



Annual Conference & Meeting  
Friday, February 2nd & Saturday, February 3rd, 2018  
Marriott Hotel, Winston Salem, NC  
"Selling Our Products"

**Friday, February 2<sup>nd</sup>, 2018**

8:00 – 9:00 am – Registration/ Piedmont Room  
Vendor Visit/ Hearn Foyer

9:00 – 11:30 am – General Session/ Hearn Ballroom

- Introduction – Tom Hughes/ President
- Treasurer's Report – Chuck Johnson/ Treasurer
- Grape Council Report – Whit Winslow/ Director of the Grape Council
- State of the State – Dr. Mark Hoffman/ NCSU  
Introduce Sarah Bowman SCC
- Election Results – Patricia McRitchie/ Vice President
- Quality Alliance Program – Chuck Johnson/ Treasurer, Patricia McRitchie/ Vice President  
Capstone Project; Marketing Plan for the QAP-Sam Troy & Dr. Erick Byrd
- Global Perspective – Ian Taplin/ WFU

11:30 – 1:00 pm – Vendor Visit, Lunch

ALL VITICULTURE SESSIONS WILL BE HELD IN HEARN A  
ALL ENOLOGY SESSIONS WILL BE HELD IN HEARN CD  
ALL BUSINESS SESSIONS WILL BE HELD IN  
ALL MARKETING SESSIONS WILL BE HELD IN BETHABARA

**Session 1, 1:00-1:45 pm**

Viticulture Track – Dr. Mark Hoffman/ NCSU  
The Future of NC & His Goals

Enology Track – David Bower/ SCC  
Varieties & Sparkling

Marketing Track –David King/ King Family Vineyards  
Dispelling Preconceived Notions

Business Track - Renee Metz/ NC ABC  
Hot Spots in ABC Regulations

**Session 2, 2:00-2:45 pm**

Viticulture Track –Hannah Burrack/ NCSU  
Grape Bugs, Good and Bad  
This presentation will discuss how to recognize common southeastern grape pests and their damage. Special focus will be on grape root borer biology and management.

Enology Track – Michael Shaps/ Michael Shaps Wineworks  
Styles in Virginia, What’s Evolving

Marketing Track – Dr. Erick Byrd & Sam Troy/ UNCG Bryan School of Business  
Marketing & Selling to Millennials

Business Track – John Beghin/ NCSU Ag & Resource Economics  
Global Market Conditions  
Influence from macro-economic forces (exchange rates, market growth, macro trends)  
and their impact on the competitiveness of the US and NC Wine industries.

**Session 3, 3:15-4:00 pm**

Viticulture Track – Wayne Mitchem/ NCSU  
Winegrape Weed Control (credit available)  
The topics addressed will include the importance of weed control and herbicide options available to growers. Herbicide application rate, appropriate vineyard age relative to the herbicide and tank mix options will be discussed. I will also cover the importance of protecting young vines from herbicide injury.

Enology Track – Ed Williams/ Alamance Community College  
**DOUBLE SESSION**  
Petit Manseng & Cab Franc

Marketing Track – Jack Nales/ NC Dept. of Ag-Director of Marketing  
Social Media

Business Track- Nick Piggott/ NCSU Ag & Resource Economics  
Tools for Risk Management  
Regarding uncertain prices and quantity risk (disease, weather, etc...)

**Session 4, 4:15-5:00 pm**

Viticulture Track – Dr. Mizuto Nita/ VT  
Diseases in the Vineyard

Enology Track – Ed Williams/ Alamance Community College  
**Continuing Session**  
Tasting - Petit Manseng & Cab Franc

Marketing Track- Panel Discussion- Max Lloyd/ Grove Winery, Jennifer Foulidas & Ed Wisnenski/ Silver Fork Winery,  
Music in the Vineyard  
Licensing – BMI, etc., Cost involved vs. profit rec'd, What happens if it rains, Planning an event, Publicity –  
how to advertise

Business Track – Rob Dannaman/Westfield Insurance- Field Manager  
General Insurance, Bond Insurance  
6:00-7:00 pm – NC Showcase of Wine (with appetizers)

7:00 pm – Banquet Dinner  
Awards Ceremony,  
Followed by Dancing to DJ Butch

**Saturday, February 3<sup>rd</sup>, 2018**

**Session 1, 9:00-9:45 am**

Viticulture Track – Ian Taplin/ WFU  
Terrior: History, Myth & Reality

Enology Track – Panel Discussion- “The NC Wine Guys”, Beth Binder/ Winston-Salem Wine Market,  
Tiffany Reynolds/ WineStyles  
Wine Trends

Marketing Track – Amy Helton/ Hanover Park Vineyard  
Open Forum  
Tasting Rooms

Business Track – Michael D. Smith/ Michael D. Smith Real Estate Services  
Appraisal 101 as it pertains to Vineyard & Winery properties

**Session 2, 10:00-10:45 am**

Viticulture Track – John Havlin/ NCSU  
Soil Enhancements-What should be tested & what results should be achieved

Enology Track – David Bower/ SCC  
Sanitation

Marketing Track – John Condren/ Chimerical  
Adding & Marketing a High-End wine to your line...and increase profits

Business Track – Ashley Meyers/ SCC  
Work Force Development

**Session 3, 11:00-11:45 am**

Viticulture Track – Dr. Mark Hoffman/ NCSU & Dr. Stephan Sommers/ ASU  
What problems have you been seeing in the vineyard and the results of analysis?

Enology Track – Michael Attanasi/ VA Winemaker’s Research Exchange  
The Winemakers Research Exchange (WRE) is a research cooperative for any and all wineries interested in participating. The primary focus of the WRE is on enhancing wine quality and economic profitability through the evaluation of different vineyard and winemaking practices on the chemical and sensory characteristics of finished wine.

Marketing Track – Panel Discussion- Ray Goodrich/ Foothills Brewing, Morgan Brookshire/ Childress Vineyards  
Social Media, Instagram, Facebook, Twitter

Business Track – Al Malik/ NCDOR  
July Reporting Issues

**Session 4, 12:00-12:45 pm**

Viticulture Track – Gray Draughn  
Buying & Selling Grapes

Help to improve the sometimes-difficult task of transacting grapes sales between the grower and winery. His presentation will also provide insight into current grape pricing.

Enology Track – Mark Friszolowski/ Childress Vineyards  
Practical Record Keeping in the Winery

Marketing Track – Gary Mannies, CEO G.A. Printing  
Printing Options for Marketing Materials

Business Track – Robert Rankin, Field Service Representative/NC and SC for RCIS  
Insuring Success (Crop Insurance)

(Subject To Change)