

# Learn how to build a thriving and profitable ferment-on-premise business – even in a “roller coaster” business environment...



Business is like a roller coaster ride without the safety bar. At the **2010 Fermenters Guild Conference**, you get real insights for a new business plan – your “safety bar” for the days, weeks and months ahead.



*Again* this year, our venue is the popular Four Points Sheraton in Thorold, Ontario. Close to Niagara Falls attractions and entertainment, Buffalo-area shopping and surrounded by wineries, this location is perfect for those who want to add a “vacation day” to their schedule.

## **2010 FERMENTERS GUILD CONFERENCE – Event Dates:**

### **SATURDAY, APRIL 24**

Registration opens at noon. Optional winery tour in the afternoon. Welcome Reception in the evening.

### **SUNDAY, APRIL 25**

A jam-packed day. Continental breakfast starts at 7:30am. The Annual General Meeting of the Fermenters Guild runs from 8am – 9:15am, followed by business seminars, a major presentation at lunch, more seminars and tastings, a tradeshow, Sunday Banquet and hospitality suites.

### **MONDAY, APRIL 26**

Full breakfast and seminars in the morning.

*If* you are like most in this business, 2009 has been a year of highs and lows...

- You have celebrated days with great sales and agonized over zero-dollar days,
- You have welcomed some new customers and wondered why many of your regulars have simply disappeared into thin air, and
- You have seen your bank balance rise and fall, rise and fall, rise and fall.

As you close out the year, your stress will be UP... your profits DOWN... your sales FLAT... and you may be thinking, “**This is C-R-A-Z-Y. I’m working my butt off for nothing! Why? What is REALLY going on out there?**”

Well, **Fuzion** and other low-priced wines will continue to fly off the shelves of your local LCBO and they will continue to challenge our industry’s basic business premise of good wine for less money. As well, the much-hyped...

(Continued inside)

### **Final Date for Discounted “Early Bird” Registration is January 29, 2010**

*(Full details inside)*

*We* have reserved the entire hotel for this Conference and negotiated special rates for attendees who book their accommodations in advance.

**For rates, availability or to modify your existing hotel reservation, please call the hotel directly, toll-free, at 1-877-848-3782.**



Take a moment right now to plan which seminars and events you will attend ...

Continued from front cover...

“economic recovery” will be slower in coming than anyone is predicting. These are the two principal assumptions that your Conference Team used to select topics and speakers for this year’s conference – including leading futurist, **Richard Worzel**, will explain where our industry is heading and why in his keynote address. Social media specialist, **JP Holecka**, will tell you how to use Facebook, Twitter and other websites to actually improve your business – particularly among young adult wine drinkers.

Merchandising specialist, **Leslie Groves**, will help you create eye-catching, effective retail displays on a budget.

**Dwight Scudder** of Somerset Fine Wines in London will show you how to build a higher profile for yourself and your business in your town, city or neighbourhood.

There will be tasting seminars as well including the return of “Fabulous On-Premise” wines – where sommeliers **Ric Kitowski** and **Jocelyn Klemm** blind taste test our industry’s wines against commercial wine benchmarks and share the results. Attendees receive a live wine tasting of the winning red and white wines.

**Dave Larocque** uses live tastings to explain the effects of oak on wine while **Tim Vandegrift** will lead a tasting of the components in the wine kits that you sell.

In addition, your wine ingredients suppliers will be making presentations... there will be roundtable discussions... even a seminar on the best promotions... and a whole lot more.

At the conference, you have this once-a-year opportunity to network with other business owners, see the latest products and services for our industry and taste some wine at the hospitality suites and during the Welcome Reception on Saturday evening.

A seminar and event schedule is shown at the right. Review it now, make your selections and reserve your place at the 2010 Fermenters Guild Conference.

**SAVE now with the “Early Bird” discount offer.**



This year’s conference will **NOT** be videotaped. To get the benefit of all the great content, you must attend in person.  
**Reserve your place now!**

