



MAY 5-7, 2024 | NAPA, CALIFORNIA



Culinary Institute of America  
PRESENTS  
**WINE & BEVERAGE**  
SUMMIT

# 2024 CIA WINE & BEVERAGE SUMMIT

## *Business Savvy for the Wine Professional*

May 5 - 7, 2024 | [The Culinary Institute of America at Copia](#)

### SUMMIT PROGRAM SCHEDULE

*Unless otherwise indicated, all summit sessions will take place in the Napa Valley Vintners Theater (1<sup>st</sup> floor).*

#### Sunday, May 5

- 2 PM      **Registration and Refreshments**  
*Atrium (1<sup>st</sup> floor)*
- 2:30 PM      **Welcome and Opening Remarks**  
Speakers:      **Maryam Ahmed** (Consulting Program Manager, Maryam + Company)  
                         **Cathy Jörin, MBA** (Senior Director, School of Graduate and Professional Studies, CIA)
- 2:45 PM      **General Session I**  
*Panel Discussion*  
**The State of Wine Education**  
*The landscape of wine education is evolving. This session delves into the current state of wine education, examining emerging trends, challenges, and innovations that shape the way professionals and enthusiasts engage with the world of wine.*  
Introduction:      **Gillian Ballance, MS** (Education Manager, Treasury Wine Estates)  
Moderator:      **Evan Goldstein, MS** (Master Sommelier; President, Full Circle Wine Solutions; Master the World; SF Giants)  
Panelists:      **Christie Dufault ACWP, CHE** (Professor - Wine & Beverage Studies, The Culinary Institute of America)  
                         **Emily Wines, MS** (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)  
                         **Desiree Harrison-Brown** (Founder, Wino Noire; Educator, Napa Valley Wine Academy)  
                         **Alicia Towns Franken** (Executive Director, Wine Unify)
- 4 PM      **Time to Transition to Innovation Workshop**

**\*\* SUBJECT TO CHANGES \*\***

4:15 PM

**General Session II**

*Attendee Innovation Workshop | Atrium (1<sup>st</sup> floor) and Various Campus Locations*

**All Hands Think Tank: Innovating Wine Education**

*Engage in a collaborative think tank activity where fellow peers and professionals come together for brainstorming sessions and discussions that aim to rethink wine education. Together, we'll explore inventive approaches, share experiences, and chart a course toward a future where wine education evolves to meet the demands of a dynamic and ever-changing industry.*

Facilitators: **Timothy Buzinski '97** (Assistant Professor - Wine Studies, The Culinary Institute of America)

**Christie Dufault CHE, M.A. Ed** (Professor - Wine & Beverage Studies, CIA)

**Emily Wines, MS** (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)

**Desiree Harris-Brown** (Award Winning Wine Educator & Influencer; Founder, Wino Noire)

**Alicia Towns Franken** (Executive Director, Wine Unify)

**Evan Goldstein, MS** (Master Sommelier; President, Full Circle Wine Solutions; Master the World; SF Giants)

**Elaine Chukan Brown** (Global Wine Educator, Hawk Wakawaka Wine Reviews)

**Erik Segelbaum, AS** (Founder and Chief Vinnovation Officer, SOMLYAY)

**Andrea Robinson** (Master Sommelier, Author, Consultant)

5:30 PM

**Summit Meet + Mingle Opening Reception**

*Atrium (1<sup>st</sup> floor)*

*Meet your fellow CIA Wine & Beverage Summit attendees during our welcome reception. Enjoy wines from our sponsors while you meet others on their professional level up journey.*

**Monday, May 6**

8:30 AM

**Breakfast**

*Atrium (1<sup>st</sup> floor)*

9 AM

**Morning Remarks**

Speaker: **Maryam Ahmed** (Consulting Program Manager, Maryam + Company)

9:15 AM

**General Session III**

*Business Session*

**Dollars and Sense: Financial Fluency for the Wine and Restaurant Business**

*The numbers game is often one that beverage professionals learn on the job. Whether you're building a beverage program, managing a brand, or nurturing your own business,*

**\*\* SUBJECT TO CHANGES \*\***

*this session aims to elevate your business acumen that will empower you to make strategic financial decisions and drive sustainable profitable growth.*

Presenters: **Erik Segelbaum, AS** (Founder & Chief Vinnovation Officer, SOMLYAY)

**Andrea Robinson** (Master Sommelier, Author, Consultant)

*Sponsored by Duckhorn Vineyards*

10:45 AM **Networking and Refreshment Break**  
*Atrium (1<sup>st</sup> floor)*

11:15 AM **General Session IV**

*Tasting Session*

**Techniques on Tasting**

*Some things just can't be standardized, especially in an arena as subjective as wine evaluation. Grids and deductive methods aside, we each have our own personal way of tasting, evaluating and discussing wine. This group of wine experts curated by The SOMM Journal will explore and discuss their techniques and just maybe reveal a secret or two.*

