UNIFIED WINE & GRAPE SYMPOSIUM
January 28–30, 2014
Sacramento Convention Center
Sacramento, California

REGISTER TODAY!
www.unifiedsymposium.org

Registration & Program Guide

BY THE INDUSTRY — FOR THE INDUSTRY
Since the American Society for Enology and Viticulture (ASEV) and the California Association of Winegrape Growers (CAWG) joined forces to create the Unified Wine & Grape Symposium 20 years ago, it has become the largest wine and grape show in the nation.

And while we are proud of Unified Symposium’s success, it is the show’s established reputation for providing outstanding current news and technical information that we find most rewarding. As one of the industry’s premier gatherings, the Unified Symposium presents a vital platform to focus on the issues shaping our industry today, while interfacing the topics and trends shaping the future of grapegrowing and winemaking.

A PROVEN FORMAT
By combining a trade show with a broad spectrum of sessions, the Unified Symposium provides attendees direct access to all the latest information — from pest and disease management to demystifying digital marketing. Unified also provides an excellent forum for active networking with our industry’s suppliers. Winemakers and grapegrowers have a chance not only to renew and make new friendships but also to actively discuss and debate information and ideas that directly influence their work and success.

REPRESENTING THE ENTEI INDUSTRY
The Unified Wine & Grape Symposium organizers have a long and distinguished history of providing vintners and growers with the information they need to remain competitive.

Jointly presented by ASEV and CAWG, the conference represents the collective experience, knowledge and background of the entire industry. We collaborate with a diverse committee of industry and academic professionals to bring you a program with timely topics and a diverse slate of speakers.

IDEAL LOCATION
The Unified Wine & Grape Symposium is held at the Sacramento Convention Center, 1400 J Street, Sacramento, California. Located in the heart of downtown Sacramento, the convention center is close to fine restaurants, hotels, museums, the capitol building and great shopping centers. The Sacramento International Airport is only 20 minutes away from the convention center and many of our contracted hotels.
Registration and exhibits will be located at the Sacramento Convention Center (SCC). Refer to the onsite program for exact location of sessions and other events.

### Daily Schedule

#### Monday, January 27
- **1:00 pm – 5:00 pm**  
  Registration

#### Tuesday, January 28
- **7:30 am – 7:00 pm**  
  Press Room
- **8:00 am – 5:00 pm**  
  Speaker Ready Room
- **11:30 am – 1:30 pm**  
  Keynote Speaker Luncheon
  Jerry Baldwin - Former Owner of Peet's Coffee and Starbucks Co-founder
  Separate Registration Fee Required
- **5:00 pm – 7:00 pm**  
  Welcome Reception

### Breakout Sessions

#### Marketing/Public Relations
- **1:50 pm – 2:50 pm**  
  Mastering the Basics: Ten Things You Can Do Today to Boost Your PR and Marketing Success
- **3:00 pm – 4:00 pm**  
  Leveraging Your Strategic Alliances for Brand Recognition

#### Joint Grapegrowing & Winemaking
- **2:00 pm – 4:00 pm**  
  The Proprietary Wine: Rethinking the Constructs of Blended Wine (includes tasting)

#### Business/Operations
- **2:00 pm – 4:00 pm**  
  Using Data for Better Decision Making

#### Wednesday, January 29
- **7:30 am – 5:30 pm**  
  Registration
- **8:00 am – 5:00 pm**  
  Press Room
- **9:00 am – 6:00 pm**  
  Exhibits Open
- **4:00 pm – 6:00 pm**  
  Regional Wine Tasting

### General Session
- **8:30 am – 11:00 am**  
  State of the Industry

### Breakout Sessions

#### Grapegrowing
- **1:00 pm – 2:15 pm**  
  How to Achieve a 30-Year Vineyard and the Financial Rewards of Longevity
- **2:30 pm – 3:45 pm**  
  Beyond Brix – How to Attain Quality

