

SONOMA STATE UNIVERSITY

Wine Business Institute Grapevine

Director's Corner

Happy crush everyone! I know you all are running yourselves ragged right now between bringing in the grapes and getting ready for the fall barrel tasting events.

This fall we have 60 very dedicated undergraduate students in the Wine Business Program. They will be taking Introduction to Wine Business, taught by Dr. Liz Thach; Wine Production, Operations and Distribution, taught by Dr. Tom Atkin; and Wine Marketing, taught by Dr. Janeen Olsen. In January, a group of our Wine Business students will be visiting Chilean wine country, in order to provide a greater understanding of the global wine industry and the impact of emerging new world wine producers.

Our 20 **Wine MBA** students will be taking their classes at night and selecting from the following: Global Wine Business, Dr. Liz Thach; Wine Business Strategy and Planning, Mr. Jim Bielenberg; Strategic Human Resource Management, Dr. Duane Dove; Management Information Systems, Dr. Sandra Newton; and Managerial Finance, Dr. Doug Jordan.

The **Tasting Room Management** certification program continues to be very popular. It requires the completion of 8 half day classes. This certification has

lots of flexibility, so industry professionals can select from a list of courses that best accommodate their needs. You are certainly welcome to send your staff for training or a refresher!

We are also offering some new half day professional education courses this fall, one of which is "**The Experts' Secrets to Selling Wine Grapes**". There will be a panel discussion led by Dr. Nick Frey, President of the Sonoma County Winegrape Commission. You will not want to miss this class. Please plan to join us on November 16th from 8:30am-12:30pm here at Sonoma State University.

To register for any of the half day classes described above, please go to www.sonoma.edu/exed/wine/ under "**Apply/Enroll**" or call our office at 707-664-2260.

I sincerely hope your fall season goes extremely well,

Linda Nowak
Executive Director



Wine Business Institute Alumni Council

The Wine Business Institute is proud to announce the formation of the first Wine Business Institute Alumni Council. Our first meeting took place on August 4th in which all members were introduced and a brainstorming session began about the council's mission and objectives. A mission statement was created.

Alumni Council Mission Statement:

Our purpose is to create, strengthen and broaden relationships from within the wine industry for the purpose of networking, mentoring and promoting to past, present and future students the

prestige of the Sonoma State University Wine Business Institute by connecting students with alumni, faculty, fostering 2-way communication and facilitating the consideration of the industry's needs.

On September 8th the council elected members to the following positions with 2 year term limits:

President: Armen Khachaturian
Vice President: Amanda Ravenscroft
Secretary: Remy Moore
Treasurer: William Goebel
Communications: Gary Long

The council hosted their first event on Oct. 7th. The Wine Business Fall

Social aided in the exposure of the Wine Business concentration. The evening was well attended by freshman and sophomore business students.

The council will meet again on Oct. 27th to plan their next event.



Korbel Champagne Cellars

Message From the Dean

Greetings! Fall semester has kicked off and the campus is buzzing with activity. The School of Business and Economics brings a lot of momentum into the new semester. In the past year alone we have developed a new Executive MBA program (see <http://tiny.cc/EMBA686>), launched the Tasting Room Management Certificate, began work on a Wine Business Certificate, expanded the Wine Entrepreneurship program, launched the Career Mentor Program, expanded our engagement with the business community, hosted the North Bay Economic Outlook Conference, partnered with the Sonoma Mountain Business Cluster and Santa Rosa Chamber of Commerce, grown our graduate enrollments, conducted two cohorts of the Hospitality Management Certificate for River Rock Casino, awarded the first Outstanding Alumni honors, continued the success of the Accounting Forum, expanded the number of internships for our students, conducted our first Career and Internship Expo, produced 29 research publications - just to name a few of our recent accomplishments!

While we are looking forward to an exciting year ahead, we also have been preparing for the long term. In the 2008-2009 academic year, ideas for a five year strategic plan were discussed in school meetings, executive team retreats, and in advisory board sessions. In the spring of 2009, a formal strategic planning summit was held involving 40 faculty, staff, students, alumni, university leaders, and members of the business community. Out of this summit, a draft strategic plan has been developed and is being circulated for feedback. This fall we will assemble teams to refine elements of the plan, to develop a set of action items to support the strategy, and to catalyze progress toward the School's goals.

Out of these efforts, I see the SSU School of Business and Economics emerging as the educational nucleus of a thriving collaborative North Bay economy. We will provide memorable and transformational educational programs for the global business professionals of the future, and for the emerging leaders of North Bay enterprises. We will be an exemplar of best practice by developing and applying the business tools, methods, and strategies we teach our students. We will convene and engage the North Bay business community toward generating regional economic prosperity.

