

# Lateral Vision Programme

Thursday June 29, 2006	
From 2:00PM	Arrivals and Registration at the Silverado Country Club
6:30 PM	Bus departures from Silverado Country Club to opening dinner
7:00 to 11:00 PM	Dinner at COPIA: The American Center for Wine, Food & the Arts WINES AND FOODS FROM ACROSS AMERICA
Friday June 30, 2006	
From 7:00 AM	Registration
7:00 to 8:00 AM	Continental breakfast
8:00 to 8:30 AM	Welcome and introductions
8:30 to 10:30 AM	Morning Session I - SENSE AND SENSE-ABILITY; THE KEY TO BROADENING THE WINE MARKET?  Speakers to include: <ul style="list-style-type: none"> <li>• Dr. Linda Bartoshuk, <i>Yale University School of Medicine</i></li> <li>• Dr. Michael O'Mahoney, <i>University of California, Davis</i></li> <li>• Dr. Lionel Tiger, <i>Rutgers University</i></li> <li>• Charles J. Wysocki, <i>Monell Chemical Senses Center</i></li> </ul>
10:30 to 11:00 AM	Break
11:00 to 11:45 AM	Morning Session II - HOW DO YOU RING THE CONSUMER'S BELL? Creating a global consumer success story <ul style="list-style-type: none"> <li>• Howard Schultz, <i>Starbucks Coffee</i></li> </ul>
11:45 to 1:30 PM	Lunch - Discovering the Wines of Austria Sponsored by Austrian Wine Marketing Board
1:30 to 2:00 PM	Afternoon Session I - MARKETING IN THE MINORITY Innovative ideas for creating new micro-marketing techniques <ul style="list-style-type: none"> <li>• Terry McBride, <i>Netzwerk Records and Management</i></li> </ul>
2:00 to 2:15 PM	Break
2:15 to 3:00 PM	Afternoon Session II, Part I - AGRICULTURAL HOT TOPICS: GLOBAL WARMING, WATER AND GENETICS  Speakers to include: <ul style="list-style-type: none"> <li>• Dr. Greg Jones, <i>Southern Oregon University</i></li> <li>• Dr. Jean Masson, <i>INRA - French National Institute for Agricultural Research</i></li> <li>• Prof. Dr. Hannes Schultz, <i>Geisenheim University</i></li> </ul>
3:00 to 4:00 PM	Afternoon Session II, Part II - HOW DO WE GET THE BEST FROM OUR CHANGING ENVIRONMENT?  Speakers to include: <ul style="list-style-type: none"> <li>• Paul Draper, <i>Ridge Vineyards</i></li> <li>• Jacques Lurton, <i>Jacques &amp; François Lurton</i></li> <li>• Kym Milne MW, <i>Global Wine Solutions</i></li> </ul>

