

# FOOD AND BEVERAGE SERIES

10:00 A.M – 11:00 A.M.

Upto 5 CMI Credits Available

**REGISTER**



**GOLDEN STATE CHAPTER**  
CLUB MANAGEMENT ASSOCIATION OF AMERICA



TUESDAY, OCTOBER 1



**RANDALL BERTAO, CCM, CCE, MS**  
Retiring General Manager,  
Los Altos Golf and Country Club

### KEY ELEMENTS TO A SUCCESSFUL WINE PROGRAM

- Have a Leading Program!
- Insights into selling events
- Maintaining program integrity

THURSDAY, OCTOBER 3



**JEFF WIELGOPOLAN**  
Service Director,  
Meadowood Napa Valley,  
& The Napa Valley Reserve

### SERVICE TRAINING THAT WORKS

- What we learn from each other and how we set each other up for success (or failure)
- Core service standards
- How to keep the message alive within your organization

THURSDAY, OCTOBER 10



**LYNNE LAFOND DELUCA**  
Executive Director,  
Association of Club Catering &  
Event Professionals

### CLUB REVELRY: UNVEILING THE ALLURE OF TRENDSETTING EVENTS

- Creating unique experiences by planning memorable and engaging club events
- Incorporating event trends in design and entertainment
- Boosting member engagement to increase excitement and attendance

TUESDAY, OCTOBER 15



**LORI LEBARD, CCM**  
Assistant General Manager,  
El Niguel Country Club

### MIXOLOGY PROGRAMS

- Introducing creative cocktail menus to enhance member experiences
- Offering hands-on mixology classes for engagement and education
- Highlighting seasonal ingredients and trends in drink offerings

THURSDAY, OCTOBER 17



**EVERETT DIEM**  
National Brand Manager,  
Eden Mill St. Andrews



**ZACK MUSICK**  
Director of Education,  
The German Wine Collection

### INVENTORY CONTROLS/POURING COSTS, MARGINS

- Building Blocks of a successful Beverage Program
- Managing a more efficient inventory
- Cocktail Construction 101

Sponsor:



HALLECK VINEYARD

Sponsor:



Sponsors



Sponsor:

**EDEN.MILL**  
ST ANDREWS