



CAWG SUMMER CONFERENCE

July 16-18, 2018

Silverado Resort, Napa

Tuesday, July 17

8:00 am – 8:30 am	Registration & Continental Breakfast Available
8:30 am – 11:30 am	<p>CAWG Speaker Program</p> <p>Welcome Remarks & Introductions</p> <p>8:30 AM – 9:45 AM: <i>Competing on a Global Stage</i> The United States is the world’s largest and most attractive wine market and every major wine producing nation in the world wants a piece of the U.S. market. Over the last decade, foreign winegrowers have succeeded in capturing an increasingly larger share of the U.S. market; oftentimes aided by subsidized marketing dollars. Amidst this competitive landscape, California growers have endured higher costs and stagnant grape prices. This session will explore future prospects for California growers and how growers compete and remain profitable in this very difficult market climate.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Moderator: Aaron Lange, LangeTwins - Confirmed • Mike Veseth, The Wine Economist – Confirmed • Matt Parker, President, Silverado Investment Management Company – Confirmed <p>9:45 AM – 10:30 AM: <i>Technology Trends in the Vineyard</i> The advance of technology is revolutionizing all aspects of our personal and professional lives, and certainly this holds true in California’s vineyards. Advances in sensor technology, new computer algorithms, and the evolution of robotics and drones means growers face an ever-expanding array of technologies and products intended to help growers use real-time data to make more effective decisions in the vineyard. This session focuses on key technology trends in the vineyard that promise dramatic improvements in the production of winegrapes and the challenges growers face in dealing with information overload. Our presenters will review the most important trends and technology so that you can stay ahead of the competition.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Lise Asimont, CEO VinSense - Confirmed <p>10:30 AM – 10:45 AM: <i>Coffee Break</i></p> <p>10:45 AM – 11:30 AM: <i>Driving Deeper into the Future of Winegrape Trucking</i> Imagine a world where a driverless truck arrives at your vineyard in the middle of the night to pick up your just-harvested grapes to deliver to the winery. The driverless truck enables your grapes to be picked up based on your schedule rather than at a later time dictated by driver availability or driver time regulations. The fact is this isn’t some farfetched idea but a reality that will occur in just a few years. As vineyard operations have moved towards technology to mitigate cost and minimize risk in the vineyard, the trucking industry has followed suit by developing driverless semi-trucks. This panel will drive deep into the emerging technology solutions for trucking and logistics needed to address a shrinking labor pool, higher employee costs and a continued onslaught of new regulations.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Yvonne Sams, G3 Trucking – Confirmed

	<ul style="list-style-type: none"> • Jacqueline Lascano, Verizon - Invited • Stefan Seltz-Axmacher, Starsky Robotics – Invited • Bob Hughes, Tiger Lines - Invited
11:30 am – 2:00 pm	<p>Networking Reception & Luncheon Program</p> <p>11:30 AM – 1:00 PM: <i>Wine Industry Networking Reception, Lunch and Annual Meeting</i></p> <p>1:15 PM – 2:00 PM: <i>Keynote Speaker</i> Pat Roney, President and Founding Partner of Vintage Wine Estates</p>
2:00 pm – 3:30pm	<p>2:00 pm – 3:30 pm: <i>Before the Harvest: State of the Industry</i> With the start of harvest looming, what is the state of industry? Our panel of experts have a sharp-eyed view of industry trends and market developments. This session will provide the latest insights into market conditions and the many challenges and opportunities confronting growers and wineries before the start of harvest. This is a can't miss session.</p> <p>Speakers</p> <ul style="list-style-type: none"> • Moderator, Jeff Bitter, Allied Grape Growers – Confirmed • Rob McMillan, Silicon Valley Bank - Confirmed • Jon Moramarco, bw166 – Confirmed • Steve Fredricks, Turrentine Brokerage – Confirmed
6:00 pm – 7:00 pm	Awards of Excellence Reception
7:00 pm – 9:00 pm	Awards of Excellence Dinner & Program

Wednesday, July 18

7:30 am – 8:30 am	Golf Tournament Registration
8:30 am – 2:30 pm	6th Annual CAWG PAC Golf Tournament
2:30 pm	CAWG PAC Golf Awards