

Direct to Consumer Symposium 2010: Early Registration Pricing Ends Friday, December 4

Third Annual Summit Features Marketing and Sales Experts From Within and Outside Wine Industry Discussing the Latest Direct Marketing Trends and Tools

November 19, 2009, Napa, CA – Don't wait any longer to register for the wine industry's premier summit on wine direct marketing and sales. The Direct to Consumer Symposium will end its special early registration pricing of \$275 per person on Friday, December 4. After that date, prices will rise to \$325 per person. This annual event will take place January 19, 2010 at Hyatt Vineyard Creek Hotel & Spa in Santa Rosa, California. Register online at www.coalitionforfreetrade.org/symposium.

"Today's market requires wineries to implement new strategies to reach consumers and sell more wine," said Brian Baker, this year's symposium chairman and Chateau Montelena Winery Vice President of Sales and Marketing. "Our impressive lineup of speakers from inside and outside the wine industry will provide practical solutions and tactics to help wineries increase their direct to consumer business."

January's event will feature keynote addresses from Michael Becker, Vice President of Mobile Strategy at iLoop Mobile, Inc. and an expert in mobile marketing, and Nadira A. Hira, an award-winning Fortune Magazine journalist and expert on the millennial generation. Workshop session topics and confirmed speakers include:

- **Acquisition: Targeting New Customers** – Christopher Huber, Cakebread Cellars Direct Sales Manager, will lead panelists Clay Gregory, Napa Destination Council President & CEO, and Rick Bakas, St. Supéry Vineyards and Winery Director of Social Media, in a discussion on how wineries can leverage tourism, social media, and mobile media marketing to attract new customers and retain them.
- **Boosting Brand Advocacy: How to Integrate Social Media into Your Marketing Program** – Learn how to integrate Twitter, Facebook, and other social networking sites into your marketing campaigns to build awareness and increase direct to consumer sales. Jeremy Benson, Benson Marketing Group President, will moderate this panel, including Cheryl Murphy Durzy, Clos LaChance Winery Proprietor and VP Sales & Marketing; Clark Z. Terry, Kermit Lynch Wine Merchant Marketing, Social Media, & Online Development; and Doug Wilder, Martinelli Winery Director of Commerce and Social Media.
- **Hot Trends In Direct to Consumer Marketing** – Stay ahead of the Web 2.0 curve in 2010 by learning which hot trends and emerging tools will help improve your marketing and sales initiatives. Heidi Paul, WineCountry.com Co-Founder and CEO, will lead this session.
- **Wine Club 101** - Wine club experts will provide insight on tools and technology, key metrics for measuring success, and proven tactics for turning your wine club into a profit center. Joel Clark, Rodney Strong Wine Estates Hospitality Director, will moderate with panelists Matt Wood, Ambrosia VP of Marketplace and Direct to Trade; Laina Brown, Black Stallion Winery President; Danielle Westfall, Westfall Marketing Principal and Managing Director; and Steve Bowden, Old Vine Marketing CEO.
- **Retention: Keeping you Customers** – Discover the latest CRM, e-commerce, and email marketing tools designed to retain customers from experts Jason Eckenroth, ShipCompliant CEO, and Paul Thienes, Missing Link Networks, Inc. Founder & CEO.
- **Marketing Promotions and Compliance** – Dennis Cakebread, Cakebread Cellars Senior VP of Sales & Marketing, will moderate an update on the ABC guidelines for winery marketing and sales promotions from experts Michael Mann of Dickenson, Peatman & Fogerty, and Tiffanie De Liberty, Farella, Braun & Martel Special Counsel.

The Direct to Consumer Symposium is presented by and a fundraiser for Coalition for Free Trade and Free The Grapes!, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 37 in the last decade. To receive email updates on sessions, speakers and registration, sign up to the winery email list at <http://www.freethegrapes.org/signup.html>.

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