

The Fourth Annual Wine Industry Technology Symposium Announces Session Topics

Experts to present wine industry technology use best practices

May 8, 2008, Napa, CA – Wine Industry Technology Symposium (WITS)[™], the premier event showcasing strategic use of information technology and services for the wine industry, today announces session topics for its fourth annual conference on July 14-15, 2008 at the Marriot Napa Valley. www.wineindustrytechnologysymposium.com

Executives from wineries, distributors, and retailers will gather together to foster education and debate around the application of technology solutions for the wine industry. The symposium starts with several general session topics that address the latest use of cutting-edge technology, from the power of online communities to breakthroughs in global supply chain technologies.

“WITS is a must attend event for everyone in the wine industry,” said Michael W. Adams, Senior Vice President, Information Technologies & Supply Chain, Glazer’s Family of Companies, one of the leading wine distributors in the nation. “We believe there are many areas where wineries, distributors, and retailers can collaborate more effectively in order to make their businesses more efficient. WITS is a great place for these ideas to be introduced and to flourish,” he added.

Expert panels will discuss specific technology examples and case studies involving winemaking, vineyard management, green/sustainability solutions, consumer direct programs, web 2.0, trade sales and distribution, channel management, national accounts, operations, and technology leadership. Session topic highlights from four separate learning tracks include:

Executive & Technology Leadership: For technology leaders and general managers, this track is dedicated to helping executives make better IT decisions and effectively lead IT programs.

- **CIO & CEO Couples Counseling:** What the CIO says and what the CEO hears (and visa versa). This session will teach CIOs and CEOs how to work together to implement the right technology solutions to move the business forward.
- **Effective Technology Program Management:** Panelists will discuss the tools and strategies you need to know to implement and manage technology initiatives.
- **Greening IT:** Advances in sustainable IT practices including virtualization and beyond.

Consumer Direct: For wineries and retailers, this track covers technology advances to improve their direct-to-consumer marketing and sales channels.

- **Keeping it Legal:** Back again by popular demand, this session will introduce the latest tools and trends for keeping your business compliant.
- **Wine 2.0, the Results Show:** Get an inside look at real life examples of how web 2.0 technologies are changing the world of direct-to-consumer sales.

Trade Sales & Marketing: An entire track for wineries, distributors, and retailers that addresses technology systems and practices to improve communications between all three-tiers.

- **Strategies for Direct to Trade Sales:** This session covers everything wineries will need to know in order to forge better partnerships with their retail and on-premise partners.
- **Selling to Chains 101:** Retailers and restaurant experts will discuss the latest technology solutions and strategies wineries are using to drive the volume business required by chains and national accounts.

Vineyard & Winery Operations: This track will focus on the latest tools and technologies available to executives managing vineyard and winery operations.

- **Quality Advances in Vineyard & Winemaking Systems:** Two separate sessions (one for vineyard managers, one for winemakers) explore the latest technology advances that are proven to help increase quality in the bottle.
- **Sustainable Advances in Green Production Technologies:** Going “Green” is the new gold standard for wineries. Learn the latest vineyard and production sustainability advances driven by new technologies.

“We have created an impressive program that will address the needs of everyone in the wine industry community who makes, or is impacted by, IT decisions.” said Lesley P. Berglund, WITS Co-Chair. “This year boasts a diverse selection of expert speakers designed to engage winery owners and GMs, as well as CIOs and IT specialists,” she added.

Sign up early in order to guarantee a spot at this year’s conference. There are a limited number of spots available and last year’s event sold out quickly. For more information and to register, visit www.wineindustrytechnologysymposium.com.

About The Wine Industry Technology Symposium (WITS)

The Wine Industry Technology Symposium (WITS)[™] 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

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