



**WITS**

WINE INDUSTRY  
**TECHNOLOGY**  
SYMPOSIUM

***Best Selling Author Michael Gelb to Deliver One of the Keynotes  
at Wine Industry Technology Symposium in July***

***Register Now for Technology & Innovation Summit***

June 24, 2010, Napa, CA – Michael Gelb, author of international best seller *How to Think Like Leonardo Da Vinci*, *Innovate Like Edison: The Five-Step System for Breakthrough Business Success* and his latest, *Wine Drinking For Inspired Thinking: Uncork Your Creative Juices* will deliver a keynote speech at the sixth annual Wine Industry Technology Symposium® (WITS) July 13-14, 2010 at the Marriott Napa Valley.

Gelb's address, titled "*How to Think Like Leonardo Da Vinci*," will discuss the application of genius thinking to personal and organizational development. Gelb is a pioneer in the fields of creative thinking, accelerated learning, and innovative leadership and has more than 30 years of experience as a professional speaker, seminar leader and organizational consultant.

Gelb will not only be one of the keynote speakers in the general session but will also be a speaker for the networking dinner being held at the Marriott Napa Valley on Tuesday night, July 13th. His address, titled "*Wine Drinking for Inspired Thinking: Uncork Your Creative Juices*," also the title of his book, will discuss expanding creativity through wine appreciation. Gelb's book comes highly recommended by wine authorities such as Gary Vaynerchuk, Host of *Wine Library TV* and Robert Parker Jr., *The Wine Advocate* and others.

Conference co-chair, Smoke Wallin said: "Gelb's message couldn't be more timely. The wine industry is changing at a rapid pace, which requires owners, team members and trading partners to find new ways to do business for efficiently and effectively. We're thrilled with the caliber of speakers at this year's conference and with the take home value attendees can expect."

**Online Registration Now Open**

The Wine Industry Technology Symposium® (WITS), the premier industry event showcasing innovation and the strategic use of information technology, is now accepting online registrations for its sixth annual conference. The event will be held on July 13-14, 2010 at the Marriot Napa Valley. [www.WineIndustryTechnologySymposium.com](http://www.WineIndustryTechnologySymposium.com)

**Early Bird Pricing Ends July 2**

Tickets are available online before Friday July 3rd and at the "early bird" price of \$100 for day one and \$250 for day two, per guest. After July 4th, registrants pay the full price of \$150 and \$300, respectively. Full program details are available online.

**About 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 advance innovation and to address the unique information technology and services needs of the wine industry. WITS is dedicated to bringing the world's leading wineries, wholesalers and retailers together with some of the world's leading technology experts to foster learning and discussion. Panels of experts will discuss specific examples and case studies.

[www.WineIndustryTechnologySymposium.com](http://www.WineIndustryTechnologySymposium.com)

Media Contact: Lesley P. Berglund, Co-Chair, 707-246-6827