



2024 CIA WINE & BEVERAGE SUMMIT

Business Savvy for the Wine Professional

May 5 - 7, 2024 | [The Culinary Institute of America at Copia](#)

SUMMIT PROGRAM SCHEDULE

Unless otherwise indicated, all summit sessions will take place in the Napa Valley Vintners Theater (1st floor).

Sunday, May 5

- 2 PM **Registration and Refreshments**
Atrium (1st floor)
- 2:30 PM **Welcome and Opening Remarks**
- 2:45 PM **General Session I**
Panel Discussion
The State of Wine Education
The landscape of wine education is evolving. This session delves into the current state of wine education, examining emerging trends, challenges, and innovations that shape the way professionals and enthusiasts engage with the world of wine.
Introduction: **Gillian Ballance, MS** (Education Manager, Treasury Wine Estates)
Moderator: **Evan Goldstein, MS** (Master Sommelier; President, Full Circle Wine Solutions; Master the World; SF Giants)
Panelists: **Christie Dufault ACWP, CHE** (Professor - Wine & Beverage Studies, The Culinary Institute of America)
Emily Wines, MS (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)
Desiree Harrison-Brown (Founder, Wino Noire; Educator, Napa Valley Wine Academy)
Alicia Towns Franken (Executive Director, Wine Unify)
- 4 PM **Time to Transition to Innovation Workshop**
- 4:15 PM **General Session II**
Attendee Innovation Workshop | Atrium (1st floor) and Various Campus Locations
All Hands Think Tank: Innovating Wine Education
Engage in a collaborative think tank activity where fellow peers and professionals come together for brainstorming sessions and discussions that aim to rethink wine education. Together, we'll

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explore inventive approaches, share experiences, and chart a course toward a future where wine education evolves to meet the demands of a dynamic and ever-changing industry.

Facilitators: **Timothy Buzinski '97** (Assistant Professor - Wine Studies, The Culinary Institute of America)

Christie Dufault CHE, M.A. Ed (Professor - Wine & Beverage Studies, CIA)

Emily Wines, MS (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)

Desiree Harris-Brown (Award Winning Wine Educator & Influencer; Founder, Wino Noire)

Alicia Towns Franken (Executive Director, Wine Unify)

Evan Goldstein, MS (Master Sommelier; President, Full Circle Wine Solutions; Master the World; SF Giants)

Elaine Chukan Brown (Global Wine Educator, Hawk Wakawaka Wine Reviews)

Erik Segelbaum, AS (Founder and Chief Vinnovation Officer, SOMLYAY)

Andrea Robinson (Master Sommelier, Author, Consultant)

5:30 PM **Summit Meet + Mingle Opening Reception**

Jackson Family Wines Amphitheater (1st floor)

Meet your fellow CIA Wine & Beverage Summit attendees during our welcome reception. Enjoy wines from our sponsors while you meet others on their professional level up journey.

Book signing will feature:

- **Evan Goldstein** | Author, *Perfect Pairings: A Master Sommelier's Practical Advice for Partnering Wine with Food*

Monday, May 6

8:30 AM **Breakfast**

Atrium (1st floor)

9 AM **Morning Remarks**

9:15 AM **General Session III**

Business Session

Dollars and Sense: Financial Fluency for the Wine and Restaurant Business

The numbers game is often one that beverage professionals learn on the job. Whether you're building a beverage program, managing a brand, or nurturing your own business, this session aims to elevate your business acumen that will empower you to make strategic financial decisions and drive sustainable profitable growth.

Presenters: **Erik Segelbaum, AS** (Founder & Chief Vinnovation Officer, SOMLYAY)

Andrea Robinson (Master Sommelier, Author, Consultant)

Sponsored by Duckhorn Vineyards

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- 10:45 AM **Networking and Refreshment Break**
Atrium (1st floor)
- 11:15 AM **General Session IV**
Tasting Session
Techniques on Tasting
Some things just can't be standardized, especially in an arena as subjective as wine evaluation. Grids and deductive methods aside, we each have our own personal way of tasting, evaluating and discussing wine. This group of wine experts curated by The SOMM Journal will explore and discuss their techniques and just maybe reveal a secret or two.
Moderator: **Lars Leicht** (VP of Education, *The Somm Journal*)
Presenters: **Gabriele Gorelli, MW** (Worldwide Faculty Ambassador, Banfi Foundation)
 Jacob Gragg (Cà del Bosco & Portfolio Fine Wine Specialist, Santa Margherita USA)
 Bernard Sun (Luxury Accounts Manager, Kobrand)

Sponsored by SOMM Journal & Steelite
- 12:30 PM **Walk-Around Food & Beverage Tastings and Networking Lunch**
Atrium (1st floor)

Sponsored by Steelite
- 1:30 PM **General Session V**
People Session | Panel Discussion
Building Skills for Managing Teams
When stepping into a leadership role, the ability to lead, inspire, and manage teams is often the differentiating factor for career growth/success. In this session, we're exploring team dynamics, effective communication, conflict resolution, and leadership cultivation.
Moderator: **Elaine Chukan Brown** (Global Wine Educator, Hawk Wakawaka Wine Reviews)
Panelists: **Lauren Feldman** (Managing Member, Valley Bar & Bottle; Valley Swim Club)
 Sheri Pennachio (Senior Vice President of Human Resources, Jackson Family Wines)
- 2:45 PM **Networking and Refreshment Break**
Atrium (1st floor)
- 3 PM **General Session VI**
Interactive Session | Atrium (1st floor)
Big Blind Tasting
Test your tasting techniques with the experts! A tradition at the CIA Wine & Beverage Summit, you'll taste wines from around the world without knowing what they are.

