

# Registration Information

## 2016 Ohio Grape and Wine Conference

**February 15-16, 2016**

Embassy Suites Columbus-Dublin

5100 Upper Metro Place, Dublin, Ohio 43017



### ***Jointly Organized By:***

Ohio Grape Industries Committee

Department of Horticulture & Crop Science,

The Ohio State University

OSU Extension/OARDC, The Ohio State University

Ohio Wine Producers Association



# The 2016 Ohio Grape and Wine Conference Overview

The Ohio Grape & Wine Conference (OGWC) will take place on February 15-16, 2016, at the Embassy Suites – Dublin/Columbus. The conference is jointly organized by the Ohio Grape Industries Committee (OGIC), Ohio State University Extension, Department of Horticulture and Crop Science Viticulture and Enology Programs at OSU-OARDC and the Ohio Wine Producers Association (OWPA). The 2016 conference consists of both general and concurrent sessions covering a wide range of interesting topics for grape growers and winemakers. We are pleased to announce our featured speakers in both enology and viticulture with Dr. James Osborne, Associate Professor, Enology Extension Specialist, Oregon State University; Bill Oliver, Owner/Winemaker, Oliver Winery & Vineyards; Glenn McGourty, University of California Extension Services and John Thull, University of Minnesota Horticultural Research Center. Monday morning will begin with a special half-day workshop in both viticulture and enology combined. This workshop will focus on disseminating important information regarding new or alternative varieties of interest for commercial grape and wine production. This stems from the possibility of replanting due to the harsh winter conditions received the past two years. The conference continues Monday afternoon with excellent presentations in the general session from several of our featured speakers. Tuesday will consist of full-day concurrent sessions with technical presentations in both viticulture and enology.

Our featured speakers will cover the following topics:

- ✓ **James Osborne: Monday General Sessions** – Dr. Osborne will cover an important topic of fruit quality as it relates to processing considerations in the cellar. He will also provide a brief overview/update of the Oregon grape and wine industry to further enlighten us during his presentation. **Tuesday Concurrent Sessions:** Dr. Osborne will further shed light on his research expertise in wine microbiology covering successful malolactic fermentation management.
- ✓ **Bill Oliver: Monday General Session and Tuesday Concurrent Sessions** – Bill Oliver will present important information pertaining to a special focus on the Oliver Winery branding and product success and failures leading to the wonderful accomplishments they have achieved and are known for today. Mr. Oliver will also provide an overview of wines/winemaking and vineyard practices at Oliver Winery, including a tasting.
- ✓ **Glenn T. McGourty: Monday General Session and Tuesday Concurrent Sessions** - Glenn T. McGourty will be presenting some of his research on chemical trials in grapes for spring frost protection. Mr. McGourty is an extension advisor and also has research in evaluating grape varieties and cover crops as they affect soil health.
- ✓ **John Thull: Monday General Session and Tuesday Concurrent Sessions** – John Thull will be presenting some of his experiences with the cold hardy varieties and their characteristics as alternative grapes for our Ohio growers. Mr. Thull will also present on some of the new promising numbered varieties and cultural practices. from the Minnesota grape breeding program.

In addition to our featured speakers above, our in-state specialists from OSU/OARDC will also present valuable information and research updates on current projects covering; vineyard disease and weed control, grape insect management, managing grapevines after winter damage, winery best practices and oxygen management strategies at bottling – commercial survey results. OSU specialists' topics in viticulture will include: covering disease management updates and virus recognition education, weed management updates and herbicide drift protection, insect management updates and identification and managing vine damage. Topics in the enology concurrent session include a regulatory update and in-depth question and answer period with the Ohio Division of Liquor Control, yeast strain selection and enology panel on the benefits of entering the OQW program or other wine competitions.