Introduction: **Rupa Bhattacharya** (Executive Director of Strategic Initiatives and Industry Leadership, CIA)

Moderator: **Lars Leicht** (VP of Education, *The Somm Journal*)

Presenters: **Gabriele Gorelli, MW** (Worldwide Faculty Ambassador, Banfi Foundation)

**Jacob Gragg** (Cà del Bosco & Portfolio Fine Wine Specialist, Santa Margherita USA)

**Bernard Sun** (Luxury Accounts Manager, Kobrand)

*Sponsored by SOMM Journal & Steelite*

12:30 PM **Walk-Around Food & Beverage Tastings and Networking Lunch**  
*Atrium (1<sup>st</sup> floor)*

*Sponsored by Steelite*

1:30 PM **General Session V**

*People Session | Panel Discussion*

**Building Skills for Managing Teams**

*When stepping into a leadership role, the ability to lead, inspire, and manage teams is often the differentiating factor for career growth/success. In this session, we're exploring team dynamics, effective communication, conflict resolution, and leadership cultivation.*

Moderator: **Elaine Chukan Brown** (Global Wine Educator, Hawk Wakawaka Wine Reviews)

Panelists: **Lauren Feldman** (Managing Member, Valley Bar & Bottle; Valley Swim Club)

**Sheri Pennachio** (Senior Vice President of Human Resources, Jackson Family Wines)

**\*\* SUBJECT TO CHANGES \*\***

2:45 PM **Networking and Refreshment Break**  
*Atrium (1<sup>st</sup> floor)*

3 PM **General Session VI**  
*Interactive Session | Atrium (1<sup>st</sup> floor)*

**Big Blind Tasting**

*Test your tasting techniques with the experts! A tradition at the CIA Wine & Beverage Summit, you'll taste wines from around the world without knowing what they are. Wines will be revealed by our tasting titans at the end of the session.*

Presenters: **TJ Douglas** (CEO and Founder, Drink Progressively Group)  
**Desiree Harrison-Brown** (Founder, Wino Noire; Educator, Napa Valley Wine Academy)  
**Christie Dufault, CHE, M.A. Ed** (Professor – Wine and Beverage Studies, CIA)  
**Emily Wines, MS** (VP of Wine Experience, Cooper's Hawk Winery and Restaurants)  
**Lars Leicht** (VP of Education, *The SOMM Journal*)  
**Jacob Gragg** (Cà del Bosco & Portfolio Fine Wine Specialist, Santa Margherita USA)  
**Erik Segelbaum, AS** (Founder & Chief Vinnovation Officer, SOMLYAY)  
**Andrea Robinson** (Master Sommelier, Author, Consultant)  
**Kelli White** (Director of Education, The Wine Center at Meadowood)  
**Sarah Bray, DipWSET** (Associate Director of Education at the Wine Center, Meadowood)  
**Christina Stanley, CMS Advanced** (Wine Director, Slanted Door Napa)  
**Stevie Stacionis** (Owner, Bay Grape and MAMA Oakland)

4:30 PM **Reception: Women in Leadership**  
*Atrium (1<sup>st</sup> floor)*

*Join us for our reception, "Women in Leadership," highlighting the pivotal role women play in driving our industry forward. Featuring influential leaders, entrepreneurs, and trailblazers, this reception celebrates the transformative power of female leadership as a catalyst for innovation, fostering inclusion, and shaping the direction of the industry. Raise a glass and join the conversation!*

**Featured Leaders:**

- **Priyanka French** (Winemaker and Vineyard Manager, Signorello Estate)
- **Pauline Lhote** (Director of Winemaking, Domaine Chandon)
- **Kristin Olszewski** (CEO, Nomadica Wines)
- **Molly Sheppard** (Environmental Manager & Assistant Winemaker, Spottswoode Estate Vineyard and Winery)
- **Martha Stoumen** (Owner + Winemaker, Martha Stoumen)
- **Justin Trabue** (Owner and Head Wine Witch, Ward Four Wines)

**\*\* SUBJECT TO CHANGES \*\***

- **Elizabeth Vianna** (General Manager & Winemaker, Chimney Rock Winery) and **Laura Orozco** (Assistant Winemaker, Chimney Rock Winery)

**Guests of Honor:**

- **Leilani Baugh** (Founder, Vin En Noir)
- **Brenae Royal** (North Coast Operations Manager, E. & J. Gallo Winery)
- **Christina Stanley, CMS Advanced** (Wine Director, Slanted Door Napa)
- **Stevie Stacionis** (Owner, Bay Grape Oakland & Napa)