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Wines will be revealed by our tasting titans at the end of the session.

Presenters: **TJ Douglas** (CEO and Founder, Drink Progressively Group)
Desiree Harrison-Brown (Founder, Wino Noire; Educator, Napa Valley Wine Academy)
Christie Dufault, CHE, M.A. Ed (Professor – Wine and Beverage Studies, CIA)
Emily Wines, MS (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)
Lars Leicht (VP of Education, *The SOMM Journal*)
Jacob Gragg (Cà del Bosco & Portfolio Fine Wine Specialist, Santa Margherita USA)
Erik Segelbaum, AS (Founder & Chief Vinnovation Officer, SOMLYAY)
Andrea Robinson (Master Sommelier, Author, Consultant)
Kelli White (Director of Education, The Wine Center at Meadowood)
Sarah Bray, DipWSET (Associate Director of Education at the Wine Center, Meadowood)
Christina Stanley, CMS Advanced (Wine Director, Slanted Door Napa)

4:30 PM

Reception: Women in Leadership

Grove and Copia Gardens (1st floor)

Join us for our reception, "Women in Leadership," highlighting the pivotal role women play in driving our industry forward. Featuring influential leaders, entrepreneurs, and trailblazers, this reception celebrates the transformative power of female leadership as a catalyst for innovation, fostering inclusion, and shaping the direction of the industry. Raise a glass and join the conversation!

Featured Leaders:

- **Priyanka French** (Winemaker and Vineyard Manager, Signorello Estate)
- **Pauline Lhote** (Director of Winemaking, Domaine Chandon)
- **Kristin Olszewski** (CEO, Nomadica Wines)
- **Molly Sheppard** (Environmental Manager & Assistant Winemaker, Spottswoode Estate Vineyard and Winery)
- **Justin Trabue** (Owner and Head Wine Witch, Ward Four Wines)

Guests of Honor:

- **Leilani Baugh** (Founder, Vin En Noir)
- **Brenae Royal** (North Coast Operations Manager, E. & J. Gallo Winery)
- **Christina Stanley, CMS Advanced** (Wine Director, Slanted Door Napa)

Book signing will feature:

- **Andrea Robinson** | Author, *Great Wine Made Simple: Straight Talk from a Master Sommelier*

5:30 PM

Summit Concludes for the Day

Tuesday, May 7

- 8:30 AM **Breakfast**
Atrium (1st floor)
- 9 AM **Morning Remarks**
- 9:15 AM **General Session VII**
People Session | Panel Discussion
Negotiating for Yourself & Your Business
Whether you're shaping a deal for your own venture, seeking a new role, or representing a company, you'll need to develop self-advocacy and effective negotiation strategies. From securing favorable deals to advancing personal interests, join us for an empowering session that promises to sharpen your ability to know your worth/value and to negotiate with confidence and finesse.
Moderator: **Erica Duecy** (Founder, Business of Drinks)
Panelists: **Shanika Hillocks** (Principal, Brand Strategy & Marketing Consultant, Shanika Hillocks, Inc.)
 TJ Douglas (CEO & Founder, Drink Progressively Group)
 Meghan Zoebeck (Winemaker, Burgess Cellars)
- 10:45 AM **Networking and Refreshment Break**
Atrium (1st floor)
- 11 AM **General Session VIII**
Business Session | Panel Discussion
Hidden Gems: Innovative Career Tracks for the Curious Professional
This session shines a spotlight on innovators and career tracks that are often overshadowed but are brimming with enriching opportunities. We'll explore "unconventional" roles that may not grab the limelight but offer unique pathways for career growth and personal satisfaction in this dynamic industry.
Moderator: **Erin Kirschenmann, DipWSET** (Managing Editor, *Wine Business Monthly*)
Panelists: **Timothy Buzinski '97** (Assistant Professor - Wine Studies, CIA)
 Christopher Renfro (Founder, 280 Project)
 Remi Cohen (CEO, Domaine Carneros)
- 12:30 PM **Bento Box Lunch and Walk-Around Wine Tasting**
Atrium and Jackson Family Wines Amphitheater (1st floor)

Sponsored by Carneros Wine Alliance
- 1:30 PM **General Session IX**
Tasting Session
Pouring Possibilities: The Expanding Landscape of Beverage
Just when you've learned the latest trend, another one is quick on its heels. This session delves into the expanding horizons of the beverage world by exploring the trends, innovations, and nuanced flavors shaping the beverage industry today.

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Moderator: **Andrea Robinson** (Master Sommelier, Author, Consultant)
Presenters: **Desiree Harrison-Brown** (Founder, Wino Noire; Educator, Napa Valley Wine Academy)
Erica Duecy (Founder, Business of Drinks)
Kristin Olszewski (Founder + CEO, Nomadica Wines)
Additional panelists to be announced.

2:45 PM **Networking and Refreshment Break**
Atrium (1st floor)

3 PM **General Session X**
Interactive Session | NVVT & Atrium (1st floor)
Confidence Coaching + Community Connection (Speed Networking)
Our final session of the summit combines confidence with community building. Join Global Executive Coach, Mary Rezek, to hone the art of professional self-presentation, empowering you with the confidence to navigate networking and follow through that will transform initial connections into lasting relationships.
Presenter: **Mary Rezek** (Global Executive Coach)

4:45 PM **Farewell Toast**
Atrium (1st floor)

5 PM **Summit Concludes**