



**ATTENTION RISING STARS:
ADVANCE YOUR CAREER WITH WISE ACADEMY MANAGEMENT CORE COURSES STARTING
APRIL 15**

April 1, 2009, Napa, Calif. – The WISE Academy, the only wine industry education, training and certification program dedicated solely to direct-to-consumer sales, is accepting registrations for the *Management Core Course*. Five convenient course schedules start on April 15 in Napa. www.WineIndustrySalesEducation.com.

The *Management Core Course #201* was designed to create tomorrow’s direct-to-consumer leaders. It is the foundation of the WISE Level II Certification Program.

Whether you are currently managing a consumer direct channel or planning to advance to direct to consumer management, this course will change your career. It includes leadership training and communication styles (the skills required to lead individuals and teams), as well as the fundamentals of accounting and operations financial management: financial reports, cash, credit and inventory management, planning, budgeting and ROI analysis. Successful completion of this course is a prerequisite for four Level II certificate courses. (Seasoned wine industry professionals may test out of this course as a pre-requisite.)

The *Management Core Course #201* is ideal for those managing tasting rooms, wine clubs and e-commerce, as well as those with management work experience, but limited formal training, and those who just need a quick refresher course.

Convenient Dates, Locations

Conveniently offered as either full-day or evening course, the *Management Core Course* is taught in both Napa and Sonoma. Tuition is \$900 per student.

<u>Dates</u>	<u>Hours and Schedule</u>	<u>Location</u>
April 15, 22, 29, 2009	24 Hours; 3 Full Days	Napa
May 4, 5, 11, 12, 18,19, 2009	24 Hours; 6 Evenings	Sonoma
May 13, 20, 27, 2009	24 Hours; 3 Full Days	Napa
June 2, 9, 16, 2009	24 Hours; 3 Full Days	Sonoma
June 3, 10,17, 2009	24 Hours; 3 Full Days	Napa

Registrations can be made online at www.WineIndustrySalesEducation.com.

About WISE Academy

WISE – which stands for Wine Industry Sales Education – offers a comprehensive curriculum developed by more than thirty vintners and industry experts, all geared to increase the number and expertise of direct-to-consumer (DTC) marketing and sales professionals and to fuel professional aspirations. Courses are divided into three levels, plus an executive series, to meet the needs of those just entering the wine industry to experienced direct sales managers to the winery CEO. The WISE Academy was founded in 2008 by Lesley P. Berglund, co-founder and former CEO of the Ambrosia Wine Catalogue / Winetasting Network, and Mack Schwing, former Director of the Wine Business Program at Sonoma State University for five years following his retirement from Deloitte Consulting.

Complete course descriptions are available online at www.WineIndustrySalesEducation.com, or for more information, call (877) 740-WISE (9473). WISE futures are available for wineries interested in purchasing blocks of educational credits at a discount.

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