

**North Carolina Winegrower's Association**  
**Annual Meeting**  
February 5-7, 2010  
Marriott Hotel Airport, Greensboro, NC

***"Quality" In the grapes we grow, in the wine we make and in the way we present and sell our wine to the public.***

**Friday, February 5, 2010**

Noon	Registration Opens
Noon – 5:00 pm	Trade Show
1:00 – 5:30 pm	Educational Seminars
6:00 pm – until	Vendor Sponsored Welcome Reception with NC Wines

**Basic Sessions**

1:00 – 1:15 pm	Introduction, Welcome, and Intro to Website - Amy Helton, President, NCWA
1:15 – 2:00 pm	Site Preparation For Soil and Vine Health – John Havlin, Professor, Soil Science, NC State University - General description of soil characteristics and management practices essential for vineyard establishment.
2:00 – 2:45 pm	1 <sup>st</sup> Year and Beyond Vineyard Management – Sara Spayd, Extension Viticulturist/Professor, NCSU
2:45 – 3:15 pm	Visit Exhibitors/Trade Show
3:15 – 3:55 pm	Winery Laboratories: Set Up and Quality Control – Molly Kelly, Enology Instructor, Surry Community College - This presentation will introduce participants to basic wine analysis, proper quality control and standard equipment needed for a small winery laboratory.
3:55 – 4:05 pm	Introduction to Wiselab Services – Rick Donley, Director, Wine Education Outreach, ASU
4:05 – 4:45 pm	Marketing Before You Have a Product – Panel: Lenna Hobson, Owner, RagApple Lassie & Debbie Stikeleather, Owner, Winery at Iron Gate
4:45 – 5:30 pm	Q and A With Friday Speakers and/or Board Members

**Advanced Sessions**

1:30 – 1:45 pm	Introduction, Welcome, and Intro to Website - Amy Helton, President, NCWA
1:45 – 2:30 pm	Marketing Regional Wines in NC_– Inez Ribustello, Wine Director/Owner of On the Square Restaurant and Wine Store in Tarboro - Drink Local, Support North Carolina Grape Growers, Develop Tourism in Our State
2:30 – 3:15 pm	Advances in Winery Technology – Sue-Ann Staff, Proprietor of Sue-Ann Staff Estate Winery
3:15 – 3:45 pm	Break
3:45 – 4:30 pm	Updated Options for Disease Control (pesticide credits) – Gill Giese, Viticulture Instructor at Surry Community College - Review of fungicide application histories at SCC and respective performance, update on new grape fungicides and their efficacy and report on current study to assess fungal tolerance and/or resistance to labeled materials.
4:30 – 5:15 pm	Advances in Viticulture/Vineyard Technology for Optimum Fruit and Wine Quality – Joe Fiola, Viticulture and Small Fruit Specialist, University of Maryland Extension - This presentation will focus on integrating the information and technology available for producing the best quality grapes and wine.
6:00 pm – until	Vendor Sponsored Welcome Reception with NC Wines

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**Saturday, February 6, 2010**

8:00 am	Registration Opens
8:00 am – 4:00 pm	Trade Show
9:00 – 10:00 am	General Session
9:00	Welcome and Opening Remarks w/ intro to website – Amy Helton, President, NCWA
9:15	State of the State – Sara Spayd, Extension Viticulturist/Professor, NC State University
9:30	Update ASU enology program and WiseLab services – Rick Donley, Director, Wine Education Outreach, ASU
9:40	NC Grape & Wine Council Report – Margo Knight Metzger, Executive Director, NC Grape Council
10:00 – 10:30 am	Visit Exhibitors/Trade Show
10:30 – 11:45 am	Vine and Soil Nutrition to Ensure Quality Wine Grapes:  Soil Sampling, Diagnosis, and Remedies – John Havlin, Professor, Soil Science, NC State University - Assessment and management of soil acidity and plant nutrient problems in NC vineyards.  Vine Symptoms, Tissue Sampling, Diagnosis and Remedies – Joe Fiola, Viticulture and Small Fruit Specialist, University of Maryland Extension
11:45 – 12:15 pm	Visit Exhibitors/Trade Show
12:15 – 1:30 pm	Lunch – Showcase of NC Amateur Wines
1:30 – 2:00 pm	Visit Exhibitors/Trade Show
2:00 – 2:45 pm	Challenges of Growing Quality Wine Grapes in the East – Joe Fiola, Viticulture and Small Fruit Specialist, University of Maryland Extension
2:45 – 3:30 pm	Challenges of Quality Winemaking in the East – Sue-Ann Staff, Proprietor of Sue-Ann Staff Estate Winery
3:30 – 3:45 pm	Visit Exhibitors/Trade Show
3:45 – 4:30 pm	Marketing Challenges Facing East Coast Wine Producers – George Denka, President, Shelton Vineyards - The unique sales barriers facing East Coast wineries and ideas on how to overcome them.
4:30 – 5:30 pm	Understanding the Wine Judging Process – Linda King, Joe Fiola & George Denka - Experienced wine judges will show us how it is done
5:30- 6:00 pm	Break
6:00 – 7:00 pm	Showcase of NC Commercial Wines
7:00 – 8:00 pm	Dinner & Awards Presentations
8:00 – 11:00 pm	A Musical Evening with Nite Shadow Band