5:30 PM

**Summit Concludes for the Day**

*Enjoy all that downtown Napa has to offer during your free evening! Visit [Downtown Napa Association's](#) calendar of events or enjoy the following opportunities available to attendees of the Summit (though not hosted by The Culinary Institute of America):*

- 6:30 – 8:30 PM – BIPOC Mixer hosted by Women in Leadership Guest of Honor, Leilani Baugh, Vin En Noir, 1001 Caymus St, Napa, CA 94559. Open to all.
- Bay Grape Napa – Head over to Bay Grape Napa for their signature Monday night blind tasting! \$25 for a 4-wine flight; open until 8 PM. Hosted by Women in Leadership Guest of Honor, Stevie Stacionis, Bay Grape Napa, 2999 Solano Ave, Napa, CA 94558

## **Tuesday, May 7**

8:30 AM

**Breakfast**

*Atrium (1<sup>st</sup> floor)*

9 AM

**Morning Remarks**

Speaker: **Maryam Ahmed** (Consulting Program Manager, Maryam + Company)

9:15 AM

**General Session VII**

*People Session | Panel Discussion*

**Negotiating for Yourself & Your Business**

*Whether you're shaping a deal for your own venture, seeking a new role, or representing a company, you'll need to develop self-advocacy and effective negotiation strategies. From securing favorable deals to advancing personal interests, join us for an empowering session that promises to sharpen your ability to know your worth/value and to negotiate with confidence and finesse.*

Moderator: **Erica Duecy** (Founder, Business of Drinks)

Panelists: **Shanika Hillocks** (Principal, Brand Strategy & Marketing Consultant, Shanika Hillocks, Inc.)  
**TJ Douglas** (CEO & Founder, Drink Progressively Group)  
**Meghan Zoebeck** (Winemaker, Burgess Cellars)

**\*\* SUBJECT TO CHANGES \*\***

- 10:45 AM **Networking and Refreshment Break**  
*Atrium (1<sup>st</sup> floor)*
- 11 AM **General Session VIII**  
*Business Session | Panel Discussion*  
**Hidden Gems: Innovative Career Tracks for the Curious Professional**  
*This session shines a spotlight on innovators and career tracks that are often overshadowed but are brimming with enriching opportunities. We'll explore "unconventional" roles that may not grab the limelight but offer unique pathways for career growth and personal satisfaction in this dynamic industry.*  
Moderator: **Erin Kirschenmann, DipWSET** (Managing Editor, *Wine Business Monthly*)  
Panelists: **Timothy Buzinski '97** (Assistant Professor - Wine Studies, CIA)  
**Christopher Renfro** (Founder, 280 Project)  
**Remi Cohen** (CEO, Domaine Carneros)  
  
Outro: **Josh Hixon** (President, Carneros Wine Alliance)
- 12:30 PM **Bento Box Lunch and Walk-Around Wine Tasting**  
*Atrium and Jackson Family Wines Amphitheater (1<sup>st</sup> floor)*  
  
*Sponsored by Carneros Wine Alliance*
- 1:30 PM **General Session IX**  
*Tasting Session*  
**Pouring Possibilities: The Expanding Landscape of Beverage**  
*Just when you've learned the latest trend, another one is quick on its heels. This session delves into the expanding horizons of the beverage world by exploring the trends, innovations, and nuanced flavors shaping the beverage industry today.*  
Moderator: **Andrea Robinson** (Master Sommelier, Author, Consultant)  
Presenters: **Desiree Harrison-Brown** (Founder, Wino Noire; Educator, Napa Valley Wine Academy)  
**Erica Duecy** (Founder, Business of Drinks)  
**Kristin Olszewski** (Founder + CEO, Nomadica Wines)  
Additional panelists to be announced.
- 2:45 PM **Networking and Refreshment Break**  
*Atrium (1<sup>st</sup> floor)*
- 3 PM **General Session X**  
*Interactive Session | NVVT & Atrium (1<sup>st</sup> floor)*  
**Confidence Coaching + Community Connection (Speed Networking)**  
*Our final session of the summit combines confidence with community building. Join Global Executive Coach, Mary Rezek, to hone the art of professional self-presentation, empowering you with the confidence to navigate networking and follow through that will transform initial connections into lasting relationships.*  
Presenter: **Mary Rezek** (Global Executive Coach)

**\*\* SUBJECT TO CHANGES \*\***

4:45 PM

**Farewell Toast**

*Atrium (1<sup>st</sup> floor)*

*Raise your glasses one final time as we bid farewell with a toast featuring rare Napa sparkling wine.*

Speaker: **Cathy Jörin, MBA** (Senior Director, School of Graduate and Professional Studies, CIA)

5 PM

**Summit Concludes**