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2	12:00pm	<b>THURSDAY</b>	<b>REGISTRATION</b>			
3		1 pm	<p><b>Winery Strategic Business Planning 101: Development of Business Goals &amp; Objectives</b>                      In this highly interactive, working session we will discuss planning and participants will complete worksheets and participate in discussions to develop a draft plan for their winery/ vineyard which would include goals and objectives. This session will focus on the building blocks of a plan and would include discussions on the internal and external environments of the business. The session will then discuss how to develop business goals based on the information developed.</p>		<p><b>Microbial Control Advances In BIO-Protection</b>                      This talk looks at microorganisms and their derivatives, from non-Saccharomyces yeasts to Aspergillus-derived chitin and chitosan, as biological protectants during winemaking. Chitosan, bactericides, and bioprotection</p>	
4			Sam Troy, Dr. Erick Byrd / UNCG Bryan School of Business		Michael Jones / Scott Labs- Virtual	
5		2 pm	<p><b>Know Your Site. Know your Vines</b> Planning a vineyard can be a complicated task. Site selection can drive the type of wine you make. Quality of wine can depend on the quality of grapes you grow. The quality of grapes you grow will depend on the varietal, clone, rootstock you choose. North Carolina has wide variety of sites and climates to accommodate many varieties of quality wine grapes. We are going to talk about the issues associated with choosing a site, choosing grape varieties that will prosper on that site. The vineyard will need to produce the quality, quantity, and type of wine to fit your wine program.</p>		<p><b>SO2 Management Decisions</b>                      Timing, rates, and targets for mitigation of spoilage microbes and wine oxidation.</p>	
6			John Wright / Sanctuary, Lance Hiatt/ Marked Tree, Dennis Rak / Double A Vineyards		Panel-Justin Taylor/ Parker-Binns vineyards, Kevin Elder/ Windsor Run Cellars, Murphy Moore/ Yadkin Valley Wine Co.	
7		3 pm	<b>Winemaking - In-house vs. Custom Crush</b> Equipment vs Outsource		<b>Soil and Nutrient Management</b> Summarizing the Science	
8			Panel- Chris Bolcato/ Lazy Elm Vineyards, Deane Muhlenberg/ Haze Gray vineyards , Chuck Johnson/ Shadow Springs Vineyards, Windsor Run Cellars		Dr. John Havlin/ NCSU	

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9		4 pm	<b>Introduction to Row and Vine Spacing</b> The distance between vineyard rows and vines is a decision that growers must make prior to vineyard establishment. Attend this session for an overview of different standard spacing options for vineyards in the southeast.		<b>Drive Efficiencies &amp; Power Growth with Technology</b> What is the secret to maximizing your time and increasing productivity? We'll tell you — its ditching manual methods in favor of robust tech solutions. In this session Ethan Brown from Shelton Vineyards and Alec Johnson from Ekos will walk through how the right software can help you do more with less time and less hassle. From inventory management and production tracking through selling your wine and managing financial information, Shelton Vineyards has optimized processes by using Ekos's business management software.	
