



EDUCATION SCHEDULE

Sunday, March 28th, 2010

11am-12pm Registration and Welcome Reception

12pm-2pm Luncheon with 32 Winds Wine
32 Winds Wine is a partnership between the old and the new, the traditional and the cutting-edge. Steve Humble, one of the few US wine professionals to have earned the title of Master Sommelier, was recognized in 2003 by the National Restaurant Association as running the finest wine program in any private club in the country.

2pm-4pm Education by Eddie Osterland

- What does it take to hold on to your members, as well as attract new ones? How to make your club appear to be a better value than restaurants? This seminar will also survey “cutting edge” strategies that distinguish those in the know from those who aren’t when it comes to creating an experience with food & wine. Eddie Osterland, America’s 1st Master Sommelier, discusses his “Power Entertaining” formula.

4:15pm-5:15pm Education Round Table Discussion

6:30pm Reception at Harry’s Bar

7:00pm Dinner with Chateau Trocard. Guest Speakers - Aubrey McClendon and Benoit Trocard

Chesapeake Energy Corp. Aubrey McClendon has served as Chairman of the Board, Chief Executive Officer and a director since co-founding the company in 1989. Aubrey graduated from Duke University in 1981, and from 1982 to 1989 was an independent producer of oil and natural gas.

Benoit Trocard, the son of Jean-Louis Trocard, stands on his own two feet with his Clos de la Vieille Eglise and the world renowned Clos Dubreuil St Emilion Grand Cru. This latter domaine only produces 400 cases a year, with demand increasing year by year. It won’t hurt that Benoit is now the President of the new Bordeaux group, Bordeaux Oxygène, which aims to breathe new life into the perception – and sales – of the region’s wines. It will concern itself chiefly with non-winemaking related issues, notably the marketing and promotion of Bordeaux, in an effort to increase the region’s appeal to young wine drinkers. Benoit is one of a younger generation of Bordelaise producers who are striving to drive the image and wines that they make away from the preconceived idea of “the old boy network” and are producing wines which, although still portray a traditional image and taste, are approachable at an earlier age.

Monday March 29th, 2010

8am-9am Breakfast

9am-11am Education with Eddie Osterland

- Advanced sensory evaluation of wines as taught at the Universities de Bordeaux. Eddie received the D.U.A.D. (diplôme d’aptitude al la degustation des vins) from the enology school in Bordeaux. Their approach to evaluating the quality of wines is almost in reverse to the system utilized by the Master Sommeliers. Being both a Master Sommelier and graduate from Bordeaux, Eddie will compare and contrast the salient features of each. You will talk differently after this tasting seminar! Club members will learn from their managers how to discuss wine on a higher level than ever before.

11:15am-12:15pm Philips Garmy, Professor OKLAHOMA STATE UNIVERSITY

12:30pm-2pm Luncheon “The Here and Now of the Industry” with Alex Kroblin
Sponsors by Shafer Vineyard and Thirst Wine

RESERVATION and Contact Information: Heather Price (405) 848-5611