



ECEP SYMPOSIUM
NAPA, CALIFORNIA

SYMPOSIUM AGENDA



A conference designed to evolve the way you think about catering and events. Thank you for joining us in Napa, California, for the 2025 ECEP Symposium.



MAR 9 - MAR 13, 2025

Carneros Resort & Spa
4048 Sonoma Highway
Napa, CA 94559

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Symposium
Branding & 2026





INFORMATION

ECEP Symposium is our annual gathering and it's packed with educational sessions, guest speakers, immersive breakouts and unique experiences that allow your teams to dive deep with their peers and curate long-lasting connections. ECEP Symposium is perfect for Principals, Executive Leadership, Finance, Human Resources, Culinary, Sales, Marketing, Operations and other crucial leadership team members to come together, share ideas and leave with more than you came with.

EDUCATION

We've curated a lineup of leaders who are the best in their fields, from a diverse range of industries, to bring you a deeper level of thought leadership and insights. Keynotes, Breakout Sessions, and more will be held throughout the event. Go ahead and explore!

CONVERSATION

One of the best parts of Symposium is the opportunity to break into small groups and dive into issues with peers (not always like-minded, but definitely like-motivated). Check out the roundtable discussions, and prepare to share ideas and learn fresh perspectives from across the industry.

RELATIONSHIPS

There's so much to look forward to when it comes to building your network at Symposium. We've stacked this event with team-building activities, dinners, and parties - and we guarantee you'll leave this event with meaningful new contacts and friends.





KEYNOTE SPEAKER



RICHARD BLAIS

MONDAY 3/10 @ 10:45 AM - General Session
Book Signing to Immediately Follow



Chef, restaurateur, James Beard nominated cookbook author, and TV personality. Meet Richard Blais.

Chef Richard Blais began his culinary career training under some of the world's most illustrious chefs, including Chef Thomas Keller at The French Laundry, Chef Daniel Boulud at his flagship Restaurant Daniel, and Ferran Adrià at El Bulli.

His wildly creative approach to cooking led to the establishment of Trail Blais, a forward-thinking culinary consulting group that has designed and launched popular restaurants across the country and advises national brands on menu creativity, ideation, and employee training sessions.

Current projects include Ember & Rye in Carlsbad, CA, Four Flamingos in Orlando and Key West, FL, and Kestrel at Indian Wells Golf Resort in Southern CA. Most recently, Chef Blais partnered with Grand Hyatt Scottsdale Resort on their culinary programming, with his first restaurants in Arizona including La Zozzona with a menu inspired by his extensive travels throughout the cities and countryside of Italy, and Tiki Taka, featuring small plates inspired by the flavors of Japanese and Spanish cultures, while also highlighting ingredients from the Southwest.

Additionally, he serves as Culinary Director at the San Diego Symphony performance space, The Rady Shell at Jacobs Park. Richard is widely recognized from Bravo's Top Chef Series as the winner of the inaugural Top Chef All-Stars. He is the author of three cookbooks, Try This At Home, So Good, and Plant Forward, and currently co-stars alongside Gordon Ramsay on FOX's Next Level Chef. When not on set, in the kitchen or at home with his family, Blais may be found traveling cross country performing his live "stand up cooking" show to enthusiastic audiences nationwide.





FEATURED GUEST SPEAKER

CHRISTINA SIMS

TUESDAY 3/11 @ 9:15 AM - General Session
11:15 AM - Next Level AI Breakout Session



Christina is an accredited certified AI, Personal Brand, & Digital Marketing Consultant, trainer and speaker with over 12 years of experience. As founder of Mom Meets Life, Christina specializes in teaching and creating bespoke AI solutions for small businesses and corporations to maximize online reach, build brand authority, and deepen customer relationships to increase sales in less time.

She has helped her clients save over \$500K in annual expenditures and generate over \$15 million in revenue. Having served over 150 organizations, her expertise includes Personal Brand & Digital Marketing Strategy, ChatGPT, AI Automations, Chatbots, Custom GPTs, Amazon Self-Publishing, MidJourney, Sales Funnels, Copywriting, and Digital Products for Passive Income.