## EVENT & SEMINAR SCHEDULE

<b>Sunday 7:30am</b> <b>Sunday 8:00am - 9:15am</b>	CONTINENTAL BREAKFAST ANNUAL GENERAL MEETING
<b>SEMINARS BY TRACK</b>	<b>Track # 1 (Perfecting Your Craft)</b>
<b>Sunday 9:30am - 10:30am</b>	<b>CODE 1-1</b> <b><u>Commercial and kit wine making are more similar than different. Learn more here!</u></b> <i>Susan Kwan, Winexpert</i>
<b>Sunday 11:00am - NOON</b>	<b>CODE 1-2</b> <b><u>Perfectly clear wine – everytime</u></b> <i>Sandra Sartor, Vineco</i>
<b>Sunday 12:15pm - 1:45pm</b>	LUNCHEON & KEYNOTE SPEAK
<b>Sunday 2:00pm - 3:00pm</b>	<b>CODE 1-3</b> <b><u>Using Commercial Wine Trends to Enhance Your Business</u></b> <i>RJ Spagnols</i>
<b>Sunday 3:15pm - 6:30pm</b>	TRADESHOW
<b>Sunday 6:45pm and later</b>	RECEPTION & BANQUET
<b>Monday 8:00am - 9:15am</b>	FULL BREAKFAST
<b>Monday 9:30am - 10:30am</b>	<b>CODE 1-4</b> <b><u>Romancing the Vine</u></b> <i>Rob Domville, CellarCraft</i>
<b>Monday 11am - NOON</b>	<b>CODE 1-5</b> <b><u>Winemaker’s Roundtable</u></b> Your opportunity to get your wine making questions answered by the experts

Seminar topics and speakers are subject to change. For the most up to date

## Who should attend

- Owners, managers and key employees of ferment-on-premise businesses in Canada and internationally
- Executives and key staff members of businesses that supply the ferment-on-premise industry
- Franchisors and their key managers
- Individuals ready to enter the industry
- Recent graduates with a career interest in the wine industry
- Public sector policymakers who have responsibilities for beverage alcohol



**Track # 2  
(Marketing Your Business)**

**CODE 2-1**  
**Adding social media to your marketing plans**  
*JP Holecka, Powershifter Media*

**CODE 2-2**  
**Creating inexpensive yet highly effective retail displays**  
*Leslie Groves, Interior Elements*

**CODE 2-3**  
**Reach out and dazzle!**  
*Dwight Scudder, Somerset Fine Wines and Gifts*

**CODE 2-4**  
**Bring an idea... leave with a dozen!**  
*Moderator: David Foley, Bloor West Winery*

**CODE 1-6**  
**Brewer's Roundtable**  
**Your opportunity to get your beer brewing questions answered by the experts**

**Track # 3  
(Insider's Track)**

**CODE 3-1**  
**Understanding the effects of Oak on Wine**  
*Dave Larocque, Wine Educator  
Anna Tuschak, Barrel Imports*

**CODE 3-2**  
**Fabulous On-Premise Wines**  
*Ric Kitowski and Jocelyn Klemm, The Wine Coaches*

**CODE 3-3**  
**A component tasting to distinguish flavour elements in red and white wine.**  
*Tim Vandegrift, Winexpert*

**CODE 3-4**  
**Fermenters Guild Roundtable**  
*Moderator: Paul Goldie, Village Wine*

**No Track # 3 seminar offered in this timeslot**

information and additional seminar details, please visit [fermentersguild.com](http://fermentersguild.com)

## What attendees will learn

- Important perspectives on your industry from qualified outsiders
- Proven, practical ways to improve your business' bottom-line
- How to speak more knowledgeably about ferment-on-premise wines in the larger context of the wine industry
  - How "social networking" and a better business profile can increase your sales
  - What other on-premise winemakers are doing right now to improve their profits
  - What's new... what's hot... what's great!



**RICHARD WORZEL**

Our Sunday luncheon speaker, Richard Worzel, is a leading forecaster and futurist who challenges organizations to examine the future and plan for it. Changes in politics, technology, leadership, demographics and economics are altering the face and pace of business. Those who are prepared will prosper, and knowledge is the cornerstone of preparation.

A Chartered Financial Analyst, Richard is also the best-selling author of "Who Owns Tomorrow?" and a frequent media commentator on business and economic trends. He lives in Toronto, travels the world, and enjoys big, red wines.



**RIC KITOWSKI AND JOCELYN KLEMM**

Sommeliers Jocelyn Klemm and Ric Kitowski return with more Fabulous On-Premise Wines and their pricey commercial benchmarks. This year, attendees will taste some wines as Jocelyn and Ric describe their blind taste-test results. (Limited seating. Book today to avoid disappointment.)



**DWIGHT SCUDDER**

The co-founder and co-operator of Somerset Fine Wines in London, Dwight Scudder tells you how (and why) to raise the profile of your business in your community. Dwight's sage advice and down-to-earth style is always well received by his peers.



**DAVID LAROCQUE**

Popular wine educator Dave Larocque leads a structured tasting of Winexpert's Estate Series Chardonnay and CellarCraft's Showcase Red Mountain Cabernet Sauvignon to demonstrate the effect of various types of oak-barrel ageing. Anna Tuschak of Barrel Imports will assist in this presentation. (Limited seating. Book early to avoid disappointment.)

Imports will assist in this presentation. (Limited seating. Book early to avoid disappointment.)

