



Tuesday, March 31, 2015

# 10th Annual WINE COUNTRY HOSPITALITY SYMPOSIUM

## AGENDA

### 8:30-9:00: CONTINENTAL BREAKFAST - FOYER

### 9:00-9:50: FEATURED SPEAKER ROOM 8

Welcome by Mechele Manno, Associate Dean, NVC Upper Valley Campus

Introduction by Elizabeth Pratt, Associate Dean, Economic Workforce Development

Featured Speaker: Ian White

### 10:00-10:50: EDUCATIONAL SESSION 1

**Room 7: Wowing Wine Country:** Superb Customer Service, presented by Emily Ellis

**Room 8: Destination Marketing,** presented by Don Shindle and Claudette Shatto

### 11:00-11:50: EDUCATIONAL SESSION 2

**Room 7: Innovative Email Marketing,** presented by Elyse Tager

**Room 8: Focus on Foods: Pulse on Artisanal Foods,** panel with Mike 'The Beijkr' Zakowski, Paul Kolling and Ally DeArman, moderated by Anni Minuzzo

### 12 NOON-1:00: CULINARY LUNCH

**Welcome** by Dr. Ronald Kraft, Superintendent & President, Napa Valley College

**Regional Asian Cuisine** by Napa Valley Cooking School, Barbara Alexander, Executive Chef.



### 1:10-2:00: EDUCATIONAL SESSION 3

**Room 7: The Reality of Ratings: Yelp, Tripadvisor & More,** presented by Michael Wangbickler

**Room 8: Building your Hospitality Workforce Team,** panel with Emily Heathcote, Colby Smith and Barbara Alexander

### 2:10-3:00: EDUCATIONAL SESSION 4

**Room 7: Devices & Apps to Boost Winery Sales,** presented by Ron Scharman

**Room 8: What's Brewing in Wine Country: Spotlight on Beer,** panel with Scott Goynes, Ben Jaynes, and Robert Raney, moderated by Pamela Personette

### 3:00 - 4:00: WINE TASTING/RECEPTION

Return to the Front Foyer to enjoy wine tasting & networking.

Check out the **Silent Auction and Raffle;** sale of tickets & auction close at 3:30!

>>Raffle Winner Announced

>>Silent Auction Winning Bids Announced



*The Business & Entrepreneurship Center at Napa Valley College provides educational workshops and business consulting for the hospitality industry!*

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**Welcome!** We're thrilled you're joining us for this 10th anniversary of the Wine Country Hospitality Symposium.

We are dedicated to providing education for the hospitality industry, helping entrepreneurial businesses grow and flourish. In addition to this annual symposium, we offer ongoing educational opportunities and small business advising. **To learn more, please check us out at [www.BECatNVC.org](http://www.BECatNVC.org)!**

*Charlie Monahan, Deputy Sector Navigator, Small Business, Napa Valley College*

*Elizabeth Pratt, Dean, Economic Workforce Devt. & District Auxiliary Services, Napa Valley College*

9:00-9:50  
ROOM 8

## FEATURED SPEAKER: TRENDS IN HOSPITALITY

Trends in media, customer experience, and the entrepreneurial dilemma. Ian will share insights to his work with wine and publishing in the North Bay.



### IAN WHITE, CO-FOUNDER/PRESIDENT AT JW THOMAS GROUP WINES

Ian started his career as the Wine Country Director for 7x7 Magazine. He launched and authored 7x7's dedicated Wine Country page, "Wine Insider Blog" and developed multi-platform marketing campaigns for over 200 wineries. In 2014 he became the Wine Country Director for Modern Luxury's San Francisco Magazine, and currently contributes to Wine Enthusiast, Napa Sonoma Magazine, Napa Valley Life and other wine-related consumer and industry media.

Ian co-founded J.W. Thomas with John Truchard, specializing in the creation, execution and support of wine brands with influential partners who genuinely care about, and want to contribute directly to, the success of great wines.

10:00-10:50  
ROOM 7

## WOWING WINE COUNTRY: SUPERB CUSTOMER SERVICE

How do you create and foster an environment where people feel loved and cared for? An atmosphere of appreciation, recognition and encouragement?

Culture - the "who we are and how we do things around here" is the invisible business asset; that system of values and beliefs an organization holds that drives behavior and influences relationships. You create that culture, so what is it saying to your customers, staff, potential staff, residents, family members and the community?



