



# INSIGHT

2015 ONTARIO GRAPE+WINE INDUSTRY

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9:00 – 10:00 *REGISTRATION*

10:00 – 10:15 *OFFICIAL OPENING OF INSIGHT 2015*

Welcome from Del Rollo, Emcee

10:15 – 11:15 *Mike Veseth (The Wine Economist)*

Mike Veseth, author and editor of *The Wine Economist* will be speaking on wine region reputations and his best-selling book *Wine Wars*.

Introduction by *Greg Berti*

11:15 – 12:15 *David Phillips (Environment Canada)*

David Phillips is a climatologist and author with Environment Canada's weather service. His work activities relate to the study of the climate of Canada and to promote awareness and understanding of weather and climate in Canada.

Introduction by *Sue-Ann Staff*

12:15 – 1:15 *LUNCH*

1:15 – 2:15 *Shari Mogk-Edwards and Pamela Lawson (LCBO)*

Shari will be addressing sales and market trends for wine at the LCBO. Pamela will be providing new consumer research and insights on wine purchasers in Ontario.

Introduction by *Debbie Zimmerman*

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2:15 – 3:00

*Jean-Pierre Lacroix (Shikatani Lacroix)*

Jean-Pierre Lacroix will be discussing “The Blink Factor: Owning the At-Purchase Moment”. Consumers have a split second to make a buying decision in a crowded LCBO or in your winery store. These decisions can have a significant impact on your sales and margin, as well as the perception of your organization. This session will help you understand the following:

- How irrational consumers are and how they buy
- The emotional triggers that drive sales
- The power of impulse
- The Blink Factor principles

Introduction by *Patrick Gedge*

3:00 – 3:15

*COFFEE BREAK*

3:15 – 3:45

*PANEL DISCUSSION*

Mike Veseth, David Phillips, Shari Mogk-Edwards and Jean-Pierre Lacroix

3:45 – 4:00

*Closing Remarks*

4:00 – 4:30

*RECEPTION*



# Mike Veseth

Editor  
The Wine Economist

Wall Street Journal wine columnist Lettie Teague writes that “Of all the wine blogs in the wide, wide blogosphere, one that I look forward to reading the most is Mike Veseth’s Wine Economist. There’s nothing else quite like it—a blend of economic insight ... and often irreverent winespeak.”

**Economist Mike Veseth (pronounced VEE-seth) is editor of The Wine Economist blog and author of more than a dozen books including best-selling Wine Wars (2011) and Extreme Wine (2013). His next book is due August 2015. It’s called Money, Taste & Wine: It’s Complicated!**

Mike is professor emeritus of International Political Economy at the University of Puget Sound in Tacoma, Washington. In 2010 he was named Washington Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for the Advancement and Support of Education.

More information can be found here  
<http://wineeconomist.com/about-the-author-mike-veseth/>



## David Phillips

Senior Climatologist  
Environment Canada

David has been employed with Environment Canada's weather service for over 40 years.

**His work activities relate to the study of the climate of Canada and to promote awareness and understanding of meteorology. He has published several books, papers and reports on the climate of Canada, including a book on The Climates of Canada, and two bestsellers: The Day Niagara Falls Ran Dry and Blame It On The Weather.**

He is the originator and author of the Canadian Weather Trivia Calendar, the most popular calendar sold in Canada, and now in its 28th year. For nearly ten years he wrote the Weather-wise column in the Canadian Geographic magazine. David frequently appears on national radio and television as a commentator on weather and climate matters.

He has been awarded the Patterson Medal for Distinguished Service to Meteorology in Canada, the Commemorative Medal for the 125th Anniversary of the Confederation of Canada, the Queen Elizabeth Golden and Diamond Jubilee Medals and has twice received the Public Service Merit Award. David is the recipient of two honorary doctorates from the University of Waterloo and Nipissing University.

In 2001, David was named to the Order of Canada.



