Marketing and Financial Experts Barbara Talbott and Jeanette Tan to Instruct Branding, Accounting Programs

Early Registration Deadline is April 27 for Professional Wine Business Certificate Courses Beginning May 11

Rohnert Park, California – The Wine Business Institute (WBI) at Sonoma State University (SSU) today announced that Barbara Talbott, founder and CEO of GlenLarkin Advisors and former Chief Marketing Officer of Four Seasons Hotels, and Jeanette Tan, accountant for Kokomo Winery and Sbragia Family Vineyards, were chosen to teach the professional development courses, Wine Branding Certificate: Building a Competitive Wine Brand, a four-day intensive program taking place May 11 – 14, and QuickBooks® Certificate: A Comprehensive Application for Your Wine Business, an eight-week online course on Wednesdays from May 11 – July 20.

Barbara Talbott is considered a leader in global branding and service innovation after directing the growth of Four Seasons as one of the world's most valuable consumer brands. In 2009, she founded GlenLarkin Advisors to provide strategic counsel to senior executive teams. Jeanette Tan is owner of QB Winery Solutions, a specialized wine business accounting consultancy and Certified QuickBooks ProAdvisor®.

“We’re dedicated to employing powerhouse instructors who are the best at what they do. In Barbara and Jeanette, participants have an opportunity to learn from experts at the top of their specialization, whether branding and marketing or finance and accounting. In either case, students will advance with new skills, renewed interest, and fresh ideas for their work and organization,” Ray Johnson, Director of the Wine Business Institute said.

Wine Branding Certificate: Building a Competitive Wine Brand is designed to provide wine industry professionals a theoretical foundation and practical insights on product differentiation and brand management. Case studies and guest speakers are expected to convey key concepts related to brand equity, brand portfolio, and brand positioning. Guest speakers include Carol Reber, Senior Vice President and Chief Marketing and Business Development Officer for Duckhorn Wine Company; Ben Van Anda, Vice President at Southern Wine & Spirits; Carrie Murphy, Marketing Content Manager at Revinate; and Jacques Rossouw, Creative Director & Managing Partner at Vividbox Creative in San Francisco.
Dr. Kyuho Lee, Assistant Professor of Marketing at SSU and editor of the book, *Strategic Winery Tourism and Management*, is course co-instructor. Cost of the program is $1,600 for those who register by April 27.

*QuickBooks® Certificate: A Comprehensive Application for Your Wine Business* teaches participants how to generate customized reports for wine business operations. Learning outcomes include an ability to identify winemaking cost pools, organizing overhead expenses and charts of accounts, entering a budget, and creating reports. Participants are required to have working knowledge of QuickBooks® and must successfully complete the Readiness Assessment to become eligible to register. Cost of the program is $960 for those who register by April 27.

Jeanette Tan will also lead the seminars, *Financial Planning & Strategy for Wine Businesses* and *Using QuickBooks® in the Wine Industry* on April 22, and *Calculating the True Cost of Your Wine* on May 6.

The Wine Business Institute is an education and research institute of the School of Business and Economics. For more information regarding professional education certificates and seminars, or advanced degree programs in the School of Business and Economics, please contact (707) 664-3325 or winebiz@sonoma.edu. Certificate programs are administered in partnership between the School of Business and Economics and the School of Extended and International Education.
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