

The NC Winegrower's Association Annual Conference

"Gaining Regional Acceptance"

The Marriott Hotel, 425 North Cherry Street, Winston Salem, NC 27101

January 31st, February 1st & 2nd, 2019

Thursday, January 31st, 2019

10:00 – 1:00 pm

Registration – Vendor Setup

Session 1-Hearn A

1:00 – 1:45 pm - How to size a winery under 2500 cases- Sean McRitchie/ McRitchie Winery & Ciderworks, Mark Friszolowski/ Childress Vineyards, Michael Helton/ Hanover Park Vineyard

Discussion of the equipment required for a winery that produces up to 2500 cases of wine annually/ 33 tons /approximately 10 acres. Includes Laboratory, crush pad, Cellar, tanks, barrels and packaging equipment.

Session 2-Hearn A

2:00-2:45 pm – Establishment and Maintenance Costs of a Vineyard - Dr. Mark Hoffman/ NCSU, Sarah Bowman/ Surry Community College

This presentation will give a general overview on investments and estimated returns, possible business models and supply chains for grape and wine products in North Carolina. This talk is designed especially to participants who are new to the industry.

Session 3-Hearn A

3:00- 3:45 pm – Branding – An Introduction to Branding - David Bower/ Surry Community College

It's easy to make wine and grow grapes – it's a whole other challenge to properly sell it. This session will discuss some considerations for proper branding including: understanding historical branding, discussing core competencies, and how do define success in branding.

Session 4-Hearn A

4:00- 4:45 pm –Intro to the Federal Worker Protection Standards for Vineyards- Travis Snodgrass/ Pesticide Inspector II, NCDA&CS Structural Pest Control & Pesticides Division- Pesticide Recertification Credit in Categories N, O, D, X

This session will cover the state and federal requirements vineyard owners must meet when any pesticide (insecticide, fungicide, herbicide, etc.) is applied in the vineyard.

Friday, February 1st, 2019

8:00 – 9:00 am – Registration – Vendor Displays

9:00 – 11:30 am – General Session Meeting

- Presidents Intro – Tom Hughes
- Treasurers Report – Chuck Johnson
- Quality Alliance Program (QAP) Chuck Johnson, David Bower
- NC Grape Council- Whit Winslow
- State of the State – Dr. Mark Hoffman
- Election Results – Amy Helton
- Global Wine Market Perspective – Ian Taplin
- Dr. Erick Byrd, Sam Troy/ UNCG- Brief review of the 2014-2019 NC Wine Industry strategic plan and an introduction to the planning process for the 2020-2024
- Jim Trezise - President of WineAmerica- National Issues effecting the Wine Industry.

11:30 – 12:30 pm – Lunch

12:30 – 1:00 pm – Vendor Displays

Session 1

All Viticulture sessions – Hearn A

All Enology sessions – Hearn C&D

All Marketing sessions- Knollwood-Lower Level

All Business sessions- Corpening

1:00 – 1:45 pm –

Viticulture –Hearn A

Procedures & Methods for Petiole Sample Data –
Baron Johnson & Cole Davis/ Helena Chemical

The first half of the session will be on basic soil fertility and the need for petiole/tissue sampling. Cole Davis, our Agrintelligence Specialist, does all of our petiole/tissue sampling. He will be speaking on the actual sampling and some trends we are seeing.

Enology

Trends in Fault Training with Tasting– David Bower/ Surry Community College

****Seating is limited to the first 75****

The QAP program is a voluntary wine submission program funded by the NC Wine Council and operated by Surry Community College. David Bower will discuss the fault trends found in submitted wines over the past year with remediation information. This session will include a fault aroma identification exercise so it is limited to the first 75 participants.

Marketing

Double Session – RASP Program – Certificate Available – Charlie Fuller/ Information and Communication Specialist, NC-ABC Commission

This session will cover The Education and Training Division of the North Carolina Alcoholic Beverage Control Commission conducts responsible server/seller training for both on-premise and off-premise business owners, managers and employees. After completion you will walk away with a certificate.

Business

Past & Future Grape Council Funded Projects –
Whit Winslow/ NC Grape Council
Brief overview of Grape Council Projects to include Marketing efforts and research projects. Bring your ideas and concerns to provide input in developing a priority list for proposed grants. Our goal is prioritizing research and to
make sure that it is driven by industry issues.

Session 2

2:00 – 2:45 pm –

Viticulture – Vineyard Scouting: When and What to Look For –
Mark Hoffmann/NCSU - Pesticide Recertification Credit in

Categories N, O, D, X

Description:

We will touch base on a few pressing disease and pest issues for the year 2019 and explain what to look out for, how to scout and what to do to control certain pest and disease issues.

