

WineVision Agenda
June 7 - 8, 1999
Silverado Country Club, Napa
707/257-0299

June 7th

- 8:00 a.m. Continental Breakfast
- 8:30 a.m. Welcome/objectives - Paul Dolan, David Freed, Bill Turrentine
- 8:45 a.m. Review of process/agenda - Kerry Tucker, Nuffer, Smith, Tucker
- Introductions/expectations
- Review of societal trends
- Larry Kaagan, Kaagan Research Associates
- 10:20 a.m. Break
- 10:40 a.m. Review/industry implications of Food Foresight trends - small groups
Kerry Tucker and Ann Veneman, Nossaman, Guthner, Knox & Elliott
- 12:40 p.m. Lunch
- 1:30 p.m. Wine industry trends
Build from industry survey - Cynthia Carson, Nuffer, Smith, Tucker
- Trends most important to our industry's future - small groups
- 3:00 p.m. Break
- 3:30 p.m. Consensus on trends most important to our industry's future
- 4:00 p.m. Scenarios - small groups
1. Your worst industry nightmare
 2. A fundamentally different but better world
- 5:00 p.m. Adjourn
- 6:00 Group dinner by reservation only- Cakebread Cellar 707/963-5221
8300 St. Helena Highway,
Rutherford

June 8th

Morning Session- Augusta Room, Members Clubhouse

7:30 a.m. Continental Breakfast

8:00 a.m. Review/refine scenarios

Critical factors for industry success - small groups
What are the most critical factors for avoiding the worst nightmare scenario and achieving the scenario outlining a fundamentally different but better world?

9:45 Break

Move Back to SCC- Silverado East Room

10:15 Consensus on critical factors for industry success

Vision

® Given our best case scenario and the critical factors for industry success what's our vision of success in the future?

12:30 Lunch

1:30 Breakthrough strategies

Gaps

- ® Assessment of current state of the wine industry (from Wine Resources Meeting) and industry strengths/vulnerabilities (from industry surveys)
- ® Where are the major gaps between our current situation and the vision state?
- ® Where do we focus to unify the industry behind a strategic plan to creatively fulfill our vision?

Next steps

5:00 Adjourn

Kerry Tucker
Nuffer, Smith, Tucker, Inc.