

# 2011 FGBC Trade Show and Conference April 9-11th

## Greetings!

**We are looking forward to your participation at the 2011 FGBC Trade Show and Conference, April 9-11, at the River Rock Casino Resort in Richmond, BC.**

**This year's theme is 'Attracting the thirty-something consumer'**

## Conference Agenda

Saturday, April 9th

6:00- 8:00 Wine and food pairing with Tim Ellison - see bio below  
9:00- 11:00 Welcome Social

Sunday, April 10th

9:30 - 3:00 Trade Show and Mini-Seminars  
10:00 - 10:45 CCWA presentation  
1:00 - 1:45 Beer Tasting  
3:30 - 4:30 AGM  
7:00 - 11:00 5-Course Gala Dinner at Tramonto Restaurant with Tim Ellison

Monday, April 11th

9:30 - 12:30 Keynote Speaker - Elaine Allison  
1:30 - 3:00 Round table discussion

## Conference Pricing

Wine and food pairing - \$30  
Elaine Allison - Keynote speaker - \$30  
If you buy both (wine and food pairing and keynote) - \$50

Tickets for the Keynote speaker and the wine and food pairing are open to the public. Non-members are welcome free of charge to the trade show.

**Gala dinner - \$65** - members only - **limited tickets available** - first come first serve with a limit of 2 tickets per membership until March 31. If you would like more than 2 tickets let Haely know and she will put you on a waiting list. After March 31st any extra tickets will go to the people on the waiting list.

Special hotel room pricing - \$149 per night - must be booked by March 9th. River Rock phone number 604 247-8900 or toll free 1-866-748-3718.

## Conference Registration

To register for the conference events please email Haely at [info@bcfermentersguild.com](mailto:info@bcfermentersguild.com). Remember that the Gala will sell out so contact Haely ASAP to confirm your spot!

For hotel booking please contact the River Rock directly.

## Our Keynote Speaker - Elaine Allison

### *Market Shifts - Reaching the Next Generation*

Customers are changing, are you keeping up? With newer generations entering your business; marketing, communication and media methods are changing. Are you reaching your customer? How will you keep up? In this highly interactive workshop using discussion points and group exercises, attendees will be able to:

- Understand the environment, culture, and typical needs of today's multi generations so that you will be able to reach them
- Recognize the buying process that each consumer goes through so you can tailor your sales and marketing plan
- Discover the top 3 opportunities you have to reach your target market, so you advertise correctly
- Identify and brainstorm key actions (your mini-marketing plan), to produce greater innovation when presenting products to your existing or changing target market.

### **Elaine's Bio**

Certified Speaking Professional (CSP), Elaine Allison is an International speaker and author She has enthralled audiences from coast to coast in both the United States and Canada with her lively presentations and affable style.

Elaine became one of Canada's first female prison guards in an all male maximum security correctional facility at the age of nineteen. She had a 'crash course' in

understanding how we interact and behave with each other, as her life virtually depended on it! She began to truly observe how we perceive things, buy or sell differently whether it is based on gender, age or cultural differences. She has been featured on ABC World News, Global TV, The Globe & Mail and many networks, newspapers and radio shows across North America.

Elaine's hands on experience, real life stories and illustrations of what we encounter daily, helps audiences consider all their options and apply immediate solutions.

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**Meet Tim Ellison -**  
***Gala Dinner and Wine and Food Pairing Host***

Join our host Tim Ellison at the Wine and Food Pairing on Saturday, April 9th. As well Tim will be hosting the Gala Dinner Sunday night.

**Tim's Bio**

Born and raised in Vancouver, Tim is in his 36th year in the hospitality industry. He has worked in a variety of positions ranging from Executive Chef to Director of Food and Beverage in restaurants, schools & hotels.

His education features a Diploma in Hospitality Administration from the British Columbia Institute of Technology, British Columbia Provincial Instructor training through Vancouver Community College, and certification as a Chef-de-Cuisine from the Canadian Culinary Institute.

Formal studies in wines and spirits comprise certification as a Sommelier from the International Sommelier Guild (ISG) and membership in the Vancouver chapter of the guild. He has achieved Level 3 Assessor status for the Wine & Spirit Education Trust (WSET) based out of London, England, as well as having successfully completed their rigorous Diploma of Wine and Spirits certification. Tim is a past member of the Society of Wine Educators (Washington, DC). Volunteer service includes Committee Head for the Vancouver Playhouse International Wine Festival including participating as a judge in the Wine List Competition. He is founder and Past-President (2003-2009) of the BC Wine Appreciation Society. [Read Tim's full bio](#)

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If you have any questions or require further information please contact me through email at [info@bcfermentersguild.com](mailto:info@bcfermentersguild.com).

Sincerely,

Haely Lindau  
Executive Director  
[Fermenters Guild of British Columbia](#)

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