

WineVision

American Wine in the 21st Century

April 16, 1999
11:30 a.m. – 2:30 p.m.
Sutter Home Winery
100 St. Helena Winery
St. Helena, CA

AGENDA

11:30 Introductions/Lunch

**12:15 Industry-wide strategic planning
Where we want to go and why**

**Paul Dolan
Jerry Lohr
Bill Turrentine**

Group discussion

- **Does a planning initiative make sense?**
- **What obstacles will have to be overcome?**
- **Do the benefits outweigh the challenges?**
- **Can we be successful?**

A strategic planning approach

**Kerry Tucker
Cynthia Carson
Nuffer, Smith, Tucker**

Budget/formula for funding

Jerry Lohr

Next steps

Paul Dolan

2:30 Adjourn