#### Winemaking
- **1:00 pm – 2:15 pm**  
  The Winemaking Magic 8 Ball
- **2:30 pm – 3:45 pm**  
  Red Blotch for Winemakers: What We Know, What We Don’t Know and What It Means for Winemakers

#### Marketing/Public Relations
- **1:00 pm – 2:15 pm**  
  Demystifying Digital Marketing
- **2:30 pm – 3:45 pm**  
  Top 10 Digital Marketing Strategies and Tactics I Can Implement Today

#### Business/Operations
- **1:00 pm – 3:00 pm**  
  Bulk and Grape Markets from Other Countries

#### Thursday, January 30
- **8:00 am – 4:00 pm**  
  Registration
- **8:00 am – 4:00 pm**  
  Press Room
- **8:00 am – 4:00 pm**  
  Speaker Ready Room
- **9:00 am – 4:00 pm**  
  Exhibits Open
- **11:30 am – 1:00 pm**  
  Hosted Buffet Luncheon

### General Session
- **9:00 am – 11:30 am**  
  Meeting Market Challenges through Innovation from Grape to Glass

### Spanish Session
- **9:00 am – 10:30 am**  
  Wine in Spanish Speaking Countries (includes tasting)

### Winemaking Tours
- **1:15 pm – 3:15 pm**  
  Achieving Quality and Efficiency in Winemaking
- **1:30 pm – 3:30 pm**  
  Logrando Eficiencia y Calidad en la Elaboración del Vino

### Breakout Sessions

#### Marketing/Public Relations
- **2:00 pm – 4:00 pm**  
  Wine Packaging: Steps, Trends and Innovations to Increase Consumer Pull

#### Business/Operations
- **2:00 pm – 4:00 pm**  
  Technology and Innovation
Speakers are listed in alphabetical order.

**Tuesday, January 28**

### KEYNOTE SPEAKER LUNCHEON

11:30 am – 1:30 pm

**Welcome and Introduction**

_**John Aguirre, President, California Association of Wine grape Growers (CAWG)**_

**Keynote Presentation**

Former owner of Peet’s Coffee and Starbucks co-founder, Jerry Baldwin, will be the keynote speaker on Tuesday, the first day of the Unified Symposium. Jerry Baldwin learned the coffee trade from Alfred Peet, whose store, Peet’s Coffee & Tea, was the inspiration for Starbucks in 1971. In 1984 Peet’s was put up for sale, and Baldwin led the group who purchased the company. In 1987 he sold Starbucks and turned his full attention to Peet’s. Baldwin was chairman of Peet’s until 2001 when Peet’s became a publicly traded company, though he has continued as a member of the Board of Directors. Baldwin also owns and operates a vineyard and award winning J. Baldwin Wines in the Sonoma Valley of California. Over the years Baldwin has earned many kudos, one of which was being named Coffeeman of the Year for North America by Tea & Coffee Trade Journal. He is an honorary member of the Kilimanjaro Specialty Coffee Growers Association (Kilicafe), a founding director of Red Hook Ale Brewery and a founding contributor to the American Institute of Wine and Food.

Refer to our website for full bio.

### BREAKOUT SESSIONS

#### MARKETING/PUBLIC RELATIONS

1:50 pm – 2:50 pm

**Mastering the Basics: Ten Things You Can Do Today to Boost Your PR and Marketing Success**

New technologies, new tools, and the fast pace of change within PR and marketing today have us all struggling to keep up. This session will guide you through a check-up of your PR and marketing activities to be sure you’re firing on all cylinders. Experts in the media, public relations and social media sectors will show you how to master the basics of good story-telling, writing a press release, developing great e-newsletters, websites and social accounts and how to leverage these activities for the greatest impact. The takeaway will be a checklist for conducting your own PR/marketing audit and 10 tips you can take action on immediately to improve the effectiveness of your programs.

