UC Davis Wine Executive Program: From Grape to Table
The World’s Premier Wine Industry Executive Education Program
March 26-30, 2017

UC Davis Campus
Davis, California

www.wineexecutiveprogram.com

Presented by UC Davis Executive Education at the Graduate School of Management and the Department of Viticulture & Enology, the UC Davis Wine Executive Program is uniquely designed to teach the fundamentals of winemaking and management skills necessary to be profitable in today’s challenging and dynamic wine industry. Sessions are tailored to help industry leaders grow their businesses by expanding on such topics as building one’s financial acumen and expanding a company’s current marketing and branding strategies. In addition, participants will be exposed to the latest state-of-the-art technologies and processes for making and selling wine as demonstrated in the world’s first LEED platinum winery at the UC Davis Department of Viticulture and Enology.

Participants will develop relationships with other key wine industry leaders that will continue long after the program ends. More than 850 wine industry executives have attended this unique and informative program over the past twelve years. Join them by registering today!
Day 1
Optional Boot Camp Sessions
• FINANCIAL STATEMENTS & ANALYSIS presented by Professor Michelle Yetman
• GRAPE GROWING & WINEMAKING 101 presented by Professors Douglas Adams & Andrew Waterhouse
THE GLOBAL WINE MARKET presented by Professor Robert Smiley
FINANCIAL MANAGEMENT OF WINERIES & VINEYARDS presented by Professor Robert Yetman
VINEYARD & ROBERT MONDAVI INSTITUTE FOR WINE AND FOOD SCIENCES TOURS
WINE TASTING & DINNER

Day 2
WINE GROWING FROM THE GROUND UP presented by Professor Andrew Walker
MAKING THE BEST QUALITY WINES POSSIBLE IN A CHALLENGING ECONOMY presented by Professor Anita Oberholster
INNOVATION presented by Professor Andrew Hargadon
STRATEGIC COST MANAGEMENT: USING COSTS AS A COMPETITIVE TOOL presented by Professor Robert Yetman
WINE TASTING & DINNER

Day 3
WHAT’S YOUR STORY? CREATING A WINE BRAND THAT STANDS OUT presented by Amy Hoopes, CMO/EVP Global Sales, Wente Family Estates
MARKETING STRATEGY, DIRECT TO CONSUMER SALES & SOCIAL MEDIA MARKETING presented by Professor Ashwin Aravindakshan
UNDERSTANDING LEADERSHIP IN CONTEXT presented by Professor Kimberly Elsbach
NAVIGATING THE CONSOLIDATING DISTRIBUTION LANDSCAPE presented by Erle Martin, Wine Industry Expert
DINE AROUND TOWN

Day 4
VINEYARD OF THE FUTURE presented by Professor Kaan Kurtural
WINERY OF THE FUTURE presented by Professor David Block
LEGAL ASPECTS OF THE WINE INDUSTRY presented by Richard Mendelson, Dickenson, Peatman & Fogarty
PROGRAM SUMMARY presented by Professors David Block and Robert Smiley