

## **Wine Industry Technology Symposium Adds Speakers**

### *Early Registration Discount Ends July 1*

June 24, 2008, Napa, CA – Leaders and technology experts from within and outside the wine industry are confirmed for the fourth annual Wine Industry Technology Symposium (WITS)<sup>™</sup>, slated for July 15, 2008 at the Marriot Napa Valley.

“Imagine spending a full day learning how new technologies can help drive your business,” said Lesley P. Berglund, WITS co-chair. “WITS is the industry’s only annual I.T. summit, and we’ve scheduled thought-provoking topics and dynamic speakers,” she added. The complete event schedule is available at the event’s website – some recent additions include:

- **Keynote: Breaking Through to On-Premise Customers.** Can email drive wine sales for full service restaurants? Yes. Scott Shaw, founder of Fishbowl, an online marketing agency for restaurants with an opt-in database of more than 25 million consumers, will show how wineries and distributors can leverage this medium.
- **Keynote: Innovations & Change in the Global Supply Chain.** This session will explore advances in supply chain leadership, led by category expert Ben Gordon. Ben is Managing Director of BG Strategic Advisors, a leading firm providing supply chain companies with CEO-level advisory services in the areas of strategy, technology and finance.
- **Going Green in IT.** Join wine industry technology leaders driving green IT solutions. Moderator Bob Barnes (F. Korbel & Bros.) will be joined by panelists Jack Clare (Constellation Brands), David Beck (Korbel), and Frank Wilhelm (Wente Vineyards).
- **Strength in Numbers: Using Metrics to Drive Direct Sales.** Moderator Mack Schwing (WISE Academy) will lead the discussion with consumer direct masters Dan Michael (E&J Gallo), Matt Wood (Icon Estates), and Jeremy Benson (Benson Marketing Group).
- **Successful Two-Tier Direct-to-Trade Sales.** Helpful tools for wineries selling directly to retailers and restaurants. Andrea Johnston (Inertia Beverage Group) will moderate a panel with Peter Granoff (Ferry Plaza/Oxbow Wine Merchant), Kenneth Rochford (Medlock-Ames Winery), and Cristin Castro (Impressa).
- **Supply Chain: Thought Leaders in Action.** Ben Gordon will expand on his keynote address; his panel of experts will include Alan Thomas (Deloitte Consulting), Carol Thompson (New Vine Logistics), Dean Frew (Xterprise), and Duane Williams (Boston Consulting Group).

Early registration fees are \$400 per person until this Tuesday, July 1, when they increase to \$450 per person. Fees include attendance at the general session, panels, lunch and the Technology Showcase on July 15. Multiple registrants from the same company receive a \$50/person discount after the first registration. Additionally, a VIP and CIO dinner is scheduled for July 14 at the Marriott Napa Valley; tickets are \$250 per person. For more information and to register, visit [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com). Registration fees do not include a hotel room reservation. Reserve a room at the Marriott Napa Valley by visiting [www.napavalleymarriott.com](http://www.napavalleymarriott.com) and receive a discount on room rates by entering event code wiswisa.

### **About The Wine Industry Technology Symposium (WITS)**

The Wine Industry Technology Symposium (WITS)<sup>™</sup> was created in 2005 by a group of wine industry and technology professionals. The purpose of WITS is to address the unique information technology and services needs of the wine industry. WITS is dedicated to bringing the world’s leading wineries, distributors and retailers together with some of the

world's leading technology experts to foster learning and discussion. Panels of experts discuss specific examples and case studies involving winemaking, vineyard management, consumer direct marketing and sales, operations, financial management, trade sales and distribution. [www.wineindustrytechnologysymposium.com](http://www.wineindustrytechnologysymposium.com)

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