

**A Preview of More Top Speakers & Sessions at the
Society of Wine Educators Conference**

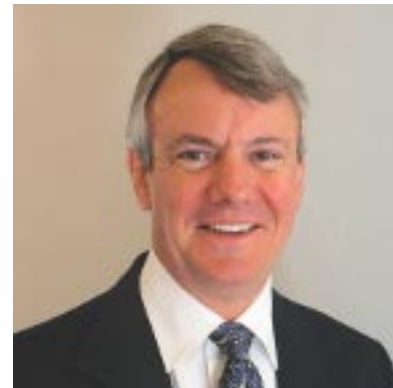
For immediate release

New York, NY, June 16, 2010... Here are three more reasons to sign up immediately for The Society of Wine Educators' 34th Annual Conference, "Red, White and Bubbles: A Capital Perspective on Wine." This takes place in Washington DC between July 28-30, and will feature an extraordinary group of speakers and subjects in their 50-session line-up. The sessions are filling up quickly, so register now! Here are some more highlights:

Paul Wagner

Session: Exploring Undiscovered Spain

This session will explore and give a cultural appreciation of the wines of Spain beyond the traditional wines of Rioja, Jerez, and Cava. Paul Wagner will bring together wine, history and culture to explore the land that produced Cervantes, Goya, Segovia and Almodovar. Wine is an expression of culture, and Paul's illustrated history of Spain will give fresh insight into the wines and people of these exciting new regions. Included in the tasting will be wines from Jumilla, Navarra, Rueda, Aragon, and more.



Bio: Paul Wagner formed Balzac Communications in 1991. His clients include a broad range of national and international companies, with a primary focus on the food and beverage industry. A lecturer on public affairs, wine and wine marketing, Mr. Wagner has taught at the Napa Valley College's Viticulture and Enology department, the CIA, Greystone and is a guest lecturer for the MIB School of Management in Trieste, the Enesad program at the University of Burgundy in Dijon, and throughout California. He won the "Best Wine Book for Professionals" 2008 Gourmand International Award for his "Wine Marketing & Sales, Strategies for a Saturated Market," co-authored with Liz Thach and Janeen Olsen. He is also a regular columnist for *Vineyards & Winery Management Magazine*. A judge of many wine competitions-both national and international, he is a founding member of the Academy of Wine Communications and a member of the Culinary Institute of America's Vintner's Hall of Fame. Mr. Wagner was inducted into the Spadarini della Castellania di Soave in 2005, and in 2009 he was honored with a "Life of Dedication to Wine" award at the FERIA NACIONAL DEL VINO (FENAVIN) in Spain.

Jay Youmans, MW, CWE

Session: New Zealand: The France of the New World, with David Strada



France produces some of the greatest wines in the world from well known regions such as Champagne, Burgundy, Bordeaux, Alsace, and the Loire. These regions produce numerous wines, which serve as the benchmark for virtually all New World wine-producing countries. But has another country managed to match the finesse, balance and quality of France, while putting their own stamp of individuality? Join Jay Youmans MW, CWE, as he makes a case for the wines of New Zealand and presents 12 wines blind.

Bio: Jay Youmans has been tasting wine professionally for nearly 30 years. He first became involved with wine in 1978; while in college, he helped open and manage one of the first wine bars in the country, The Salem Cotton Company. From 1981 to 1998, Jay held executive positions with several wine companies specializing in distribution and importation. During his career, he has traveled and tasted extensively throughout the world. In addition to being the Educational Director for Capital Wine School, Jay is owner and director of Rock Creek Wine Merchants, a sales and marketing consultancy, founded in 1998. He is a partner in both No Vineyards and Winery in California and Manse Field, a Pinot Noir Vineyard in New Zealand. He has judged for the Starwine International Wine Competition, The Mid-Atlantic Competition and the California State Fair. He teaches WSET wine certification courses, and the CSW course, set by The Society of Wine Educators.

David Strada is the U.S. Marketing Manager for New Zealand Winegrowers. He serves as a Judge for the New Zealand Winegrowers as well as for the American Australian Association.

Harriet Lembeck, CSS, CWE, and Steven Dente

Session: Using Science For Your Most Commonly Asked Questions

This session will answer the questions you can count on getting in every class: "How long will this bottle keep?" "How long will it age?" "What are the grapes in this blend?" "How much of the grape is in it?" "How come I don't 'get' varietal fragrance?" There will be scientific explanations to answer these questions, discussing oxidation, reading into percentages of wine blends, and "chemical-speak." Attendees will receive a set of illustrative fragrance essences to supplement the



discussions both in the session and with their own students.

Bios: Harriet Lembeck is a noted wine and spirits educator and writer. She is President of the Wine & Spirits Program, originated by the late Harold J. Grossman. She not only served as instructor and Program Administrator, but also was also responsible for revising the 6th and 7th editions of the classic textbook, "Grossman's Guide to Wines, Beers and Spirits", and is now at work on the 8th. Harriet has continued this mission since 1975, today conducting classes in a historic townhouse in Manhattan. Harriet also served as Wine Director of the New School University for 15 years. As a writer, she was Contributing Editor to Wine & Spirits Magazine, and is currently a columnist for Beverage Dynamics; she also contributes to "The Oxford Companion to Wine." She is Chairman of NY Wine Press and is a member of the North American Advisory Board for the Institute of Masters of Wine. A frequent guest on TV and radio, she frequently judges wine and spirits competitions.

Steve Dente, a chemist by training, is Vice President of R&D at Robertet Fragrances, a global fragrance and flavor company, and one of the world's top ten developers of flavor, perfume additives and ingredients.

For more information on the Conference, visit www.societyofwineeducators.org, email info@societyofwineeducators.org or call the main office at 202.408.8777.