UC Davis Wine Executive Program: From Grape to Table
The World’s Premier Wine Industry Executive Education Program
March 22-27, 2015

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 800 wine industry executives have attended this unique and informative program over the past twelve years. Join them by registering today!

Optional Boot Camp Sessions (Monday, March 23 from 8:00am – 12:00pm)

ACCOUNTING AND FINANCE FOR NON-FINANCIAL MANAGERS
Introduction to accounting fundamentals and terminology, including balance sheets, income statements, cash flow statements and accrual accounting vs. cash flow.

GRAPE GROWING & WINEMAKING 101
Learn the fundamentals of growing grapes and making wine. The topics that will be covered are types of grapes for wine, how to grow wine grapes, wine microorganisms and fermentation processes, and how to make table wine.

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Creating Your Marketing Plan, 2.0
Situational Leadership in the Wine Industry
Creating a Wine Brand that Stands Out

TABLE

Dr. Michelle Yetman
Associate Professor, UC Davis Graduate School of Management

Dr. Andrew Waterhouse
Professor, UC Davis Department of Viticulture and Enology
### The Program at a Glance

**THE WINE INDUSTRY: A GLOBAL PERSPECTIVE**  
Dr. Robert Smiley  
Professor Emeritus, Former Dean and Director of Wine Industry Programs  
Provides an overview of the latest trends in the US and International wine markets with an emphasis on recent developments regarding prices, yield, and varietal popularity.

**WINEMAKING FROM THE GROUND UP**  
Dr. David Block  
Ernest Gallo Endowed Chain, UC Davis Department of Viticulture and Enology  
This session provides an analysis of vineyard site evaluation and selection, including considerations such as soil, climate, water availability, slope and aspect. Emphasis will be on how these factors influence cost and other viticulture decisions.

**VINEYARD OPERATIONS OF THE FUTURE**  
Dr. Andrew Walker  
Professor, UC Davis Department of Viticulture and Enology  
A modern vineyard operation requires several critical components to be successful: an accurate assessment of risk(s); knowledge and control of costs; frequent and frank communication with wine grape buyers; and an astute understanding of its place in the market.

**WINERY OF THE FUTURE**  
Ms. Amy Hoopes  
Chief Marketing Officer and EVP of Global Sales, Wente Family Estates  
In the cellar, availability and cost of resources such as water and labor, worker safety, environmental regulation, and minimization and recycling of wastes are just a few of the issues with which the wine grape industry must contend. In addition, automation and data management are tools that have the potential to revolutionize and improve wine processing at all scales, but successful implementation is not necessarily straightforward. This seminar focuses on strategic approaches to these concerns and problems.

**CREATING A WINE BRAND THAT STANDS OUT**  
Mr. Jeremy Benson  
President of Benson Marketing Group  
This segment will help participants understand how to develop a powerful brand story and how to communicate it consistently at all touch points with choice customers.

**MAKING THE BEST QUALITY WINES POSSIBLE IN A CHALLENGING ECONOMY**  
Dr. Anita Oberholster  
Cooperative Extension Specialist in Enology, UC Davis Department of Viticulture and Enology  
From harvest to cellaring and bottling, there are things a Winemaker can do to help keep the bottom line darker than a Petite Sirah. Anita will share some practical solutions for managing quality and costs.

**CREATING YOUR MARKETING PLAN, VERSION 2.0**  
Dr. Andrew Hargadon  
Professor and Director of the UC Davis Center for Entrepreneurship, UC Davis Graduate School of Management  
This session reviews macro trends in marketing communications, and their implications for marketing. We will cover the key pillars of wine marketing — including branding, social media, public relations, and digital media.

**TAPPING THE NETWORK OF INNOVATION**  
Mr. Richard Mendelson  
Attorney, Dickinson, Peatman & Fogarty  
In this session, you’ll have the opportunity to think about the process of innovation, discussed in the form of a historic case study. Learn what makes some successful while others fail and about the risks associated with innovation.

**LEGAL ISSUES IN THE WINE INDUSTRY**  
Mr. Robert Yetman  
Professor, UC Davis Graduate School of Management  
Participants gain a deeper understanding of legal issues facing the domestic wine and vineyard industries today. A historical and philosophical context will be presented regarding US regulations on wine and spirits, and how the 21st Amendment and the US Supreme Court’s recent decision in Granholm v. Heald impacted that regulatory environment.

**FINANCIAL MANAGEMENT OF WINERIES & VINEYARDS and STRATEGIC COST MANAGEMENT IN THE WINE INDUSTRY**  
Dr. Robert Yetman  
Professor, UC Davis Graduate School of Management  
Learn about the financial principles involved in evaluating future investment projects. Concepts covered will include: risk and return relationships, cost of capital (hurdle rates and internal rates of return), net present value, the costs and benefits of debt financing, and acquisitions.

**VINEYARDS and STRATEGIC COST MANAGEMENT IN THE WINE INDUSTRY**  
Dr. Robert Yetman  
Professor, UC Davis Graduate School of Management  
Participants gain a deeper understanding of legal issues facing the domestic wine and vineyard industries today. A historical and philosophical context will be presented regarding US regulations on wine and spirits, and how the 21st Amendment and the US Supreme Court’s recent decision in Granholm v. Heald impacted that regulatory environment.

**VINEYARD & ROBERT MONDAVI INSTITUTE FOR WINE AND FOOD SCIENCE TOURS**  
UC Davis RMI Complex  
During the tour of the world’s first LEED platinum winery, you will be exposed to the latest state-of-the-art technologies and processes for making and selling wine. Additionally, you’ll have the opportunity to discuss what’s new in grape growing during a talk and tour of our research vineyard.