10			Sarah Bowman/ Surry Community College		Ethan Brown/ Shelton Vineyards Sal Narisi/ Ekos	
11						
12	8:00am	<b>FRIDAY</b>	<b>REGISTRATION</b>			
14			<b><u>Viticulture</u></b>	<b><u>Enology</u></b>	<b><u>Marketing</u></b>	<b><u>Business</u></b>
15	9:00-9:45am	Session 1	<b>Frost &amp; Cold</b> A technical overview of possibilities and limitations of passive and active methods to mitigate frost damage in vineyards. Vineyard location, ground cover, cultivars play a role in avoiding frost damage. Pruning, wind machines and sprinklers can help to mitigate	<b>Winery Lab Considerations</b> A discussion of the pros and cons of running your own laboratory analysis vs sending samples to an outside lab. A variety of options and resources will be presented for wineries of all sizes.	<b>Creating Video Content for Your Social Media</b> Digital Content is more important than ever and video is the preferred format of algorithms for organic engagement. Understand the best way to get started on a budget as well as some tips and tricks to punch above your weight in the digital world.	<b>Accounting-R&amp;D Credits</b> Vineyard vs Winery
16			Dr. Mark Hoffman/ NCSU	Kevin Elder / Windsor Run Daniel Parker/ Appalachian State University	Thomas Salley/ Wilkesboro Chamber	Hilary Davenport /Dixon Hughes Goodman
17	10:00-10:45	Session 2	<b>Frost &amp; Cold</b> Cleaning up Damage	<b>Make a Melomel or Pymment!</b> Real world examples of creating a mead with berries and a mead with grapes. We will discuss recipe creation, formula submissions and labeling pitfalls we've encountered. Experience the creation of these meads from inception to finished product.	<b>How to use your Social Media like a Pro</b> Social media can sometimes feel overwhelming. In this session we'll provide some pro tips on how to use social media and make the most of your time.	<b>How to Price your Tastings</b>
18			Panel-Eric Case/ Burntshirt Vineyards, Dustin Gentry/Piccione Vineyards, Philip Oglesby/ Biltmore Estate Wine	Diane Currier/Honeygirl Meadery Ben Starr/ Starrlight Mead	NC Wine Guys, Matt Kemberling & Joe Brock	Panel- Barbara Walker / St. Paul Moutain Vineyards., Tina Smith / Cypress Bend vineyards

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19	11:00-11:45	Session 3	<p><b>Vineyard Floor Management</b> My presentation will introduce types and goals of Vineyard Floor Management, focusing on under-trellis cover crops and their impact on vine vigor and balance, yield, weeds, insect, disease, and vertebrate pests, as well as berry composition and wine quality under the warm, humid growing conditions of North Carolina.</p>	<p><b>The Impact Of Increased Ethanol Concentration Through Chaptalization On The Chemical And Sensory Properties of Merlot</b> Results from practical experiments by the Virginia Winemakers Research Exchange exploring the limits of chaptalization conducted in 2019 and 2020 will be presented. Chaptalization at higher rates increased the measured levels of tannins and the perception of ripeness in blind sensory studies, however, this effect was not seen in all of the wines studied. Practical considerations for determining chaptalization targets will also be discussed.</p>	<p><b>Alternative Revenue</b> Dinners, food, trucks, music,</p>	<p><b>Data Mining</b> What data should you track to make decisions in the Tasting Room, Winery and Vineyard? Session will be an introductory short presentation and then a panel discussion.</p>
20			Dr. Gil Giese / UNM	Joy Ting / VaWRX	Panel- John Wright / Sanctuary Vineyards, Tim Smith / Mountain Brook Vineyards, Tina Smith / Cypress Bend Vineyards	Panel- Becky Muhlenberg/ Haze Gray Vineyards, Amy Helton/ Hanover Park Vineyard, Richy Arthurs/EKOS
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25	12:00-1:00pm		<b>LUNCH BREAK</b>			
