Sonoma State University’s Wine Business Institute was founded as a partnership between the University and the wine industry. We were the first in the United States to offer an undergraduate degree (since 1998), an MBA (since 2008) and most recently an Executive MBA (since 2012), focused on the business aspects of the wine industry.

Today, our full slate of degree, seminar and certificate programs answer the demands of full-time students, working professionals, winery owners and those aspiring to be part of the wine industry. With the online certificate offerings, our knowledge is now accessible wherever you are in the world. Explore www.sonoma.edu/winebiz for more information.

If you have questions about any of our programs or how they work, contact us at (707) 664-3235 or winebiz@sonoma.edu.

OUR INSTRUCTORS ARE INDUSTRY PROS

Anisya Thomas Fritz, Ph.D. is a proprietor of Lynmar Estate, a family-owned producer of ultra-premium Pinot Noir and Chardonnay, where she serves as the Director of Marketing and Consumer Sales. The author of numerous articles on competitive strategy, international entrepreneurship, and humanitarian relief, Dr. Fritz has been published in leading journals such as the Harvard Business Review, Strategic Management Journal, and the Journal of International Business Studies.

Anisya will be teaching the Wine Entrepreneurship Certificate—Spring 2016. See page 5 for more information.
Sonoma State’s Executive Wine MBA offered what I wanted most—an intense and central focus on business and marketing in relation to the thriving wine industry.

Dalia Ceja (Wine Executive MBA ’13)
Director of Sales & Marketing
Ceja Vineyards

I have always planned to pursue an MBA, but life got in the way until the perfect program at SSU appeared—one geared towards my industry and the seasonality of my work. I knew I wanted training in finance, but the biggest surprises were the softer skills I learned about managing, developing, and communicating with people.

Nate Weis (Wine Executive MBA ’13)
Winemaker
Silver Oak Cellars
WE OFFER SIX INDUSTRY-DRIVEN CERTIFICATE OPTIONS:

► BUILDING A COMPETITIVE WINE BRAND CERTIFICATE
This certificate course offers a theoretical foundation with practical insights to assist managers in their strategic brand development and management. Students will learn the importance and value of a strongly differentiated wine brand and will come away with knowledge and skills that can be applied to leverage their brand for increased customer loyalty, competitive advantage and profitability.

May 11 - 14, 2016

► DIRECT TO CONSUMER CERTIFICATE
► WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE
Combine a set of required core seminars with the necessary number of electives to earn these two certificates. Taken as a whole, you’ll develop the knowledge and skills to lead in any respective area of the industry with the credentials to prove it. Each can be completed in one semester or at your own pace. For students completing multiple certificates, some electives may be transferred for credit to the second earned certificate.

Register now for core and elective seminars starting September 11, 2015.

► WINE BUSINESS MANAGEMENT CERTIFICATE (online)
In an ever-changing market, having an advanced understanding of the business of wine is essential. Inspired by Sonoma State University’s Wine Business MBA, this certificate allows participants to strengthen their knowledge of wine business fundamentals, marketing, operations and finance in an online format accessible from every corner of the world.

Apply Here ➔ www.sonoma.edu/winebiz

FOUNDATION LEVEL
Introduction to Wine Business
Tim Hanni // Sept 2 - Sept 30 // BUS 840W #4195 // $710 // Reg by 8/19: $590

INTERMEDIATE LEVEL
A Survey Of Key Drivers in a Wine Business
Tim Hanni // Oct 14 - Dec 9 // BUS 841W #4194 // $960

ADVANCED LEVEL - Students choose two courses
Offered Spring, Summer, Fall 2016

*Final certification exam fee ($360) waived with consecutive enrollment
QUICKBOOKS® CERTIFICATE (online)
Learn how to use QuickBooks® efficiently and effectively to produce meaningful and accurate reports for your wine business. Through this 8-week program you will learn the many features available in order to put a system of procedures in place, and create a customized QuickBooks® program tailored to your specific wine business needs.

WINE ENTREPRENEURSHIP CERTIFICATE
The focus of wine entrepreneurship is to provide principals of small wine businesses (or those who aspire to enter the industry) with the space and the time to reflect on their vision. It will aid them in developing a business path for a profitable new product, new business or career in the wine industry.

Thursdays, March 3 - April 28, 2016

THE WINE SPECTATOR LEARNING CENTER AT SONOMA STATE
The new home of Sonoma State’s Wine Business Institute, the Wine Spectator Learning Center, will be a destination for everyone who wants to learn and lead in the wine industry. Opening in 2017.
DIRECT TO CONSUMER CERTIFICATE

DIRECT TO CONSUMER MARKETING
Explore DTC sales channels and other direct digital marketing options while increasing brand awareness.

