

**North Carolina Winegrower's Association  
Annual Meeting "Sustaining Growth in the NC Wine Industry"  
WS Twin City Quarter, Winston Salem, NC  
February 3-5, 2012**

**Friday, February 3, 2012**

**Noon Registration Opens  
Noon-5:00 Trade Show Open  
1:00 - 4:30 Educational Seminars  
5:30 - 7:30 NCWA Presents Grand Wine & Food Tasting**

**Basic Topics – Sara - Moderator**

**1:00 – 1:45 First Things First – Plan Before You Plant – Sara Spayd, Extension Viticulture Specialist/  
Professor, Department of Horticultural Science, NC State**

**2:00 – 2:45 Developing a Business Plan – Ken Gulaian, Round Peak Vineyards and Patty McRitchie,  
McRitchie Winery**

**3:00 – 3:30 Break**

**3:30 – 4:15 Overview of Grape Varietals Grown in NC - Sara Spayd, Extension Viticulture Specialist/  
Professor, Department of Horticultural Science, NC State**

**Advanced Topics – Mark - Moderator**

**1:00 – 1:45 Brand Building – Jerry Douglas, President of Biltmore Estate Wine Division**

**2:00 – 2:45 2011 ASU Trends in Fruit Chemistry Analysis – Hollis Price, Appalachian State  
University**

**3:00 – 3:30 Break**

**3:30 – 4:15 Soil Management for Vine Health: Results of NCWGC Research Funding – John Havlin,  
Professor in the Department of Soil Science, NC State**

**4:30 – 5:30 Visit Vendors/Trade Show**

**5:30 – 7:30 NCWA Presents Grand Wine & Food Tasting**

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**Saturday, February 4, 2012**

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| <b>8:00 am</b>       | <b>Registration Opens</b>  |
| <b>8:00 – 4:00</b>   | <b>Trade Show Open</b>   |
| <b>9:00 am</b>       | <b>Welcome and Opening Remarks – Steve Shepard, President, NCWA</b>  |
| <b>9:05</b>          | <b>State of the State – Sara Spayd, Extension Viticulture Specialist/ Professor, Department of Horticultural Science, NC State</b>   |
| <b>9:30</b>          | <b>NC Vineyard and Winery Stats – Justin Furr, Director of Wine Marketing North Carolina Division of Tourism, Film &amp; Sports Development</b>  |
| <b>9:45</b>          | <b>Quality Alliance Panel Update – Ken Gulaian, Director at Large, NCWA and Patty McRitchie, Vice President, NCWA</b>  |
| <b>10:00 – 10:45</b> | <b>Biltmore: Building a Sustainable Brand – Jerry Douglas, President of Biltmore Estate Wine Division</b>  |
| <b>10:45 – 11:15</b> | <b>Visit Vendors/Trade Show</b>  |
| <b>11:15 – 12:00</b> | <b>Positioning a Brand From Grape to Glass - Karen Van der Vort, Winemaker, Chateau Elan</b>   |
| <b>12:00 – 12:15</b> | <b>Visit Vendors/Trade Show</b>  |
| <b>12:15 – 1:30</b>  | <b>Lunch</b>   |
| <b>1:30 - 2:00</b>   | <b>Visit Vendors/Trade Show</b>  |
| <b>2:00 – 2:45</b>   | <b>Building a Brand for Your Vineyard – Panel Discussion with Larry Kehoe, South Mountain Vineyards, Claude Turner, Green River Vineyards and Karen Van Der Vort, Chateau Elan</b>   |
| <b>2:45 – 3:30</b>   | <b>Marketing Your Wine to Restaurants and Wine Shops – Panel Discussion with Kiley Evans, Winemaker, Raffaldini Winery, Steve Garrett, Owner, 1861 Farmhouse and Henk Schuitemaker, Wine &amp; Beverage Director, Angus Barn</b> |
| <b>3:30 – 3:45</b>   | <b>Break</b>   |
| <b>3:45 – 4:45</b>   | <b>Sensory Analysis – Wine Mouthfeel and Texture – with Wine Tasting – Seth Cohen, Appalachian State University</b>  |
| <b>4:45 – 5:30</b>   | <b>Tipping Point – Trends and Tendancies: When Does a Local Wine Region Gain Acceptance - Alan Kinne, Chrysalis Vineyards and Michael Shaps, Virginia Wine Works</b>   |
| <b>6:00 – 7:00</b>   | <b>NC Showcase Wine Tasting</b>  |
| <b>7:00 – 8:00</b>   | <b>Dinner and Awards Presentations</b>   |

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**Sunday, February 5, 2012 Breakout Sessions**

**Viticulture Sessions – Moderator, Dennis Wynne**

- 9:00 – 9:45            Sustainable Insect Management Strategies in North Carolina Grapes - *Session with Pesticide Credits* - Hannah Burrack, Assistant Professor and Extension Specialist, Department of Entomology, NC State
- 9:45 – 10:30        Update on Pierce's Disease in the Mid-Atlantic Region - *Session with Pesticide Credits* - Karen Van Der Vort, Winemaker, Chateau Elan
- 10:30 – 10:45        Break
- 10:45 - 11:30        Grower's Roundtable – 2011 Growing Season Discussion with Larry Kehoe, South Mountain Vineyards, Karen Van Der Vort, Chateau Elan and Dennis Wynne, Biltmore Estate Winery

**Enology Sessions – Moderator, Murphy Moore**

- 9:00 – 9:45            Color Stability Using Tannins – Michael Jones, Scott Labs
- 9:45 – 10:30        Managing Wine Aroma – Seth Cohen, Appalachian State University
- 10:30 – 10:45        Break
- 10:45 - 11:30        Winemaker's Roundtable – Open Discussion with Kiley Evans, Raffaldini Vineyards, Alan Kinne, Chrysalis Vineyards and Murphy Moore, Shelton Vineyards

**Marketing Sessions – Moderator, Betty Fowler**

- 9:00 – 9:45            Bootstrap Marketing – Susan Dosier, DK Communications Group
- 9:45 – 10:30        Modern American Wine Industry – Ian Taplin, Professor, Wake Forest University
- 10:30 – 10:45        Break
- 10:45 - 11:30        Packaging: Presentation of Your Product. Panel Discussion with Sean McRitchie, McRitchie Winery, Gil Owens, Carolina Wine Supply and Michael Shaps, Virginia Wine Works