

WiVi Central Coast Agenda

	Ponderosa	Frontier	Adelade Estrella Stockyard Pavilion
	Winemaking + Viticulture	DTC	
	Continental Breakfast 7:30-8:30am		
	General Session Central Coast Focus: Trends, Investment, Opportunity. Why the Central Coast & Why Now? 8:30-10:00am	Exhibit Halls Open	Exhibit Halls open 9am-4pm
	The Not So Sexy Side of Winemaking: Cleaning, Sterilizing and Sanitizing 10:15-11:15am	Using Data Points to Define Success in DTC Sales 10:30-11:30am	
LUNCH 11:00 am - 2:00 pm	Exhibit Halls Open	Exhibit Halls Open	Exhibit Halls open 9am-4pm
	What's New: Cost Effective Vineyard Strategies and Tools 12:15-1:15pm	The Urbanization of the Tasting Room Creates Alternative DTC Channels 12:45-1:45 pm	
	Exhibit Halls Open		
	Exploring the New Central Coast AVA - San Luis Obispo Coast AVA 2:30-3:30pm	Exhibit Halls Open	
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