



## AGENDA

- 7:00 AM - 8:00 AM** Registration & Continental Breakfast Buffet,  
Booths Open
- 8:00 AM - 8:10 AM** Introduction – Jim Prevor
- 8:10 AM - 8:40 AM** Session One – **Playing the “Long Game”**  
Kathleen Nave, California Table Grape Commission
- 8:40 AM - 9:10 AM** Session Two – **Roaring 20’s Again: Decade of  
Complexity & Change**  
Stephan Weist, Rewe Group
- 9:10 AM - 10:10 AM** Session Three – **Breeding as a  
Base for Industry Prosperity**  
Rafi Karniel, ARRA/GRAPPA  
Andy Higgins, IFG  
Josep Estiarte, SNFL  
David Marguleas, Sun World  
Facilitated by Jim Prevor

**10:10 AM -10:30 AM**

Session Four – **Retrospective and Look Ahead**

Domenick “Cookie” Bianco, Anthony Vineyards

Q & A with Jim Prevor

**10:30 AM - 10:45 AM**

Networking Break Booths Open

**10:45 AM - 12:00 AM**

**Industry Brain Trust Discussions:**

*Retail (15 min)*

Phil Macy, Sam’s Club

*Asia/Oceania (20 min.):*

George Liu, Frutacloud

Michael Simonetta, Perfection Fresh

Elliott Jones, Costa Group

*South Africa (15 min.):*

Pieter Karsten, Karsten Group

*The Americas (25 min.)*

Carlos Bon, Grupo Alta & Divine Flavor

Cristian Ureta, EXSER

Randy Giumarra, Giumarra Vineyards

John Pandol, Pandol Bros

**12:00 PM -12:30 PM**

Session Five – **Sustainability Session**

Katy Green, Whole Foods

Sergio Borquez, Campos Borquez in Mexico

**12:30 PM - 1:00 PM**

Session Six – **Out-of-the-box Grape Retailing**

Caitlin Tierney, Sprouts

<b>1:00 PM - 2:00 PM</b>	Lunch — Booths Open <b>Slide Presentation: South Korean Retailer EMART</b> <u>Jay Lim, EMART</u>
<b>2:00 PM - 2:30 PM</b>	Session Seven— <b>Wholesale Perspective</b>  <u>Introduction &amp; Facilitation: David Watson, Fresh Farms</u>  <u>Dillon D'Arrigo, D'Arrigo New York</u>  <u>Tom Kovacevich, T.M Kovacevich-Philadelphia</u>
<b>2:30 PM -3:00 PM</b>	Session Eight — <b>Value of Grape Varietal Innovations</b> <u>Julian Alston, UC Davis</u>
<b>3:00 PM - 3:30 PM</b>	Session Nine — <b>Grapes in Iceland</b> <u>Bardur Nielsson, Bananar</u>
<b>3:30 PM -3:50 PM</b>	Networking Break Booths Open
<b>3:50 PM- 4:10 PM</b>	Session Ten – <b>Lunch Bunch and The Future</b>  <u>Harold McClarty, HMC</u> Q & A with Jim Prevor
<b>4:10 PM - 4:40 PM</b>	Session Eleven – <b>Branding Session</b> <u>Andy Kampa, Robinson Fresh</u>
<b>4:40 PM - 5:10 PM</b> <b>Industry</b>	Session Twelve – <b>Growers/Breeders &amp; Building the</b>  <u>Rupert Maude, Sun World International</u>
<b>5:10 PM – 5:40 PM</b>	<b>Grapes at Gelson's: Upscale Retailing</b> <u>Paul Kneeland, Gelson's</u>
<b>5:40 PM – 6:00 PM</b>	<b>Closing Remarks and Floor Discussion</b> <u>Jim Prevor with Paul Kneeland and John Pandol</u>

**6:00 PM - 7:00 PM**

Closing Reception