



Gary Conway drinks his soil for audiences in Beijing.
Calcium Montmorillonite -- the “wonder soil.”
A first for China... as was the “wonder” wine – Carmody McKnight!

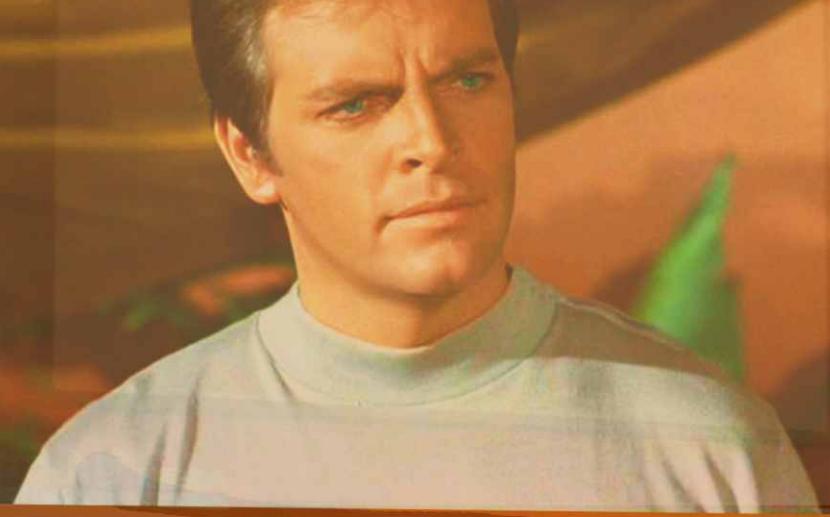




北京大学
PEKING UNIVERSITY, Post-EMBA

北京大学后EMBA八班 新晚宴





北京大学后EMBA八班 迎新晚宴





On the first night of one outstanding event after another, day after day, Gary Conway addressed several hundred captains of Chinese industry in the number one program in the number one business school and University in China and outstanding in the world -- Peking University.* There is really no equivalent in the United States.

This evening was the University's grand celebration event & dinner as the school year begins. The University President and Principals attended. Gary delivered the evening's speech, and videos and photos of his renowned vineyard and wine, his multi-faceted life, his films and TV series, especially *Land of the Giants* were presented on the big screen. *Giants* was rousingly cheered as it was the most popular American series in China and most of Asia.

The 300 attendees were corporate Chairmen, Presidents, CEO's, Executives, major business leaders from all over China... most in their 30s and 40s. It cost \$150,000 for the session to attend the school in this special course and to receive this unique post-graduate EMBA Degree.

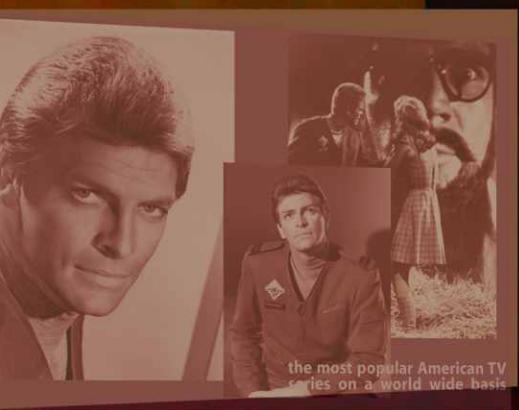
Gary's speech was electric and enthusiastically received by everyone in attendance. Carmody McKnight wine, now revered in China, was served at the dinner to rave reviews. No other wine has been so honored.

* Ranked 1st as China's Most Valued Business School *Fortune Magazine*

* Ranked 1st as China's Most Valued MBA *Forbes*

* The only Sino-foreign MBA program in China of which the MBA degree granted is authorized by AACSB, AMBA, & EQUIS.





大学后EMBA八班
迎新晚宴









University president, officials and sponsors
for this groundbreaking appearance
all drinking Carmody McKnight wine.



Everyone Marian and Gary met at this great University function from the President to the most bashful billionaire were as gracious and embracing as they could be. They were eager to meet and to spend a moment in spirited give and take and always with grace and gentility.

Marian and Gary never toasted more in their lives... at each table several times and with their unique and exclusive Carmody McKnight “volcano created” wines represented in China. Their new friends would stand and toast with wine glass in hand every few minutes in reaction to any comment of note and always with fine humor. There is finesse to toasting in China... not simply clicking glasses but always at certain angles and specific heights.

This was the first remarkable night of a series of events that celebrated Carmody McKnight, the art spirit and creative commerce, and Gary’s iconic TV and film career. They revered Marian not only as a Miss America but also because of her phenomenal scholarship achievements. The appearances in the following days ranged from a momentous press conference with the leading wine magazines and world press to a seminal affair and gathering of some of China’s celebrated artists in a historic exchange of ideas and aspirations.





On this evening and with the following speeches at the various events, Gary was unable to refer to notes and had to time himself with his skilled translator. His words at first formed broad strokes about this extraordinary opportunity to engage in a prospering partnership with the world's other great economic power: *"This was a wondrous gift as opposed to my early years when the other super power was a fearful competitor and no such relationship could be remotely possible. That reality, born from the cold war, hung over much of the last century. But now I can proclaim -- China is a friend. In this century there are no words more profound!"*

Gary realized that the Chinese found his life's aspirations and dreams and personal relationships from Marian and his family and family farm as down to earth inspiration for them.

