



31ST ANNUAL NMV&W CONFERENCE NEW MEXICO WINE INDUSTRY SEMINAR DESIGNED AS AN INDUSTRY EVENT

Marketing Strategies for New Mexican Wine: Reaching Beyond the Borders

Thursday March 1, 2012



SCHEDULE FOR THE SEMINAR

- 7:30 Registration
- 8:00 Introduction of Seminar
Presenter—Kathleen (Kathy) Kelley
- 8:05 Seminar Begins
- P** 9:45-10:15 Break
- R** 10:15 Seminar Resumes
- O** 12:00-1:00 Lunch
- G** Speaker: Bill Loftus, Amorim Cork
- R** 1:00 Seminar Resumes
- A** 2:45-3:00 Break
- M** 3:00-4:30 Seminar Resumes

KATHLEEN (KATHY) KELLEY

- Kathy is an Associate Professor of Horticultural Marketing and Business Management at Penn State University
- Kathy holds a PhD, simultaneously, Departments of Horticulture and & Botany and Plant Pathology from Michigan State University
- Works to develop business management educational resources (e.g. presentations, fact sheets, blog entries, and webinars) for horticultural crop producers & retailers
- New Zealand sabbatical experience to investigate consumer attitudes and behavior with respect to wine preferences and consumption
- Project outcomes benefit domestic winery and vineyard owners & operators on how another nation's wine industry reacts to global economies & positioning itself for sustainability
- She continues to be an innovative speaker

REGISTRATION

Registration Category	Quantity	By Feb. 17	After Feb. 17	Total
Seminar		\$35.00	\$45.00	
TOTAL AMOUNT ENCLOSED	_____	_____	_____	

SEND CHECK PAYABLE TO NMVWS
AND COMPLETED REGISTRATION
FORM TO:

NEW MEXICO STATE UNIVERSITY
EXTENSION PLANT SCIENCES
ATTN: BERND MAIER
PO Box 30003, MSC 3AE
LAS CRUCES, NM 88003

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NEW MEXICO WINE GROWERS ASSOCIATION
NEW MEXICO WINE COUNTRY



- New Mexico State University is an affirmative action/equal opportunity employer and educator. NMSU and the U.S. Department of Agriculture cooperating.
- If you are an individual with a disability and need an auxiliary aid or service please contact Jeanine Eden at 575-202-8728 by February 17, 2012.