### EMILY ELLIS, PRINCIPAL CONSULTANT, EDUCATION & TRAINING CONCEPTS

Emily is a program designer and facilitator for the American Hotel & Lodging Association's Educational Institute where she has served on the certification commission and the training advisory council. She worked at Walt Disney Company, where she fostered her expertise on building a culture of service. After working for Disney, she went on to become the Vice President for Training and Development at The Gaylord Entertainment Company, where she had oversight of all on-boarding, orientation and training aspects of the hotel brand/openings.



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10:00-10:50  
ROOM 8

## DESTINATION MARKETING

Guidelines for formulating destination-oriented marketing goals and strategies, covering trends, issues and challenges influencing tourism destination marketing and identifying elements of an integrated destination marketing plan, including harnessing technology and social media.



### **DON SHINDLE, GENERAL MANAGER, THE WESTIN VERASA NAPA**

With more than 30 years of experience in the hospitality industry, Don Shindle brings a wealth of knowledge, strong leadership, and a passion for luxury hotel operations to his role as General Manager of The Westin Verasa Napa. Before moving to Napa, Don pursued his career in hotels throughout his native Canada, including The Algonquin in St. Andrews NB, The Delta Chelsea Inn in Toronto, The St. Eugene Mission Golf Resort in Canbrook, and The Westin Resort & Spa in Whistler.

Under Don's watch, The Westin Verasa Napa was named the 2011 Gold Magellan Award Winner for Hotels and Resorts in the Lobby & Common Space Design category; won the Great Wine Capitals' Napa Valley 2011 Best of Wine Tourism award in Accommodations; and was honored with the AAA Four Diamond Award in 2010, 2011, 2012 and 2013.



### **CLAUDETTE SHATTO, VP OF MARKETING, V. SATTUI**

Claudette started at V. Sattui Winery as a wine consultant in 2000 and worked her way up through a variety of roles, including positions in office management, business development, and finally Vice President of Public Relations and Community Affairs, a title she has held since 2007. In this time, Claudette also acquired her Associate of Science in Wine Sales and Marketing from Napa Valley College and her MBA from University of Phoenix.

In her spare time, Shatto keeps busy as a chair and board member for various Napa Valley organizations and charities, including Napa Valley Vintner's Association Community Outreach Committee, Napa County Adopt-a-School Program, and The Napa Valley Discovery Museum.

11:00-11:50  
ROOM 7

## INNOVATIVE EMAIL MARKETING

Learn your industry's hot spots, how to draw attention to seasonal specials and explore social media platforms to drive repeat business. Through innovative email management, you'll have the tools to take control of your on-line presence and messaging, with results of increasing on-line sales while improving customer loyalty and satisfaction.



### **ELYSE TAGER, REGIONAL DEVELOPMENT DIRECTOR, CONSTANT CONTACT**

A long-time marketer and passionate entrepreneur, Elyse has helped hundreds of small businesses, associations, and nonprofits develop and implement effective social media and email marketing strategies to grow their business or organization. Elyse is a popular speaker, writer and educator known for providing marketers with the practical tools, techniques and strategies they need to grow their business using the combined firepower of email and social media marketing.

Elyse has been a past speaker on social media topics and is an active member of the Bay Area business community.



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11:00-11:50  
ROOM 8

## FOCUS ON FOODS: PULSE ON ARTISAN FOODS

Three movers and shakers in the world of artisan foods share their insights. Come and be inspired by their innovative approaches as they discuss: How and why did they begin? How do they engage customers and benefit the community? What can others learn from their experiences?



### **ALLY DEARMAN, DIRECTOR AT THE FOOD CRAFT INSTITUTE**

Ally has been working to support the Bay Area's local food systems through program management since graduating from Stanford University where she ran the community Farm Stand. She is Director of the Food Craft Institute (FCI), an educational organization that strives to create and improve the viability of small and medium-scale value-added food businesses. FCI is a professional development non-profit that combines classroom and hands-on education to teach traditional food-making techniques and the entrepreneurial skills needed to build viable businesses.

Prior to that, Ally spent 3 years running nutrition programs for elementary-age students within the Oakland Unified School District. In 2009, she worked for the first-ever Eat Real Festival in Oakland, CA and returned every year to help coordinate the annual event.



### **PAUL KOLLING, OWNER & FOUNDER, NANA MAE'S ORGANICS**

A fourth-generation California farmer, Paul Kolling learned to climb ladders and prune fruit trees just as soon as he could walk. His intellectual curiosity propelled him to UC Berkeley to earn an engineering degree and then work as a geoscientist for several years. But Paul's passion propelled him back to the land, and in 1983 he began farming his organic apple orchard full time.

Inspired by his late grandmother Nana Mae and her love of wholesome food, Paul and his wife Kendra created the esteemed Sonoma company Nana Mae's Organics, a prize-winning producer of apple juices, sauces, vinegars, fresh fruit, and other exquisite fruit products.

