Our Business of Wine Advisory Board is Comprised of Experts from all Areas of the Industry

- Jesse Rodriguez, AIWS, M.Ed., sommelier, CWE
director of wine, Montage Palmetto Bluff
- Lisa Lipton, past national chair,
American Institute of Food & Wine
- Michael A. Cheatham, CSW, CSS, WLS, CSWE,
independent wine educator and consultant
- Linda Kissam, owner, Kissam Consulting
- William Byxbree, dean emeritus,
SDSU College of Extended Studies
- Carl Winston, director, SDSU’s School of
Hospitality and Tourism Management
- Peggy Evans, executive director,
Temecula Valley Winegrowers Association
- Lisa Redwine, advanced sommelier, sales rep,
Regal Wine Co.
- Gus Vizgirda, winemaker, Wilson Creek Winery
- Deborah Lazzear, CSW, owner,
Wine and Food: Uncorked
- Ken Mills, CEO/president, Wine Steals

“Taking wine classes did give me a lot of much-needed wine knowledge that was a must in opening and running my wine bar and restaurant. I wouldn’t have felt at all comfortable taking on such a business without the education.”
— Traci Smith, owner, Splash Wine Bar

“About a year after I completed the certificate program, I was laid off from my job in hotel sales. It was at this time that I made the change and opened The Wine Pub. And the certificate program was the stepping stone to its success.”
— Sandy Hanshaw, owner, The Wine Pub
“Two of the best things about SDSU wine classes are the intimacy and the relaxed nature of the instructors. You can feel their passion and knowledge.” — Michael Cheatham, wine club owner, certified specialist of wine, certified Spanish wine educator; and member of the Guild of Sommeliers, Wine Educators, and Wine Century Club.

**Earn your Professional Certificate in the Business of Wine**

- **To earn the certificate, students must take a total of nine courses.**
- **Core Courses** (all required)
  - Exploring Wine | 18 hours
  - Wine Making Behind the Scenes | nine hours
  - Dynamic Wine and Food Pairing | six hours
  - Business Opportunities in the Wine Industry | 15 hours
- **Elective Courses** (two required; offerings may vary each semester)
  - The Character of Wine | nine hours
  - Wine List Creation | nine hours
  - Wine Flaws and Faults | six hours
  - Sensory Evaluation | six hours
  - Importing and Distribution | 12 hours
  - Vineyard Management | 15 hours
  - Marketing Wine | 15 hours
- **Intensive Courses** (three required; nine hours each)
  - Burgundy Wines
  - California Wines
  - Dessert Wines
  - French Wines
  - Italian Wines
  - South American Wines
  - Spanish Wines
  - Australian Wines
  - Austrian/German Wines
  - Sparkling Wines
  - Organic Bio-Dynamic Wines

Please note: Must be 21 years of age to take these courses. New students are required to begin with the introductory course, Exploring Wine.

Take your career to the next level or in a new direction. 
neverstoplearning.net/wine • wine@sdsu.edu