26	1:00-1:45	Session 4	<p><b>Farming Sunshine-Vineyard Canopy Management Techniques for Premium Fruit Quality</b> This session will focus on advanced canopy management concepts that help maximize fruit quality and minimize disease. Techniques highlighted will include pruning, shoot thinning, shoot positioning, leaf removal, fruit thinning, and hedging.</p>	<p><b>Barrel Management</b> MLF management in barrel and what to monitor. Wine parameters (analysis) when filling barrels and managing wine during barrel maturation. Barrel cleaning options and storage of empty barrels.</p>	<p><b>Tapping into Tourism in your area "Get to know your DMO.</b> Does your region have a Tourism Development Authority/Convention and Visitors Bureau? What is a TDA/DMO/CVB, and how can you work together to drive tourism to your destination/winery? Our Yadkin Valley destination management panel will share insights into the tourism industry and how wineries can tap into tourism in their area."</p>	<p><b>Shipping &amp; Compliance</b></p>
27			Joseph Geller / Dynamis Estate Wines	Louis Conradie/ ASU	Thomas Salley / Wilkesboro Chamber of Commerce Jessica Roberts/ Mount Airy Visitors Center Jamie Johnston / Yadkin County Economic Development Partnership	Theresa Dorr / Vino Shipper

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28	2:00-2:45	Session 5	<p><b>Know Your Site. Know your Vines</b>                      Planning a vineyard can be a complicated task. Site selection can drive the type of wine you make. Quality of wine can depend on the quality of grapes you grow. The quality of grapes you grow will depend on the varietal, clone, rootstock you choose. North Carolina has wide variety of sites and climates to accommodate many varieties of quality wine grapes. We are going to talk about the issues associated with choosing a site, choosing grape varieties that will prosper on that site. The vineyard will need to produce the quality, quantity, and type of wine to fit your wine program.</p>	<p><b>Nutrients - Organic vs Inorganic</b>                      In addition to comparing organic (amino) nitrogen to inorganic (ammonia) nitrogen, this talk will also deal with complete, yeast-derived nutrients vs DAP.</p>	<p><b>Customer Expectations</b>                      Definite, clear, concise tasting options, pricing, the experience, branding</p>	<p><b>Music-What is Music Licensing?</b>                      Do I Really Need it?                      Licensing Guidelines for Presenting Music Legally                      What Can I do for Free                      Cost of Music Licensing</p>
29			<p>John Wright / Sanctuary Vineyard, Lance Hiatt / Marked Tree Vineyards, Dennis Rak/ Double A Vineyards</p>	<p>Michael Jones/ Scott Labs-Virtual</p>	<p>Panel- Diana Jones / Jones von Drehle Vineyards , Sherry Piotti / Childress Vineyards</p>	<p>Barbara Raffaldini / Raffaldini Vineyards &amp; Winery - Pre-Recorded</p>
30	3:00-3:45	Session 6	<p><b>Optimizing Row and Vine Spacing</b>                      Predicting vine response to spacing is difficult without first understanding the influences of specific site, variety, trellis and training system characteristics. These factors should all be considered when determining the optimum row and vine spacing for your vineyard. Attend this session for spacing guidance, and reminders of what can go wrong when spacing is not optimized.</p>	<p><b>Considerations for Filter Sizing</b>                      Am I using the right filter for the job right now, and if not, what should I look for and what are my options when I need to upgrade?</p>	<p><b>Options for Hosting Groups at your Tasting Room</b></p>	<p>TTB- What are we doing wrong?                      Common compliance issues in TTB Bonded Wine Premises Investigations and how to Prevent Them.</p>
31			<p>Sarah Bowman/ Surry Community College</p>	<p>Maria Peterson/ Scott Labs-Virtual</p>	<p>Panel- Julia Kiger / Childress Vineyards, Mandy Houser /Shelton Vineyards , Catherine Beal &amp; Carrie Brown / JOLO Vineyards</p>	<p>Ashley Kirsch, Alix Starnes / Investigator/Trade Investigations Division – Southeast District - TTB</p>
32	4:00-4:45	Session 7	<p><b>How to Properly Plant a Vine</b>                      Holes, nutrients, watering when</p>	<p><b>Fining</b>                      Why &amp; when, product options, impact, costs, consumer considerations</p>	<p><b>Conducting an online tasting</b>                      Setting up and Executing a Virtual Tasting</p>	<p><b>Internet applications to meet business needs.</b>                      This session will highlight several different free and low cost online tools that wineries can use to streamline administrative tasks. Solutions will be discussed for the following topics:                      timekeeping / labor tracking, camera surveillance systems, invoicing and receivables management, cloud document storage, and personal organization.</p>