*\*Topics scheduled subject to change without notice*

*\*Final program agenda will be sent early in the New Year!*

## Additional Highlights of the 2016 Conference:

- ✓ A mixture of topics for both new and advanced grape growers and wine producers.
- ✓ We are currently working with the Ohio Department of Agriculture (ODA) to obtain pesticide recertification credits for educational sessions involving disease, weed and insect management.
- ✓ Full 2-day registration at a low rate of \$210, with a discounted rate provided for more than 2 individuals attending from one establishment or family. Full registration includes access to the Monday morning combined viticulture and enology workshop, all technical sessions and trade show. Social events and meals are also included: Monday – buffet lunch; Ohio Wine reception, and banquet on Monday evening; and buffet lunch on Tuesday. You are also entitled to a conference packet and flash drive with Power Point presentations provided at registration.
  - One flash drive per registered winery/vineyard/family.
- ✓ Special passes are also available for better accessibility and flexibility of the conference to attendees. Passes include: viticulture and enology workshop pass; one-day conference pass; complimentary student registration (not including meals and flash drive) and conference pass with meal options.
- ✓ An expanded two-day trade show with both vineyard and winery equipment and services
- ✓ Technical session format: In addition to the special Monday morning viticulture and enology workshop, there will be general and concurrent sessions in both viticulture and enology which allow more choices for attendees.
- ✓ Special events include: Ohio commercial wines featured at the Ohio Wine Reception, "OQW" and/or 2015 Director's Choice award-winning wines paired with mouthwatering entrees at the Monday evening banquet and select Ohio Wine Competition medal award winners at the Tuesday buffet lunch.
- ✓ After banquet social providing a good place and time to socialize and network with members of the Ohio grape and wine industry.

Join us and experience the 2016 OGWC. We hope to see you there!

Sincerely,  
OGWC Planning Group

## 2016 Ohio Grape & Wine Conference Featured Speakers

### Glenn McGourty, Winegrowing & Plant Science Advisor, University of California Cooperative Extension Offices, Lake & Mendocino County



Glenn McGourty is the Winegrowing and Plant Science Advisor at the University of California Cooperative Extension Offices for Lake & Mendocino Counties. Mr. McGourty advises a vineyard industry that covers more than 10,000 hectares with nearly 600 producers. He received an AB degree in Botany from Humboldt State University in 1974 and an MS degree in Plant Soil and Water Science from the University of Nevada Reno in 1979. Mr. McGourty also did additional graduate work in the California Polytechnic University San Luis Obispo Agricultural Business Management department, focusing on marketing of agricultural products in 1984-5. He worked as a lab assistant for Driscoll Strawberry Associates in Watsonville, California, where he conducted tissue culture research, assisted in the grower service IPM program, and helped in screening new crop protectants for strawberries. Mr. McGourty also worked as an Extension Horticulturist for the University of Nevada Cooperative Extension in Las Vegas, working with diverse clientele including resorts and golf courses, commercial landscape and some agricultural crops (cotton and alfalfa) grown in the outlying communities. He then returned to California to manage his family's almond and walnut orchards in the Paso Robles area, while also lecturing in the Department of Environmental Horticulture at California

Polytechnic University in San Luis Obispo. Mr. McGourty taught plant materials, diseases and pests of ornamental plants, tissue culture, nursery practices and introduction to gardening (for non- majors.) He joined UC Cooperative Extension in 1987, and works with wine grape growers, wineries, nurseries, landscapers and vegetable growers. Mr. McGourty's present research activities include: evaluating 14 Mediterranean wine grape varieties; evaluation of new cover crop plant materials; the ecology and control of ice nucleating bacteria in vineyard ecosystems; and developing parameters for vineyard soil health. He also is a regular contributor to numerous trade publications including *Wines & Vines*, *Practical Winery and Vineyard Magazine*, *Vineyard and Winery Management* and *Wine Business Monthly*. He is the co-author and co-editor of four University of California viticulture books. Mr. McGourty was appointed as a Visiting Scientist to Agriculture Victoria in Australia in 2001 to work with researchers on the effect of compost and organic farming to prevent damage from phylloxera to grape vine roots. He was chosen as the UC Davis Extension Agriculture Instructor in 1993 for his extension class teaching efforts in Environmental Horticulture in 1993, and again for his extension teaching efforts in Viticulture in 2010 (the only instructor to receive the award 2 times). Mr. McGourty lives with his wife, Jan, in an old farmhouse that they have restored on a 16-acre ranch along the Russian River where he has a small vineyard planted to the Italian white wine variety 'Arneis'.