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4:00 to 4:30 PM	Break
4:30 to 6:00 PM	Tasting - CONSUMERS CHOICE: WHAT ARE CONSUMERS REALLY DRINKING AND WHY? <i>Speakers to include:</i> <ul style="list-style-type: none"> <li>• Debra Meiburg, <i>South China Morning News</i></li> <li>• Liz Stich, <i>Reh Kendermann</i></li> <li>• Josh Wesson, <i>Best Cellars</i></li> </ul>
6:00 to 7:00 PM	Free Time
7:00 PM	Dinner at the Culinary Institute of America sponsored by the Napa Valley Vintners <i>A semi-formal dinner highlighting the world-renowned wines of the Napa Valley.</i>
Saturday July 1, 2006	“Where does wine get stopped? Regulations, restrictions, distribution: the challenges of marketing your brand in a sea of products.”
7:00 to 8:00 AM	Continental breakfast
8:00 to 9:00 AM	Morning Session I - LEGISLATION, REGULATION AND RESTRICTIONS: WHAT DOES THE FUTURE HOLD? <i>• Kenneth Starr, Coalition for Free Trade, Pepperdine University Law School</i>
9:00 to 10:00 AM	Morning Session II - DIAGNOSTICS FROM ABROAD - WHAT CAN NORTH AMERICA LEARN FROM OUR INDUSTRY PARTNERS AROUND THE WORLD? <i>Speakers to include:</i> <ul style="list-style-type: none"> <li>• Brian Croser, <i>Petaluma</i></li> <li>• Laura Jewell MW, <i>HwCg</i></li> </ul>
10:00 to 10:30 AM	Break
10:30 to 11:30 AM	Morning Session III - WINE DISTRIBUTION - A VIEW FROM THE STREET <i>Speakers to include:</i> <ul style="list-style-type: none"> <li>• Steve Smith MW, <i>Wine &amp; Viticulture Director, Craggy Range Winery, New Zealand</i></li> <li>• Jim Trezise, <i>President, New York Wine &amp; Grape Foundation</i></li> <li>• Robin Kelly O'Connor, <i>Trade Liaison, Bordeaux Wine Bureau</i></li> </ul>
11:30 to 1:30 PM	XYZ Lunch - Bordeaux, New York, New Zealand <i>Speakers to include:</i> <ul style="list-style-type: none"> <li>• James Halliday, <i>Author &amp; Journalist</i></li> <li>• Jim Laube, <i>Wine Spectator</i></li> <li>• Jancis Robinson MW, <i>Author &amp; Journalist</i></li> </ul>
1:30 to 3:00 PM	Tasting: WHAT IS WINE QUALITY? THE CRITICS' PERSPECTIVE. <i>Speakers to include:</i> <ul style="list-style-type: none"> <li>• James Halliday, <i>Author &amp; Journalist</i></li> <li>• Jim Laube, <i>Wine Spectator</i></li> <li>• Jancis Robinson MW, <i>Author &amp; Journalist</i></li> </ul>

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3:00 to 3:45 PM	Who are our future heroes? <ul style="list-style-type: none"> <li>• Augustin Huneeus, Sr., <i>Huneeus Vintners</i></li> </ul>
3:45 to 4:15 PM	Break
4:15 to 5:30 PM	Workshops <ul style="list-style-type: none"> <li>• “Artisan Success Manual” for small wineries and distributors - Bob Betz MW, <i>Betz Family Winery</i></li> <li>• Branding &amp; marketing a wine region - Bordeaux Information Bureau, NY Wine &amp; Grape Foundation, New Zealand Wine</li> <li>• Successfully navigating the export market - Eduardo Chadwick, <i>Viña Errazuriz</i></li> </ul>
6:00 PM	Free Evening
Sunday July 2, 2006	“What does the future hold?”
7:30 to 8:45 AM	Continental breakfast
8:45 to 10:00 AM	Workshops <ul style="list-style-type: none"> <li>• “Anatomy of a turnaround” - Christian Seely, <i>AXA Millesimes</i></li> <li>• Consumer Segmentation: A Case Study - Sheri Sauter Morano MW, <i>Strategic Insights, Inc.</i></li> <li>• Sweet spot tasting - Clark Smith, <i>WineSmith &amp; Vinovation</i></li> <li>• The Water Codex - Roger Bohmrich MW &amp; Sanpellegrino</li> </ul>
10:00 to 10:15 AM	Break
10:15 to 12:00 NOON	Strategic Roundtable Senior-level leaders reflect on the future of the industry Speakers to include: <ul style="list-style-type: none"> <li>• Christopher Carson, <i>Constellation Europe</i></li> <li>• Prof. Dr. Monika Christmann, <i>Geisenheim Research Institute &amp; OIV</i></li> <li>• Mel Dick, <i>Southern Wines and Spirits</i></li> <li>• Bill Harlan, <i>Harlan Estate</i></li> <li>• Jancis Robinson MW, <i>Author &amp; Journalist</i></li> </ul>
12:00 to 12:30 PM	Concluding Remarks <ul style="list-style-type: none"> <li>• Patrick McGrath MW, <i>Chairman, Institute of Masters of Wine</i></li> </ul>