Ron Scharman // **10/16** 8:30am-12:30pm // BUS 810W #4180 // $180 // Reg by 10/2: $150

HANDS ON INTRO TO ECOMMERCE FOR SMALL AND BOUTIQUE WINERIES
Take your Direct-to-Consumer function to a higher level by tapping into the growing wine eCommerce channel.

Pamela Snyder // **10/16** 1:30pm-5:30pm // BUS 814W #4205 // $180 // Reg by 10/2: $150

SELLING THROUGH THE TASTING ROOM
Turn first-time buyers into loyal and life-long customers and brand ambassadors for your wines.

Elizabeth Slater // **10/23** 8:30am-12:30pm // BUS 811W #4181 // $180 // Reg by 10/9: $150

HOW TO BUILD A PROFITABLE WINE CLUB
Explore strategies and tactics to connect current and potential customers to your wine club(s).

Elizabeth Slater // **10/30** 8:30am-12:30pm // BUS 812W #4182 // $180 // Reg by 10/16: $150

HOW TO CREATE AND EXECUTE SUCCESSFUL WINERY EVENTS
Learn the keys to creating unforgettable events for your winery.

Pilar Mustafa // **10/30** 1:30pm-5:30pm // BUS 813W #4183 // $180 // Reg by 10/16: $150

WINE INDUSTRY FINANCE & ACCOUNTING CERTIFICATE

FINANCIAL ACCOUNTING FOR THE WINE INDUSTRY
Profit & Loss Statements · Balance Sheets · Tasting Room Accounting · Winery Assets & Depreciation · Cost Segregation · Sales Discounts & Promotions

Corinne Meddaugh, MBA // **9/18** @ 8:30am-12:30pm // BUS 820W #4175 // $180 // Reg by 9/4: $150
MANAGERIAL ACCOUNTING FOR THE WINE INDUSTRY
Examine best practices in winery business management, reporting and benchmarking.
Corinne Meddaugh, MBA // 9/18 1:30pm-5:30pm // BUS 822W #4176 // $180 // Reg by 9/4: $150

CALCULATING THE TRUE COST OF YOUR WINE
Explore capitalized costs, overhead cost allocation, cost pools and standard costing for wine business.
Jeanette Tan // 9/25 8:30pm-12:30pm // BUS 821W #4177 // $180 // Reg by 9/11: $150

BUDGETS, FORECASTING AND BEST PRACTICES IN THE WINE INDUSTRY
Cost of Goods Sold · Capital Expenditures · Cash Flow Forecasting · Budget Principles and Strategies
Paul Hoffman // 9/25 1:30pm-5:30pm // BUS 823W #4178 // $180 // Reg by 9/11: $150

EARN CEUs AND CPA CPE CREDITS
Unless otherwise noted, all seminars provide four (4) CEUs. The finance and accounting seminars count towards your CPA CPEs.

GROW YOUR WINE CAREER. STAKE YOUR PLACE IN THE FUTURE OF WINE BUSINESS.

"The Wine Entrepreneurship certificate presented a broad view of the wine business landscape and helped me focus on the key elements that our wine brand needed at that moment in time. The relationships built with instructors and others in the wine industry through this course have given us ongoing access to the best thinking in the field as our business continues to grow."

Alan Baker (Wine Entrepreneurship '12)
Owner
Cartograph Wines
FINANCIAL PLANNING & STRATEGY FOR WINE BUSINESSES
Identify crucial metrics and key performance indicators, the importance of gross profits and forecasting cash flow.
Jeanette Tan // 9/11 8:30am-12:30pm // BUS 826W #4207 // $180 // Reg by 8/28: $150

USING QUICKBOOKS® IN THE WINE INDUSTRY
A complete review of QuickBooks® tools, reports and POS integration as it specifically relates to wine.
Jeanette Tan // 9/11 1:30pm-5:30pm // BUS 824W #4174 // $180 // Reg by 8/28: $150

VINEYARD TAXATION
Learn tax accounting for vineyards, from the development phase through production.
Toni Moheng // 10/2 8:30am-12:30pm // BUS 828W #4208 // $180 // Reg by 9/18: $150

WINERY TAXATION
Explore various tax strategies for inventory costing, selection of accounting methods, depreciation and other unique taxation rules and planning.
Moss Adams Team // 10/2 1:30pm-5:30pm // BUS 825W #4209 // $180 // Reg by 9/18: $150