Today, Nana Mae's cultivates around 300 acres of heritage family orchards throughout Sonoma county—some as small as a half-acre. Paul strives to bring out the best in every orchard, every tree, and every apple by tending the land in harmony with nature and preserving wildlife habitats and watersheds. Specific Gravity Cider Company is the latest inspiration of Sonoma's most esteemed apple man.



### **MIKE ZAKOWSKI, OWNER, THE BEJKR**

Mike Zakowski is a graduate of the Culinary Arts program at Kendall College in Chicago, Illinois. When he owned Kraftsmen Baking in Houston, Texas, he was named Best Baker in Houston and won the Best Bread award for his pain biologique during the bakery's first year of operation.

He was the Operations Manager at Artisan Bakers in Sonoma, California for 5 years and currently owns his own bakery, The Bejkr, and markets his creations at local farmers markets in Sonoma County, CA.. Mike is a member of Bread Bakers Guild Team USA and competed at the 2010 Louis Lesaffre Cup and the 2012 Coupe du Monde de la Boulangerie in the Baguette & Specialty Breads category.



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NOON-1:00

## LUNCH BY NAPA VALLEY COOKING SCHOOL FEATURING REGIONAL ASIAN CUISINE

Today's amazing lunch is provided by Chef Barbara Alexander and the Napa Valley Cooking School class of 2015. Enjoy the tastes of Regional Asian Cuisine, accompanied by wine donated from Rutherford Ranch.



### WELCOME FROM DR. RONALD KRAFT, PHD SUPERINTENDENT & PRESIDENT, NAPA VALLEY COLLEGE

Ronald has more than 20 years of experience in higher education leadership. He earned his doctorate in higher education leadership from Capella University in Minnesota with a dissertation on "A Leadership View of Strategic Planning in the Community College." His master's degree is in Career and Technical Education with a B.A. in Business both from San Diego State University.

He is a graduate of Grossmont Community College in El Cajon. Ronald has served as the President/CEO of MAAS Companies, President/CEO of Southern California University of Health Sciences, and CEO/President of the Alliance for Corporate Education.

He was also employed at a community college in Virginia. His roots are in California Community Colleges with a background in teaching, among other positions, and with long service on the governing board of Grossmont-Cuyamaca Community College District. He also has extensive experience on college and community foundations.



### BARBARA ALEXANDER, EXECUTIVE CHEF, NAPA VALLEY COOKING SCHOOL

Chef Barbara and her current class of students are to thank for today's amazing lunch!

Barbara comes from a long line of pedigree restaurants, hotels, and cooking schools. Beginning with a classical 3-year apprenticeship at the Pan Pacific Vancouver Hotel, she went on to 15 years of Executive Chef positions at acclaimed restaurants in around the world before embarking upon a career in Culinary Education which took her back to her native Canada, then to the Napa Valley.

Barbara was Senior Chef Instructor at Dubrulle International Culinary and Hotel Institute of Canada, and The Culinary Institute of America at Greystone before becoming Director of Culinary Programs and Executive Chef here at NVCS.

Chef Barbara is a Certified Executive Chef, C.E.C, ACF and holds a Certified Hospitality Educator degree, C.H.E.



The Napa Valley Cooking School offers high quality, fast paced, intensive training for aspiring chefs.



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1:10-2:00  
ROOM 8

## BUILDING YOUR HOSPITAL WORKFORCE TEAM

Insights to fast track hiring, training, and networking! This panel will discuss simple steps for hiring the best candidates, plus innovative ways to maximize performance and retain a healthy, happy workforce! Job development tips, top industry resources, and training in hospitality.



### **KALEIGH HEATHCOTE, ACCOUNT EXECUTIVE, ALKAR & ASSOCIATES**

Kaleigh Heathcote is a Napa native who has worked and volunteered all around the world. She has participated in philanthropic trips to Central and South America and taught extensively in East Asia. Currently, she is the Account Executive for Alkar Human Resources. Kaleigh works hand in hand with business owners, wine makers, and hospitality industry executives on a daily basis providing them with her expertise on the current staffing market and access to top industry talent.

Alkar Human Resources is a certified woman-owned business founded in 1985 with the sole purpose of providing Napa, Sonoma, and Solano County community businesses with motivated and qualified workers.