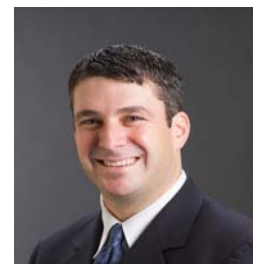
I invite and welcome your involvement with SSU's School of Business and Economics:

- Apply for a spot in our new Executive MBA program (<http://www.sonoma.edu/sbe/emba/index.shtml>).
- Participate in a Wine Business seminar (<http://www.sonoma.edu/exed/wine/>).
- Work with a student intern or hire one of our graduates (<http://www.sonoma.edu/sbe/careercenter.shtml>).
- Make a financial investment (<http://www.sonoma.edu/sbe/>)

Join us in the center of the North Bay's business community.

Best,
Bill

Dr. William S. Silver, Dean
School of Business and Economics
Sonoma State University



Upcoming Event

Sponsored By The Sonoma State University Wine MBA

SSU MBA Program Open House

Date: November 16, 2009

Time: 5:30 pm - 7:00 pm

Location: Sonoma State University Library, Schulz 3001
1801 East Cotati Avenue
Rohnert Park, CA 94928

Contact: Sandra Newton

Phone: 664-3296 **Email:** mba@sonoma.edu

Sonoma State University offers an AACSB-accredited MBA program designed for the working professional. Graduate classes are held in the evenings during the Spring and Fall semesters. Invest in your future now by enrolling in one of SSU's two MBA programs - General MBA and Wine Business MBA.

Come meet faculty, current MBA students, and alumni and learn more about our cutting-edge, evening MBA programs.

RSVP to mba@sonoma.edu

Alumnus Paul Finn

Paul Finn was the first to graduate with a Wine Business Degree in the class of 2001. Paul was thrilled to be part of the emerging program and enjoyed working directly with the professors who were as eager to learn and succeed as he was.

There were two principle reasons Paul chose the Wine Business Institute that are, in hindsight, more intertwined than he had suspected. "The first and most apparent reason was born of waiting tables. The 90's were a time of great growth and prosperity in my hometown of San Jose. I had the distinct pleasure of waiting tables and eating at some of the city's finest restaurants. I became a foodie, perhaps in rebellion to the boom of the largely robotic and electronic culture around me. Wine and food were tangibles while so many others migrated to San Jose for the dot com era. IPO's abound brought no shortage of cash flow. As a waiter I was an active participant, riding the economic momentum. Fine wine was readily available and poured during a time of incredible opportunity. It was a taste of the good life and without an engineering, law or medical degree, I knew the only way I would be able to continue to satiate my appetite for good food and wine would be to get involved. A business student at the time looking to transfer to a four year business school, Sonoma State provided every opportunity for me to continue to live the dream. In the heart of bucolic Sonoma County and home to a wine region known for its burgundian charms, studying at Sonoma State seemed only natural."

The second and perhaps more subconscious reason pertains to Paul's business approach to wine today. "My father, a New Jersey native, never stopped preaching the beauty of the state of California where I was born and raised. He was passionate about the quality and affordability of California's wine, and adhering to a strict price ceiling when shopping for wine, he always bought Californian and was never afraid to experiment. While I was developing my palate, exploring international and often expensive wines, he stayed true to his values and consistently reminded me that wine didn't need to be expensive to be enjoyed. These two things combined provide quite the climate for curiosity. How could so many be willing to spend so much, yet quality could be found everywhere? How can you make a buck if it's only sold for two? How and why could it be sold for figures that included multiple trailing zeros? There was only one way to find out."

Paul's time at SSU prepared him for his future in the Wine Industry. "Sonoma State, like any good institution, helped me develop a foundation of lifetime learning. The ability to stay curious and eager to learn is certainly innate, but the skills of research are best developed under the guidance of professionals. Sonoma States staff sets an excellent example of constantly

researching new ideas and pushing the envelope of what is known about the wine industry. I learned about marketing theory, management practices and accounting rules that have helped me understand the spectrum of the wine industry, rather than being principally focused, on one discipline. In my professional career I have become focused but the ability to speak intelligently across disciplines has opened many doors for me."

Paul has great passion for working in the wine industry. "Wine, at the end of the day, is another consumer packaged good, is traded as a commodity, and has its roots in agriculture. But there are few other CPG's that command the attention that wine does. Wine is a product that is placed in the middle of a dinner table in its complete package, left to be read by anyone interested in reading the label. Aside from cereal at the breakfast table there are few other products that command so much attention. Unique to most other CPGs, wine is savored and discussed at length with more descriptors and analogies than just about any other product. The process of making wine can hardly be rushed and aging is a benefit, a refreshing reprieve in a hurried, fast food world. And lastly, behind each bottle of wine is usually a wonderful story preceded by an industry rich in history, spanning the ages and geographies of the world."