WINE MARKETING BASICS
Key Marketing Elements and Tactics · Marketing Strategy and Plan Development and Execution.
Paul Wagner // 10/9 8:30am-12:30pm // BUS 832W #4179 // $180 // Reg by 9/25: $150

CURRENT AND UPCOMING WINERY COMPLIANCE ISSUES
Receive an overview of current and upcoming winery compliance issues at the operation, production, labeling, and distribution levels.
Wendell Lee // 10/9 1:30pm-5:30pm // BUS 836W #4210 // $180 // Reg by 9/25: $150

LEGALITIES OF SOCIAL MEDIA AND INTELLECTUAL PROPERTY FOR WINE BUSINESSES
Learn how to protect the competitive edge and goodwill of your wine business by developing strong, protectable technology, trademarks and branding.
Andrew Greenberg // 10/23 1:30pm-5:30pm // BUS 818W #4211 // $180 // Reg by 10/9: $150
SALES AND PRODUCT STRATEGIES FOR A CHANGING MARKET
You’ll be guided through essential topics for selling your wine through retail outlets.
Michael Yurch // 11/6 8:30am-12:30pm // BUS 817W #4213 // $180 // Reg by 10/23: $150

FAMILY BUSINESS MANAGEMENT
Learn how to manage the unique issues that arise as the family and business navigate through their organizational and personal life cycles—from start up to growth and transition.
Jay Silverstein & Moss Adams Team // 11/6 1:30pm-5:30pm // BUS 829W #4212 // $180 // Reg by 10/23: $150

INNOVATIVE WINE MARKETING AND BRAND MOMENTUM
Learn what makes one brand more successful and dynamic than another.
Marie Gewirtz // 11/13 8:30am-12:30pm // BUS 800W #4184 // $180 // Reg by 10/31: $150

TASTING ROOM MANAGEMENT
Optimize Tasting Room Sales · Wine Education · Inventory Control · Facilities Management
Jil Child // 11/13 1:30pm-5:30pm // BUS 815W #4185 // $180 // Reg by 10/30: $150

INTERNAL OPERATIONS COMPLIANCE FOR WINERIES
Learn how to keep your production records of bonds, labels and COLAs compliant, and identify what information you need to report and keep records of.
David Sandri // 11/20 8:30am-12:30pm // BUS 838W #4215 // $180 // Reg by 11/6: $150

WINE BUSINESS HUMAN RESOURCES MANAGEMENT
Learn the relevant regulatory agencies in California, how to get the information you need and stay abreast of the most current and changing issues.
Lisa Meyer // 11/20 1:30pm-5:30pm // BUS 819W #4214 // $180 // Reg by 11/6: $150

WINE MBA STUDENTS AT SONOMA STATE CELLARS 2014 RELEASE
THE NEXT EXECUTIVE WINE MBA LAUNCHES IN MARCH 2016.  

Apply by January 2016

Delivered in Napa Valley, it offers professionals from all sectors of the industry a focused dive into leading a wine business and shaping the future of the industry. We also have an evening MBA option. Applications now being accepted. Email mba@sonoma.edu to see which is right for you.
Register early to save $30 on half-day seminars.

+ **REGISTER ONLINE OR BY PHONE**
  Register online at: [www.sonoma.edu/winebiz](http://www.sonoma.edu/winebiz)
  Register by phone at: (707) 664-2394, available Monday-Friday, from 8:00am-4:30pm

+ **EARN CEUs AND CPA CPE CREDITS**
  Unless otherwise noted, all seminars provide four (4) CEUs. The finance and accounting seminars count towards your CPA CPEs.

+ **FOR MORE INFORMATION**
  Visit: [www.sonoma.edu/winebiz](http://www.sonoma.edu/winebiz)

---

**SPRING PREVIEW**

**WINE ENTREPRENEURSHIP CERTIFICATE**
*Taught by Anisya Thomas Fritz, Ph.D.*
**Thursdays, March 3 - April 28, 2016**

The focus of wine entrepreneurship is to provide principals of small wine businesses (or those who aspire to enter the industry) with the space and the time to reflect on their vision. It will aid them in developing a business path for a profitable new product, new business or career in the wine industry.

**BUILDING A COMPETITIVE WINE BRAND CERTIFICATE**
*Taught by Kyuho Lee, Ph.D.*
**May 11 - 14, 2016**

This certificate course offers a theoretical foundation with practical insights to assist managers in their strategic brand development and management. Students will learn the importance and value of a strongly differentiated wine and will come away with knowledge and skills that can be applied to leverage their brand for increased customer loyalty, competitive advantage and profitability.