FEATURED GUEST SPEAKERS



JEFFREY JAKE

Executive Chef
Carneros Resort & Spa
Napa, CA

*Click [HERE](#)
for Chef Jeffrey's
LinkedIn Profile*

BIO

An accomplished chef with a passion for his craft and a wealth of experience to draw on, Jeffrey Jake is the executive chef at Carneros Resort and Spa, the 28-acre luxury resort nestled in Napa Valley's picturesque wine region of Carneros. Jake grew up in Yountville, CA, where he became enamored with the culinary world at a young age after being hired by acclaimed chef Udo Nechutneys. Jake then channeled his love for food and the comradery found in kitchens to advance through every level of the restaurant industry, honing his impressive skills and knowledge with hands-on experience alongside renowned chefs.

Before joining Carneros Resort and Spa, Jake was the executive chef at several other prominent hospitality venues in the Golden State, including Silverado Resort and Spa, Fairmont Grand Del Mar, Brannan's Calistoga, and Pebble Beach Company. In addition to leading Carneros Resort and Spa's culinary program, Jake takes pride in providing the kind of mentorship he received early in his career to fellow team members. He also oversees menu development to maintain the resort's fresh, seasonal offerings and connects with the property's other departments to create a seamless experience for guests.

PANEL DISCUSSION WITH RICHARD BLAIS & KEN BARRETT-SWEET | MONDAY 3/10 @ 3:45 PM



MEREDITH MARKS

Owner of Meredith Marks
Caviar, Celebrity Jewelry
Designer & TV Personality

*Click [HERE](#)
for Meredith Marks
Caviar Website*

BIO

As a lifestyle brand deeply committed to redefining elegance and indulgence, Meredith Marks is thrilled to introduce our exclusive luxury caviar collection. True luxury lies in embracing the finest experiences life has to offer, and caviar, with its rich history and esteemed reputation, embodies the epitome of opulence and sophistication. The Meredith Marks Caviar collection curates an unparalleled journey for our discerning customers, one that transcends beyond material possessions and delves into the realm of extraordinary taste and refinement.

In addition to owning her own caviar line, Meredith Marks has an award-winning jewelry line, a Park City boutique, and is a star on Bravo's hit series *The Real Housewives of Salt Lake City*.

CAVIAR TASTING & WINE EXPERIENCE WITH JOHN CRISAFULLI | MONDAY 3/10 @ 4:45 PM



FEATURED GUEST SPEAKERS



TUSHNEEM DHARMAGADD

CEO & Founder
HubEngage
Austin, TX

*Click [HERE](#)
for Tushneem's LinkedIn
Profile*

BIO

Tushneem Dharmagadda is a technologist at heart. During a consulting gig with a prominent retail customer, he pioneered a mobile-first platform called Gimme 5 – a platform to effectively communicate, and engage users across hundreds of Whole Foods stores nationwide. As he continued to develop gamified mobile apps used by renowned companies like Microsoft, Walmart, Target, and BestBuy, Tushneem recognized the immense potential of leveraging gamification to engage users effectively. Today, HubEngage consolidates internal communications, social networking, recognition, surveys, and instant messaging into one powerful platform. Our game-changing solution covers mobile, web/intranet, emails, SMS, and digital displays, enabling seamless communication with 100% of your employees, anytime and anywhere.

GENERAL SESSION, WEDNESDAY 3/12 @ 9 AM



LATOSHA MARKS

Chief People Officer
Proof of the Pudding
Atlanta, GA

*Click [HERE](#)
for LaTosha's LinkedIn
Profile*

BIO

LaTosha Marks is a seasoned Human Resources professional with over 20 years of experience in the hospitality, food, and beverage industry. Specializing in employee relations, training and development, and payroll administration, she has built a strong track record of leadership and management training within the sector. Her expertise spans recruitment, conflict resolution, and compliance investigations, ensuring operational excellence in fast-paced hospitality environments.

With a deep understanding of labor and employment law, LaTosha has been instrumental in driving organizational change and fostering strategic partnerships that enhance workplace culture. Her ability to cultivate a positive employee experience and strengthen employee relations has made her an invaluable asset in the industry. LaTosha holds a Senior Professional in Human Resources certification from Kennesaw State University, reinforcing her expertise in strategic HR leadership within the hospitality sector.