Enology – Mead: Wine's Ancient Roots - Tastes, Trends, and Techniques-
Diane Currier/ Honeygirl Meadery, Becky Starr/ Starrlight Mead,
Dana Acker/ Windsor Run Cellars

Description:

You've probably heard about Mead, but do you really know what it is? Forbes named it one of the hottest new trends back in 2011 and it's still growing. In this session, three of the largest mead producers in the state will introduce you to the world's oldest fermented beverage. We'll talk about not only it's ancient roots, but the hot trends. We'll discuss some technique and detail about why you should consider making mead in those empty tanks while waiting for grape harvest. And we'll spend a little time on the different flavors that go so well with honey, including fruit, spices and herbs. Join us on an adventure in Mead.

Marketing – Double Session Continued – RASP Program - Charlie Fuller/
Information and Communication Specialist, NC-ABC Commission

Business - Varieties & Yields Census Data - Cathy & Dan McLaughlin/
CLINNEAM

Description:

Learn about the results of the North Carolina Grape Census, conducted to establish a record of varieties being grown in North Carolina, their success in different areas, and just as important, ones have not done well. This will help you to know where to focus your time and selection for crops. This data will help the Grape Council identify needs, risks, and opportunities for vineyards to communicate and share varietal strengths & weaknesses.

A census is so important, it is part of the US Constitution. As the North Carolina wine industry was growing, there were a limited number of vineyards, and most vineyard owners knew each other by first name. Now that we have over 500 vineyards, it is time we conducted a census of the grapes and varieties growing in North Carolina.

2:45 – 3:15 Vendor Visits

Session 3

3:15 – 4:00 pm –

Viticulture – Update on the recent changes to the Federal Worker Protection Standards – Travis Snodgrass/ NCDA&CS- Pesticide Recertification Credit in Categories N, O, D, X

This session will cover the recent update to the Worker Protection Standards. This update includes changes to training, records, notification, and respiratory protection requirements for all applicators.

Enology – Double Session – Dry Rosé & Varietal Red - Ed Williams/ Greensboro News & Record – Seating limited to first 75.

Once the province of Provence, most North Carolina wineries make sure there's a rose wine in their portfolio. The market for rose has skyrocketed in recent years and consumers are enjoying it not just in the summer but year-round. How important is rose to a winery's success? What advantages do winemakers gain from bleeding off young juice from Cabernet, Merlot, Syrah, Chambourcin? This session will pair a rose alongside the mother ship so you'll gain a greater appreciation of similarities and differences.

Marketing – Bloggers – Panel Discussion –

Joe Brock & Matt Kemberling, “The NC Wine Guys”

Brian & Dax Yost/ Brian writes for the Virginia Grape. He and Dax also write and run the social media for Wine Tourist Magazine. Brian and Dax work to promote East Coast Wines.

Frank Morgan is a wine writer who writes the Drink What You Like blog and hosts Virginia Wine Chat and East Coast Wine Chat.

Our session will focus on Blogging and how it helps promote wine regions. We'll hear from a bit about the story in Virginia and how bloggers have helped elevate Virginia wine. This could be a great example for North Carolina's goal to gain regional acceptance. It starts with folks inside the state, but it's great to have folks outside begin talking and enjoying North Carolina Wine.

Business – ALE - Alcohol Law Enforcement Branch–

Special agents Kenneth Brandsema, Matt Stemple

ALE Special Agents occasionally observe issues. These issues include but are obviously not limited to: employees performing services after consuming alcoholic beverages, serving alcoholic beverages to intoxicated patrons or allowing intoxicated patrons to

consume alcoholic beverages on the licensed premises, serving alcoholic beverages to underage persons or failing to determine the age of a person who is consuming an alcoholic beverage on the licensed premises, wholesaler invoice requirements, and usage of spirituous liquor as a cleaner/disinfectant. We will also be discussing commonly asked questions we encounter when dealing with wineries including the purchase of an entire bottle, re-corking an opened bottle, and alcoholic beverages made which are composed of wine and other additives. This discussion will be followed by a question and answer portion where we hope to answer any and all questions and insure that all parties are familiar with ABC.

Session 4

4:15- 5:00 PM –

Viticulture – Interpreting a Soil Test Report - John Havlin/ NCSU

Nutrient management in wine grape production is essential to optimum vine health and grape quality. Soil and plant analysis procedures are designed to quantify the vines' nutrient status and the soils' capacity to meet plant nutrient demand. Efficient nutrient management planning requires an effective soil and plant sampling plan and careful interpretation of the soil and plant analysis reports to determine optimum lime and nutrient application rates.

Enology – Double Session Continued – Dry Rose & Varietal Red – Ed Williams/ Greensboro News & Record

Marketing – Smart Business Practices for NC Wines – Sam Troy/ Dr. Erick Byrd/ UNCG

An interactive discussion of the results of a study to identify current smart business practices of wineries throughout North Carolina. The primary smart business practices that were identified are; prepare for business, develop quality products, develop compatible revenue streams, delight and engage customers, and market the winery effectively.

Business – Transition Issues & Concerns, Buying & Selling – Marek Wojciechowski/ Former owner Chatham Hill Winery, Dennis Lanahan/ Former owner Mountain Brook Vineyards, Chad & Crista Geubert/ Golden Road Vineyards.