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**Sunday morning, February 7, 2010**

**Viticulture Sessions:**

- 9:00 – 9:45 am            Making Harvest Decisions – Joe Fiola, Viticulture and Small Fruit Specialist, University of Maryland Extension
- 9:45 – 10:30 am        Issues With Canopy Management – Sara Spayd, Extension Viticulturist/Professor, NC State University
- 10:30 – 10:45 am        Break
- 10:45 – 11:30 am        Update on Nutrient Management Research – John Havlin, Professor, Soil Science, NC State University  
-     Summary of soil and plant nutrient research results from 2006-09

**Winemaking Sessions:**

- 9:00 – 9:45 am            Importance of Proper Yeast Nutrition – Sue-Ann Staff, Proprietor of Sue-Ann Staff Estate Winery
- 9:45 – 10:30 am        Malo-Lactic Timing for Flavor and Wine Stability– Michael Jones, Fermentation Specialist, Scott Labs  
-     A comparative look at co-inoculation vs. sequential inoculation and the effects of each on flavor and microbial stability
- 10:30 – 10:45 am        Break
- 10:45 – 11:30 am        NC Winery Experiences in 2009 – Panel: Mark Friszolowski, General Manager, Childress Vineyards, Mark Terry, Winemaker, Westbend Vineyards & Murphy Moore, Winemaker, Shelton Vineyards

**Marketing Sessions:**

- 9:00 – 9:45 am            Signage - Planning a New Direction for NC Wineries – Debbie Stikeleather, Owner, Winery at Iron Gate
- 9:45 – 10:30 am        Establishing a Regional Presence – Panel: Dana Keeler, Winemaker, Silver Coast Winery, Bobby Todd, Executive Director, Yadkin County Chamber of Commerce & Steve Shepard, Winemaker, Raylen Vineyards
- 10:30 – 10:45 am        Break
- 10:45 – 11:30 am        Social Media for Wineries - Jeff Cohen and Kipp Bodnar, Producers & Co-Hosts, North Carolina Wine TV  
-     The producers and hosts of North Carolina Wine TV, an internet show reviewing wines produced in North Carolina, present the basics for wineries getting started in social media.

**ADJOURN**

## 2010 Speakers and Panelists

**Kipp Bodnar**, Producer & Co-Host, North Carolina Wine TV. Kipp Bodnar is Social Media Marketing Manager at Howard Merrell & Partners, a full service marketing and advertising firm in Raleigh, NC. During his career Kipp has successfully developed and implemented social media campaigns and plans for clients in business-to-business and business-to-consumer industries.

**Jeffrey Cohen**, Producer & Co-Host, North Carolina Wine TV. Jeffrey Cohen is a marketing and social media strategist and partner in OurHashtag. Jeff has more than 15 years experience in business to business and business to consumer marketing, on both the client and agency sides.

**George Denka**, President of Shelton Vineyards. A 35 year veteran of the alcoholic beverage industry, George Denka is a native of Beaufort, SC. While working his way through the University of South Carolina in the Food Service Industry, he developed a keen interest in wine that ultimately led to a position with the largest U.S. distributor of wine and spirits at that time, McKesson Wine & Spirits Co. He has officially worked as a sommelier, distributor sales representative, distributor & importer senior sales executive, and now as a vineyard and winery manager. While his career in the alcohol beverage industry has taken him all over the world, most of his career has been focused on markets in the Southeast and Mid-Atlantic. George has also served the wine industry as an educator, a wine judge, and guest lecturer for a host of institutions and wine associations. He joined Shelton Vineyards as Vice-President of Sales in 2001 and was promoted to President two years later. He is a member of the NC Wine Growers Association, The Brotherhood of The Knights of The Vine, and serves as a Board Trustee for Hugh Chatham Memorial Hospital in Elkin, NC. George is an avid outdoorsman and his first book on Turkey Call Collecting is scheduled to be published later this year. He now resides in Dobson, NC with his wife, Martha.