HR HOT TOPICS BREAKOUT SESSION, TUESDAY 3/11 @ 11:15 AM



SPEAKERS & MODERATORS



JENNIFER PERNA

Owner, Fulton Market Consulting
Chicago, IL



MAGGIE BARTON

Chief Executive Officer
Butler's Pantry, St. Louis, MO



PATRICK RENNA

Chief Financial Officer
Proof of the Pudding Atlanta, GA



SUSAN LACZ

CEO & Hospitality Maven
Ridgewells Catering, Washington, D.C



JOHN CRISAFULLI

President & CEO
Behind the Scenes, San Diego, CA



MICHAEL STAVROS

Partner & VP of BizDev
MCulinary, Phoenix, AZ



BRANDON MAXWELL

CEO/Founder, MCulinary
Phoenix, AZ



ADAM NOYES

CEO, Proof of the Pudding
Atlanta, GA



BEN WITTE

Chief Operating Officer
Proof of the Pudding, Atlanta, GA



SPEAKERS & MODERATORS



SCOTT HALLORAN

CEO, Trolley Hospitality Companies
Richmond, VA



KORI GILLESPIE

Director of Brand Marketing
The Catered Affair, Boston, MA



LIESE GARDNER

Owner, Brand Therapy
Los Angeles, CA



JUSTIN KING

President & CEO
Best Impressions, Charlotte, NC



CARIZZA ROSE

Director of Marketing & Creative
24 Carrots, Orange County, CA



KEN BARRETT-SWEET

Vice President of Catering,
The Catered Affair, Boston, MA



BILL MEIERLING

Senior Vice President, External Affairs
NAMA, Washington, D.C.



MICHAEL HOGG

Senior Manager, State Affairs
NAMA, Washington, D.C.



STEVE DOLEZAL

President, CSM Cost Solutions
Kansas City, MO



DARRIN DICKERSON

Director of Culinary Development
CSM Cost Solutions, Ellston, IA



ERIC BARTHOLOMEW

Manager of Culinary Services
CSM Cost Solutions, Freeport, FL



AGENDA AT-A-GLANCE

SUNDAY MARCH 9TH

3:00 PM - 6:00 PM
Welcome Lounge & Registration
Libations available 4:30 PM - 6:00 PM

Carneros Resort - Courtyard | Open-House Style Flow
Smart Casual Attire

MONDAY MARCH 10TH

6:30 AM - 8:00 AM
Pickleball Available

Carneros Resort - Pickleball Courts
Paddles Provided

8:00 AM - 9:00 AM
Breakfast

FARM at Carneros Resort

9:15 AM - 4:45 PM
In Session

Carneros Resort - Napa Meeting Room & Sonoma Rooms
Business Attire

12:00 PM - 1:15 PM
Lunch

FARM at Carneros Resort

2:30 PM - 3:30 PM
Extended Break/Personal Time

Carneros Resort

4:45 PM - 6:00 PM
Caviar Tasting & Wine Experience

Carneros Resort - Courtyard

6:00 PM - 9:30 PM
Dinner

Ad Hoc

Transportation Provided (Bus departs hotel at 6:00 PM)

Attire is Wine Country Chic





AGENDA AT-A-GLANCE

TUESDAY MARCH 11TH

6:30 AM - 8:00 AM
Pickleball Available
Carneros Resort - Pickleball Courts
Paddles Provided

8:00 AM - 9:00 AM
Breakfast
FARM at Carneros Resort

9:15 AM - 4:15 PM
In Session
Carneros Resort - Napa Meeting Room & Sonoma Rooms
Business Attire

12:15 PM - 1:30 PM
Lunch
FARM at Carneros Resort

4:15 PM - 5:30 PM
The Art of Sabrage
Carneros Resort - Town Square

6:50 PM - 9:45 PM
Dinner *Presented by HubEngage*
Celadon
Transportation Provided (Bus departs hotel at 6:30 PM)
Attire is Polished Napa Valley

