

Food & Wine

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- ☀ *The Certificate in Wine Education and Management.*
- ☀ *Getting to know your Wine Instructors.*
- ☀ *Join us in discussion on Fohboh.com!*
- ☀ *Restaurant Industry Conference.*



A few questions to ask yourself as you read through this issue of the newsletter:

-How can the restaurant conference enrich my professional life?

-What can I do to stay in touch with UCLA Extension?

-What are students saying about the new Certificate in Wine Education and Management?

We're on FohBoh!

You can now interact and engage with us on www.fohboh.com, the leading Foodservice Social Media platform.

Our FohBoh handle is:
UCLAExtensionFood&Wine

Join us for the annual Restaurant Conference!

You won't want to miss one of the greatest networking events within this industry. Hear some of the most influential C-level executives discuss leading topics affecting today's foodservice market and how to best prepare for a more profitable tomorrow. The 16 annual Restaurant Conference takes place on **April 17, 2012.**

Click [here](#) to **Reserve your spot today!**



CERTIFICATE IN WINE EDUCATION & MANAGEMENT

The wine industry employs over 330,000 Californians. It generates \$61.5 billion in value for the state through sales and tourism and 90% of the nation's wine comes from California. The [Certificate in Wine Education and Management](#) is designed for those who want a structured overview of wine—from flavor profiles to the fundamental business techniques utilized in the management of one

of California's dominant industries. This seven-course program is designed to provide students with a comprehensive understanding of where, why, and how wine is made and appreciated all over the world, as well as importing/exporting, retailer and restaurant issues, and inventory and price controls.

GETTING TO KNOW YOUR WINE INSTRUCTORS

**Certificate in Wine Education and Management**Program Requirements:**X 485:** [An Introduction to Wine](#)**X 480:** [Vintage I](#)**X 481:** [Vintage II](#)**X 482:** [Vintage III](#)**X 407A:** [The Business of Wine Mgt](#)**X 444:** [The Wines of Bordeaux](#)**891.02:** [Business Ethics](#)

"The program provided an excellent foundation on which to build a career in wine. All the key fundamentals are covered. I'm very satisfied with the program and I often recommend it to others aspiring to a career in wine as well" -Michele

Shelby Ledgerwood,
Savant Wines

Shelby Ledgerwood is a wine educator and consultant based in Southern California. She has worked in the food and wine industries for the past 17 years in Honolulu, San Francisco and Los Angeles. Shelby is a Certified Wine Educator with the Society of Wine Educators and a candidate for the Master of Wine. She holds certificates from the Court of Master Sommeliers, the Wine and Spirits Education Trust, L'Ecole du Vin de Bordeaux and The Wine Academy of Spain. Shelby is a former academic instructor of wine at the California School of Culinary Arts and currently teaches wine appreciation classes for the public at Pierce College and Glendale Community College in Los Angeles. In 2005, Shelby founded Savant Wines, a wine education and consulting company whose notable clients include Vinesse Wine Clubs, Sopexa, Namale Resort and the International Wine Review. As an event speaker, Shelby has been retained to conduct wine education seminars for

such notable audiences as - Costco, Gelson's Markets, Whole Foods Market, Sur La Table and Wyndham Hotels.

Neil McNally

Neil has held almost every role in the Wine Industry. From Supervisor to District Manager to Sales and Marketing to Director, Neil is a dedicated wine specialist. Neil is a member of the Society of Wine Educators and is also a Certified Wine Educator (CWE). Neil currently holds a Director position with The Malibu Estate. In his present role, Neil is responsible for maintaining all functions of Winery which includes: Marketing; PR; Production; Distribution; Compliance; Wine Tasting; Competitive Judging and Presentations.