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33			Eric Amberg / Amberg Grape Vines	David Bower / Surry Community College	Hailey Klepcyk/ Piccione Vineyards	Justin Johnson / Shadow Springs & Windsor Run Cellars
34	6:00-8:00PM		<b>A TASTE OF NC</b>			
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46			Panel- Sarah Bowman/ Surry Community College, Max Ferrell / Childress Vineyards, Paul Licata / BDI Machinery	Ed Williams/ Greensboro News & Record And the Winemakers	Sam Troy, Dr. Erick Byrd/ UNCG Bryan School of Business	Stacey Carter-Cole & Ben Poplin/ NC ABC
47	2:30-3:15	Session 11 Pesticide Credits Available	<p><b>Identification and Management of Insect and Mite Pests in NC Grapes -Virtually</b> Various arthropods are pests to grapes grown in North Carolina. In this talk, we will discuss how to identify the most common insects and mites which impact both bunch grapes and muscadines as well as current management strategies.</p> <p><b>The Spotted Lantern Fly</b> Today Amy will be giving a status update on the Spotted Lanternfly and the threats it poses to North Carolina's grape and wine industries.</p>	<p><b>BIG Red Blend- Double Session Limited Seating</b> Ethan Brown/ Shelton Vineyards- 20th Anniversary Bordeaux Blend Kevin Elder/ Windsor Run Cellars &amp; Shadow Springs Vineyards- 2017 Meritage George Butler/ Sanctuary Vineyards- 2019 Double Barrel Deane Muhlenberg/ Haze Gray Vineyards 2019 Aviator Red</p>	<p><b>Tasting Room: Flight vs Traditional Tasting</b> Join us as we discuss how to decide which tasting option is optimal for your tasting room when it comes to wine selection, cost, staffing requirements, time, etc.</p>	<p><b>Health Insurance for Small Business</b></p>
48			Meredith Favre/ NCSU- Virtual Amy Michael / NCSU	Ed Williams/ Greensboro News & Record And the Winemakers	Panel- Amy Helton/ Hanover Park Vineyard, Hailey Klepcyk/ Piccione Vineyards, Becky Muhlenberg/ Haze Gray Vineyards	Michelle Wilson-Reynolds/ Parrot Benefit Group/Kari Heerd/ Round Peak Vineyards
49	3:30-4:15	Session 12 Pesticide Credits Available	<p><b>Pierce's Disease-Virtual</b> Insect Vector Monitoring and Management in NC</p>	<p><b>Microbial Related Spoilage</b> Prevention and Mitigation</p>	<p><b>Riedel Glassware -Double Session</b> Limited Seating Using Varietal Specific Glasses in your Tasting Room</p>	<p><b>The Value of Upscaling your Image</b></p>
50			Meredith Favre/ NCSU - Virtual	Dave Robertson / Wine & Beer Supply	Susan Dubrow / Riedel Glassware	Nicole Bynum /OI Teresa Brown /Wright Global Graphics
51	4:30-5:15	Session 13 Pesticide Credits Available	<p><b>Research Update</b> "Update on ongoing viticulture research and extension projects at NCSU" From disease to culture. NCSU has initiated and participated in quite many viticulture research projects in the past years. If you want to know what we are doing when we are not at the conference, join us in the discussion. Learn while we are learning, by investigating grapevine trunk diseases and Botrytis control. Or be amazed by listening to us how we try to explore enlightened new ways to grow grapes at the East Coast.</p>	<p><b>Dissolved Ox &amp; Micro Ox</b> Oxygen management strategies in the cellar and how to quickly and affordably know your status throughout the winemaking process. Micro Ox versatility in NC. Findings from several trials conducted at Windsor Run Cellars using Micro Ox on Petit Verdot and Cabernet Sauvignon.</p>	<p><b>Riedel Glassware -Double Session</b> Limited Seating Using Varietal Specific Glasses in your Tasting Room</p>	<p><b>Tasting Room Supplies</b> Merchandising-Non Wine Items</p>

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52			Mark Hoffman, Sara Villani, Kyle Freedman/ NCSU	Elizabeth Higley/ Windsor Run Cellars	Susan Dubrow / Riedel Glassware	Jessie McKim/ Childress Vineyards Jamey Johnson/ Shadow Springs Vineyards, Windsor Run Cellars
53						
54			Content Above Subject To Change			
55	6:15pm		<b>BANQUET DINNER</b>			