**Rick Donley**, Director, Wine Education Outreach, ASU

**Dr. Joseph A. Fiola**, Viticulture and Small Fruit Specialist, University of Maryland Extension. Dr. Fiola has over 20 years of academic experience in research and extension in viticulture (grape growing) and enology (winemaking). He is currently the Specialist in Viticulture and Small Fruit for the University of Maryland Extension, following being in a similar position at Rutgers. Dr. Fiola's viticulture and enology R&E program concentrates on variety testing, including clonal comparisons, new and imported varieties, as well as cultural practices. He also conducts small batch winemaking studies of the varieties and the experimental treatments. He is an active member of the American Society of Enology and Viticulture and the American Wine Society. Joe is a certified wine judge, teaches wine judge training, and coordinates and judges in many commercial competitions annually. Joe is also one of the top fifteen award winners of all time in the AWS International Amateur Competition, including a "Best of Show" in 2003.

**Mark Friszolowski** is General Manager and Winemaker at Childress Vineyards. A native of Long Island, Mark came to Childress from Pindar Vineyards, the largest premium winery on Long Island, where he apprenticed under famed California enologist Dimitri Tchelistcheff. At Pindar, he rose from cellar master to become the winemaker and general manager for 650 acres of grapes and production of 100,000 cases annually. Winning over 300 awards in his career, Mark has served on judging panels and seminars around the world. Currently, Mark teaches two courses on viticulture and enology at Davidson County Community College in Lexington, sits on the Board for the NC Grape Council, and serves as Treasurer for the NCWA.

**Gill Giese** is the Viticulture Instructor at Surry Community College and has taught and worked in viticulture in North Carolina since 2001. He is currently pursuing a PhD in viticulture at Virginia Tech under the direction of Dr. Tony Wolf, with emphasis on cover crops and root pruning to optimize vine vigor.

**Dr. John Havlin** is Professor in the Department of Soil Science and Administrative Assistant for Distance Education Programs in the College of Agriculture and Life Sciences at North Carolina State University. He received his B.S. in Chemistry from Illinois State University and his M.S. and Ph.D. in Soil Chemistry from Colorado State University. His area of expertise is in soil fertility/chemistry, soil management, remote sensing, and viticulture. Prior to NC State University, he was a Professor at Kansas State University (1986-96) and the University of Nebraska (1983-85). He is Fellow in Soil Science Society of America, American Society of Agronomy, and the National Association of College Teachers in Agriculture. He served on numerous state, regional, and national committees and advisory boards related to nutrient management, natural resources, sustainable agriculture, and environmental quality. He served as President of the Soil Science Society of America (2005). He has developed nationally recognized extension education programs in dryland cropping systems, precision agriculture, and nutrient management, and is providing leadership in developing internet-based soil science curriculum. He has received numerous research, teaching, and extension awards, and is a recipient of the USDA Honor Award (2004). Authored/co-authored 167+ refereed and other technical papers, eight book chapters, and is the author of the internationally recognized textbook *Soil Fertility and Fertilizers*.

**Lenna Hobson**, Owner, RagApple Lassie Vineyards. Lenna and her husband, Frank W. Hobson, Jr. are the owners of RagApple Lassie Vineyards, which opened in the fall of 2002. Lenna handles all the marketing and public relations for the winery, sans an agency, and she also serves on the Board of Directors for the North Carolina Rural Center, which serves the 85 rural counties in North Carolina, and the North Carolina 4-H Foundation Development Fund.

**Michael Jones**, Fermentation Specialist, Scott Laboratories. In 1971, at the age of 21, Michael Jones made the jump from enthusiastic amateur to semi-impoverished professional in the wine business, eschewing the corporate life in favor of a total dedication to liquid assets. In 1974, he and his brother made their first barrel of zinfandel when they realized that as wine became more popular, they could no longer afford to drink either the quality or the quantity that they desired. This modest start has now taken over the basement and garage of the family home in Napa, where the winemaking has continued uninterrupted since its inception. Throughout this period, Michael found the time to work 18 years at Domaine Chandon and was assistant winemaker at Hanzell Vineyards in Sonoma. After getting his degree in Viticulture and Enology from UC Davis, he spent 2 ½ years in grower relations for Nova Vine Grapevine Nursery. However, the dark side drew him back, and he has been involved with winemaking ever since. In addition to working in Napa, Michael has also worked in wineries in Burgundy and the Hunter Valley, Australia. He is currently the point person in the field for the fermentation division of Scott Laboratories.