**Moderator:**

_**Nancy Light,** Wine Institute, California_

_Speakers:_

_Mimi Gatens, Trefethen Family Vineyards, California_

_Mia Malm, Malm Communications LLC, California_

_Chris Sawyer, Caneros Bistro & Wine Bar, California_

#### The Proprietary Wine: Rethinking the Constructs of Blended Wine (includes tasting)

More and more, the wine shouldering its way onto the retail shelf and into the consumer’s glass is missing a varietal label—and all the baggage that comes with it. This wine neither offers nor promises the consumer any particular variety, asking the consumer to choose without the implied guarantee the varietal label has offered since the 1970s. Yet, once again consumers are voting with their wallets and are open to trying new wines that are blended for flavor and balance. Why are these wines becoming so popular and how are vineyard owners and winemakers responding to this phenomenon? Are blended wines merely a fad or are they creating a new and lasting category of wines that promises to bring new consumers to the table? This interactive session of wine tasting and presentations from leading winemakers and vineyard managers helps us learn about this growing category of wines.

**Moderator:**

_**Brad Alderson,** Wine and Winery Advice, California_

_Speakers:_

_Sal Arriola, Bronco Wine Company, California_

_Jason Haas, Tablas Creek Winery, California_

_Steve McIntyre, Monterey Pacific Vineyards, California_

_Sean McKenzie, Clos du Bois Winery and Dreaming Trees Wines, California_

_David Phinney, Orin Swift Cellars, California_

3:00 pm – 4:00 pm

**Leveraging Your Strategic Alliances for Brand Recognition**

In such a crowded market, it is sometimes challenging to stand out; however, you have resources and opportunities available to you to reach the all-important consumer or your target market. From traditional marketing outlets to local or regional associations to alignment with charities or other organizations and beyond, there are ways to get your message out there and reach people. This session will explore different opportunities and avenues to get your brand recognized and help drive sales. Come join this panel in an interactive conversation about leveraging your strategic alliances for brand development.

**Moderator:**

_**Camron King,** Lodi Winegrape Commission, California_

_Speakers:_

_Kenneth Fischang, Sonoma County Tourism, California_

_Becky Gray, must! charities, California_

_Amy Hoopes, Wente Vineyards, California_

### JOINT GRAPEGROWING & WINEMAKING

2:00 pm – 4:00 pm

**The Proprietary Wine: Rethinking the Constructs of Blended Wine (includes tasting)**

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_David Phinney, Orin Swift Cellars, California_
BUSINESS/OPERATIONS

2:00 pm – 4:00 pm

Using Data for Better Decision Making
This session will explore how to use data to better understand and run your business. Presentations will include operating and financial benchmarking data and how these data can be applied to your business for improved decision making. Attendees will hear how benchmarking data are gathered and analyzed. A winery and a grower representative will provide examples on how they started measuring various forms of data, what tools they acquired or developed, and the lessons learned. They will also share best practices and identify the biggest problem areas for good data measurement and use. The session will end with key takeaways to consider in implementing better data tools for your business.

Moderator:
Mike Veseth, The Wine Economist Blog & The University of Puget Sound, Washington

Speakers:
Dan Aguilar, Silicon Valley Bank, California
Lori Beaudoin, Duckhorn Wine Company, California
Rick Boland, Moss Adams, California
Vince Marotto, Jackson Family Wines, California

Wednesday, January 29, 2014

GENERAL SESSION
8:30 am – 11:00 am

Welcome and Introductions
Jim Kennedy, President, American Society for Enology and Viticulture (ASEV)

State of the Industry
The State of the Industry session provides a comprehensive look at every aspect of the wine industry, from what’s being planted to what’s selling. This 2½ hour session features highly regarded speakers and delivers incredible value for attendees who need to understand the market dynamics of the past year and are seeking insight into the market trends that will define the year ahead.