WEDNESDAY MARCH 12TH

6:30 AM - 8:00 AM
Pickleball Available
Carneros Resort - Pickleball Courts
Paddles Provided

8:00 AM - 9:00 AM
Breakfast
FARM at Carneros Resort

9:00 AM - 3:00 PM
In Session
Carneros Resort - Napa Meeting Room & Sonoma Rooms
Business Attire

12:00 PM - 1:15 PM
Lunch
FARM at Carneros Resort

3:00 PM - 8:30 PM
Excursion & Dining Experience
Round Pond
Transportation Provided (Bus departs hotel at 3:00 PM)
Attire is Wine Country Casual; Flat Shoes Recommended



IN DETAIL SUNDAY, 3.9



3:00 PM - 6:00 PM
Welcome & Registration
Libations available 4:30 PM - 6:00 PM

Carneros Resort - Courtyard

Welcome to Napa Valley! Visit the Courtyard for an Open-House style check-in and to connect with other members. Beer, wine, and cocktails to be served beginning at 4:30 PM.

Sunday Afternoon & Evening Personal Time

Napa Valley

For recommendations, check out the “Know Before You Go” document emailed to you prior to the event.

Explore the local area, markets, wineries, and restaurants on your own time, or indulge in the fantastic amenities right onsite at the Carneros Resort.

Stay in touch on Instagram for recommendations in our stories, and to share moments from your own travels by tagging us @ecepglobal #WeAreECEP #ECEPSymposium





IN DETAIL MONDAY, 3.10

8:00 AM - 9:00 AM
Breakfast

Carneros Resort - FARM



ECEP BOARD

www.ecep.org

9:15 AM - 10:00 AM
ECEP Opening General Session

Carneros Resort - Napa Meeting Hall

Welcome to our 5th Annual Symposium! The Board talks about what's new this year, introduces our 2025 Sponsors, and sets the tone for an engaging and fun week of learning and camaraderie.



ADAM NOYES

CEO, Proof of the Pudding
Atlanta, GA

10:00 AM - 10:45 AM
ECEP Members Only Meeting

Carneros Resort - Napa Meeting Hall

Membership Report- state of union, recruitment, budget, value proposition



RICHARD BLAIS

Chef, Restaurateur, Cookbook Author
& TV Personality

10:45 AM - 12:00 PM
Keynote, General Session

Carneros Resort - Napa Meeting Hall

Moderated by Susan Lacz, our keynote session will feature an interview and discussion with Richard Blais as he shares stories from his personal journey, building a brand, taking the leap to celebrity chef, and more.

12:00 PM - 12:30 PM
Richard Blais Book Signing

Carneros Resort - Outside Napa Meeting Hall

12:00 PM - 1:15 PM
Lunch

Carneros Resort - FARM



IN DETAIL MONDAY, 3.10



**PATRICK RENNA &
SCOTT HALLORAN**

Proof of the Pudding &
Trolley Hospitality Companies

1:15 PM - 2:30 PM

**Breakout Session: Principals & Executive
Leadership (CEO, HR, Finance)**

Carneros Resort - Napa Meeting Hall

New Technology Platforms: ERP conversion, New Travel & Expense Report Program, Purchasing overhaul, etc paired with Trolley House.. Finding efficiencies, reporting, CRM, based on success of other ECEP members implementation.



JENNIFER PERNA

Fulton Market Consulting

1:15 PM - 2:30 PM

Sales & Marketing Breakout: Hot Topics for 2025

Carneros Resort - Sonoma 1

Sales hot topics, sales rock stars, and sales meetings - this is a deep dive working session for sales & marketing.



KEN BARRETT-SWEET

Vice President of Catering,
The Catered Affair, Boston, MA

1:15 PM - 2:30 PM

**Culinary & Ops Breakout: Welcome & Hot Topics
for 2025**

Carneros Resort - Sonoma 2

Operations hot topics for 2025.

2:30 PM - 3:30 PM

Extended Break/Personal Time

Carneros Resort



**RICHARD BLAIS
CHEF JEFFREY JAKE
KEN BARRETT-SWEET
JOHN CRISAFULLI**

3:45 PM - 4:45 PM

Expert Panel: The 5 Star Customer Experience

Carneros Resort - Napa Meeting Hall

Moderated by John Crisafulli. Taking care of the customer, assuring service staff are bought into the customer service standards.



