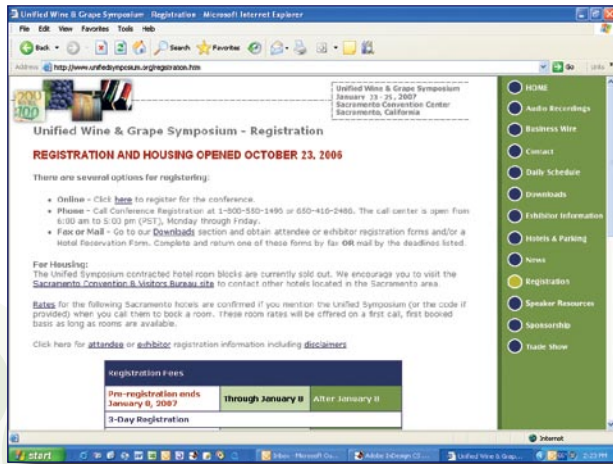




## Register Early and Save



You could be having a free dinner for two at one of the fine downtown restaurants or free gasoline for your trip to Sacramento. That's what you should be thinking of as you are registering online for the 2007 Unified Symposium and save up to \$200 in the process.

“We have a very efficient online registration system that saves everyone time and money,” said ASEV Assistant Executive Director Dan Howard. “It also helps us to plan the seating capacities for the sessions and other special events we host during the show. Our goal is that everyone benefits by registering in advance. They save money and it helps ensure a smoother experience at registration.”

Register online today at the official Web site of the Unified Symposium at [www.unifiedsymposium.org](http://www.unifiedsymposium.org).

## Generals Sessions

Morning general sessions always draw large crowds and this year is expected to be no different.

**Tuesday** - *Investing in Human Resources for a Vibrant Future in Grape Growing and Winemaking* session will assess the future human resource needs of the American wine community, the reliance on immigration programs, and the education and skills training needed to ensure continued growth and profitability.

**Wednesday** - *The State of the Industry* session provides a look at where the industry has been, where it is now and where it looks like it is headed.

**Thursday** - *10 Things You Need to Know to Sell More Wine This Decade* session will translate volumes of new data from surveys, market research studies and focus groups into ready-to-use information to help you market your wine.

Complete details on these and other sessions are available at [www.unifiedsymposium.org](http://www.unifiedsymposium.org)

## Downtown Eateries

The Dragonfly, Sofia and Mikuni's along with names like 55 Degrees and Lucca are just some of the fine restaurants that have sprung up in the downtown area in recent years in addition to others like Biba's, Esquire Grill, Bodega Aioli and Waterboy, that tempt the palates of Unified Symposium attendees.

“While fine dining can be found in Sacramento's outlying areas, the city's neighboring downtown and midtown districts have emerged as restaurant central for the entire region in recent years,” said *Sacramento Bee's* Restaurant Reviewer Mike Dunne. “The restaurants are diverse - New American, Vietnamese, Italian, Chinese, Spanish, French and Thai, all within a short distance of the convention center and with an unusually high percentage of them being independent and locally owned.”

So whatever your taste buds might be yearning for after a long day of attending symposium events and walking the trade show floor, you can find it in downtown Sacramento.

## Research Breakout Session

**E**ver wonder where those research dollars are going and how they are helping you?

Find out during Tuesday afternoon's Grape Growing breakout session, *Applying Research Results in My Vineyard: What are Research Dollars Doing for my Business?* Presenters will share results of industry-funded research projects that growers can use in their vineyards today.

"This is a great opportunity to obtain a firsthand update on research currently underway," said Nancy Irelan, Pierce's Disease/Glassy-Winged Sharpshooter Board research director and session moderator.



Speakers include representatives from the USDA Animal and Plant Health Inspection Service, the CDFA Pierce's Disease Control Program, UC Davis, Oregon State University, the USDA Agricultural Research Service, American Vineyard Foundation and CSU Fresno.

## Our Sponsors

**W**e'd like to extend a special thanks to this year's Diamond and Headquarter Hotel Room Keycard Sponsor, Hewlett-Packard and our Silver Sponsors, ETS Laboratories and Bank of the West. The Unified Symposium would also like to thank *Wine Business Monthly* for sponsoring Wednesday's General Session and to *Wines & Vines* for sponsoring Thursday's General Session.

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