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- BC Wine Institute
- British Columbia Grapegrowers Association
- Bull, Housser & Tupper LLP
- Dolden Wallace Folick LLP
- Farm Credit Canada (FCC)
- Farris Vaughan Wills & Murphy LLP
- Gudmundseth Mickelson LLP
- Laughing Stock Vineyards
- Liquor Control and Licensing Branch
- Road 13 Vineyards
- Tinhorn Creek Vineyards
- Vincor Canada
- Vintage Law Group

Who Should Attend:

Lawyers, vineyard operators, wine producers and distributors, government regulators involved with the production and distribution of wine, and anyone interested in the winery and wine distribution business

Webcasting now available!
-Attend from anywhere-

Presents The Second Annual Seminar on

Wine Law

in British Columbia

Addressing new legal, regulatory and business developments

March 29, 2011

Vancouver, British Columbia, Metropolitan Hotel Vancouver

In Conjunction with the Vancouver Wine Festival



Credits: BC CPD 6.5 | WA CLE 6.5 (call about others)

Quick when/where: 8:30 a.m., 645 Howe Street

Wine Law in British Columbia Seminar

March 29, 2011 | Vancouver, British Columbia
Metropolitan Hotel Vancouver

Yes! Please register me:

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11WINEBC WS



Tuesday, March 29, 2011

Wine Law in British Columbia Seminar

8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Mark Hicken, Esq., Program Co-Chair
Vintage Law Group ~ Vancouver, BC

Christopher S. Wilson, Esq., Program Co-Chair
Bull, Houser & Tupper LLP ~ Vancouver, BC

8:45 **The State of the Industry: Macro and Micro Economic Views**

Case study: Current production challenges

David Enns, Owner/Winemaker
Laughing Stock Vineyards ~ Penticton, BC

What are the money people willing to finance?

Toby Frisk, Business Development Manager
Farm Credit Canada (FCC) ~ Kelowna, BC

10:00 **Legislative Updates**

Update on interprovincial shipping laws to create a personal use exemption

Josephine Tyabji, Chairman
BC Wine Institute ~ Kelowna, BC

10:30 **Break: Coffee, Tea and Conversation**

10:45 **Trade Practices: Regulatory Developments for the Wine Industry**

Relationships with your business partners: Status report on revisions to the tied-house rules; joint promotions; sponsorship, co-op advertising

Barry Bieller, Director of Policy,
Planning and Communications; Solicitor General
Liquor Control and Licensing Branch ~ Victoria, BC

Serving customers; host liability, new drinking/driving laws

Lorne P.S. Folick, Esq.
Dolden Wallace Folick LLP ~ Vancouver, BC

Policy versus Law: Understanding the role of LCLB policy in the regulation of the sale and consumption of liquor

Andrew D. Gay, Esq.
Gudmundseth Mickelson LLP ~ Vancouver, BC

12:15 **Lunch (on your own)**

1:30 **Marketing: Legal issues Arising from More Personal Interaction with Customers**

Use of social media by wineries: Common issues in use of social media; avoiding accidentally running afoul of sweepstakes and promotional regulations

Christopher S. Wilson, Esq., Program Co-Chair

Wine clubs: Permissible structures, issues related to operations

Mark Hicken, Esq., Program Co-Chair

Labeling requirements for organic/biodynamic/sustainable wines

Sandra Oldfield, Winemaker and Owner
Tinhorn Creek Vineyards ~ Oliver, BC

3:00 **Break: Soda, Tea and Conversation**

3:15 **Starting and Running a Winery: Advice from the Frontline**

Defining your product and brand, partnerships versus sole ownership, sorting through the red tape, selecting and working with consultants, the role of a contract; financing challenges; regulatory framework, resources, industry associations

Christine Coletta, Vice-President
Chairman of Marketing & Communications Committee
British Columbia Grapegrowers Association
North Vancouver, BC

Michael Bartier, Winemaker
Road 13 Vineyards ~ Oliver, BC

Albert J. Hudec, Esq.
Farris Vaughan Wills & Murphy LLP ~ Vancouver, BC

Employment issues

Judith Macfarlane, Esq.
Bull, Houser & Tupper LLP ~ Vancouver, BC

5:00 **Evaluations and Continue the Exchange of Ideas: Reception for Attendees and Faculty**

Sponsored by Bull, Houser & Tupper LLP and Vintage Law



About the Seminar

LAW SEMINARS INTERNATIONAL

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Starting and maintaining a winery, a wine distribution business, or wine retail business is difficult enough, but compliance with the constantly changing licensing system and policies is a unique challenge. This conference will address the ins and outs of operating a business in this highly regulated sector, including changes in legislation and regulations in wine law and financing.

The program will progress from getting a handle on the economics of wine production in BC to addressing marketing and distribution issues, interprovincial shipping laws, host liability, wine clubs, tasting rules, labeling, and the use of social media as well as legislative trends and regulatory processes.

We will bring together experts from a variety of perspectives and disciplines to share their experiences, challenges and success stories regarding this evolving landscape.

