



Tuesday March 25

Napa Valley College

Upper Valley Campus

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.



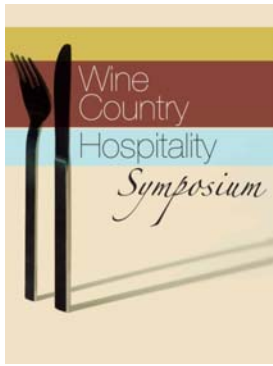
Key Note Speaker - Chip Conley
Joie de Vivre Hospitality

CHIP CONLEY BIO

Chip Conley is the founder and CEO of Joie de Vivre Hospitality, California's largest boutique hotel company now celebrating its 20th anniversary. Starting out with virtually no industry experience, Chip opened his first hotel, The Phoenix, in San Francisco's edgy Tenderloin district on a wing and a prayer. The company now consists of over 40 award-winning hotels, restaurants and spas across the state. Each unique property is designed to produce what Chip calls "identity refreshment" for his guests. The company gleans inspiration for each hotel from popular magazines such as Rolling Stone (The Phoenix), The New Yorker (Hotel Rex), Real Simple "meets" Dwell (Vitale), Wired (Avante) and others. Chip and his company's time-tested techniques have been featured in Business 2.0, TIME, Fast Company, Fortune, People and other leading publications—so many magazines, so many new hotel possibilities!

A popular speaker and innovative leader, Chip is regularly consulted by corporate, civic and academic institutions for his opinions, guidance and wisdom on building and maintaining a successful and transformative enterprise—involving areas such as organizational leadership, creative business development, corporate social responsibility and spirit in business. In his new book, PEAK: How Great Companies Get Their Mojo From Maslow, Chip shares his unique prescription for success based on the iconic Hierarchy of Needs. His new theory illustrates how Employees, Customers and Investors are ultimately motivated by peak experiences—and he demonstrates how to create these for each using real-world examples from his own company and others.

<http://www.chipconley.com>



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 – Chip Conley

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 – Creating the Right Attitude in the Workplace
- Best Practices in Conservation - PG&E

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

- Silverado Brewing Company

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

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

- Panel – Marketing Hospitality Tourism
- Engagement – Avoiding Employee Burnout

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

- Customer Service Academy – Effective Communication
- Greening the Hospitality Business

4:15-5:00 PM: Wine Tasting, Raffle and Mini Trade Show

Breakout Sessions:

Marketing Panel

Marketing Hospitality Tourism

Marketing for Hospitality and Tourism provides examples and strategies that both draw visitors to your hospitality business. We'll identify how to exceed the visitor's expectations. Learn what influences the decision making and purchasing behavior of visitors. Plan to reach out and attract customers who wouldn't otherwise find you. How do you build a process for to increase brand loyalty? We'll explore decisions hospitality managers face in their efforts to market in today's incredibly competitive environment.



Panelist - Liz Thach - Sonoma State University



Panelist - David Turgeon - Napa Valley Conference and Visitors Bureau



Panelist - James Forbes - Bearshead Productions

Greening the Hospitality Business



Presenter – Steve Lederer

Director, Napa County Department of Environmental Management

Director, Napa County Green Business Program

Director, Napa County Animal Shelter

Manager, Upper Valley Waste Management Agency

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

What does it mean...

to be **Green?**



Bay Area Green Business Program
Environmental Values At Work 

Customer Service Academy – Creating the Right Attitude in the Workplace

- Conquer negativity in your workplace
- Solve issues and create positive attitudes

Customer Service Academy – Effective Communication

- Create effective communication within the business
- Learn how to build positive relationships in the workplace



Presenter – Bill Cremen
Napa Valley College CSA Presenter

The Award Winning Customer Service Academy is

A course in better business . . .

Optimize your operations, build a winning team and ensure repeat customers & quality employees. Hundreds of busy business owners and employees have taken this award winning training. Customer Service Training is provided by certified CSA instructor Bill Cremen who offers step-by-step training with tips and strategies to help grow your business AND the bottom line.

Employment Law in the Hospitality Industry



Presenter – Rick Rybicki

DP&F
DICKENSON, PEATMAN & FOGARTY
A Professional Law Corporation

"Employment Law in the Hospitality Industry"

State and federal employment laws apply to all businesses, however small. Fast pace and client focus leaves little time for hospitality employers to learn and address these laws and to follow developments from year to year. This breakout will focus on basic employment issues faced by hospitality employers as well as recent developments – and common problems -- affecting the industry. Participants will have time to discuss labor and employment issues and to share interesting experiences, as well as war stories, relevant to their business.

Engagement: Preventing Employee Burnout

Presenter – Barbara Roush
Roush and Associates

Every business, in every industry, has the opportunity to distinguish themselves by creating rich and engaging experiences for employees and customers. In order to transform the customer experience, they need to first transform the employee experience. Employees that are satisfied and deeply engaged in pursuing the company's vision will be better equipped to meet and exceed customer's expectations. This session will explore how to engage employees in an organization's vision, starting with employee orientation and maintaining the dialogue throughout the employee's career.

Innovations in Marketing with Technology



Theresa Dorr -Active Club Management

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.

<http://www.activeclubmanagement.com/>