



**Tuesday March 30<sup>th</sup>, 2010**

Napa Valley College

Upper Valley Campus

St. Helena, CA

8 AM to 5 PM

Visit [www.nvchi.org](http://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.



## **Presenter, Amy Blaschka, Travel and Tourism**

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 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.

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

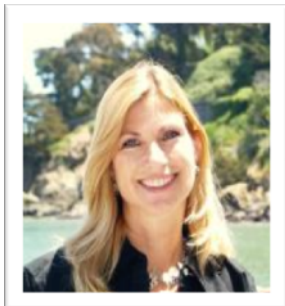


Clay Gregory  
President & CEO  
[clay@legendarynapavalley.com](mailto:clay@legendarynapavalley.com)

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](http://www.LegendaryNapaValley.com) , and other programs designed to communicate the "Legendary" Napa Valley experience throughout the world.



### **Panelist Margie Tosch – Social Media**

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](http://WineAndHospitalityJobs.com) and the social networking site [WineAndHospitalityNetwork.com](http://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.



**Presenter – Bill Cremen**

**Creating Fabulous Customer Service**

**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.



**Presenter**

**Armando Navarro - Customer & 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.

**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!**