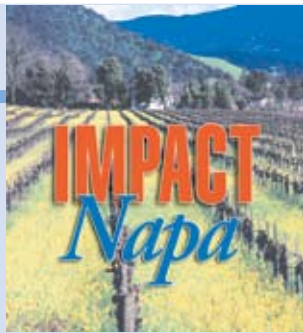


**PROGRAM EXTENDED  
NOW 7:30 TO 11 AM**

**WEDNESDAY, AUGUST 18, 7:30-11AM  
Registration 7:30AM, Program 8-11AM**



**A BUSINESS JOURNAL EVENT  
AT THE THE MERITAGE RESORT IN NAPA**

# IMPACT *Napa*

*A must-attend conference exploring the top issues shaping the future of business in Napa County*

This event will provide up-to-date, need to know information on key issues that are currently affecting businesses in Napa County, from the economy to tourism and wine. Feedback and discussion will be encouraged from attendees, providing another level of depth and insight into topics covered by highly sought-after economist Chris Thornberg as well as local experts.

**KEYNOTE SPEAKER**

**CHRIS THORNBERG**

*Founding Principal,  
Beacon Economics*

An expert in economic forecasting, regional development, real estate dynamics and labor markets, he was one of the earliest predictors of the housing market crash and of the economic recession that has followed. In 2008 he became the chief economist for California State Controller John Chiang and was appointed Chair of the Controller's council of Economic Advisors. He also serves on the advisory board of Paulson & Co. Inc., one of Wall Street's most successful hedge funds. Dr. Thornberg will provide an overview of the national and state economies as well as detailed data on Napa County and the regional economy.



**PRESENTERS**

TOURISM  
**CLAY GREGORY**  
*President & CEO, Napa Valley Destination Council*



He will present detailed information on NVDC initiatives to support tourism as well as insight into the impacts the recently approved Tourism Improvement District assessment could have on local businesses.

WINE INDUSTRY  
**MARIO ZEPPONI**  
*Winery and Investment Broker, Zepponi & Company*



With experience in a number of high-profile wine industry mergers, sales and acquisitions, Mr. Zepponi will give his perspective on the state of transactions in the wine industry in Napa.

DOWNTOWN NAPA  
**STEVE CARLIN**  
*Founder and CEO, Oxbow Public Market*



Oxbow Public Market is an integral part of the new downtown Napa. Mr. Carlin will discuss the impact the successful marketplace has had on the downtown area as well as what is needed to maintain and develop a thriving city center.

Presented by:



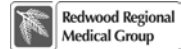
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**Trope Group**

2010 IMPACT NAPA, August 18, 2010, 7:30-11 am, registration 7:30 am, program 8-11 am

Please reserve \_\_\_\_\_ seats at \$45 per person or \_\_\_\_\_ table(s) of 10 at \$450 (includes company name on table sign).

Enclosed is my check for \$ \_\_\_\_\_ or VISA, MC or AMEX # \_\_\_\_\_ Exp. date \_\_\_\_\_

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Mail or fax to: Linda Perkins, NORTH BAY BUSINESS JOURNAL, 427 Mendocino Ave., Santa Rosa, CA 95401; Fax: 707-521-5218; Phone: 707-521-5264. Seating is limited. No refunds. Registration deadline August 13, 2010. Price includes a subscription to the NORTH BAY BUSINESS JOURNAL (new subscribers only).

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