

# Wine Country Hospitality

## Symposium



### INGREDIENTS FOR SUCCESS IN THE HOSPITALITY INDUSTRY

#### WHAT'S HOT AND WHAT'S NOT IN HOSPITALITY

##### KEYNOTE SPEAKER - CINDY PAWLCYN

*Restaurant Owner, Author & Guest Chef on Food Network, Top Chef Masters*

Cindy is a pioneer of wine country cooking and one of the first proponents of the farm-to-table philosophy. Cindy worked beside 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.



Register online at [www.nvchi.org](http://www.nvchi.org)  
Call 707-253-3219 for information

## Tuesday, March 30th

NAPA VALLEY COLLEGE  
UPPER VALLEY CAMPUS, ST. HELENA

8 am to 5 pm

Register online at [www.nvchi.org](http://www.nvchi.org)  
Call 707-253-3219 for information

#### COST

\$99 per person; \$175 for 2  
from the same business/organization

#### WHAT YOU GET

Continental Breakfast, Breakouts,  
Natural & Sustainable Lunch from  
Silverado Brewing Company  
Wine Tasting & Trade Show

#### FEATURING

Local Wineries, Cheese Mongers,  
Chocolate & Hospitality Vendors

#### WHO SHOULD ATTEND

Hospitality Managers & Supervisors

#### STRATEGIES FOR

Human Resource Management  
Superior Customer Service  
Innovative Marketing  
Effective Operations

# Wine Country Hospitality

## Symposium



### INGREDIENTS FOR SUCCESS IN THE HOSPITALITY INDUSTRY

## Speakers

#### GREEN ENERGY EFFICIENCY

Presented by Ryan Self - Customer and Community Relations, PG&E  
Best practices in conservation, incentives and reducing your company's impact upon the planet.

#### CLIMATE SMART PROGRAM

Presented by Vanessa Volksen - Project Manager Climate Smart, PG&E  
Environmental conservation, restoration and protection; how to effectively reduce carbon footprint.

#### TRENDS IN TRAVEL & TOURISM – FEELING THE PINCH

Presented by Amy Blaschka, President & CEO at Tri-Valley Convention & Visitors Bureau, Ambassador, California Travel Industry Association (CalTIA). Amy is one of the SF East Bay's 25 Women of Distinction. CalTIA is the unified voice of California's travel industry and helps protect and grow tourism through advocacy, collaboration and education.

#### EMPLOYMENT LAW IN THE HOSPITALITY INDUSTRY

Presented by Rick Rybicki, Employment Law Advocates in Napa. Rick specializes in traditional labor law. Learn about the issues - wrongful discharge, employment discrimination, and union/management relations.

Register online at [www.nvchi.org](http://www.nvchi.org)  
Call 707-253-3219 for information

#### SOCIAL MEDIA MARKETING IN HOSPITALITY

Presented by Margie Tosch - Owner of Outside the Lines Inc. Owner of industry job board WineAndHospitalityJobs.com and social networking site WineAndHospitalityNetwork.com. Social media and its successful use in the hospitality industry.

#### BACK TO BASICS FOR EXCEPTIONAL CUSTOMER SERVICE

Presented by O. Lee Mincey, President & Managing Partner, Jackal, LLC. How to deliver world-class guest service & operational excellence. Mincey has over 25 years of hospitality experience and has worked with the Coca-Cola Company, Walt Disney Company, JetBlue Airways, and NBC/Universal.

#### TRANSFORM YOUR PEOPLE PROBLEMS WITH THE FOUR ELEMENTS OF SUCCESS

Presented by Sherry McKillop, Founder and Principal, Follow Your Compass – Team and Leadership Development. How to overcome frustration, conflict, & misunderstanding in a group of diverse personalities. How to effectively work together in groups.

#### THE NEW NAPA VALLEY DESTINATION COUNCIL (NVDC)

Presented by Clay Gregory, President & CEO of LegendaryNapaValley.com. Best ways to promote the legendary wine country experience throughout the world.

## Sponsors

The Symposium is brought to you by Napa Valley College Hospitality Institute with funding through the California Community College Career Technical Education Program in partnership with sponsoring businesses: Aubege du Soleil, Napa; NetFlow; Marketplace Magazine; Silverado Brewing Company; Suite Treatments Event Planning, Furniture and Plant Rental; Jenne Hohn Events; St. Supery Vineyards; Rutherford Ranch Winery; Alkar Human Resources; and Classic Party Rentals.