### **COLBY SMITH, FOUNDER, CONCIERGE ALLIANCE OF NAPA VALLEY AND SONOMA (CANVAS)**

Colby founded the Concierge Alliance of Napa Valley in January of 2009 and 2010 expanded it to Sonoma County which created the acronym CANVAS with the addition of "And Sonoma". Colby is passionate about the mission of CANVAS – to elevate the quality of service by all Hospitality Professionals in Wine Country. The organization provides networking opportunities, education and training, and a website with extensive hospitality resources. All empowering its members to have an outstanding impact on the visitor experience leading to return visits and recommending Wine Country to others.

Immediately prior to starting CANVAS Colby was the Concierge at Villagio Inn & Spa in Yountville for almost 4 years. For over 20 years Colby worked as a business and communications consultant with an emphasis on Relationship Marketing. She founded and ran a web development company in Los Angeles, owned a Public Relations firm in New York, which represented a range of image conscious clients nationally and internationally.



### **BARBARA ALEXANDER, EXECUTIVE CHEF, NAPA VALLEY COOKING SCHOOL**

Chef Barbara is a Certified Executive Chef with American Culinary Federation, and holds a Certified Hospitality Educator degree. Well rooted in classical culinary education, Chef Barbara works hard to instill the importance of technique and craft on her students while empowering them with passion, inspiration and commitment.

In her current work with Napa Valley Cooking School, she works with graduating students, and the community, understanding the hospitality workforce climate and what it takes for students to be successful.



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1:10-2:00  
ROOM 7

## REALITY OF ONLINE RATINGS: YELP, TRIPADVISOR & MORE

Rating apps/websites such as Yelp! And TripAdvisor offer wineries special opportunities to leverage customer endorsements and market to potential visitors. Learn how to best exploit these services through a combination of engagement and advertising; how to affect your overall ratings; how to turn bad ratings into opportunities; and take a look at what lies ahead for rating apps.



### MICHAEL WANGBICKLER, PARTNER AND CEO, BALZAC COMMUNICATIONS & MARKETING

Michael Wangbickler has more than 15 years of experience teaching about wine and the wine business. He is a partner and CEO at Balzac Communications & Marketing, the industry leading wine public relations and marketing agency. Wangbickler has worked with a diverse range of wine industry clients; from small, family owned wineries to large wine companies and regions.

He has spoken on the topic of wine and wine marketing throughout the country and beyond. In addition to his activities at Balzac, he is President of the Board of Directors for the non-profit advocacy group, Drink Local Wine Inc. In addition, he is Lead Educator for Discover Wine & Spirits Academy in San Francisco and Napa, and an Adjunct Instructor for The Culinary Institute of America at Greystone.

2:10-3:00  
ROOM 7

## DEVICES & APPS TO BOOST SALES FOR WINERIES

The sales process starts when consumers discover the brand, gets fortified when consumers interact with the brand, and is sustained by post-visit communications. This session addresses all 3 parts of this process through the lens of new technology and applications at your fingertips that are available today to drive sales: (1) How do you get discovered? (2) How do you make marketing agents and customers out of your visitors and loyal fans? (3) Post Visit Marketing – How do you maintain a selling relationship?



### RON SCHARMAN, CEO, CHATTERBOX WINE MARKETING

At Chatterbox, Ron specializes in providing wineries with relationship-based telesales and digital marketing services dedicated to the direct-to-consumer channel of the wine industry.

Before joining Chatterbox, Ron served as President of eWinery Solutions, a Napa based provider of complete direct-to-consumer wine ecommerce, tasting room and mobile POS, and CRM software, serving both domestic and international wineries, importers, and third party wine marketers.

Ron has also been CEO for New Vine Logistics, a Napa based direct-to-consumer wine fulfillment company and, before moving to Napa, his career included CEO of the Morrell Wine Group, a luxury wine and lifestyle brand in New York, Morrell Restaurant Division, Morrell Fine Wine Auction Division, Morrell Wine Storage Division, Morrell Wine Institute, and Morrell Wine Events.



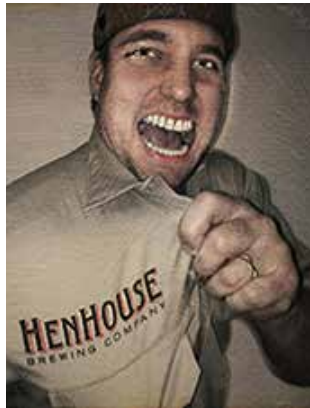
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2:10-3:00  
ROOM 8

## WHAT'S BREWING IN WINE COUNTRY: SPOTLIGHT ON BEER

Beer here! Join two small, craft-beer producers and a beer/wine supply company owner as they talk about the growth of the beer industry in the North Bay. Learn how the beer and wine industries can co-exist as well as thrive.