**Dana Keeler**, Winemaker, Silver Coast Winery

**Molly Kelly**, Enology Instructor, Surry Community College. Molly Kelly holds a M.S. in Biology from the University of Texas at San Antonio with a minor in Microbiology. She has worked nationwide in various health care and research laboratories. She has over twenty years of laboratory experience in Microbiology and food testing. She completed a CDC Emerging Infectious Diseases Fellowship at the New York State Department of Health working with agents of bioterrorism prior to moving to NC. After earning an A.A. in Enology and Viticulture from Surry Community College, she was hired as the enology instructor in 2006. She is currently pursuing a PhD in Food Science researching the aromatic profile of Petite Manseng with Dr. Bruce Zoecklein at Virginia Tech.

**Linda King**, Winemaker for RagApple Lassie Vineyards. She is an internationally certified wine judge and judges several competitions each year, including the California State competition, Finger Lakes International, and the Atlantic Seaboard Wine Competition. As a 30 year member of the American Wine Society, Linda has been a Director, involved in the formation of the Wine Judge Training and Certification Program, and was elected Outstanding Member in 1997. Linda is a winemaking and wine appreciation consultant, and has been on the board of the North Carolina Wine Growers Association.

**Margo Knight Metzger** is executive director of the N.C. Wine & Grape Council, representing the wine and grape industry in North Carolina. She is proud to be a native North Carolinian and has worked in the wine industry for six years. She joined the Council in 2004 and operates from the N.C. Department of Commerce in the Division of Tourism, Film & Sports Development in Raleigh. Margo graduated from the University of North Carolina at Chapel Hill with a Bachelor of Arts in journalism and mass communication. She previously worked for American Premium Beverage where she coordinated the development of marketing communication programs to build wine and beer brands. She has earned Professional Wine Certification from the Culinary Institute of America in St. Helena, California. Margo also serves on the State Associations Council for WineAmerica and Winegrape Growers of America.

**Murphy Moore**, Winemaker, Shelton Vineyards. Murphy began her wine industry journey in 1997 in Eugene, Oregon where she worked as a cellar master at Hinman Vineyards. Over the next five years, she continued to hone her winemaking skills and to assume greater responsibilities at Clos LaChance Wines as enologist and at Cloninger Cellars as its winemaker. Due to the owner's desire to retire, Cloninger Cellars closed in 2003 giving Murphy the perfect opportunity to join the winemaking team at Dunham Cellars in Walla Walla, Washington, and to pursue her desire to craft big, bold Syrahs and Bordeaux-style blends. Wines crafted by Murphy have received numerous awards and critical acclaim by top wine publications including a top 30 ranking by The Wine Enthusiast. Murphy's "pioneering" spirit ultimately guided her to the Yadkin Valley and our Estate in 2005 where she continues to produce wines of distinction and uphold the tradition of excellence established here at Shelton Vineyards. Murphy currently serves on the North Carolina Winegrowers Association Board as a Director at Large.

**Inez Ribustello**, Wine Director/Owner of On the Square Restaurant and Wine Store in Tarboro. Inez Ribustello got her start in the world of food and wine after moving to New York City from her home state of North Carolina. Having a degree in Broadcast Journalism from the University of North Carolina at Chapel Hill, she aspired to be a food critic. She attended New York's Institute of Culinary Education where she began to learn about food and wine. One of her first jobs out of culinary school was an Assistant Cellar Master at the renowned World Trade Center restaurant Windows on the World. In just 10 months, Ribustello was promoted to Beverage Director, putting her in the position as wine buyer for the largest grossing restaurant in North America. After September 11th, she returned to her hometown of Tarboro with her fiancé. Together they decided to open their own restaurant, wine bar and retail store called On the Square. Inez and her husband recently opened 4<sup>th</sup> Street Wine Shop & Bar in Greenville, NC. Together, they oversee every aspect of their operations as well as raise a four-year-old daughter named Cynthia and a two-year-old son named Stephen. Inez opened the Borgata Casino, Hotel & Spa in Atlantic City, New Jersey in 2003 as the Wine Director. She also assisted in research for Kevin Zraly's American Wine Guide. Inez was inducted into the Alumni Hall of Achievement at the Institute of Culinary Education in Manhattan on April 22<sup>nd</sup>, 2006. She has her Certified Specialist of Wine Certificate from the Society of Wine Educators, and in August of 2006, she passed the advanced section of the Master Sommelier Diploma. In April of 2008, Inez won the Super Regional Young Sommelier Competition held in Myrtle Beach. Most recently, she was the 2<sup>nd</sup> runner up in the Best Sommelier of America Competition held in New York City. The top four contestants were from San Francisco, New York, Chicago and, you guessed it, Tarboro!

