

# SERBIAN UNITY CONGRESS

17TH ANNUAL CONVENTION

## WINE STUDY PROGRAM

Organized by the

COLLEGE OF AGRICULTURAL & ENVIRONMENTAL SCIENCES  
UNIVERSITY OF CALIFORNIA, DAVIS



FRIDAY, OCT 26<sup>TH</sup>, 2007

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- 8:00 AM                    **Orientation Meeting**  
Parc55 Hotel, *Barcelona II*  
Mr. Bruce Grogan & Mr. Corwyn E. Lovin
- Introduction to the day's activity
  - Overview of IPO/ILC
  - Wine industry and agro-tourism
- 9:00 AM                    **Depart San Francisco for Napa Valley**  
Transportation by Top Notch Executive Limousine  
Accompanied By: Mr. Corwyn E. Lovin, Mr. Phillippe Chabot  
Topics en Route
- Development of Wine Industry to it's present state: Driving Forces
- 10:30 AM                    **MERRYVALE**, 1000 Main Street, Saint Helena, California, (707)
- Wine Production
  - Facility Ambiance and its relationship to Marketing
  - Parallel Marketing
  - Utilization of Tasting Room to Promote Sales
- 12:00 PM                    **Lunch. TRA VIGNE RESTAURANT**, St. Helena, California
- 2:30 PM                    **CONN CREEK WINERY**, Villa Mt Eden, St. Helena, California, 707 963-5133  
Mr. Paul Asikainen
- Barrel Tasting
  - Effect of Oak and Varietal on Final Product
  - Enfranchising Customers
- 3:30 PM                    **Depart Conn Creek**; Villa Mt. Eden
- 4:00 PM                    **Round Table Final discussion. COPIA, NAPA**, California  
Attending: University of California, Davis,  
College of Agricultural and Environmental Sciences
1. Dr. James H. Hill
  2. Associate Dean and Director: International Programs
  3. Dr. Albert Fischer
  4. Mr. Corwyn E. Lovin
- Topics:
- Future Directions
- 5:30 PM                    **Depart Napa** for San Francisco
- 7:00 PM                    **Arrive San Francisco**