



## Media Release

### For Immediate Release

#### **First Annual Business Conference and Tradeshow for Distilleries, Breweries, Cideries, and Wineries Brings Industry to Penticton on November 7, 2018**

Oliver, BC (October 24, 2018) – In just under two weeks, the first annual, one-day **Business Conference and Tradeshow for Distilleries, Breweries, Cideries, and Wineries** will happen at the Penticton Lakeside Resort. On November 7, 2018 over 150 delegates, 20 speakers and 40 tradeshow exhibitors will convene in Penticton to share information, learn from colleagues and thought leaders, and explore ways to strengthen their businesses.

“This first of its kind event for BC, brings together four subsectors who all have different products, but who all deal with the same business issues. We realized there was a need for an event that addressed these broad topics and that focused on real business challenges” noted Sandra Oldfield, wine industry leader and principal of Elysian Projects. “We’ve had incredible support from MNP and FCC as well as our sector partners including those in cider, distilling and beer and our delegate registration bears out the demand for this type of event.”

The conference has also partnered with the Ministry of Agriculture to promote the popular Buy BC program which has been leveraged by many producers in this space to expand the market reach of their products across BC.

“We were pretty excited that Buy BC also saw the value in what Fortify would bring to the industry” said Oldfield. “And we were pleased to have an opportunity to promote Buy BC in our own menu and beverage choices at the event.”

The conference agenda includes presentations and workshops by industry leaders, including:

- Building Loyalty In Your Retail and Licensee Channels
- Defining and Telling Your Story
- Dealing With The Media: Handling Queries and Reaching Out to Get Your Story Told
- How To Pass Every Liquor Inspection
- Human Resources Basics: Hiring, Terminating and More
- Winning Employee Retention Strategies for Today
- Health and Safety for Business Owners

The keynote address will be delivered by Vancouver lawyer and BC Government’s Liquor Policy Advisor Mark Hicken who will speak about the Business Technical Advisory Panel (Liquor Policy) report submitted by the committee last year.

Visit [www.fortifyconference.ca](http://www.fortifyconference.ca) or contact conference coordinators Carolyn MacLaren at [dcmacLaren@shaw.ca](mailto:dcmacLaren@shaw.ca) or 778.878.6145 and Sandra Oldfield at [s.oldfield@elysianprojects.com](mailto:s.oldfield@elysianprojects.com) or 250.498.9046 for more information.