

## Eleventh ANNUAL

*Petite Sirah Symposium*  
Tuesday, July 23, 2013

**LOCATION: Concannon Vineyard**  
4596 Tesla Road, Livermore, CA 94550

### REGISTRATION INFO

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

NAME ON BADGE \_\_\_\_\_

NAME ON BADGE \_\_\_\_\_

### PRODUCERS:

**Please bring three (3) bottles  
of the vintage that BEST represents  
your style of Petite Sirah**

for the Media Tasting to follow lunch.

**PS I Love You Thanks**  
**Sponsor ~ CONCANNON VINEYARD**

## ACCOMMODATIONS

**COURTYARD BY MARRIOTT - LIVERMORE**  
Phone: 925-243-1000 ~ Ask for PS I Love You Group rate  
of \$105/night + Tax, including breakfast. Reservations  
should be made by July 8, 2013 to qualify for the reduced  
rate. LOCATED: 2929 Constitution Dr., Livermore  
(15 rooms available at this rate.)

### PAYMENT INFORMATION:

*Includes Sessions, Lunch, and Media Tasting*

**Make Check Payable to: PS I Love You**  
**Or register online: [www.psiloveyou.org](http://www.psiloveyou.org)**

### MEMBERS of PS I LOVE YOU ~ FEES

EARLY BIRD SPECIAL: **\$100 (pre: July 1, 2013)**

\_\_\_\_\_ member(s) X \$100 = \$ \_\_\_\_\_

PS I Love You Member: **\$125 (July 1 to July 16, 2013)**

\_\_\_\_\_ member(s) X \$125 = \$ \_\_\_\_\_

### NON-MEMBERS ~ FEES

EARLY BIRD SPECIAL: **\$150 (pre: July 1, 2013)**

\_\_\_\_\_ non-member(s) X \$150 = \$ \_\_\_\_\_

Non-Member: **\$175 (July 1 to July 16, 2013)**

\_\_\_\_\_ non-member(s) X \$175 = \$ \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_  
Credit Card # Exp. Date  
 VISA  MASTER CARD  AMERICAN EXPRESS

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**QUESTIONS:** Jo Diaz ~ 707.620.0788  
jo@diaz-communications.com

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### AGENDA

7:30 - 8:30 a.m. **Registration & Continental Breakfast**

8:30 - 8:40 a.m. **WELCOME ~ John Concannon**  
8:40 - 8:50 a.m. **INDIVIDUAL INTRODUCTIONS**

8:50 - 9:15 a.m. **KEYNOTE SPEAKER ~ Steve Heimoff**  
Wine Enthusiast Magazine ~  
*Petite Sirah R-E-S-P-E-C-T*

**SESSION I** **DEVOTED TO PETITE SIRAH ~ John**  
9:15 - 9:30 a.m. **Concannon, Concannon Vineyard**  
*Crafting the first Petite Sirah in CA*

**SESSION II** **HERITAGE VINEYARDS ~ Tegan**  
9:30 - 10:00 a.m. **Passalacqua Turley Wine Cellars**  
*129 Years of Growing Petite in CA*

**BREAK ~ 10:10 - 10:15 a.m.**

**SESSION III** **ENOLOGY ~ Mike Drash, Aratas Wines**  
10:15 - 10:45 a.m. *Growing Petite in the Historical Sierra*

**SESSION IV** **ENOLOGY ~ Aaron Jackson, Aaron**  
10:45 - 11:15 p.m. *Wines ~ Intriguing Marketing Message*

**SESSION V** **MARKETING ~ Michael Houlihan &**  
11:15 - 12:00 p.m. **Bonnie Harvey ~ Consultant, Creating**  
*the message of R-E-S-P-E-C-T*

**GENERAL Q&A** **WRAP UP QUESTIONS**  
12:00 - 12:30 p.m. OPEN FLOOR

**LUNCH ~ 12:30 ~ 1:30 p.m.**

**MEDIA TASTING ~ 1:30 ~ 3:30 p.m.**  
**(Bring your Petite Sirah ~ Three bottles)**