IN DETAIL MONDAY, 3.10



**MEREDITH MARKS
& JOHN CRISAFULLI**

Meredith Marks Caviar &
Behind the Scenes

4:45 - 6:00 PM
Caviar Tasting & Wine Experience

Carneros Resort - Courtyard
Caviar Tasting with Meredith Marks Caviar, with a
Champagne and Wine Experience from John Crisafulli.
How to taste & how to incorporate into menu offering as
upsells.

6:00 PM - 10:00 PM
Dinner

Ad Hoc
Transportation Provided (Bus departs hotel at 6:00 PM)
Attire is Wine Country Chic





IN DETAIL TUESDAY, 3.11

8:00 AM - 9:00 AM
Breakfast

Carneros Resort - FARM



CHRISTINA SIMS

AI Expert

9:15 PM - 10:30 AM
General Session: AI Overview for Catering

Carneros Resort - Napa Meeting Hall

Streamlining Event Operations, Enhancing Client Experiences: Leveraging AI to deliver highly personalized, memorable event experiences that scale seamlessly, Maximizing Profitability with Automation: Demonstrating how AI can save time, reduce costs, and increase efficiency in event planning and execution and Staying Competitive with AI: Equipping event professionals with the tools and strategies needed to adapt to industry changes and maintain a competitive edge.



BILL MEIERLING & MICHAEL HOGG

Sr. Mgr. State Affairs & Sr VP External Affairs, NAMA

10:30 PM - 10:45 AM
Break

Carneros Resort - Courtyard

10:45 AM - 11:15 AM
General Session: NAMA Update

Carneros Resort - Napa Meeting Hall

Scott Halloran talks all things advocacy, NAMA, and shares critical updates.



JUSTIN KING & KEN BARRETT-SWEET

Best Impressions & The Catered Affair

11:15 AM - 12:15 PM
All-Audiences Breakout: Venue Management

Carneros Resort - Napa Meeting Hall

Discussion and workshop on leveraging various types of venue relationships.



SCOTT HALLORAN

CEO, Trolley Hospitality Companies
Richmond, VA

11:15 AM - 12:15 PM
All-Audiences Breakout: NAMA & Advocacy

Carneros Resort - Sonoma 1

60-minute breakout session for anyone interested in advocacy; this will be a working session to discuss the past two years, goals for 2025, and to provide attendees time to share any issues they would like to discuss and put on the radar for the future.

IN DETAIL TUESDAY, 3.11



CHRISTINA SIMS

AI Expert

11:15 AM - 12:15 PM
All-Audiences Breakout: Next Level AI & Embracing the Customer Experience

Carneros Resort - Sonoma 2

A working session to explore AI and its applications to enhance the customer experience.



LATOSHA MARKS

Chief People Officer, Proof of the Pudding Atlanta, GA

11:15 AM - 12:15 PM
HR Breakout Session: HR Hot Topics

Carneros Resort - The Studio

From culture, to recruiting, and AI - LaTosha shares insights and innovations for modern HR programs.



CARIZZA ROSE

Director of Marketing & Creative
 24 Carrots, Orange County, CA

12:15 PM - 1:30 PM
Lunch

Carneros Resort - FARM

1:30 PM - 2:30 PM
General Session: Building A Brand That Speaks for Itself

Carneros Resort - Napa Meeting Hall

Your brand isn't what you do. It's how you make people feel. Join Carizza Rose to explore how defining your brand transforms every decision, from client retention and employee engagement to creative execution.



BRANDON MAXWELL

CEO/Founder, MCulinary
 Phoenix, AZ

2:30 PM - 2:45 PM Break

Carneros Resort - Courtyard

2:45 PM - 4:15 PM
Principals Only Breakout: Transitioning Leadership & Building the Bench

Carneros Resort - Napa Meeting Hall

A session for owners and principals who are working to pass the baton.