### SCOTT GOYNE, PRESIDENT, HENHOUSE BREWING CO

Scott brings 12 years of experience as a small business owner to his position at Henhouse Brewing. He specializes in industrial processing equipment and, as a certified herbalist, he has applied this knowledge to specializing in essential oil distillation and plant extraction. This unique specialty led to the development of Scott's local aromatic plant businesses as well as his contracts with USAID on multiple international design projects in the aromatic plant sector. Scott is our primary financial manager and experimental brewing muse.

HenHouse Brewing Company is a Sonoma County Brewery based out Petaluma. At three years old, HenHouse is distributing its beer throughout the bay area with a clear focus on delivering fresh cold beer with a positive customer service experience. HenHouse Brewing is committed to supporting our local communities and focuses on relationships with local Farmers to support our local food production and agriculture.



### BEN JAYNES, BRAUMEISTER, NAPA FERMENTATION SUPPLIES

Ben is Sales Manager at Napa Fermentation Supplies, a fermentation supply store serving Napa Valley and beyond by helping a wide range of clientele: from commercial wineries all the way down to a home winemaker making 1 gallon.

Ben has managed the brewing department for the past 9 years, directly witnessing the growth of the home brew community in the wine country. Ben teaches the monthly beer class and heads up the Napa home brew club Bung Brewers United, Napa Guild.



### ROBERT RANEY, CFO, SONOMA SPRINGS BREWING CO.

For the past year, Robert has advised and undertaken an active role in the expansion of Sonoma Springs Brewing Company, a craft brewery founded in 2008 by award-winning Head Brewer Tim Goeppinger and located a mile from the Sonoma Square. The brewery recently resumed operations in its new 5,000 square foot facility, and over the next year will produce 15-20 different beer varieties, focused thematically on California Ale, German, Sour, and Barrel Aged beers. The brewery will open its tasting room in early May, to compliment sales to Bay Area bars and restaurants. Future distribution expansion will include retail and farmer's market channels.

**THE WINE COUNTRY HOSPITALITY SYMPOSIUM IS MADE POSSIBLE BY**



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3:00-4:00

**RECEPTION AND NETWORKING IN THE FOYER  
SILENT AUCTION & RAFFLE**

Enjoy the hospitality of Napa Valley College, with wonderful hors d'oeuvres while meeting other hospitality professionals in the North Bay, including winery, restaurant, and lodging pros as well as students preparing to enter the industry!



Wine provided by  **RUTHERFORD  
WINE COMPANY**

## SILENT AUCTION & RAFFLE

**BENEFITTING EDUCATION FOR WINE COUNTRY HOSPITALITY PROFESSIONALS**

### *Fabulous Food*

- Peacock Hemp Edibles
- Add Garlic
- Bruschetta by Patricia
- Core Foods
- Not Yer Mothers Granola
- Clairesquares
- Nuttyness
- (R)evolution Cookies
- Hero Bars
- Nana Mae's Organics
- St. Helena Chamber of Commerce
- Napa Valley Cooking School

### *Fun*

- Getaway Adventures
- Wine Road of Sonoma County
- Napa Valley Film Festival
- Hilton Sonoma Wine Country
- Flamingo Resort & Spa
- Doubletree Hotel Rohnert Park
- Fairfield Inn & Suites of Sebastopol
- Plaza Suites Santa Clara
- Snoopy's Home Ice & Schulz Museum

### *Wine & Beer*

- Larson Family Winery
- Sonoma County Tourism

- Francis Ford Coppola Winery
- Lagunitas Brewery
- Napa Fermentation Supplies
- Highway 12 Vineyards & Winery
- Schug Carneros Estate Winery
- Ram's Gate Winery
- Clif Family Winery & Farm

### *...And More!*

- Carolynne Gamble, Artist
- Illumination Hospitality Group
- Five Star Audio Visual
- Paul Franson, Author
- Studio Phyzz

**BIDDING CLOSES AT 3:30 PM**



## NAPA NIGHT OUT RAFFLE

Your chance to win 2 tickets to the Napa Valley Film Festival and dinner for 2. Worth over \$300.

**1 TICKET FOR \$2  
3 TICKETS FOR \$5  
7 TICKETS FOR \$10  
15 TICKETS FOR \$20**

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## SPONSORED BY



Stevenson Manor



**THANKS TO THE WINE COUNTRY HOSPITALITY SYMPOSIUM EVENT TEAM!**

Cathy Balach,Carolynne Gamble, Charlie Monahan, Nicole Natho, Pam Personette, Valerie Bible, Mary Cervantes, Anni Minuzzo, Mechele Manno, Marie Bianco, Albert Yu

Program Design and Website by Strategy7.com

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