

# BC WINE INDUSTRY INSIGHT CONFERENCE PROGRAM

## Tuesday March 10, 2020 - Penticton Lakeside Resort

- 8:30 AM** Registration & Coffee/Tea Service
- 9:00 AM** **Welcome & Association Updates - Salon BCD**  
BC Wine Institute - Miles Prodan  
BC Wine Authority - Chris Weafer  
BC Grapegrowers' Association - Troy Osborne  
BC Wine Grape Council - Mary McDermott
- 9:45 AM** **The Science and Art of Pricing Wine - Salon BCD**  
David Fang, Practice Leader, Growth Transformation, Grant Thornton  
Scott Beaton, Practice Leader, Western Canada, Grant Thornton
- 10:30 AM** Refreshment Break
- 10:45 AM** **The Value of Sustainable Wine Certification - Salon BCD**  
Lisa Francioni, Program Director, California Sustainable Winegrowing Alliance
- Sustainable Winegrowing BC Certification Program update**  
Katie Pease, Program Manager, Sustainable Winegrowing BC
- 12:00 PM** **2019 Retail Sales Trends- Salon BCD**  
Mike Procopio, Executive Director, Retail Operations, BC Liquor Distribution Branch
- 12:30 PM** **Lunch- Salon BCD**  
Honourable Lana Popham, MLA, Minister of Agriculture
- 1:45 PM** **Breakout Session One**
- Grafting vs. Replanting: Benefits & Considerations - Salon A**  
Larry Bettiga, Viticulture Farm Advisor, University of California
  - Optimizing your Business on Google - Salon BCD**  
Katt Stearns, Destination British Columbia
- 2:45 PM** Refreshment Break
- 3:00 PM** **Breakout Session Two**
- Effective Responses to Social, Economic and Environmental Global Change: "Do you maintain, modify or transform?" - Salon A**  
Nick Cradock-Henry, Senior Scientist, Landscape Governance & Policy at Manaaki Whenua - Landcare Research, New Zealand
  - Managing Consumer Differences by Generation: "A wine for everyone is a wine for no-one." - Zinfandel Salon**  
Svan Lembke, Professor, Okanagan School of Business, Okanagan College & Lee Cartier, Professor Emeritus, Okanagan School of Business, Okanagan College
  - Direct-to-Consumer Wine Sales Techniques - Salon BCD**  
Ashli Komaryk, CEO, Trainer, Facilitator, Komaryk Communications
- 4:15 PM** **Wine BC 2030 Brand BC Update - Salon BCD**
- 4:45 PM** **Final Remarks - Salon BCD**
- 5:00 PM to 6:00 PM** **Wine Reception**