**Patrick Comiskey**

Patrick has been immersed in the science and presentation of wine for many years. Patrick is a well-seasoned writer with a wealth of experience in roles such as Contributor and Columnist for a healthy list of clients that includes: Wineshopper.com; The San Francisco Chronicle; Winereviewonline.com; Zesterdaily.com; and more recently, The Los Angeles Times. Patrick is a Senior Correspondent for Wine & Spirits Magazine where he's editor and chief reporter. Some of Patrick's achievements include being a Panelist and Moderator at more than 20 wine conferences, locally and internationally; Judged at international wine competitions; Shifting Foundation grant recipient for work on a novel in progress; Community Arts Assistant Grant recipient and finally, a Resident at the MacDowell Colony in Peterborough, NH. Patrick has an M.F.A. from Brown University.

Giammario Villa

As a certified sommelier and Italian wine specialist in the US market for premium limited-production wines under the label *Giammario Villa Wine Selection*, in collaboration with *Golden State Wine Company*, Giammario is an established wine expert. Giammario is also a Journalist. He's a contributing reporter and photographer for the daily Italian newspaper 'La Voce di Romagna'. Giammario's credentials include: Qualified Instructor ('10) *North American Sommelier Association*; University Degree in Political Science from Bologna University; Scientific Degree in Mathematics and Classical Studies from Lyceum. He's currently council member and Marketing Director of *North American Sommelier Association* and US representative of *Italian Sommelier Association*.

"Program was excellent!! I feel like I have learned so much about this area during the course of this program. The instructor is extremely knowledgeable about wine and made it easy to understand a very complex subject" - Joyce

**STAY IN TOUCH**

Like us on [Facebook](#) for a chance to win **FREE ENROLLMENT!**

Engage with us on [FohBoh](#)

UCLA EXTENSION **RESTAURANT CONFERENCE 2011** RETROSPECTIVE

The 2011 Restaurant Conference was one of the most engaging networking events within this dominant industry. We shared, learned and dined with some of the most prominent figures within the restaurant industry. The conference was a profound success! Look forward to another marvelous conference to come in 2012!

"We've designed the Conference to provide restaurant executives with the tools and information they need to take advantage of the tremendous opportunities the next year holds. The conference will help restaurant companies find their niche, distinguish themselves from their peers, and maintain a fresh approach. We will present visionary ideas - and practical guidance - from today's industry leaders."
-Anna M. Graves, Conference Chair

The 2011 Restaurant Conference hosted some of the most distinguished speakers and professionals in its class. The notable list included: Julia Stewart, Chairman and CEO of DineEquity; José Andrés, Chef/Owner of ThinkFoodGroup; Edward Learner, World-Class Economist and author of the highly acclaimed annual UCLA Anderson Business Forecast; Wally Doolin, former CEO of Carlson Restaurants Worldwide and TGI Friday's; Bill Taves, CFO of Claim Jumper; and Carey Carrington, CFO of Romano's Macaroni Grill to name a few.

This coming year's list of renowned guests will continue to motivate, educate and inspire those in attendance. We invite you to personally share this special experience with us. With your dedicated participation and continued support, we will strive to make relevant events such as this a reality. For more information on the Restaurant Conference, contact Anna Graves at [REDACTED]

UCLA EXTENSION **RESTAURANT CONFERENCE MEET THE CHAIR AND SPONSORS**

Anna M. Graves
*Conference Chair, Co-Leader of
the Restaurant, Food & Beverage
Industry Group, Pillsbury
Winthrop Shaw Pittman LLP*

Anna Graves is co-leader of Pillsbury's Restaurant, Food & Beverage Industry Group and a partner in the Firm's Corporate & Securities practice section. Ms. Graves has broad-based experience in securities, finance, M&A, and general corporate matters.

**2011 Sponsors included:**

Pepsico Foodservice; Dr. Pepper Snapple Group; Ernst & Young; Gallagher Hospitality & Restaurant Group; Medallia, Inc.; Moss Adams LLP; Pillsbury Winthrop Shaw Pittman LLP; Trinity Capital; Young's Market Company; The Estates Group.. [et al.](#)

**STAY IN TOUCH**

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Engage with us on [FohBoh](#)