Moderator:
Francesca Schuler, BevMo, California

Speakers:
Nat DiBuduo, Allied Grape Growers, California
Jon Fredriksen, Gomberg, Fredriksen & Associates, California
Mike Veseth, The Wine Economist Blog & The University of Puget Sound, Washington
Wednesday, January 29 — CONTINUED

WINE MAKING

1:00 pm – 2:15 pm

The Winemaking Magic 8 Ball

A winemaker’s major challenge and source of frustration is how to plan for and how to react to the shifting demands that emerge from sales and marketing forecasts. How do you establish proper communication to help elevate these issues, and what systems are in place to smooth out the planning process? In this session, you will hear from experts within each area discuss how they have bridged the communication gap and have learned how to work together with the winemaker to limit potential issues with changing demands and keep costs down.

Moderator:
Tom Collins, University of California, Davis

Speakers:
Daniel Daou, Daou Vineyards & Winery, California
Kerri Havens, Vintage Point, California
Doug Walker, Plata Wine Partners, California

2:30 pm – 3:45 pm

Red Blotch for Winemakers: What We Know, What We Don’t Know and What It Means for Winemakers

Red blotch disease, or red blotch-associated virus (RBaV), is a widespread vineyard reality that many winemakers are grappling with. In this session you will learn how to recognize signs of red blotch in the vineyard, manage grape contracts, and maximize wine quality when making red blotch-affected wines. The panel of vineyard and winery experts will give a research status update on the issue, and practical take-home information on how to deal with red blotch disease in your organization.

Moderator:
Alison Crowe, Garnet Vineyards, California

Speakers:
Lise Asimont, Francis Ford Coppola Presents, California
Chik Brenneman, University of California, Davis
Pete Opatz, Silverado Winegrowers, California
Charles Thomas, Huneeus Vintners, California

MARKETING/PUBLIC RELATIONS

1:00 pm – 2:15 pm

Demystifying Digital Marketing

What does “digital marketing” mean? How do I put all the pieces together to drive my business? And what results can I expect? How should I use technology in my winery’s sales and marketing efforts? What can the wine industry learn from other industries as it relates to digital? What are some “best-in-class” examples of digital marketing that I could apply to my business?

Moderator:
Stacy Bennett, Bennett Marketing Group, Washington

Speakers:
Shana Bull, Digital Marketing + Social Relations, California
Kristy Sammis, Clever Girls Collective, California
Belinda Weber, Duckhorn Vineyards, California

2:30 pm – 3:45 pm

Top 10 Digital Marketing Strategies and Tactics I Can Implement Today

What are the “top 10” actionable digital marketing items I can apply to my business today? And how do I pull it all together to make sure my direct/digital program is driving the results I need?

Moderator:
Craig Camp, Cornerstone Wine Cellars, California

Speakers:
Shannon Coulter, DoubleKnown Communications, California
Heather Lane, Trinchero Family Estates, California
Stephen Pirak, Lasseter Family Wines, California

BUSINESS/OPERATIONS

1:00 pm – 3:00 pm

Bulk and Grape Markets from Other Countries

Ever wonder what the grape and wine market situation is like in other countries? Ever wonder how our competitors view us as a major producer of wines for the world or even as a major market for their products? In the United States we have an abundance of good reliable domestic market information from analysts, brokers, industry associations and others, but what about information on our counterparts in other wine-producing regions of the world? This session brings together the industry experts from Australia/New Zealand, South America and Europe to provide their “State of the Industry” addresses. Learn more about their domestic supply and demand situations as well as their perspective of where they fit into the world scene, including their interest in the United States as a major market for their wines.

Moderator:
Steve Fredricks, Turrentine Brokerage, California

Speakers:
Stephen Strachan, Gaetjens Langley, Australia
Antonio Punti Ferrer, San Nicolas Wine Services, Chile
Stephen Ranneklev, Rabobank, New York
Thursday, January 30

**GENERAL SESSION**

9:00 am – 11:30 am

Welcome and Introductions
Nick Frey, Chair, UW&GS Program Development Committee

Meeting Market Challenges through Innovation from Grape to Glass
Wine is a product steeped in heritage and an experience brimming in tradition, but the market and its competitors are changing at an increasingly rapid pace. While consumers of craft beer, spirits, foods and dining are looking to new and innovative experiences, wine industry professionals must ask themselves, what are we doing to meet those changes? What might be the future for our industry in terms of innovation? This session looks at product, market and consumer innovations and demands and what they mean for the future. The discussion will explore what future innovations the wine industry, brands and all participants might want to consider. No matter the size of your operation or what facet of the wine industry you are involved in, innovation will impact you and this session will delve into the impacts and shifts in the paradigm.

