

Wine Entrepreneurship 2010

Offered annually by Sonoma State's Wine Business Institute, the Wine Entrepreneurship Summer Intensive offers participants the opportunity to begin a business plan and the lay the groundwork for their next wine business.



Michael
Mondavi



Dan
Aguilar



Jean
Hackenburg



Paul
Wagner



Josaphine
Tichel

Michael Mondavi, Founder & Coach of Folio Wine Partners, co-founded the Robert Mondavi Winery in Napa Valley with his father, Robert Mondavi. He was named Managing Director and CEO of Robert Mondavi in 1990. Following the Company's public offering, Michael was appointed President and CEO and later served as Chairman. He will speak on a topic entitled, "Managing Growth, Developing Your Exit Strategy and Renaissance."

Dan Aguilar, Senior Relationship Manager – Wine Division of Silicon Valley Bank, joined the Bank in 1997. In addition to leading a team responsible for servicing a diverse portfolio of wine and vineyard clients, Dan led the team which developed SVB Peer Group Analysis, a proprietary wine industry financial benchmarking database. He will contrast the options of debt and equity financing for your winery, vineyard or wine related business.

Jean Hackenburg, Owner of Hummingbird Hill Vineyards, former CFO and Chairman of the Board of Sonoma Coast Vineyards, became Atari's youngest vice president in 1982. She subsequently worked as CFO and/or VP Operations for 6 other start-up electronics companies, from the Silicon Valley to the North Bay. She will teach the importance of Cash Management and Financial Strategy, as well as how to build your winery's financial model.

Paul Wagner, formed Balzac Communications & Marketing in 1991. Current clients include Diageo Chateau & Estate Wines, Cecchetti & Racke, the Union des Grands Crus de Bordeaux, Trinchero Family Estates, Vinality/Veronafiere, Regione Sicilia, DO Navarra, White Rocket Wine Company, and a host of other wine and food specialists. Wagner will address the development of your marketing communications.

Josaphine Tichel & Jim Salomone, of PG&E, will cover energy cost management and green building opportunities. Josaphine is a Supervisor and Senior Program Manager in PG&E's Energy Efficiency group while Jim Salomone is a PG&E Ag and Food Processing Energy Efficiency Supervisor. Both focus on the agricultural industry and Energy Efficiency programs for wineries in the Northern PG&E territory.



David
Stoll



David
Hehman



Stephen
Schwitalla



Rick
Van Duzer



Ray
Johnson

David Stoll, Partner at Farella, Braun + Martel, splits his time between San Francisco and the firm's St. Helena office, representing wineries and vineyard owners, large and small. Mr. Stoll works with wine clients in connection with branding and compliance issues, grape contracts, mergers and acquisitions and consulting arrangements. He will share his expertise in protecting and defending your brand identity.

David Hehman, Owner of Spartina, former Director of the Wine Business Program at SSU, is a member of the North Bay Angels investor group. Hehman has co-founded and sold 5 technology businesses: HealthDesk (HDSK), GetawayZone (VacationSpot/EXPE), MarketHome (CLAC), EscapeHomes (Roost) and Pagewise.com (DemandMedia). He will lead the class in developing the keys aspects of a strategic plan.

Wendy Bruce, recently the Human Resources Director at Domaine Carneros, focuses on small businesses where resources do not allow for having a full-time HR professional on staff. She spent 20 years as a front line manager for start-ups as well as established businesses. She will speak on the topic "Working with people you like - and liking the people you work with!" A look at workforce planning, and employee engagement."

Stephen Schwitalla, General Manager and CEO of the Sonoma County Vintners Co-op, and Founder of Pack N' Ship Direct, will discuss the logistics of moving your product worldwide through approved channels, including direct to consumer. Schwitalla had a successful career in top management at McLane Intl./Wal-Mart. After retiring, he became CEO of the Sonoma County Vintners Co-op which serves over 250 wineries from Santa Barbara to Seattle.

Rick Van Duzer, head of Farella, Braun + Martel's litigation practice in St. Helena, has represented a number of wineries, growers and other wine industry businesses in topics as diverse as grape contract disputes, defective rootstalk claims, negligent wine processing claims and ABC/TTB negotiations. Van Duzer will address the importance of well-written contracts and their impact on the success of your business.

Dan Baker, Executive Vice President of Korbel Champagne Cellars, has over 30 years of experience building relationships with distributors, retailers and restaurateurs across the United States. Baker will present on the importance of developing and managing channel relationships and how those relationships can sustain your business even in the toughest of economic times.

Ray Johnson leads Sonoma State's Wine Entrepreneurship Course and serves as the Assistant Director of the San Francisco Chronicle Wine Competition. He earned his Master's in Wine Business from the University of Adelaide in South Australia. His research on the

branding of wine regions has been published in the International Journal of Wine Business Research, Vineyard & Winery Management, the Journal of Wine Research, Practical Winery & Vineyard, and most recently in the Journal of Consumer Marketing.

Johnson will introduce the structure and content of a successful business plan, the building blocks of your marketing plan, strategy and techniques for selling to restaurants and retailers, as well working with and leveraging the press.

Wine Entrepreneurship will be held on June 28, 29 and 30, 8:00 a.m. – 5:00 p.m. in the conference room of the Napa Valley Vintners in St. Helena, California.

For questions about the class and the Wine Business program, contact Shalyn Eyer at (707) 664 - 2260. To enroll today, contact the office of Extended Education at (707) 664 - 2394.