

**February 22, 2013**

**FOR IMMEDIATE RELEASE**

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**8<sup>th</sup> Annual NVC Wine Country Hospitality Symposium**

***From Local to Global – Building Collaborations for the Next Hospitality Wave***

**Chef Ken Frank Announced as Featured Speaker**

The NVC **Wine Country Hospitality Symposium** is pleased to announce nationally acclaimed celebrity chef, Ken Frank, owner of La Toque restaurant in The Westin Verasa, as Featured Speaker for the event. Frank presents ***My Lessons - 20/20 Hindsight is Perfect, An introspective look at over 30 years in the hospitality business.***

Chef Frank is known as Napa Valley's Truffle Evangelist and LaToque is one of Wine Spectator's 20 Best Restaurants in America and also a prestigious Michelin Star winner in 2010. Frank has participated with other downtown chefs to revive and tend the former Copia gardens for growing produce for restaurant seasonal cuisine.

Registration is open for the NVC Wine Country Hospitality Symposium held Tuesday, March 26 from 8 am to 5 pm at Napa Valley College, Upper Valley Campus in St. Helena. The cost is \$99 per person for early registration and \$125 after March 15. Tickets may be purchased at [www.becatnvc.org](http://www.becatnvc.org) or by calling 707.253.3210.

**Featured Panels**

***Destination Marketing – A Global Perspective*** will be presented by Melodie Hilton, Director of Marketing and PR at Napa Valley Wine Train. Why is international trade important to a local business? Do you really need a good cultural understanding? How do you bring in the individual international traveler? What is the role of Tour and Travel groups? Melodie reveals best global marketing strategies and how to achieve top results.

This dynamo marketing pro walks her talk and dares to divulge some straightforward methods for “list management” mobile and e-marketing. Melodie has grown the Wine Train email lists from zero to tens of thousands of engaged customers in just four years.

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*Key Strategies in Social Media* will be presented by panel members:

James Marshall Berry, Chief Strategy Officer of Wine & the Web; Andrew Healy, Chief Social Officer of 3 rock marketing; Shana Ray, a Food, Wine, and Social Media Consultant; and Heather Piazza, Principal of Piazza Marketing Concepts and Marketing Advisor at Napa Valley College's Small Business Development Center.

Eco-warriors Dan Mishell, Director of Research for Visit California and Aphrodite Caserta, Director of Marketing and Communications for Safari West will discuss their *Best Trends and Practices in Eco Tourism*.

The *Hospitality Regulations and Collaborations* breakout presents new laws on Cottage Food, Approved Sources of Food and HACCP. Panel members include Stacey Harrington, Consumer Protection Supervisor, Napa County Environmental Health Department; Mike Cromwell, Culinary Arts and Hospitality Management Instructor, Napa County Office of Education; and Charlie Monahan, Napa Valley College Program Coordinator Business & Entrepreneurship Center.

**Who Should Attend**

This is an educational forum plus networking for business owners, managers and supervisors of restaurants, wineries, hotels, B&Bs, spas and catering companies.

**What You Get**

The day includes a continental breakfast, keynote address, educational breakouts, catered lunch by Napa Valley College Cooking School, industry networking, wine tasting and silent auction, all in the relaxing and beautiful NVC Culinary Quad.

**Sponsors**

Now in its 8th year, the NVC Wine Country Hospitality Symposium creates opportunities for learning and networking, presenting the latest and best ideas in hospitality in the North Bay region. The event is presented by the Business and Entrepreneurship Center at Napa Valley College, NVC Small Business Development Center, Napa Valley College Foundation, California Community Colleges, the Economic and Workforce Development Program, Garden Party and Alkar Human Resources.

To register or for more information visit [www.becatnvc.com](http://www.becatnvc.com) or call the NVC Business and Entrepreneurship office at 707-253-3210. Tickets are limited, so make your reservation early.

**8<sup>th</sup> Annual Wine Country Hospitality Symposium**

Tuesday, March 26 - 8 am - 5 pm

Napa Valley College Upper Valley Campus

1088 College Avenue

St. Helena, CA 94574

Cost: Early Bird \$99; \$125 after March 15; \$85 education rate

Includes lunch by Napa Valley College Cooking School

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