

The Enterprise Center is pleased to offer this conference. The generous support of our sponsors has made it possible for us to provide this conference for free to existing wineries.

Registration is required by January 16, 2008.

Registration accepted at www.roeci.org

Fax the enclosed registration form to 585-243-9452

Call in registration at 888-379-0371

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Presents



*The Finger Lakes
Winery Conference*

January 24-25, 2008

Keuka College

Penn Yan, NY

Speakers



Rick Segel, CSP, a seasoned retailer of 25 years, owned one of New England's most successful independent women's specialty stores. He is the marketing expert for Staples.com, a contributing writer for numerous national publications, and a founding member of the Retail Advisory Council for Johnson & Wales University. Rick is the Director of Retail Training for the Retailers Association of Massachusetts. He is the creator of the Retailers Association of Massachusetts Awards of Excellence Program (RAMAEs) that has recognized over 44 of the most innovative retailers in the state.

Mitch Schwartz, Vice President of Sales, Inertia Beverage, has been working in the wine industry for 30 years. He has worked for some of the leading merchandisers in our industry, including Gallo, The Wine Group, and Constellation Brands. Mitch's primary experience has been in sales and marketing through the three tier system. In 2004 he made his first venture into selling wine directly to consumers. Along with a partner, Mitch founded Winesource.com, an online marketer of wine. While this business grew quickly, the growth was costly, and in 2007 Winesource's financial backer withdrew from the project.

Bitten by the direct-to-consumer bug, Mitch looked for a company that he felt would be a leader in this market. To that end, he joined Inertia Beverage in July 2007. Inertia is the leading provider of e-commerce software to wineries in California.

Mark Longstroth, Extension District Horticulture and Marketing Agent for Southwest Michigan, is based in Paw Paw and provides extension programming to commercial fruit growers in 13 counties of Southwest Michigan.

In the last 13 years, I have learned a lot about the business of growing and marketing fruit. I have become a good financial management agent because it quickly became apparent to me that to survive in the fruit industry a grower had to be a good business man as well as a good horticulturist.



Donniella Winchell is currently the Executive Director of the Ohio Wine Producers Association, and chair of its Vintage Ohio Wine Festival. She is a member of the advisory boards of the Winegrape Growers of America and the WineAmerica State Associations, as well as an active participant in WineVision, the national strategic planning initiative. She was a founding member of the board of directors of the Ashtabula County Convention and Visitors Bureau, and serves on the Ohio Division of Travel Advisory Committee and was appointed to the Facilities Committee for the Lodge and Conference Center at Geneva on the Lake.



Roslyn D. Goldmacher, President/CEO and founder of the Greater New York Development Company family of economic development organizations, which are part of the 28-year-old Long Island Development Corporation. The GNYDC family provides loans and technical assistance to small businesses and not-for-profit entities under various government programs throughout NY, NJ and Conn. Under Roz's leadership, GNYDC has made almost \$1 billion in direct loans to entrepreneurs, leveraged an additional \$2.5 billion of capital investment in our community, and created or retained over 45,000 jobs. In addition, her organization has helped small companies obtain and perform more than \$1.75 billion in government contracts. Ms. Goldmacher is an attorney and licensed real estate broker. She serves on the Boards of Directors of a number of national, regional and local organizations including: the national Service Corps. Of Retired Executives and the national fiscal agent for the SBA 504 program. Ms. Goldmacher has also served on the Governor's Regional Economic Development Partnership Program Board and Incubator Task Force and numerous regional business, economic development and philanthropic boards of directors. Roz (as she is called) has received numerous awards for her work, from, among others: the National Association of Development Companies, US Congress, the US Small Business Administration, and NYS Legislature. She is a monthly columnist for several publications including the *NY Real Estate Journal* and earned her B.S. degree from Cornell University and J.D. degree from Hofstra Law School.



Don DiMartini is an experienced commercial lender and community developer. Currently VP Lending/Associate Director Economic Development for Greater New York Development Co., a 28 year old family of economic development agencies, Don previously ran community based lending programs for Grow America (NDC) and Banco Popular for the northeast and east coast. He is an expert in the SBA 7A and 504 loan products as well as the New Market Loan Fund. His background includes commercial lending for Citibank and extensive experience in the restaurant and yacht industries. Don is fluent in Spanish, has formal business credit training and NASD Series certification.

Finger Lakes Winery Conference

Thursday, January 24, 2008

7:30 am to 8:00 am

Registration – Coffee and Danish

8:00 am to 8:15 am

Welcome Address

Jim Tresize, Executive Director, New York Wine and Grape Foundation

8:15 am to 9:15 am

Winery Benchmarks

Steve Richards, Business Consultant, Farm Credit of WNY, ACA
Jim Tresize, Executive Director, New York Wine and Grape Foundation

9:15 am to 10:00 am

Retail Perspective on the Wine Industry

Bill Mahoney, Manager & Director of Education, Premium Wine & Spirits

10:15 am to 11:15 am

Where the Industry is Headed with Direct Sales/Marketing

Mitch Swartz, Inertia Beverage

11:15 pm to 2:30 pm

Luncheon

Bring Your Business to the Next Level...

Learn the Ways to Differentiate and Become A Destination Business

Keynote speaker, Rick Segel

3:00 pm to 5:00 pm

Working Cooperatively

Mark Longstroth, Southwest Michigan District Extension Fruit Educator

6:30 pm to 9:30 pm

Reception

2+2=5 (or more) Donniella Winchell, Executive Director, Ohio Wine Association

Friday, January 25, 2008

8:00 am to 8:30 am

Coffee and Danish

8:30 am to 12:00 pm

Planning for Profit

James Grillo, Distinguished Professor, Alfred State College

1:30 pm to 3:00 pm

Financing Strategies

Roz Goldmacher, CEO of NY Development Corp - SBA 504 loans

Tom Hauryski, USDA Business and Industry Loan Fund

Don DiMartini, VP Lending, GNYDC

3:15 pm to 4:30 pm

Round Table Wrap Up—Where Do We Go from Here?

Lee Beaulac, Senior VP for Community Economic Development for ROI