



**GFC | marketecture™**  
imagine It . crave It . create it . share it

PRESENTS

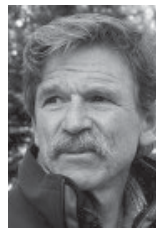
# Will you Leave Money on the Tasting Bar in 2010?

Direct to consumer strategy seminar

**Thursday, December 3rd, 2009**  
Vintners Inn Event Center, Santa Rosa.

- A close look at creating Wine Destinations.
- Impact the way future business is conducted.
- Strategies for Direct Sales and the Guest Experience.

## Panel One:- Vision | Marketecture



**Paul Dolan**  
Parducci Wines



**Angelica De Vere**  
Constellation Wines U.S.



**Chuck McPherson**  
Leap Solutions



**Mark Hullinger**  
Insight 2 Transition

FACILITATOR



**Tod Brilliant**  
Post Carbon Institute

## Panel Two:- Creative | Marketecture



**Pete Seghesio**  
Seghesio Winery



**Elizabeth Slater**  
In Short Marketing



**Jen Shockley**  
Jumping Fences Design



**Marni Duncan**  
Vinotage Creative

FACILITATOR



**Gary Finnan**  
GFC Marketecture

Registration at 1pm

Program from 1:30pm to 4pm

Wine reception 4pm to 5pm

\$25 per person or \$310 for a table of 10,  
including company name on table sign

light hors d'oeuvres included

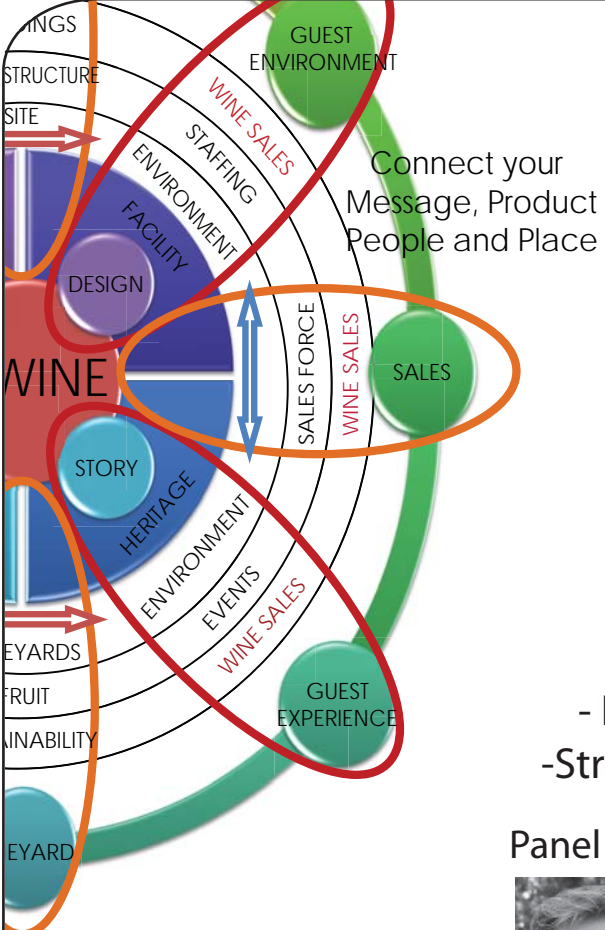
Registration deadline Nov. 13th

Follow Us:



Call Andrea at 707.385.0112

or visit <http://www.garyfinnan.com/seminars.html>



Major Sponsors:

