

Oklahoma/Kansas CMAA Chapter

Oklahoma City Golf & Country Club's

3rd Annual

Wine Retreat

March 28 & 29

3rd Annual Wine Retreat for Club Industry

Hosted by Oklahoma City Golf & Country Club
March 28 & 29, 2010

In the world of wine and wine education, the Oklahoma City Golf & Country Club has been on the front line of wine education and wine programs. In the last three years, the Oklahoma City Golf & Country Club and its manager, Oliver Boudin, CCM, has created a unique event that is worth mentioning.

2008 marked the beginning of the Wine Retreat at the Oklahoma City Golf and Country Club for the Oklahoma/Kansas Chapter. Coming from the Lone Star Chapter in Texas, Mr. Boudin asked them to join his new Chapter in supporting this event. The format for the event is relatively simple and the goal has not changed over the last three years.

The event always includes some great speakers from all aspects of the wine industry. It usually includes a top Sommelier, renowned Wine Makers and Wine Proprietors. Occasionally, there is a guest speaker from outside the industry; such as this year's speaker, Aubrey McClendon, CEO and Chairman of Board for Chesapeake Energy. Aubrey is not only a wine aficionado, but he also has one of the largest private cellars in the nation, if not the largest.

So, mark your calendar for **March 28, 2010** and plan to join this exciting event. This year's event will include Master Sommelier, Eddie Osterland, renowned National Speaker and National CMAA Conference Speaker. Eddie was the first Master Sommelier in the US. Also joining the program are Steve Humble with 32 Winds Wine, Benoit Trocard with Chateau Trocard, Clos Dubreuil and many more speakers.

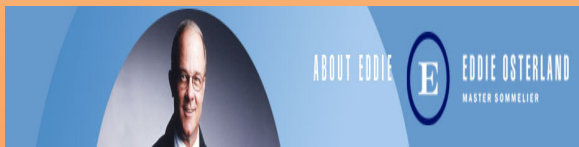
Special arrangements have been made at the beautiful Marriott Waterford Hotel just a few blocks away from the club. A shuttle will be provided for transportation to and from the hotel.



Chesapeake Energy Corp

Aubrey K. McClendon, 49, has served as Chairman of the Board, Chief Executive Officer and a director since co-founding the Company in 1989. Aubrey graduated from Duke University in 1981, and from 1982 to 1989 was an independent producer of oil and natural gas.

Benoit Trocard, the son of Jean-Louis Trocard, stands on his own two feet with his Clos de la Vieille Eglise and the world renowned Clos Dubreuil St. Emilion Grand Cru. This latter domaine only produces 400 cases a year, with demand increasing year by year. It won't hurt that Benoit is now the President of the new Bordeaux group, Bordeaux Oxygène, which aims to breathe new life into the perception - and sales - of the region's wines. It will concern itself chiefly with non-winemaking related issues, notably the marketing and promotion of Bordeaux, in an effort to increase the region's appeal to young wine drinkers. Benoit is one of a younger generation of Bordelaise producers who are striving to drive the image and wines that make away from the preconceived idea of "the old boy network" and are producing wines which, although still portray a traditional image and taste, are approachable at an earlier age.



Eddie Osterland, America's first Master Sommelier, will help you erase any worries about wine knowledge. Eddie offers a "new operating system" when it comes to creating a moment that no one will ever forget. Eddie is an entertainer who uses dynamic, state of the art presentations that are fun, unpretentious, humorous, and has great practical insights on entertaining for business or pleasure.

32 Winds Wine is a partnership between the old and the new, the traditional and the cutting-edge. Ed Mascarin and Steve Humble founded the brand. Ed is the grandchild of Italian immigrants who settled in California from Friuli in northern Italy. His grandparents bought 40 acres of land and planted grapes, and Ed was raised in the vineyards where he learned the time-honored arts of grafting and trellising from his father and grandfather. Ed's father, Tony, was the Cellar Master for Californian pioneer Louis Martini in the 1930's.



EDUCATION SCHEDULE

Sunday, March 28th, 2010

11am-12pm Registration and Welcome Reception

12pm-2pm Luncheon with 32 Winds Wine
32 Winds Wine is a partnership between the old and the new, the traditional and the cutting-edge. Steve Humble, one of the few US wine professionals to have earned the title of Master Sommelier, was recognized in 2003 by the National Restaurant Association as running the finest wine program in any private club in the country.

2pm-4pm Education by Eddie Osterland
What does it take to hold on to your members, as well as attract new ones? How to make your club appear to be a better value than restaurants? This seminar will also survey “cutting edge” strategies that distinguish those in the know from those who aren’t when it comes to creating an experience with food and wine. Eddie Osterland, America’s 1st Master Sommelier, discusses his “Power Entertaining” formula.

4:15pm-5:15pm Education Round Table Discussion

6:30pm Reception at Harry’s Bar

7:00pm Dinner with Chateau Trocard. Guest Speakers - Aubrey McClendon and Benoit Trocard

Chesapeake Energy Corp. Aubrey McClendon has served as Chairman of the Board, Chief Executive Officer and a director since co-founding the company in 1989. Aubrey graduated from Duke University in 1981, and from 1982 to 1989 was an independent producer of oil and natural gas.

Benoit Trocard, the son of Jean-Louis Trocard, stands on his own two feet with his Clos de la Vieille Eglise and the world renowned Clos Dubreuil St Emilion Grand Cru. This latter domaine only produces 400 cases a year, with demand increasing year by year. It won’t hurt that Benoit is now the President of the new Bordeaux group, Bordeaux Oxygène, which aims to breathe new life into the perception – and sales – of the region’s wines. It will concern itself chiefly with non-winemaking related issues, notably the marketing and promotion of Bordeaux, in an effort to increase the region’s appeal to young wine drinkers. Benoit is one of a younger generation of Bordeaux producers who are striving to drive the image and wines that they make away from the preconceived idea of “the old boy network” and are producing wines which, although still portray a traditional image and taste, are approachable at an earlier age.

Monday March 29th, 2010

8am-9am Breakfast

9am-11am Education with Eddie Osterland
Advanced sensory evaluation of wines as taught at the Universities de Bordeaux. Eddie received the D. U. (diplômé d’aptitude al la degustation des vins) from the enology school in Bordeaux. Their approach to evaluating the quality of wines is almost in reverse to the system utilized by the Master Sommeliers. Being both a Master Sommelier and graduate from Bordeaux, Eddie will compare and contrast the salient features of each. You will talk differently after this tasting seminar! Club members will learn from their managers how to discuss wine on a higher level than ever before.

11:15am-12:15pm Philippe Garmy, MS CCE, Professor Oklahoma State University

12:30pm-2pm Luncheon “The Here and Now of the Industry” with Alex Kroblin
Sponsors by Shafer Vineyard and Thirst Wine

RESERVATION and Contact Information: Heather Price (405) 848-5611



3rd Annual Wine Retreat for Club Industry

Hosted by Oklahoma City Golf & Country Club
7000 N.W. Grand Boulevard
Oklahoma City, OK 73116



March 28 & 29, 2010

PLEASE TYPE OR PRINT

WINE SOCIETY MEMBER: Yes No

Designation: CCM CCE MCM

CMAA Membership ID: _____

Name: _____ Nickname for Badge: _____

Club: _____ Position at Club: _____

Club Address: _____

City/State/ZIP: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____

Do you need transportation (to and from hotel/club): Yes No

Spouse/Guest Name: _____ Nickname for Badge: _____

Workshop Fee: \$245.00
(Reservation need to be made by: March 15, 2010)

Spouse/Guest Dinner Only Fee: \$100.00

After March 15, 2010: \$275.00



WATERFORD HOTEL

6300 Waterford Boulevard
Oklahoma City, Oklahoma 73118 USA
Phone: 1-405-848-4782
Fax: 1-405-848-7810

Book with the Hotel Directly
Rooms for CMAA

Room Rate: \$104.00per night plus tax

Rooms will be released after March 14th

