



B.E.V. NY 2016

Business Day Agenda

Thursday, March 3, 2016

(subject to minor changes)

- 8:00 AM** **Registration**
- 8:45 AM** **Welcome**
Chris Gerling, Anna Katharine Mansfield, Hans Walter-Peterson
- 9:00 AM** **The Consumer Genome: What every winery can learn about customer segmentation**
Jeremy Hawk, Constellation Brand
- 9:45 AM** **The Value of Wine Certifications for Tasting Room Staff**
Lorraine Hems, Rochester Institute of Technology
- 10:15 AM** **BREAK**
- 10:30 AM** **Consumer purchasing patterns for wine: National trends and regional observations**
Brad Rickard, Cornell University and Bill Mahoney, Premium Wine & Spirits
- 11:15 AM** **Recent and Proposed Changes to the New York Alcohol Beverage Control Law**
Tom Donohue, NY State Liquor Authority
- 12:00 PM** **Update from the New York Wine & Grape Foundation**
Jim Trezise, NY Wine & Grape Foundation
- 12:15 PM** **UNITY BANQUET RECEPTION**
- 12:30 PM** **UNITY BANQUET LUNCH**
- 1:30 PM** **Does Taste Physiology Matter in Marketing?**
Jie Lie and Miguel Gómez, Cornell University
- 2:00 PM** **Inventory in Wineries: How do I account for this?**
Elizabeth Miranda, EFPR Group
- 2:30 PM** **Marketing Like You Mean It**
Brandon Seager, Tompkins Cortland Community College
- 3:00 PM** **BREAK**
- 3:15 PM** **Marketing Special Events**
Cheryl Stanley, Cornell University
- 4:00 PM** **Craft Beverage Panel: The impact of cider, beer and spirits on the NY wine industry**
Moderated by Brandon Seager, Tompkins Cortland Community College