Moderator:
Jean-Michel Valette, Institute of Masters of Wine, California

Speakers:
Adam Firestone, Firestone Walker Brewing Company, California
Tracy Geldert, Francis Ford Coppola Presents, California
Nick Goldschmidt, Goldschmidt Vineyard, California
Lance Winters, St. George Spirits, California

**SPANISH SESSIONS**

(Session presented in Spanish)
A certificate of attendance will be mailed after the conference

(Session presentada en español)
Un certificado de asistencia será enviado por correo después de la conferencia.

**GRAPEGROWING SPANISH BREAKOUT SESSION**

9:00 am – 10:30 am

Wine in Spanish Speaking countries (includes tasting)
This session includes an overview of the origins of wine in Spanish speaking countries, including historical data all the way to current trends, followed by 3 experts from each country to discuss current viticulture and enology practices. This session will also include a wine tasting from 3 different countries.

Vinos en países donde se habla español (incluye degustación)
Esta sesión consiste en una presentación general de los orígenes del vino en países donde se habla español, desde datos históricos hasta las tendencias actuales. Seguida por 3 expertos de cada país para presentar prácticas de viticultura y enología, incluyendo degustación de vinos de 3 países diferentes.

Moderator:
Leticia Chacón-Rodríguez, Treasury Wine Estates, California

Speakers:
Overview of Trends/Historical Data
Cristina de la Presa Owens, E&J Gallo, California

Wines from Spain
Laura Diaz Munoz, Galerie-Jackson Family Wines, California

Wines from Chile
Michael Sipiora, Quintessa, California

Wines from Argentina
Enrique Herrero, Inglenook, California

**GROWTH AND RIPENING OF THE GRAPE CLUSTERS**

10:45 am – 11:45 am

In connection with the Wednesday Session, Grapegrowing #2, this session in Spanish will inform about the different stages of the grape growth and the physiological and physical-chemical changes that occur during ripening. The effect that weather and common vineyard practices exert over this complex and dynamic process of fruit maturation will be discussed.

Crecimiento y Maduración de los racimos de uva
En conexión con la sesión de Producción de Uvas #2 (Grapegrowing Session #2) del día Miércoles, esta sesión informará sobre las etapas del crecimiento del fruto de la vid, su desarrollo fisiológico y los cambios físico-químicos que ocurren durante la maduración. Se discutirá el efecto que algunos componentes del clima y algunas de las prácticas de manejo comunes ejercen sobre este complejo y dinámico proceso de la maduración.

Moderator:
Francisco Araujo, Atlas Vineyard Management, Inc., California

Speakers:
Cecilia Aguero, University of California, Davis
Alfredo Koch, Allan Hancock College, California
Tannins in red fermentation

The extraction of tannins during red fermentation is critical for the final wine quality. During this session it will be presented the basic concepts of the complex chemistry of tannins and winemaking practices during fermentation to have a balanced extraction base on the final product targeted. This session will also include the presentation of the results of a recent research about the influence of pre and post-malolactic fermentation micro-oxygenation on tannin content and polymerization as well as the effects on sensory characteristics.

Moderator:
Leticia Chacón-Rodríguez, Treasury Wine Estates, California

Speakers:
Enrique Herrero, Inglenook, California
Anibal Catania, University of California, Davis

Tours available in English & Spanish
(Tours disponibles en Inglés y Español)

GRAPEGROWING

Tour in English
1:15 pm – 3:15 pm

Pest & Disease Management

Tour Leader:
Kevin Skene, Skene Viticulture, California

Whether you are searching to lower costs or reduce environmental risks, you can use integrated pest management (IPM) and a wide array of biological, cultural and chemical tools to build effective and sustainable pest management programs for the vineyard. This walking tour of the exhibits will feature a range of exhibitors offering a broad palette of tools and services to effectively and sustainably manage vineyard pests. A pest management expert will lead the tour group to five different exhibitors to see and hear first-hand how to improve your pest management programs, control costs and operate more sustainably.

