



- 8:30 AM**      **Welcome and Association Updates**  
 8:30 AM: Opening Introduction  
 8:40 AM: Wine Growers British Columbia - Miles Prodan, President and CEO  
 8:50 AM: BC Wine Authority - Chris Weafer, Board Chair  
 9:00 AM: BC Grapegrowers' Association - John Bayley, President  
 9:10 AM: BC Wine Grape Council - Ross Wise, Vice-Chair  
 9:20 AM: Sustainable Winegrowing BC - Katie Pease, Program Manager
- 9:30 AM**      **Wine Origin and British Columbia's Position in the Canadian Market**  
 Lulie Halstead, CEO, Wine Intelligence
- 10:30 AM**      **Break**
- 10:45 AM**      **Break-out Session One**  
 a) **Key Insights from the Canada Wine Market Landscapes 2021 Report**  
 Luis Osorio, Senior Manager, Wine Intelligence  
 b) **Growing Quality Wine Grapes: Developing Relationships with New Growers**  
**Facilitator:** John Bayley, Blasted Church Winery **Panelists:** John Bremmer, Dry Creek Vineyard; Karen Gillis, Andrew Peller Limited; and Amy Richards, Phantom Creek Estates
- 11:45 AM**      **Wine Growers Canada Update**  
 Dan Paszkowski, President and CEO, Wine Growers Canada
- 12:10 PM**      **Lunch**
- 12:40 PM**      **Minister of Agriculture, Food and Fisheries Address**  
 Honourable Lana Popham
- 1:00 PM**      **Keynote Speaker**  
 Lane Merrifield, "Dragon" on CBC's *Dragons' Den* | Tech Entrepreneur
- 2:00 PM**      **Destination British Columbia Update**  
 Maya Lange, Vice President, Global Marketing, Destination British Columbia
- 2:45 PM**      **2020 Retail Sales Trends**  
 Mike Procopio, Executive Director, Retail Operations, BC Liquor Distribution Branch
- 3:15 PM**      **Break**
- 3:30 PM**      **Break-out Session Two**  
 a) **How to Craft your Post-Pandemic Messaging**  
 Jackie Asante, Senior Vice President, FleishmanHillard Highroad  
 b) **6 Things you Need to Lead Through Change**  
 Renée Safrata, CEO and Founder, Vivo Team Development  
 c) **Business Risk Management, Production Insurance and AgriStability**  
 Michael Mauz, Claims Compliance Analyst, Ministry of Agriculture  
 Cameron Stewart, Tree Fruit and Grape Crop Risk Specialist, Ministry of Agriculture  
 Dalraj Boparai, Verification Specialist, AgriStability  
 Jody Ray, Manager of Operations, AgriStability
- 4:30 PM**      **Final Remarks**