**Steve Shepard**, Winemaker, Raylen Vineyards. Vintner Steve Shepard has a long history in winemaking. His education and career began in Pennsylvania; since 1980, Shepard has been making wine commercially. Drawn south, Shepard's North Carolina career began in 1989 at the first Yadkin Valley winery. The Yadkin Valley's unique microclimate and soils have proven to be optimal for growing European varietals. From the date of *RayLen's* purchase, Shepard helped design the vineyard for optimum growth for the 10 different European varietals grown. In its first three vintages, *RayLen Vineyards & Winery* won over 200 medals at various statewide, regional, and international competitions. Shepard has been recognized by Robert Parker for his 1991 vintage wines, while *RayLen* has been lauded by the *Wine Spectator* as one of the premier wineries in the Southeast.

**Dr. Sara Spayd** joined the Department of Horticultural Science at NC State University in March 2006, and is working on a 60% extension / 40% research appointment. She will help the North Carolina bunch grape industry with cultivars and cultural practices to optimize fruit quality. Sara has a B.S. degree in Horticultural Science from North Carolina State University, M.S. degree in Food Science from University of Arkansas and a Ph.D. in Food Science from the University of Arkansas. She spent 26 years at Washington State University as a Research/Extension Enologist.

**Sue-Ann Staff**, Proprietor of Sue-Ann Staff Estate Winery. Winemaking has been a life-long ambition of Sue-Ann's having stemmed from a family background in viticulture spanning five generations in the heart of the Niagara Peninsula encompassing two "Grape King" titles. After her formal education in winemaking from the renowned University of Adelaide, South Australia and several vintages abroad, Sue-Ann has become one of Canada's top winemakers by winning over 450 national and international wine awards. She was acclaimed as "2002 Winemaker of the Year" by the Ontario Wine Society and one of the top four "Women in Wine" in the world by the International Wine and Spirits Awards of London, England twice. Currently Miss Staff is Proprietor of Sue-Ann Staff Estate Winery (a complete vineyard and winery service plus winery), based on her family's two hundred year old estate in Jordan, Ontario and Winemaker for John Howard Cellars of Distinction producing the Megalomaniac brand in Vineland, Ontario.

**Debbie Stikeleather** is the co-owner and winemaker of The Winery at Iron Gate Farm in Mebane, NC. It was established in 2003 and opened to the public in July 2004. Current production is 3,100+ cases of wine from 8 acres of vineyards. Debbie is married to W.E. (Gene) Stikeleather, mother of Dana, Chris & Nathan and grandmother of Natalie. Debbie is a 2002 graduate of Surry Community College-Viticulture & Enology Technology. She currently serves as Director at Large for the North Carolina Winegrowers Association, on Farm Bureau Board of Directors for Alamance County, appointed by the Alamance County Commissioners to serve on Voluntary Ag District Board; also, a member of the Cooperative Extension Advisory Board, Alamance County Chamber of Commerce Board of Directors, and Women's Resource Center Board of Directors. Alamance County is located in the central Piedmont of NC between Greensboro and Raleigh, a rapidly growing viticultural region.

**Mark Terry**, Winemaker, Westbend Vineyards. Mark Terry is the General Manager /Winemaker at Westbend Vineyards. He moved here from Long Island NY in 2004, where he served seven years as New Suffolk School Board President. He has been a Member at Large of the North Carolina Winegrowers for the past two years. He is also a wine consultant for other wineries on the East coast as well as making wine for other wineries in NC.

**Bobby Todd** is currently the Executive Director of the Yadkin County Chamber of Commerce, where he has been for the past 16 years. He is a lifelong resident of Yadkin County and graduate of Forsyth Technical Institute. He currently serves on the Boards of Pilot View Resource Conservation & Development, Yadkin County United Fund, and Northwest Piedmont Certified Development Corporation.