LIESE GARDNER & KORI GILLESPIE

Liese Gardner & The Catered Affair

2:45 PM - 4:15 PM
Sales & Marketing Breakout: Expand Your Online Marketing Reach in 2025

Carneros Resort - Sonoma 1

A working session for sales & marketing to explore and discuss online and digital marketing strategies.



IN DETAIL TUESDAY, 3.11



MAGGIE BARTON

Chief Executive Officer
Butler's Pantry, St. Louis, MO

2:45 PM - 4:15 PM
Executives Breakout: Executive Ownership
Carneros Resort - Sonoma 2
Transitioning Leadership as a Non-Principal



APIARY BEES

Carneros Resort Experience

2:45 PM - 4:15 PM
Culinary & Ops Breakout: All the Buzz!
Carneros Resort - Courtyard
Join Carneros' beekeeper, Rob, for an educational and fun session with the resort's resident pollinators.

4:15 PM - 5:30 PM
The Art of Sabrage
Carneros Resort - Town Square
Short presentation on history and demonstration, and a glass for all to enjoy!

6:30 PM - 10:00 PM
Dinner *Presented by HubEngage*
Celadon
Transportation Provided (Bus departs hotel at 6:30 PM)
Attire is Polished Napa Valley





IN DETAIL WEDNESDAY, 3.12



SUSAN LACZ

CEO & Hospitality Maven
Ridgewells Catering, Washington, D.C.



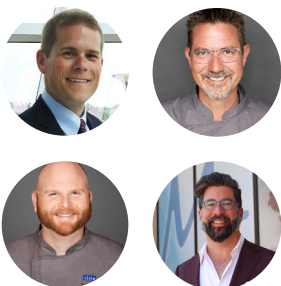
**TUSHNEEM
DHARMAGADD**

CEO, HubEngage
Austin, TX



SUSAN LACZ

CEO & Hospitality Maven
Ridgewells Catering, Washington, D.C.



**STEVE DOLEZAL
DARRIN DICKERSON
ERIC BARTHOLOMEW
MICHAEL STAVROS**

CSM Cost Solutions &
MCulinary

8:00 AM - 9:00 AM
Breakfast

Carneros Resort - FARM

8:00 AM - 9:00 AM
Principals Only: Working Breakfast

Carneros Resort - Sonoma 2

Compensation and Incentive Structures for Executives,
Sales and Key Management

9:00 AM - 9:45 AM
**General Session: The Future of Employee
Communications & Engagement**

Carneros Resort - Napa Meeting Hall

HubEngage is revolutionizing employee communications
and engagement. Hear from Tushneem on new
innovations and strategies that will inspire your people
programs.

9:55 AM - 10:45 AM
General Session: Erin Go Glam Case Study

Carneros Resort - Napa Meeting Hall

Building a brand event is one thing. Reinventing that
same event every year, and raising the stakes each time,
is something else entirely. Susan dives into Ridgewells'
renowned St. Patrick's Day celebration in this energized
general session.

10:45 AM - 11:00 AM Break

Carneros Resort - Courtyard

11:00 AM - 12:00 PM
**Principals, Executive Leadership, Culinary & Operations
Breakout: CSM (Buying Power) Case Study**

Carneros Resort - Napa Meeting Hall

Stavros joins our partners and sponsors from CSM for
a high-level exploration on leveraging buying power for
your catering business.



IN DETAIL WEDNESDAY, 3.12



JENNIFER PERNA

Fulton Market Consulting,
Chicago, IL

11:00 AM - 12:00 PM

Sales & Marketing Breakout: Up Your Large Event Game

Carneros Resort - Sonoma 1

We want the big bucks! How do we find more big events and differentiate us from any other company (or salesperson) sending a bid for local catering business? We will brainstorm how to look for larger events, who to network with, the event creation process, how to deliver the proposal and discuss the best next steps to lock in the business and enhance client relationships (aka partnerships) so they come back every year.

12:00 PM - 1:15 PM

Lunch

Carneros Resort - FARM

1:15 PM - 2:00 PM

Extended Break/Personal Time

Carneros Resort

2:00 PM - 3:00 PM

ECEP Closing General Session

Carneros Resort - Napa Meeting Hall

2025-2026 outlook and planning, an open discussion on programming and feedback, and surveys.

