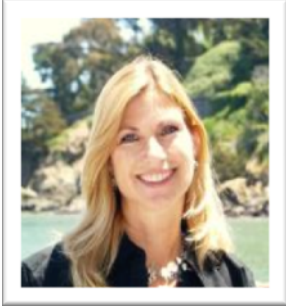
Founder and Principal, Follow Your Compass

Team and Leadership Development

Sherry@followyourcompass.com

Sherry McKillop, founder and principal of Follow Your Compass specializes in team and leadership development.

Through the use of innovative coaching and training methodologies, she works with leaders and teams and equips them to transform their people problems. Her approach is fresh, effective, and substantive. Sherry has over 14 years of experience as a leadership trainer and coach. She is a member of the Association of Leadership Educators, the International Coach Federation, and the American Society of Training & Development. She serves as a director for the Napa Chamber of Commerce and The Sacramento Coaches Association



Social Media Marketing in Hospitality

Presenters Margie Tosch and Michael Wangbickler

Margie Tosch is a wine & hospitality industry consultant who also follows the trends and writes about social media and its use as it applies to the industry in her weekly Wine & Hospitality Ezine.

Margie's background includes owning and operating two restaurants and a catering company in the Seattle area, as well as directing the recruiting for a NW based chain of restaurants. Margie founded her company, Outside the Lines, Inc. in 1996, OTL specializes in training program design, recruiting, and custom guest & employee satisfaction surveys. Outside the Lines, Inc. also owns and operates the industry job board WineAndHospitalityJobs.com and the social networking site WineAndHospitalityNetwork.com.

Margie was recently chosen as the winner of the Firestone Discoveries Inca Pathfinder Challenge, a social networking contest organized by Firestone Vineyards. As the chosen Pathfinder, she will be hiking the Inca Trail in Peru with Firestone Vineyards this April. Margie was also honored to speak on social media at the 2010 Wine Entrepreneur Conference in Washington DC this past January. Since 1999 Margie has resided in Sonoma, CA where she is a member of the Rotary Club of Sonoma Valley and is on the board of the Valley of the Moon Teen Center. Besides food & wine, her interests include pets, reading, cooking, hiking and the flying trapeze.



The caveman is **Michael Wangbickler, DWS, CWE**. Michael brings a broad background in marketing communications and public relations, having held management positions in these areas at multiple companies in Northern California for the past 16 years.

Michael is the Executive Director of the [Academy of Wine Communications](#) and currently holds the position of PR account manager at [Balzac Communications and Marketing](#) in Napa, California. He also serves on the Board of Advisers for the social media intelligence company [Cruvee](#). Previously, Michael was at Franciscan Estates (part of Constellations Wines U.S.) where he was a wine educator/program specialist with responsibilities for trade relations and special events. Before that, he held management positions at three different companies in Silicon Valley, where he honed his public relations and marketing skills promoting computer hardware and software. He resides with wife and son in the Sonoma, California. Michael holds a B.A. in Marketing from [Michigan State University](#).



Customer Service – The Principles of Service Excellence

Presenter –O. Lee Mincey

O. Lee Mincey is President and Managing Partner of Jackal, LLC - A People Engagement Business. Jackal, LLC provides consulting and training services to improve customer and employee engagement. O. Lee has over 25 years of hospitality industry experience, working for some of the most recognized brands in the world including The Coca-Cola Company, The Walt Disney Company, JetBlue Airways, and NBC/Universal. O. Lee's passion for helping others achieve delivering world-class guest service and operational excellence is unrelenting.

O. Lee has helped launch service innovation products including World of Coca-Cola brand interactive experiences in Atlanta and Las Vegas, Disney's virtual queuing system, FASTPASS, and training and development programs for NBC/Universal, JetBlue Airways and Six Flags, Inc.'s theme parks. He is an active member of the International Association of Amusement Parks and Attractions and serves on its Education Committee. He is also a member of the Board of Directors for Fairytale Town a non-profit that benefits Sacramento region children and volunteers with the Alzheimer's Association of Sacramento.

Green energy Efficiency and Climate Smart Program

Presenters

Ryan Self – Customer and Community Relations Manager

Green Building Energy Efficiency: Green Building & Energy Efficiency: Definitions, Standards & Case Studies.

PG&E is committed to reducing our environmental impact and to providing customers the tools to reduce their footprint. PG&E is working hard to help reduce the impacts of global warming through leading environmental initiatives. This session will address best practices in conservation, incentives and reducing the company's impact upon the planet.



Vanessa Volksen – Project Manager

The ClimateSmart program, a first-of-its-kind, helps you to balance out your home's greenhouse gas (GHG) emissions through environmental conservation, restoration and protection projects. By adding a voluntary, tax-deductible donation to your monthly PG&E bill—around \$5 a month for the typical home—you can join the fight against climate change and reduce your carbon footprint. The ClimateSmart program allows you to take personal action to balance out the environmental impact of the greenhouse gas (GHG) emissions from your home energy use. 100% of ClimateSmart contributions support projects that capture and absorb GHG emissions—projects that thrive today because of the support of ClimateSmart participants.

Symposium Registration Includes:

- **Continental Breakfast, Breakouts**
- **Fabulous Local, Natural and Sustainable Lunch from Silverado Brewing Company**
- **Wine Tasting and Trade Show Featuring local wineries, cheese mongers, chocolate and hospitality vendors.**

Check Back Soon for Updates at www.nvchi.org!