## Shari Mogk-Edwards

Vice President, Products, Sales and Merchandising  
LCBO

The LCBO has 7,700 employees, 640 stores across Ontario, and boasts annual sales of \$5 billion.

Since joining the LCBO in 1981, Shari has held a range of progressive and diverse positions within the Retail, Logistics, Sales, and Marketing divisions. More recently, Shari held the positions of Director of Vintages, Director of Spirits, and Vice President of Merchandising. She became the Vice President of Products, Sales and Merchandising in 2012.

**With her team of close to 100, she guides and oversees the strategic direction, business planning, category, and management activities of LCBO WINES, LCBO SPIRITS & BEER, as well as VINTAGES business units in the Sales, Marketing, and Insights Division.**

She is responsible for developing, planning and executing all product sales and merchandising strategies along with inventory management at LCBO, pricing administration and collaborative planning with suppliers and agents.

Shari was honoured with the inaugural annual Partnership Award from the Ontario Imported Wine-Spirit-Beer Association (now known as Drinks Ontario) in 2006. She holds a diploma from L'École du Vin de Bordeaux and the higher certificate from WSET, and recently completed the IVEY Executive Management Program. As LCBO's head buyer, Shari travels extensively, and as an international wine judge, she has judged in California, New York, Ontario, Argentina, and Chile.



## Pamela Lawson

Marketing Director, Customer Insights & CRM  
LCBO

Pamela Lawson's favourite pastime is people watching. She's driven to know what people are doing, what they may be thinking and what makes them tick – which works well considering she's the Marketing Director of Customer Insights and Customer Relationship Management (CRM) at the LCBO.

Pamela has been with the LCBO for 5 years having worked in many leading research and advertising firms in the 10 years she has been in Canada. She has extensive international strategic planning, branding and research experience, having headed up one of the UK's leading full service research agencies for over ten years. She was also the driving force behind White Noise, a specialist strategic think-tank dedicated to distilling the essence of a brand and hardwiring the brand message into the organisational culture, values, systems, structures and people related processes.

With knowledge of many industries, she lent her branding expertise to a variety of Canadian corporations, including Toronto Hydro Corporation, CBC Radio, AIM Trimark and Bayer Healthcare. She has also acted as an expert witness, providing courts and regulators with reliable, valid expert evidence for dispute resolution on trade marking and branding issues.

**At the LCBO one of Pamela's objectives is to develop and champion the Customer Relationship Management (CRM) component of the LCBO's drive for customer engagement.**

She also heads up Customer Insights and is focused on mining the rich data banks of the LCBO to improve understanding of customer connection with the LCBO brands and customer segment attitudes and behaviour.



# Jean-Pierre Lacroix

President  
Shikatani Lacroix

When it comes to the design industry, Jean-Pierre Lacroix is always one step ahead in the branding and design game. A visionary design thinker, author and speaker, JP maintains an unwavering focus on the latest and emerging trends. Driven to produce measurable results through strategic insights, he is committed to helping brands own the consumers' "at-purchase moment".

JP's past industry involvement as a board member with the Packaging Association of Canada, Design Industry Advisory Committee, Retail Council of Canada, the Canadian Marketing Association, Signs Canada, the Society for Environmental Graphic Design, and the Association of Registered Graphic Designers of Ontario has enabled him to assist clients in identifying the leading packaging, retail and digital trends that affect their branding initiatives.

Since opening the Shikatani Lacroix doors more than 20 years ago, JP has grown this company into one of the most respected and sought after multidisciplinary strategic design agencies in the world. Along the way, he has developed a reputation as a true innovator and first-rate problem-solver, with expertise in providing clients with unique, results-driven solutions for their product and service needs

**Mr. Lacroix has been instrumental in 2014 in providing the Canadian Vintners Association with a new position and marketing big idea and is currently working with the Ontario Wine Industry helping to craft a new direction for Ontario Wines.**