The Chinese had a deep respect for Gary's work as an artist bringing a collection of his paintings to China in order to exhibit throughout the country; many of his paintings were included in special showings at the various events.

The Chinese people were intrigued with Gary's extraordinary background as an international film and TV star, for which they had great admiration, a screen writer and director, published author, musician and violinist, architect. Gary's history as vineyardist and vintner and the development of Carmody McKnight was especially compelling.

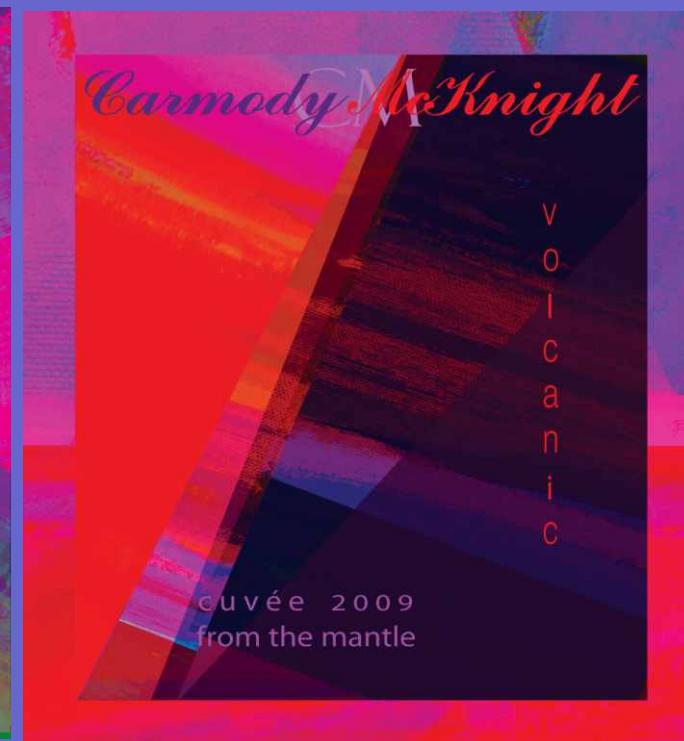
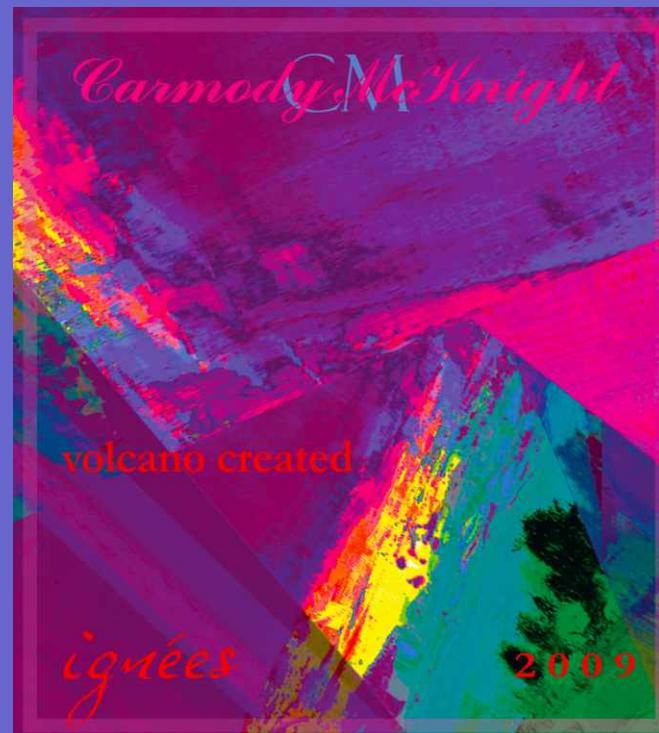


Carmody McKnight



the earth and vine create...the wine speaks to that creation

earth wine ■ volcano born



The audiences were especially receptive as Gary articulated his essential human philosophy: *"creativity and authenticity in art or in business or in life is the first and final goal."*

The hosts and sponsors from Ms. Ju, who was genuinely embracing to all the arts and human sensibilities, to Angel Zhang and Don Anderson who with energy and compassion left no detail unattended; between the three they not only skillfully managed events but turned them into memorable masterworks.



The university speech was the first in a series of striking events in various locales, all sumptuous, and brilliantly organized. Besides celebrations of Carmody McKnight, many were an homage to *Land of the Giants* and Gary's iconic TV and film career as well as the other "Renaissance Man" accomplishments of Gary as well as Marian's. The Chinese were fascinated with the breadth of Gary's achievements as performer and artist and his extraordinary knowledge as viticulturalist and vintner.

The Chinese love picture-taking and almost everyone wanted a photo with Marian and Gary and most assuredly autographs; signed head shots were in major demand. And of course with "volcano created" Carmody McKnight estate wine on hand toasting was inexhaustible!



