

WISE ACADEMY NOW ACCEPTING REGISTRATIONS FOR PROFESSIONAL CORE COURSE SCHEDULED FOR MARCH 31

Members of Napa Valley Vintners and Sonoma County Vintners Receive Special \$99 Rate for Online Registrations Received by March 27

March 17, 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 *Professional Core Course*, which starts March 31. www.WineIndustrySalesEducation.com.

The *Professional Core Course* is the foundation of the WISE Level I Certification Program. It provides students with a broad overview of the wine business and wine tasting basics with special emphasis on the history of wine in America, fundamentals of grape growing and winemaking, basics of consumer direct wine sales and service standards, as well as hands on wine tasting and sensory evaluation. Successful completion of this course provides the knowledge and confidence required to be a WISE Professional and is a prerequisite for all four Level I Certificate courses.

The vision behind the *Professional Core Course* was to create a single course appropriate for every winery employee who interacts with consumers so that, together, WISE Academy and the industry can raise standards for direct-to-consumer professionalism. The *Professional Core Course* is ideal for experienced frontline employees as well as those who are new to the industry.

Convenient Dates, Locations

Conveniently offered as either a full-day or evening course, the *Professional Core Course* is taught in both Napa and Sonoma. Tuition is \$250 per student.

| <u>Dates</u> | <u>Hours and Schedule</u> | <u>Location</u> |
|---------------------------|---------------------------|-----------------|
| March 31 & April 1, 2009 | 16 Hours; 2 Full Days | Napa |
| April 6, 7, 13 & 14, 2009 | 16 Hours; 4 Evenings | Sonoma |
| April 8, 9, 15 & 16, 2009 | 16 Hours; 4 Evenings | Napa |
| May 5 & 6, 2009 | 16 Hours; 2 Full Days | Sonoma |
| May 12 & 13, 2009 | 16 Hours; 2 Full Days | Napa |
| May 26 & 27, 2009 | 16 Hours; 2 Full Days | Sonoma |
| June 2 & 3, 2009 | 16 Hours; 2 Full Days | Napa |
| June 16 & 17, 2009 | 16 Hours; 2 Full Days | Sonoma |

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

Developed by Experts, Tailored for Appellations

The *Professional Core Course* has been co-developed by WISE with Evan Goldstein and his team at Full Circle Wine Solutions and the Wine Institute, which has provided information on compliance and regulations. Additionally, the Napa Valley Vintners and Sonoma County Vintners have augmented the Napa and Sonoma-location courses with information that illustrates the unique attributes of each appellation. The result is a comprehensive course appropriate for all frontline employees and tailored for Napa and Sonoma wineries.

Special Offer for NVV and SCV Members

Registrations made online on or before March 27 by members of the Napa Valley Vintners and Sonoma County Vintners receive a one-time special price of \$99 on the *Professional Core Course* #101, a significant discount off the \$250 price. (Offer cannot be combined with other offers; all courses in Napa or Sonoma, as indicated above). Members of both organizations will receive information in the coming days on how to receive the discount.

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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