**You get admission tickets to business- and knowledge-building seminars, lunch with Canada's leading futurist, a banquet on Sunday, tradeshow, hospitality suites and the opportunity to network with your peers and suppliers for much less than you think...**

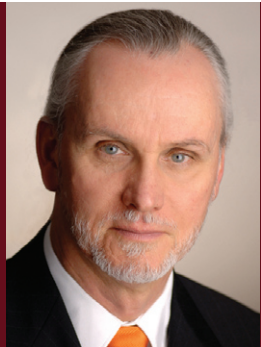
*Just* for fun, have your next few customers "pay" for you to attend the Conference. On their next on-premise winemaking orders, write a large "C" on the carboy tag. As you process wine, remember that the margin from these carboys – and only these carboys – pays for your full registration at the Conference.



An insight-packed, “do-it-now” presentation you cannot afford to miss...

# *Will* your livelihood die on the vine... or flourish?

The Ferment-on-Premise industry is being challenged as it has never been before. That is precisely why you need to hear what Richard Worzel would do if he was running your business – and why.



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A Chartered Financial Analyst, Richard is also the best-selling author of “**Who Owns Tomorrow**”? and a frequent media commentator on business and economic trends. He lives in Toronto, travels the world, and enjoys big, red wines.

## FUTURESEARCH

To: Hard-working business owners in the Ferment-on-Premise industry  
From: Richard Worzel  
Date: December 23, 2009

I'm pleased to have been asked to be the luncheon speaker at your 2010 Conference, and look forward to working with you. Here is how I intend to approach the preparation of my presentation.

Let's start at the beginning: The future is inherently unpredictable, but despite that, you can successfully plan for it. Indeed, it's not a matter of whether we will be caught by surprise – we will – but how quickly we recover, and how constructively we respond to surprises that will determine how well we compete in the marketplace.

There's a formal and structured process, called Scenario Planning, which recognizes there is not one, single future but several possible futures, and that helps you capture and harness uncertainty. The process involves assessing the most likely possibilities, developing story lines concerning them, and then preparing contingency plans to deal with them. Along the way, you will also learn an awful lot more about what the time ahead might hold than you expected, and be better prepared for it.

All possible scenarios are influenced by a variety of factors, which are the drivers of change that shape the outlines of days to come. Part of my job is to assess these drivers and help you prepare for the future of the ferment-on-premise industry. Some of these factors are obvious (such as “the Fuzion effect”); while others are buried in the attitudes and behaviours of consumers and Governments.

Lastly, and most importantly, I will describe how you can outline the actions you should take today and in the months following the conference to achieve the best result given the probable future for your industry. In short, I will show you how to plan for a better tomorrow.

The Fermenters Guild and I are working closely together to make sure that my research and presentation will be focused on your needs. I look forward to meeting with you!

Full  
Conference  
Details  
Inside...

Thank you to the CCWA for its funding assistance.



# Fermenters Guild

2010 Conference and AGM

April 24 - 26, 2010

Four Points Sheraton Hotel, Thorold, Ontario



## REGISTRATION FORM

Registration #:

[PLEASE PRINT. ONE REGISTRATION FORM PER PERSON. THANK YOU.]

Your Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

✓ Check to select	Base Fee	FG Member Fee <sup>1</sup>	Your Cost
<input type="checkbox"/> The Full Conference <sup>2</sup>	\$ 325.00	\$ 250.00	\$
<input type="checkbox"/> Sunday Breakfast	\$ 20.00	\$ 15.00	\$
<input type="checkbox"/> Sunday Lunch & Keynote	\$ 75.00	\$ 60.00	\$
<input type="checkbox"/> Sunday Seminars	\$ 145.00	\$ 120.00	\$
<input type="checkbox"/> Sunday Banquet	\$ 75.00	\$ 60.00	\$
<input type="checkbox"/> Breakfast Monday	\$ 25.00	\$ 20.00	\$
<input type="checkbox"/> Monday Seminars	\$ 75.00	\$ 60.00	\$
		<b>SUB-TOTAL</b>	\$
Less "Early Bird Discount" if applicable <sup>3</sup>			\$
Service charge <sup>4</sup> (at seminars with wine tastings only)		\$ 25.00	\$
Pre-event Winery Tour <sup>5</sup>		\$ 30.00	\$
		<b>Plus 5% GST</b>	\$
		<b>TOTAL</b>	\$

<sup>1</sup> These discounted fees are available only to paid current members of the Fermenters Guild. All registrations are subject to verification and adjustment

<sup>2</sup> The "Full Conference Package" includes all stated meals and admission to one seminar per time slot on Sunday and Monday. The "Pre-event Winery Tour" is not included in this package and is extra.

<sup>3</sup> "Early Bird Discount": Reserve and pay by January 29, 2010 and you may DEDUCT \$40.00 (\$38.10 + \$1.90 GST) for your Full Conference Package registration.