3:00 PM - 8:30 PM

Off-site Excursion & Dining Experience

Round Pond

Transportation Provided (Bus departs hotel at 3:00 PM)

Attire is Wine Country Casual; Flat Shoes Recommended



ECEP BOARD

www.ecep.org





SYMPOSIUM '25 BRANDING

What's behind the look for this year's event? Ash Boucher from Epoch Design Co. shares how this year's visual identity came together.

PRIMARY LOGO



**ECEP SYMPOSIUM
NAPA, CALIFORNIA**

MARK INSPIRATION



This year's visual identity is inspired by themes of growth, lifecycles, and the intersection of tradition with innovation. Themes that many caterers often experience and which are also central to the vineyards and people of Napa Valley.

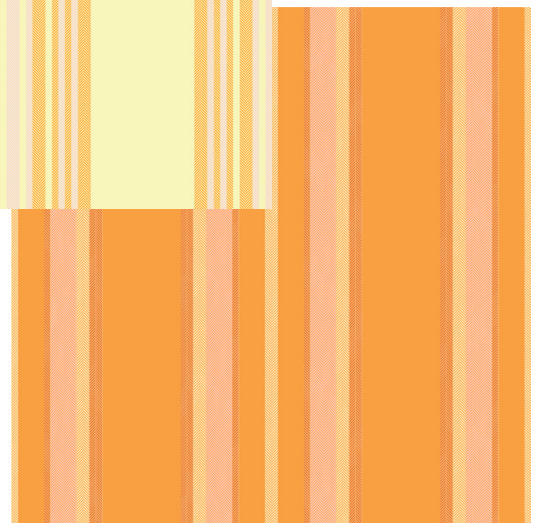
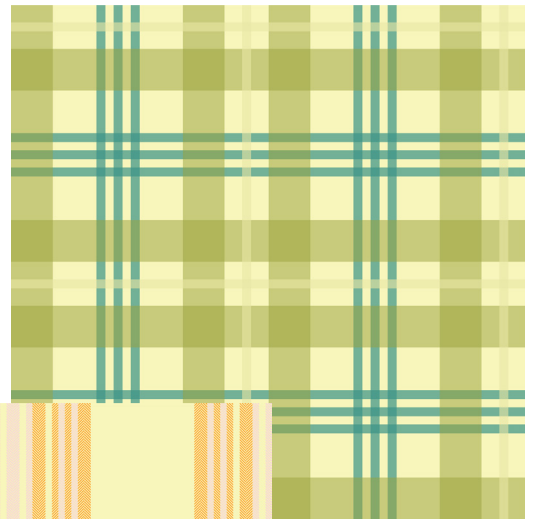
The artwork components are housed inside a stemless glass, and separated into four quadrants. The effect is one that lightly resembles a crest shield to call on references of history and tradition, and the glassware reinforces catering & hospitality themes. Inside the quadrants are a vineyard, grape cluster, reflection line (to reaffirm glassware), and the "e" from the ECEP logo - a lifecycle from farm to glass, culminating in the shared experience of gathering, good company, and perhaps a perfect glass of wine.

PATTERNS & GRAPHICS

A trio of cottage inspired patterns, inspired by the cottage accommodations at Carneros Resort & Spa, in color tones that simultaneously feel ready for Spring - and also a little bit 70s retro, to call back to the Judgement of Paris days when Napa was just making its mark (like ECEP today!).

Poppy flowers, a vibrant wildflower commonly found throughout the valley and the Silverado Trail in mid to late Spring, are translated into a simple line art to bring an organic element to the suite of graphics.

Additional ECEP branded marks bring versatility for branded moments across multiple touchpoints, including a simple stamp lockup, and a full-color ring logo that is loosely inspired by the bottom of a wine glass stem.





SYMPOSIUM 2026

WATCH FOR OUR SURVEY TO CAPTURE
ALL YOUR FEEDBACK FROM THIS YEAR'S EVENT

*Stay tuned! We will announce the dates and location of
next year's symposium while in Napa Valley.*

Thank you for joining us for our fifth annual symposium! Don't
forget to tag @ecepglobal in your Instagram
posts during the event!

#WEAREECEP