

Wine Country Hospitality

Symposium



TUESDAY, MARCH 30TH - 8 AM TO 5 PM

NAPA VALLEY COLLEGE

UPPER VALLEY CAMPUS, ST. HELENA

Register online at www.nvchi.org

Call 707-253-3219 for information

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.

Pawlcy 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.

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 CALIFORNIA TRAVEL & TOURISM

Presented by Amy Blaschka - Ambassador to the 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.

FIVE PROGRAMS TO LEVERAGE YOUR MARKETING DOLLARS

Presented by Clay Gregory - President & CEO Napa Valley Destination Council. Best ways to promote the legendary wine country experience throughout the world

SOCIAL MEDIA MARKETING IN HOSPITALITY

Presented by Margie Tosch, Owner of Outside the Lines Inc. and WineAndHospitalityJobs.com and Michael Wangbickler, Caveman Wines. All about social media and its successful use in the hospitality industry.

THE PRINCIPALS OF SERVICE EXCELLENCE - DELIVERING 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.

FOUR ELEMENTS THAT WILL TRANSFORM YOUR PEOPLE PROBLEMS

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

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: Auberge du Soleil, Napa; Alkar Human Resources; St. Supery Vineyards; NetFlow; Marketplace Magazine; Silverado Brewing Company; Suite Treatments Event Planning, Furniture and Plant Rental; Jenne Hohn Events; Rutherford Ranch Winery; Classic Party Rentals; Also; Raffine; William Hill Estate Winery; V. Sattui Winery; Upper Valley Disposal; Teresita Floral Arrangements; WineScapes; Megan Rhodes Photography; Lux Productions - www.thelux.com