<sup>4</sup> If you attend any of the seminars that include wine tastings (codes 3-1, 3-2 and 3-3 only), there is a \$25.00 service fee to cover the cost of glasses and wine service. Since these seminars have smaller capacity, a sell-out of all three is anticipated. If you request one of these seminars, add \$25.00 to your cost.

<sup>5</sup> Board the bus at the hotel at 3:00 pm on Saturday, April 24, 2010 for this educational winery tour. Fermenters Guild members receive first priority for this tour.

### SEMINAR SELECTION GRID:

Circle the seminars you would like to attend in Track 1 and Track 2 from the list below. Only select one seminar per line:

Sunday: Code 1 - 1 or Code 2 - 1  
Code 1 - 2 or Code 2 - 2  
Code 1 - 3 or Code 2 - 3

Monday: Code 1 - 4 or Code 2 - 4 or Code 3 - 4  
Code 1 - 5 or Code 1 - 6

For the Track 3 tasting seminars, please indicate your first and second preference and an alternate selection if your preferred seminar is not available.

First Preference is \*

and alternate selection is \*\*

Second Preference is \*

and alternate selection is \*\*

\* Select from: Codes 3 - 1, 3 - 2 or 3 - 3 only

\*\* Select from other seminar codes in the same time period

A listing of seminar titles is shown on the reverse side of this form and more information on each seminar may be found at [fermentersguild.com](http://fermentersguild.com)

### PAYMENT METHOD:

Payment may be made by cheque or credit card.

To pay by VISA, MC or AMEX, complete the form below and FAX this entire page to (613) 489-1242 or mail it to the address on the left.

Mail your cheque to: Fermenters Guild  
P.O. Box 34003  
3777 Strandherd Road  
Ottawa, ON K2J 5B1

Card # \_\_\_\_\_

Expiry Date (MM/YY): \_\_\_\_\_

Initial Here: \_\_\_\_\_

**Thank you for your registration! We look forward to seeing you at the Conference.**

## EVENT & SEMINAR SCHEDULE

Sunday 7:30am	CONTINENTAL BREAKFAST		
Sunday 8:00am - 9:15am	ANNUAL GENERAL MEETING		
SEMINARS BY TRACK	Track # 1 (Perfecting Your Craft)	Track # 2 (Marketing Your Business)	Track # 3 (Insider's Track)
Sunday 9:30am - 10:30am	<b>CODE 1-1</b> <u>Commercial and kit wine making are more similar than different. Learn more here!</u> <i>Susan Kwan, Winexpert</i>	<b>CODE 2-1</b> <u>Adding social media to your marketing plans</u> <i>JP Holecka, Powershifter Media</i>	<b>CODE 3-1</b> <u>Understanding the effects of Oak on Wine</u> <i>Dave Larocque, Wine Educator Anna Tuschak, Barrel Imports</i>
Sunday 11:00am - NOON	<b>CODE 1-2</b> <u>Perfectly clear wine – everytime</u> <i>Sandra Sartor, Vineco</i>	<b>CODE 2-2</b> <u>Creating inexpensive yet highly effective retail displays</u> <i>Leslie Groves, Interior Elements</i>	<b>CODE 3-2</b> <u>Fabulous On-Premise Wines</u> <i>Ric Kitowski and Jocelyn Klemm, The Wine Coaches</i>
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Sunday 2:00pm - 3:00pm	<b>CODE 1-3</b> <u>Using commercial wine trends to enhance your business</u> <i>RJ Spagnols</i>	<b>CODE 2-3</b> <u>Reach out and dazzle!</u> <i>Dwight Scudder, Somerset Fine Wines and Gifts</i>	<b>CODE 3-3</b> <u>A component tasting to distinguish flavour elements in red and white wine.</u> <i>Tim Vandegrift, Winexpert</i>
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Monday 9:30am - 10:30am	<b>CODE 1-4</b> <u>Romancing the Vine</u> <i>Rob Domville, CellarCraft</i>	<b>CODE 2-4</b> <u>Bring an idea... leave with a dozen!</u> <i>Moderator: David Foley, Bloor West Winery</i>	<b>CODE 3-4</b> <u>Fermenters Guild Roundtable</u> <i>Moderator: Paul Goldie, Village Wine</i>
Monday 11am - NOON	<b>CODE 1-5</b> <u>Winemaker's Roundtable</u> Your opportunity to get your wine making questions answered by the experts	<b>CODE 1-6</b> <u>Brewer's Roundtable</u> Your opportunity to get your beer brewing questions answered by the experts	No Track # 3 seminar offered in this timeslot

Seminar topics and speakers are subject to change. For the most up to date information and additional seminar details, please visit [fermentersguild.com](http://fermentersguild.com)