~ Program Co-Chairs: Mark Hicken, Esq. and Christopher S. Wilson, Esq.



Mark Hicken, *Program Co-Chair*, provides legal services to the wine and liquor industry through his own law practice, Vintage Law Group, and direct and Internet marketing services to wineries and wine agents. Vintage advises on shipping compliance, operations risk/liability, LCLB licensing issues, LDB regulation, enforcement defence, license transfers, purchase/sale, import/export advice and export compliance/clearance for alcoholic beverage products.

Christopher S. Wilson, *Program Co-Chair*, partner at Bull, Housser & Tupper LLP, practices intellectual property law, including advising domestic and foreign wineries on branding, labeling and geographical indications of origin. His practice encompasses technology litigation and, as well as the intellectual property aspects of technology, includes engineering, software and website development disputes.

Michael Bartier is a consulting winemaker who has worked in BC wineries in BC and has experience as a sales agent and winery general manager. He also has a winemaking consulting company, Bravo Analytical, and is launching his own wine brand in 2011.

Barry Bieller is Director of Policy, Planning and Communications at the BC Liquor Control and Licensing Branch, Ministry of Public Safety and Solicitor General.

Christine Coletta, Vice-President and Chairman of the Marketing and Communications Committee at the British Columbia Grapegrowers Association is a wine marketing specialist who established the VQA program.

David Enns is Owner and Winemaker at Laughing Stock Vineyards, a small production winery in the Okanagan Valley.

Lorne P.S. Folick, senior partner, Dolden Wallace Folick LLP, focuses on insurance defense litigation, including liquor liability and personal injury.

Toby Frisk is Business Development Manager at Farm Credit Canada (FCC), the leading agriculture lender in Canada.

Andrew D. Gay, partner, Gudmundseth Mickelson LLP, focuses on civil litigation and administrative law with special expertise in liquor licensing and assisting bars, restaurants, clubs and LRSs in challenging decisions of the LCLB.

Albert J. Hudec, partner, Farris Vaughan Wills & Murphy LLP, is a member of the wine law practice group, where he practices corporate law and financings.

Judith Macfarlane, partner, Bull Housser & Tupper LLP, represents employers in both the public and private sectors, and advises them on workplace policies and practices, collective agreement interpretation, and other labour and employment matters.

Sandra Oldfield is Winemaker and Owner at Tinhorn Creek Vineyards, the first winery in Canada to bottle its entire portfolio with Stelvin screw-cap closures.

Josephine Tyabji is Chairman at the BC Wine Institute and National Business Operations Strategist at Vincor Canada, the largest producer and marketer of wine and related products in Canada and a division of the world's largest wine company, Constellation Brands.



Registration & Other Seminar Information

To Register:

Call us at: 800-854-8009 or 206-567-4490

Fax the registration form to us at: 206-567-5058

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Online: www.lawseminars.com

Mail the registration form on the front page.

Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$595 with a group rate of \$495 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$395. For students and people in their job for less than a year, our rate is \$297.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

Substitution & Cancellation: You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we

receive your cancellation by 5:00 p.m. on Wednesday, March 23, 2011. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location: The seminar will be at the Metropolitan Hotel Vancouver at 645 Howe Street in Vancouver, BC Canada. Call the Hotel at (604) 687-1122 for reservations at the special rate of \$175/night and mention that you are attending a Law Seminars International seminar. Rooms are a first come, first served basis.

Continuing Education Credits:

This program qualifies for 6.5 BC CPD credits and 6.5 WA CLE. Upon request, we will apply for CLE credits in other states and other types of credits.

If You Cannot Attend: Our complete Homestudy Course, consisting of a DVD recording and the course materials (either a binder or searchable CD), is available for \$605. The course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or from the date we receive payment.

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March 29, 2011

Vancouver, British Columbia

Metropolitan Hotel Vancouver

645 Howe Street
 (604) 687-1122

You Will Learn About:

- *The economics of BC wine production*
- *Updates on interprovincial shipping laws*
- *Relationships with business partners*
- *Revisions to the tied-house rules*
- *Host liability, new drinking driving laws*
- *Social media for wineries; wine clubs and labeling requirements*
- *What you need to know to start a winery*

Watch for our telebriefings on major legal developments.

Members of our distinguished faculties will present analyses of major decisions and other developments as soon as they happen in a one-hour telephone conference.

If you wish to receive announcements for telebriefings that affect you, please make sure we have your email address—send it to me, H. Kate Johnson, President:

kate@lawseminars.com

Law Seminars International News:

Upcoming Seminars:

Social Media Law	March 2, 2011	Boston, MA
Gamer Technology Law	March 31 & April 1, 2011	Los Angeles, CA
Wine Law	April 11 & 12 2011	Denver, CO
Telecommunications Law	April 14 & 15, 2011	Seattle, WA
Wine Law	May 2, 2011	Seattle, WA
Litigating Class Actions	May 9 & 10, 2011	Seattle, WA
Environmental Issues for Energy Projects	May 13, 2011	Seattle, WA

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