Space is limited to 25 attendees per tour on a first-registered, first-enrolled basis. Enroll up to two representatives per company.

Tour en Español
1:30 pm – 3:30 pm

Manejo de Plagas y Enfermedades

Líder del Tour:
Francisco Araujo, Atlas Vineyard Management, Inc., California

Bien sea que estés buscando el bajar los costos o reducir los riesgos de impacto ambiental, puedes usar el Manejo Integrado de Plagas (IPM) y la amplia oferta de herramientas biológicas, químicas y culturales para diseñar programas sostenibles y efectivos de manejo de plagas y enfermedades en los viñedos. Este Tour de la sala de exhibiciones se enfocara sobre la amplia gama de herramientas y servicios que hacen efectivo y sostenible el manejo integral. Un experto en plagas y enfermedades de la vid guiara al grupo del Tour a ver cinco diferentes exhibidores para recibir directamente de estos información relevante para mejorar tu programa de manejo, reducir costos y trabajar en forma más sostenible.

El espacio es limitado a 25 personas por tour a los primeros en registrarse, los primeros en apuntarse. Pueden registrarse máximo dos personas por compañía.
Thursday, January 30 – CONTINUED

WINEMAKING

Tour in English
1:15 pm – 3:15 pm

Achieving Quality and Efficiency in Winemaking

Tour Leader:
Chik Brenneman, University of California, Davis

Winemakers value the labor efficiency delivered by efficient crush and processing equipment. Keeping up with current and new developments in mechanical technology is optimal. This tour will be guided through the trade show with focus on some of these available products such as filtration equipment, optical sorters, air knives, analytical devices and lab equipment.

Space is limited to 25 attendees per tour on a first-registered, first-enrolled basis. Enroll up to two representatives per company.

Tour en Español
1:30 pm – 3:30 pm

Logrando Eficiencia y Calidad en la Elaboración del Vino

Líder del Tour:
Adolfo Alarcón, Murphy Family Vineyards, California

Los enólogos valoran la eficiencia del trabajo como resultado de molienda y equipos de proceso eficientes. Lo óptimo es mantener la evolución tanto actual y como la nueva en tecnología mecánica. Este tour ofrece a los asistentes la oportunidad de ver una variedad de herramientas nuevas disponibles para las bodegas (vinícolas) para mejorar la productividad y la calidad del producto. Regístrense a este tour guiado a través de las exhibiciones del Unified, enfocado a algunos de estos productos disponibles como equipo de filtración, ordenadores ópticos, cuchillas de aire, instrumentos analíticos y equipo para el laboratorio.

El espacio es limitado a 25 personas por tour a los primeros en registrarse, los primeros en apuntarse. Pueden registrarse máximo dos personas por compañía.

BREAKOUT SESSIONS

MARKETING/PUBLIC RELATIONS

2:00 pm – 4:00 pm

Wine Packaging: Steps, Trends and Innovations to Increase Consumer Pull

What is good packaging, and why should you care? What steps do you need to take to ensure your wine package will increase consumer pull to help achieve your marketing and sales goals? What packaging trends and innovations open up new opportunities in retail, on-premise and other channels? In this seminar, you’ll learn how to take an initial package design concept through to execution, marketing strategy and assessment; the importance of leveraging your brand essence in packaging and other consumer touch points; and how to apply consumer and industry feedback to take advantage of packaging innovations that appeal to new markets.

