

## **Mobile Marketing Leader and Millennial Generation Expert Headline Direct to Consumer Symposium 2010**

### *Early Registration Pricing Ends December 4*

November 5, 2009, Napa, CA – The Direct to Consumer Symposium today announced two keynote speakers scheduled to address the industry summit on January 19, 2010 at Hyatt Vineyard Creek Hotel & Spa in Santa Rosa, California. Michael Becker, Vice President of Mobile Strategy at iLoop Mobile, Inc. and an expert in mobile marketing, will discuss mobile marketing tools and strategies to build brand awareness and increase direct-to-consumer sales. Nadira A. Hira, an award-winning Fortune Magazine journalist and expert on the millennial generation, will provide her insights into how wineries can effectively market to the Gen-Y demographic. Registrations can be made online at [www.coalitionforfreetrade.org/symposium](http://www.coalitionforfreetrade.org/symposium)

“The millennial generation is quickly becoming the largest segment of wine consumers and they’re using new forms of technology to make purchasing decisions, including mobile applications,” said Brian Baker, this year’s symposium chairman and Vice President of Sales and Marketing at Chateau Montelena winery. “One of the steering committee’s objectives is to bring speakers from outside the wine industry to share new ideas, and we are very fortunate to have these two professionals confirmed.”

Michael Becker is VP of Mobile Strategy at iLoop Mobile, Inc. a leading mobile marketing solutions and service provider to the top brands, agencies, content publishers and enterprises worldwide. He is the Mobile Marketing Association Global and North American Vice Chairperson, co-chairs the award winning MMA Academic Outreach Committee and founded and co-edits the award winning MMA International Journal of Mobile Marketing. In addition to his industry and volunteer roles, he has authored over 60 other articles on mobile marketing and co-authored and contributed to five books on mobile marketing. Mr. Becker was awarded the MMA Individual Achievement Award in 2007.

Nadira A. Hira (pronounced Na-DEER-ah HEAR-ah) is a general assignment writer at Fortune, covering topics related to Generation Y, the fastest growing segment of the American workforce. She speaks on how to creatively engage Generation Y as important contributors to corporate culture and productivity, on racial and generational diversity, and on the role of social networks in the modern workplace. She authored Fortune’s widely discussed 2007 cover story on Gen Yers and their impact on corporate America. Hira has appeared on HBO’s Real Time with Bill Maher, ABC’s America’s Black Forum, as well as CNN, CBS, MSNBC, CNBC, and BBC-A.

The Direct to Consumer Symposium is presented by and a fundraiser for Coalition for Free Trade and Free The Grapes!, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 37 in the last decade. To receive email updates on sessions, speakers and registration, sign up to the winery email list at <http://www.freethegrapes.org/signup.html>.

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Registration to the Direct to Consumer Symposium can be purchased now at an early registration price of \$275 per person until December 4, then \$325 thereafter. Registration includes participation in the general session, lunch, workshops, trade show and reception. For more information and to register, visit [www.coalitionforfreetrade.org/symposium](http://www.coalitionforfreetrade.org/symposium).