



Northwest Wine Industry Symposium

**Third Northwest
Wine Industry Symposium**

REBOUNDED FROM THE RECESSION:
PROFITABLE GROWTH IN AN
EXPANDING ECONOMY

Thursday • March 24, 2005

**Marsh Hall
Pacific University
Forest Grove, Oregon**

SPONSORED BY THE FOREST GROVE ECONOMIC DEVELOPMENT PARTNERSHIP
AND PACIFIC UNIVERSITY

Northwest Wine Industry Symposium

**REBOUNDED FROM THE RECESSION:
PROFITABLE GROWTH IN AN EXPANDING ECONOMY**



*Join us for a discussion
of market opportunities, strategies,
and the latest in industry research.*

The Day's Highlights

2004 WINE INDUSTRY SURVEY RESULTS: RESURGENCE FROM A TOUGH MARKET

ROBERT SMILEY, PH.D., Professor of Management, Dean Emeritus, and Director of Wine Industry Programs, U.C. Davis will discuss the University's 2004 Wine Industry Survey and its implications for industry growth in our expanding economy.

NATIONAL INDUSTRY RESEARCH TO GUIDE MARKET STRATEGIES

JOHN GILLESPIE, President of the Wine Market Council will share the Council's thinking and research in the context of promoting Northwest wines.

LEVERAGING YOUR REGIONAL WINE IDENTITY

STEVE BURNS, Immediate Past Executive Director of the Washington Wine Commission, will discuss using this key asset as a framework for your market strategy.

CUSTOMER PARTNERSHIPS:

THE DECISION PROCESS FOR BUYING, PROMOTING, AND NEW PRODUCT SELECTION

The panel includes CHRIS SARLES, Regional Vice President, Youngs Columbia Distributing; WALT SUMNER, Past Wine and Beer Director, Larry's Markets in Seattle and QFC; and RICK KELLY, District Manager, Pacific Coast Restaurants.

TASTING ROOM BEST PRACTICES:

BUILD PROFITABILITY AND AN EVANGELICAL CUSTOMER BASE

Experts from Chateau St. Michelle, Ponzi Vineyards, The Tasting Room/Seattle, and Cave B Winery/Quincy, Wash. will share the latest in tasting room innovations and best practices.

Keynote Speaker

STEVE BURNS was the Washington Wine Commission's second Executive Director, presiding during the growth of the Washington industry to the second largest wine producing state in the country.

Research Experts

DR. ROBERT SMILEY, along with his work at U.C. Davis is a visiting professor worldwide and consults with a wide variety of public agencies and private sector businesses.

JOHN GILLESPIE directs the Wine Market Council's consumer research programs and all Council programs aimed at encouraging moderate wine consumption among a broad demographic of U.S. adults.

Business Experts

CHRIS SARLES manages the chain retail sales for the Northwest's largest beverage distributor and is past President of the Oregon Beer and Wine Wholesaler Association.

RICK KELLY directs and coordinates bar, wine, and beer menus, including recipe development, for the 26 Pacific Coast Restaurants.

WALT SUMNER is President of B&W Marketing, a wine and beer retail consulting firm, and is past Wine and Beer Director for several major retailers, including Larry's Markets and QFC.

The Tasting Room panel will feature the expertise and experience of: SHARYL ADMIRE, Guest Services Training Manager for Ste. Michelle Wine Estates; MARIA PONZI, Owner, Sales and Marketing Director of Ponzi Vineyards; JEN DOAK, General Manager of The Tasting Room in Seattle; and SHERRY WYATT, Director of Marketing, Cave B Winery, Quincy, Wash.

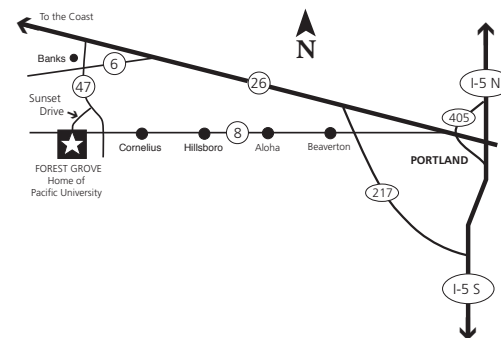
SCHEDULE

8 a.m. Registration and Continental Breakfast, Marsh Hall lobby

9 a.m.-5 p.m. Program, including lunch

ACCOMMODATIONS

A list of local accommodations will be sent with your confirmation letter or call 503.357.3006 to have the list faxed to you.



DIRECTIONS

From Highway 26, exit left onto Highway 6, which will lead you to Highway 47 south. Go about six miles. As you enter Forest Grove, turn right onto Sunset Drive. Follow the curve to the right (University Ave.) and the next left is College Way. Marsh Hall is in the center of campus.

MORE INFORMATION AND QUESTIONS: Call Ann at 503.226.7825

REGISTRATION INFORMATION: Call 503.357.3006

E-MAIL: annecod@teleport.com

VISIT: www.pacificu.edu/nwwine

Northwest Wine Industry Symposium Registration

THURSDAY, MARCH 24, 2005 • \$125

SEATING IS LIMITED. PLEASE REGISTER EARLY.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

E-mail _____ Website _____

PAYMENT • \$125 includes continental breakfast and lunch.

Check (payable to Pacific University) VISA® MasterCard® Discover®

Card number _____

Exp _____ Signature _____

FAX CREDIT CARD REGISTRATION TO: 503.357.2367

MAIL CHECK & REGISTRATION FORM TO: Forest Grove Chamber of Commerce
2417 Pacific Ave.
Forest Grove, OR 97116