Paul is an active member of the new Wine Business Institute Alumni Council. "Sonoma State boasts one of the oldest Wine Business Institutes in the world. At the time that I graduated there were only a few institutions that offered a Wine Business Strategies program and as the years go by more schools offer similar focuses. As with any institution, the depth of its research, publishing of its works and success of its alumni are testaments to a program's success. As I spend time on the Wine Business Alumni Council I hope to bring my work place experience and the connections I have back to Sonoma State, in an effort to encourage the continuing growth and prosperity of the program. The wine business program provided me with the foundation to begin a wonderful and exciting career."



Paul is a Sales Analyst for Kendall Jackson where he manages reporting tools, analyzes revenues and expenses, and supports anyone who might need information stored in their central databases turned into simple, easy to read reports.

A Tribute to Robert Young



Robert Young, long time Alexander Valley farmer and grape grower, passed away on June 19, 2009 at the age of 90. We will miss him. He has always been a friend and supporter of the Wine Business Institute here at Sonoma State University. His kindness and generosity helped establish the Wine Business Program in 1997.

Robert Young was known as bold, innovative, hardworking, generous, and community minded. He began converting his prune orchards to premium varietal grapes in the 1960's. Mr. Young always understood the importance of research and experimentation, and the family's desire to continually improve their grape quality prompted the Youngs to select and propagate a singular Chardonnay clone, known today as the Robert Young Clone.

Mr. Young's two sons and two daughters continue to grow premium grapes on their 317 acre ranch, and they keep some of the finest grapes for their 12 year old Robert Young Estate Winery. Their signature wine "Scion" is a tribute to the family's patriarch, Robert Young.

In addition to his wife, Donna Anne Watts, Robert Young is survived by his sons Jim Young and Fred Young, and daughters Susan Sheehy and JoAnn Young. He has 12 grandchildren and nine great-grandchildren.

Fall 09 Professional Development Courses

Introduction to Tasting Room Management (Core) ~ Friday, October 23rd

Current and Upcoming Winery Compliance Issues (Core) ~ Monday, October 26th

Selling Wine to Restaurants and Retailers ~ Friday, October 30th

Managing Performance of Tasting Room Employees ~ Friday, November 6th

Building a Profitable Wine Club (Core) ~ Monday, November 9th

Winery Export Fundamentals ~ Friday, November 13th

The Experts' Secrets for Selling Wine Grapes ~ Monday November 16th

Advanced Wine Brand Development ~ Friday, November 20th

Easy Way to Successful Direct Marketing ~ Friday, December 4th

Wine Marketing Basics: What Every Winery Should Know ~ Monday, December 7th

Wine Labels: Protecting Your Trademarks and Designing Legal Labels ~ Friday, December 11th

~ Our Tasting Room Management Certificate Program can be completed by taking the 3 core courses (noted above) along with 5 courses of your choice. The program can be completed in one semester or at your own pace. For further information, please contact Renee Thompson at 707-664-2260 or visit our website at www.sonoma.edu/winebiz



MBA Student ~ Leah McNally in the news

We would like to congratulate Leah McNally for the publication of her paper titled "*Key elements for successful winery e-commerce strategy*" which was published in *Practical Winery and Vineyard* magazines September/October issue.

Leah received her BA in Management, St. Mary's College 2006, entered the Wine Business MBA program Fall 2008. Prior to working in the wine industry, she spent 10 years working in Early Childhood Education and was preschool director for a non-profit arts organization. Leah's experience working with e-commerce and wine club at Stag's Leap Wine Cellars was the inspiration for the paper.

"I'd like to thank Professor Liz Thatch for seeing the potential in my writing and encouraging me to submit the article for publication."

Congratulations Leah!



Wine Business Institute Executive Advisory Board



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Geyser Peak Winery
Gloria Ferrer/Freixenet
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J Wine Company
J. Pedroncelli Winery
Joesph Ciatti
Jordon Vineyard & Winery
Joseph Phelps Vineyards
Kendall-Jackson Wine Estates
Kenwood Vineyards
Kobrand Foundation
Korbel Champagne Cellars
F. Korbel & Brothers Inc.
Korbel/ Heck Foundation
Kunde, Rich & Saralee
Lambert Bridge
Lanahan & Reiley
Larry & Georgia Clark
Laurel Glen
Mack Schwing
MacRoise
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Markham Vineyards
Matanzas Creek Winery
Mayfield, Malloy & Vascioni
Merrill Lynch
Moss Adams
Motto, Kryla & Fisher
Mozzocco Winery
Murphy-Goode
Nalle Winery
Napa Wine Co.
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Saintsbury
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Sebastiani Vineyard
Seghesio Vineyards and Winery
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Silver Oak Wine Cellars
Silverado Winegrowers
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SmithKline
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Sonoma Creek Winery
Sonoma Grapevines
Southcorp Wines, The Americas
Spottswoode Winery
St. Francis, The Kopf Foundation
St. Suprey Vineyards and Winery
Stone Creek Wines
Stryker (Four Square Winery)
Sugarloaf Farming Corp.
Sutter Home Winery
The Fifth Resource, Inc.
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Yandell Truckaway, Inc.
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