

**THURSDAY, SEPTEMBER 19**

<b>9am - 1 pm</b>	<b>Arrivals and "Office Hours" to meet with the Vines staff.</b>
<b>1:30 - 2:30 p.m.</b>	<b>Opening Session</b> Welcome, The Vines' Current & Future Plans <i>Michael Evans &amp; Pablo Gimenez Riili, Willard Room</i>
<b>2:45 - 4:00 p.m.</b>	<b>Panel Discussion</b> Overview of Argentine Wines in the U.S. Market <i>Santiago Achaval, Paul Leary (Recuerdo Wines), Ed Lehrman (Vine Connections) &amp; Nora Favelukes (Wines of Argentina), Willard Room.</i>
<b>4:30 - 6:30 p.m.</b>	<b>Wine Tasting</b> Creating the Perfect Wine from the Uco Valley <i>Santiago Achaval and Mariana Onofri, Six Continents Banquet Hall</i>
<b>8:00 p.m</b>	<b>Dinner</b> Osso Steakhouse, 1177 California Street

**FRIDAY, SEPTEMBER 20**

**BARCLAY ROOM**

<b>9:00 - 10:15 a.m.</b>	<b>The Technical Details of Your Wine:</b> Creating and Understanding Tasting Notes & the Technical Specs of Your Wine. <i>Mariana Onofri</i>
<b>10:30 - 11:45 a.m.</b>	<b>Wine Marketing &amp; Brand Portfolio Development</b> <i>Melinda Kearney (Melinda Kearney Wine Marketing) &amp; Charles Rashall (Brand Advisors)</i>
<b>12:00 - 1:15 p.m.</b>	<b>How Do I Get My Wines Outside the U.S.?</b> How The Vines can help <i>Pablo Gimenez Riili</i>

**WILLARD ROOM**

<b>Overview of Taxes &amp; Argentina/U.S. Legal Issues</b> <i>Duffy Crane &amp; Jackie Sudano</i>
<b>How Do I Get My Wines?</b> Distribution in the U.S. for Non-Commercial Purposes Using the Vines System <i>Duffy Crane</i>
<b>Legal Issues Related to Commercializing Your Wines in the U.S.</b> <i>Michael Kelly (Wormser, Kiely, Galef &amp; Jacobs)</i>

1:30 p.m.

**Working Lunch: Panel Discussion**

Looking at the World of Wine: U.S. Market Overview

*Michael Evans, Rob Lawson & Barbara Insel (Stonebridge Research Institute), Willard Room*

3:00 - 4:15 p.m.

**WILLARD ROOM: I Have My Wine...Now What?**

Discussion about the Business of Branding & Marketing Your Wine.

*Cary Gott (Vineyard & Winery Estates)*

**BARCLAY ROOM**

4:30 - 5:45 p.m.

**Winemaking Program 2014.**

Creating Your Winemaking Plan & Defining

Your Range & Style

*Mariana Onofri*

**WILLARD ROOM**

**Everything You Do and Don't Want to Know  
about Farming and WM Costs, Inflation and  
the Argentine Economy.**

*Nathan Schipper, CFO The Vines*

7:00 p.m.

**Dinner, Location TBD**

**Optional Dinner** - You are welcome to join us for drinks or dinner!

**SATURDAY, SEPTEMBER 21**

Day of wine tasting and fun in Napa -- Like your high school ski trip but with much better wine and less making out (probably).

**SCHEDULE**

8:30 a.m.

Leave the hotel (charter bus)

10:00 a.m.

Ma(i)sonry, tour & tasting

11:00 a.m.

Napa Wine Company, tour & tasting

12:30 p.m.

Lunch at Tra Vigne

2:00 p.m.

Revana Family Vineyard, tour & tasting

3:30 p.m.

Return to hotel in San Francisco