Moderator:
Cynthia Lohr, J. Lohr Vineyards & Wines, California

Speakers:
Natasha Hayes, Crimson Wine Group, California
Jordan Kivelstadt, Free Flow Wines, California
David Schueman, CF Napa Brand Design, California
Melinda Wooten, K&W Strategems, California

BUSINESS/OPERATIONS

2:00 pm – 4:00 pm

Technology and Innovation

You cannot deny the importance of innovation. Google searches for the term innovation have grown almost 500% in the last five years, and according to The Wall Street Journal, more than 33,000 SEC filings mentioned innovation in just last year—64% more than five years ago. This obsession with innovation matters because it’s changing how businesses and people operate.

Growth today requires thinking outside of the box—being bold enough to question how things are done, and being courageous enough to do them and do them better. In this session, you’ll hear from a panel of vibrant leaders within the industry, sharing their seemingly insurmountable challenges, the stumbling blocks they hit, the bruises they endured and the victories they achieved. This session will get you thinking about your systems, your personnel and your philosophy—all with the goal of motivating you to move beyond the mentality of keeping up and to inspire you to move your business ahead.

Moderator:
Kevin Zollinger, Wente Family Estates, California

Speakers:
Bruce Berls, Bruceb Consulting, California
Patrick DeLong, Crimson Wine Group, California
John Denzel, FlowVision, California
Tony Stephen, Scheid Vineyards, California
### 2 Ways to Pre-Register

1. **ONLINE**
   - www.unifiedsymposium.org

2. **TELEPHONE**
   - (888) 559-9530 (within USA) or
   - (781) 821-6729 6:00 am to 5:00 pm (PST),
     Monday through Friday

### PRE-REGISTRATION DEADLINE

January 21, 2014

Fees will be up to $200 higher after this date, including on-site in Sacramento.

### Exhibitor Information

Visit www.unifiedsymposium.org to view the floor plan or search for exhibitors by company name or product.

### Parking

**EVENT PARKING**

Downtown Plaza West Garage — $5 per car/day
- (Tuesday, January 28 through Thursday, January 30)

The Downtown Plaza West Garage at 3rd and L streets is our designated event parking location and it’s only 10 blocks from the Sacramento Convention Center. **Free shuttle buses will run to and from this parking garage and the convention center on Wednesday and Thursday only.**

Visit our website for additional parking garages/lots.

### Registration Rates

#### 3-Day General Registration

(includes Tuesday Breakout Sessions and Welcome Reception, Wednesday and Thursday General and Breakout Sessions and exhibits, Thursday Spanish Sessions and Technical Exhibit Tours)

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 3-Day General Registration.

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<td>ASEV Industrial Affiliate</td>
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<td>ASEV Student Member</td>
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<td>Non-member</td>
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#### 1-Day General Registration

(includes your choice of Tuesday Breakout Sessions and Welcome Reception and Wednesday exhibits or Wednesday General and Breakout Sessions and Wednesday exhibits, or Thursday General and Breakout Sessions and Thursday exhibits and Technical Exhibit Tours)

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 3-Day General Registration.

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#### NEW! Keynote Speaker Luncheon (Tuesday)

(includes plated lunch and wine)

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<tr>
<th>Category</th>
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#### Exhibits Only (Wednesday and Thursday)

Note: Session registration is not required

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<th>Through Jan 21</th>
<th>After Jan 21</th>
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#### Spanish Sessions Only

(includes Wednesday & Thursday exhibits, Spanish sessions Thursday morning, and Technical Exhibit Tours Thursday afternoon)

Note: Session registration above is not required or included

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Scan the QR code on your smartphone for program and trade show details.
WELCOME RECEPTION—EXCLUSIVE

VIP SUITE

WEDNESDAY GENERAL SESSION

WEDNESDAY GENERAL SESSION COFFEE BREAK

WIFI HOTSPOT

REGIONAL WINE TASTING

TUESDAY KEYNOTE SPEAKER LUNCHEON TABLE

BRONZE

BENEFICTOR

WINES & VINES

Unified Wine & Grape Symposium, LLC
SOLE LLC MEMBERS ARE: