



Raising the Bar of Continuing Education

## ACCREDITATION

### CA CLE:

11.75 MCLE Credit Hours

### OR CLE:

12.0 General Credits

### WA CLE:

11.25 Washington  
MCLE Credits

### OH CLE:

11.5 CLE Hours

[www.TheSeminarGroup.net](http://www.TheSeminarGroup.net)

# 6<sup>th</sup> Annual *Best Practices for* **Owning & Operating a Winery**

MARCH 8 & 9, 2012 ♦ HILTON GARDEN INN ♦ NAPA, CA

## Conference Sponsors:

### Kennedy/Jenks Consultants

**Engineers & Scientists**

**PW PRACTICAL  
Winery & Vineyard  
JOURNAL**

**STOEL  
RIVES  
LLP**  
ATTORNEYS AT LAW

**Register  
Today!**

ONLINE: [www.TheSeminarGroup.net](http://www.TheSeminarGroup.net)

FAX: 866-435-3444

EMAIL: [info@TheSeminarGroup.net](mailto:info@TheSeminarGroup.net)

PHONE: 206-463-4400 / 800-574-4852

MAIL: PO Box 523, Vashon, WA 98070

**Registration:** Please mail or email your registration as soon as possible since enrollment is limited. You may also register with a credit card via phone, fax or online. Walk-in registrations will be accepted subject to space availability. Please call THE SEMINAR GROUP at (206) 463-4400 or (toll free) (800) 574-4852, or fax to (866) 435-3444, or email: [registrar@TheSeminarGroup.net](mailto:registrar@TheSeminarGroup.net)

**Tuition:** The tuition fee includes attendance at all sessions, coffee breaks, and all course materials. Full Tuition: \$895 per person; Winery/Brewery rate: \$795 per person; Special Government, Non-Profit or NGO rate: \$695 per person; New Associate/Paralegal rate: \$560 per person; Student rate: \$447 per person. Make checks payable to: THE SEMINAR GROUP.

**Save When Two or More Register:** Save \$50 each off of the **Full Tuition fee only** when two or more register from the same organization at the same time. Multiple discounts do not apply.

**Course Accreditation:** THE SEMINAR GROUP is an approved State Bar of California MCLE provider #10734 and certifies that this activity has been approved for MCLE credit by the State Bar of California for 11.75 credit hours. This course has been approved for 11.25 hours of Washington MCLE credit; and by the Oregon State Bar for 12.0 general credits; and with the Supreme Court of Ohio Commission on Continuing Legal Education for

11.5 total CLE hours. For information or accreditation in other states, please call THE SEMINAR GROUP at (206) 463-4400 or (800) 574-4852.

**Substitution/Cancellation:** You may substitute another person at any time. We will refund tuition, **less a \$50 cancellation charge**, if we receive your cancellation by **Friday, March 2, 2012**. No refunds will be given after this date. Please note that if you do not cancel and do not attend, you are still responsible for payment.

**Course Materials:** Each participant will receive a set of course materials, prepared by the speakers especially for this conference, which will be invaluable as a future reference. The course materials alone are available for \$225 which includes shipping and handling.

**Homestudy Package:** Our complete Homestudy Course, consisting of a full DVD or Audio CD and the Course Materials, is available for \$920. This package is approved by the State Bar of California for 11.75 MCLE credit hours and may qualify for self-study credit in other states.

**Seminar Location:** The seminar will be held at the Hilton Garden Inn, 3585 Solano Ave., Napa, California, 707-252-0444. Please call the hotel for directions/questions. A courtesy block of guest rooms has been reserved at a reduced rate until 2/7/2012. To reserve, please phone the hotel and mention "The Seminar Group".



March 8, 2012

**9:00 Introduction and Overview**

**Robert Chrobak, PE**, Program Co-Chair  
*Kennedy/Jenks Consultants*

**John A. McKinsey**, Program Co-Chair  
*Stoel Rives LLP*

**FACILITIES AND RESOURCES MANAGEMENT**

**9:10 Investigating Land Acquisition for Winery and Vineyard Use**

The Balancing Act between Legal and Regulatory Due Diligence and Value; Specific and Often Overlooked Issues to Pay Attention to

**Richard Brockmeyer**, Owner  
*Wine Industry Investment Consulting*

**James W. Terry**  
*Dickenson Peatman & Fogarty*

**10:15 Break**

**10:30 Real Estate, Wineries and Vineyards – Now is the Time to Buy!**

Which Real Estate Investments are Smart Moves for Existing Operations? Alternatives to Traditional Real Estate Purchases; Real Estate Purchasing Groups and Finance

**Cecily Talbert Barclay**  
*Perkins Coie LLP*

**Dan Gustafson**, Owner  
*D.H. Gustafson Company; Burnsville, MN*  
Owner, *Gustafson Family Vineyards*

**Conor J. Massey**  
*Gaw Van Male*

**11:30 Permitting Alternative Uses for Wineries**

Methods for Permitting Alternative Income Generating Activities at a Winery or Vineyard, including Weddings, Parties, Concerts, Receptions, Fundraisers; Types of Permits Required; Types of Permits Available; Who to Talk to?

**Jesse D. Lyon**  
*Davis Wright Tremaine LLP*

**Richard P. Mendelson**  
*Dickenson Peatman & Fogarty*

**12:30 Lunch** (on your own)

**1:30 Water – Big Questions**

The Status and Future Projections of Water Supply; What is the Ultimate Cost of My Water? Alternative Water Resources including Recycled Water; Irrigation Regulations Update; Status of Mandated Reduction of 20% by 2020; Water Rights Sales and Trading; Water Valuation; More Gallons of Wine per Gallon of Water; Rainwater Capture; Water Storage; Grants and Green Chemistry

**Robert Chrobak, PE**  
*Kennedy/Jenks Consultants*

**John R. Epperson**  
*Farella Braun & Martel LLP*

**Brian S. Haughton**  
*Barg Coffin Lewis & Trapp LLP*

**3:00 Break**

**3:15 Energy**

The New Emphasis on Efficiency and Sustainability; Incorporating Renewable Energy Into the Vineyard or Back to the Utility; Conversions that Equate to Immediate Capital Savings; New Outlooks for Saving the Industry Money – Storage, Bottling, and Transportation; Grants; Lifecycle Analysis – Carbon Footprint and Greenhouse Gases

**Allison Jordan**, Dir., Environmental Affairs  
*Wine Institute*

**John A. McKinsey**  
*Stoel Rives LLP*

**4:45 Reception ~ Sponsored by**  
*Kennedy/Jenks Consultants, Stoel Rives LLP*  
*and The Seminar Group*

**UPCOMING SEMINAR SCHEDULE:**

**9<sup>th</sup> annual Northwest Gaming Law Summit**  
Dec. 1 & 2, 2011 ~ Seattle, WA

**Asset Protection Strategies**  
Jan. 12, 2012 ~ Santa Monica, CA

**Insurance in the Construction Industry**  
Feb. 16, 2012 ~ Santa Monica, CA

**4<sup>th</sup> annual Investing in our Water Future**  
April 19 & 20, 2011 ~ Santa Barbara, CA

**Learn From The Best!**  
**Sign Up Today!**



March 9, 2012

**9:00 Introduction and Overview**

**Robert Chrobak, PE**, Program Co-Chair  
*Kennedy/Jenks Consultants*

**John A. McKinsey**, Program Co-Chair  
*Stoel Rives LLP*

**BUSINESS MANAGEMENT**

**9:10 Legislative, Legal and Industry Update**

Updates and Changes in both State and Federal Law Impacting Wineries; Status of the Wine Industry; What's being Planted? What's Selling? What was Harvested?

**Jim Agger**, Mgr., Sales/Business Dev.  
*ShipCompliant*

**Jake W. Storms**  
*Stoel Rives LLP*

**10:00 Developing and Growing Brand**

Names and Labels – How to Make Your Product Stand Out; Teaming Up for Greater Industry Impact; Trademark Selection, Protection and Enforcement – Avoiding Costly Litigation; TTB Issues; Interstate and International Considerations

**Jay M. Behmke**  
*Carle Mackie Power & Ross LLP*

**Gary Finnan**, Chief Experience Ofcr.  
*The GFC Group LLC*

**David Schuemann**, Owner/Creative Director  
*CF Napa Brand Design*

**11:00 Break**

**11:15 Contract Winemaking**

Finance, Deals and Transactions; Making the Best Use of Your Equipment; Exploiting Opportunities to Diversify; Contracting with Other Wineries; Contracting with Restaurants, Hotels and Other Industries; Imperative Contract Verbiage and Implications

**Christopher R. Hermann**  
*Stoel Rives LLP*

**12:00 Lunch (on your own)**

**1:15 Winery Purchase and Sales – including Mergers & Acquisitions**

Buying or Selling a Winery; Strategic Purchase and Sale for Maximum Market Effect; Positioning for a Sale; Winery Valuation; Chinese Investment in American Wineries

**John G. Mackie**  
*Carle Mackie Power & Ross LLP*

**Sean P. Maher**, Principal/Founding Ptr.  
*Maher Advisors*

**Jeff Menashe**, CEO  
*Demeter Group*

**2:45 Break**

**3:00 Putting it All Together – How to Make Money and Keep Your Business Alive**

Strategies for Improving Your Business; Cash Flow and Credit; Diversifying; Co-Branding? Strategies for Growth and Positioning; Vineyard Tasting Rooms; Vineyard Events; Internet Sales; Mergers & Acquisitions; Effectively Hiring and Using Contractors and Service Providers

**Program Co-Chairs, Moderators**

**Richard Brockmeyer**, Owner  
*Wine Industry Investment Consulting*

**Gary Finnan**, Chief Experience Ofcr.  
*The GFC Group LLC*

**Christopher R. Hermann**  
*Stoel Rives LLP*

**Sean P. Maher**, Principal/Founding Ptr.  
*Maher Advisors*

**4:15 Adjourn**

**Previous Attendees  
Had This to Say:**

*“Good comprehensive topics. Presenters were interesting, knowledgeable and helpful. Presenters linked topics together to give a comprehensive view of wine operations.*

*“Overall an excellent seminar, and I have attended hundreds!”*

**5 EASY  
WAYS TO  
REGISTER**

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12. WINECA

**6<sup>th</sup> Annual Best Practices for Owning & Operating a Winery**

Mar. 8 & 9, 2012 • Hilton Garden Inn • Napa, CA

**YES!** Please register the following:

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**I cannot attend. Please send me:**  Course Materials Only  
 Homestudy:  Video DVD & Materials  Audio CD & Materials

**Conference Fees**

**Payment Method**

- |  |       |   |
|--|-------|---|
| <input type="checkbox"/> Single Registration     | \$895 | Payment of \$ _____   |
| <input type="checkbox"/> 2 or more (one company) | \$845 | <input type="checkbox"/> Check <input type="checkbox"/> Purchase Order                  |
| <input type="checkbox"/> Winery/Brewery          | \$795 | Or Charge my:   |
| <input type="checkbox"/> Government Employee     | \$695 | <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX |
| <input type="checkbox"/> Non-Profit/NGO          | \$695 | Exp. Date: _____  |
| <input type="checkbox"/> New Assoc./Paralegal    | \$560 |   |
| <input type="checkbox"/> Student                 | \$447 |   |
| <input type="checkbox"/> Course Materials        | \$225 | <i>*Multiple discounts do not apply</i>   |
| <input type="checkbox"/> Homestudy               | \$920 |   |

Card No: \_\_\_\_\_

Signature: \_\_\_\_\_

Call 800-574-4852 or Register Online at [www.TheSeminarGroup.net](http://www.TheSeminarGroup.net)

**Mar. 8 & 9, 2012 ~ Napa, CA**  
*Hilton Garden Inn*

*6<sup>th</sup> Annual*

*Best Practices for*

**Owning &  
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