6:00 – 7:00 pm - NC Showcase of Wines

7:00 – 8:00 pm - Banquet Dinner

8:00 - 9:00 pm - Keynote Speaker, Len Pennachetti- President, Founding Partner, Cave Spring Cellars- Instrumental role in the founding of Ontario's appellation control system, the Vintners Quality Alliance (VQA) in 1989.

Awards Ceremony

9:00 – 11:00 pm – Dancing to DJ Butch

Saturday, February 2nd, 2019

Session 1

9:00 – 9:45 am

Viticulture – Designing an Integrated Pest Management Program (Sarah Bowman/ Surry Community College and Mark Hoffmann/ NCSU- Pesticide Recertification Credit in Categories N, O, D, X
Chemical disease and insect control are a necessary component of Winegrape production in a southeastern climate. However, there are other strategies growers can utilize to reduce pest and disease pressure, as well as increase the efficacy of chemical control methods. Attend this session to learn about the different approaches and tools you can incorporate into your pest management program.

Enology – Remedial Treatment of NC Red Wine for Excess Methoxy pyrazine Levels – Louis Jereslow/ Elkin Creek Vineyards, Grant Recipient

Description:

Can there finally be a practical and effective remedial treatment for "green" pyrazines in Red wines?

Herbaceous Methoxy pyrazine compounds are known to contribute green pepper and vegetal qualities in under ripe Bordeaux variety red wines. They have been notoriously hard to prevent or eliminate during less than ideal growing seasons. We will review the process and results of a recent experiment to treat wines and juice that show high levels of this astringent compound.

Marketing – Establishing a Marketing Plan on a Budget – Hailey Klepcyk/ Piccione Vineyards, Erin Doby/ Raylen Vineyards

Business – Developing a Team – Kari Heerdt/ Round Peak Vineyards, Ashley Morrison/ Surry Community College

Session 2

10:00 – 10:45 am

Viticulture- Outreach Teams and Resources, Q & A (Mark Hoffmann/ NCSU and Sarah Bowman/ Surry Community College.

North Carolina and Southeastern Viticulture Outreach and Extension programs, go-to persons, resources, activities, farm grant opportunities etc. will be presented and discussed with the audience.

Enology – Color & Tannin in NC Red Wines, A Survey – David Bower/ Surry Community College

In many years, proper ripeness on red grapes in North Carolina cannot be achieved. The SCC Enology department is currently in a multi-year technical study assessing the quality of color and tannin components in an effort to link terroir aspects of site selection and proper varietal selection to color and tannin development. Please join us to discuss preliminary results of the study as well as an overview of current color stability research.

Marketing – Alternative Marketing – Looking beyond Social Media

“The Wine Mouths”, Jessica Byrd & Jessica Adams, Chris Denesha/ pleb Urban Winery

Marketing strategies to drive consumer involvement and create community in the winery and beyond.

Business – Bottling - Canning - Kegging - Boxing: Developing a Packaging Strategy – Panel Discussion – Teresa Brown/ Wright Global Graphics, Ken Gulaian/ Round Peak Vineyards, Skull Camp Brewing, Mark Friszolowski/ Childress Vineyards

The options for packaging your wine continue to expand - but the best strategy depends on many factors, and more than one packaging option may make sense. Join our panel discussion to learn more on these various options, ask questions, and explore how each fits your winery’s brand and strategy.

Session 3

11:00 – 11:45 am

Viticulture –Promoting Long-term Vineyard Productivity - Sarah Bowman/ Surry Community College

Past and current season management can have lasting impacts throughout the lifetime of your vineyard. Furthermore, economic stability is dependent on vineyard efficiency and the quality and consistency of yield. Attend this session to learn how to plan and implement tasks to sustain vine production potential while promoting fruit quality and labor efficiency.

Enology – Expanding your Winery over 2500 cases – Sean McRitchie/ McRitchie Winery & Ciderworks, Mark Friszolowski/ Childress Vineyards, Casey Matthews/ Sanctuary Vineyards

Discussion of the equipment required for a winery that produces over 2500 cases of wine annually.

Marketing – Tourist Development Associations - Marcheta Keefer/ Visit WS, Bobby Todd/ Yadkin Chamber of Commerce, Jessica Roberts/ Visit Mayberry

“Is Your Winery’s Marketing Plan Paved for Success?”

Get the latest tourism how to’s and tips to drive more visitors to your tasting room.

Business – How & where do you sell your wine? – Tina Smith/ Cypress Bend Vineyards, Barbara Walker/ Saint Paul Mountain Vineyards, Doss Cummings/ Childress Vineyards

This will be a panel to discuss options for selling your wines whether it is direct sales at your own tasting room and online sales, festivals, self-distributing to retail accounts, or going with a wholesale business partner to represent your brand throughout the state. Benefits and challenges of all avenues of revenue will be discussed.

****Subject to Change****