### Bill Oliver, Owner, Oliver Winery, Indiana



In the 1960s Bill Oliver worked as a youngster helping his dad Bill Oliver plant his fledgling Creekbend Vineyard and a few years later start Oliver Winery, one of Indiana's first wineries. Mr. Oliver worked part time at the winery through high school and college supplementing his earnings as a commercial balloon pilot which he does to this day. After getting a business degree from Indiana University in 1983 he joined the winery full time. As a jack of all trades in the still small operation Mr. Oliver focused on wine quality and the visitor experience in an effort to grow retail sales. He met his wife Kathleen while both getting their MBAs from Indiana University. Kathleen joined the winery in 1993 and they worked together as sales grew rapidly through both retail and distributor channels. In spite of having two business degrees, Mr. Oliver sees himself as a winemaker first, and a businessman second. His day-to-day work centers around winemaking, vineyard operations and new products, as well as developing his team to run the now 100% employee-owned business. His goal is continued winery growth with a focus on inspired new products and operational best practices. Mr. Oliver loves wine, particularly the nuanced and balanced wines grown and produced in the eastern United States.

### Dr. James Osborne, Associate Professor/ Enology Extension Specialist, Oregon Wine Research Institute, Dept. Food Science and Technology, Oregon State University



Dr. James Osborne received his PhD from Washington State University in 2005 researching wine microbiology. He then spent time in his native New Zealand working at the University of Auckland and Delegat's Winery. Dr. Osborne's current role is as an Associate Professor in the Food Science and Technology Department at Oregon State University where his research focuses on the impact of wine microorganisms, such as wine lactic acid bacteria, *Brettanomyces*, and non-*Saccharomyces* yeast, on wine quality. He is the statewide Enology Extension Specialist for Oregon providing outreach programs for the Oregon wine industry, which includes the development of industry workshops and seminars to aid in the transfer of relevant research results to commercial application as well as technical workshops focused on various enology topics. In addition, Dr. Osborne also teaches undergraduate and graduate classes in support of the enology and viticulture program at Oregon State University.

**John Thull, Research Vineyard Manager, University of Minnesota Horticultural Research Center**



John Thull and his wife Jenny manage the over 10 acres of research vineyards for the Grape Breeding Program at the University of Minnesota's Horticultural Research Center (HRC). The vineyards contain approximately 10,000 novel seedling vines of varying age, which are continually evaluated for cold hardiness, disease tolerance, growth habit, productivity, and fruit quality for wine production or fresh eating. Growing so many different vines is quite challenging and extremely interesting. After earning his degree in Biology in 2002 at the University of Minnesota - Duluth, John apprenticed on the Mosel River in Germany at Weingut Heinrichshof from 2003 to 2004. While working over the past 10 years at the HRC and in his own two-acre vineyard, John has shared his experience with many growers through talks, presentations, and in-field clinics in Colorado, Illinois, Iowa, Minnesota, New Hampshire, North Dakota, Pennsylvania, Vermont and Wisconsin. Aside from grapes, John and Jenny also grow nearly 300 varieties of pumpkins, squash, and gourds on several research plot acres which are harvested and displayed at the Minnesota Landscape Arboretum every October.

**Monday, February 15**

Moderators: Imed Dami & Todd Steiner      Viticulture and Enology Workshop (Salon 1-4)	
“Variety Options for Vineyard Expansion/Replanting and Potential Wine Quality”	
7:30 a.m.	Registration and Coffee
8:30 a.m.	Welcome and Introductions, <i>Dr. Imed Dami &amp; Todd Steiner</i>
8:40 a.m.	What Grape Variety Should I Plant, <i>Dr. Imed Dami</i>
9:00 a.m.	Promising Cold Climate Grape Varieties and Selections, <i>John Thull</i>
9:45 a.m.	Winemaking Experience with New/Alternative Varieties, <i>Todd Steiner</i>
10:05 a.m.	New Varieties of Commercial Interest: Ohio Commercial Grower/Winemaker Panel (Tasting) <i>Nick Ferrante – Ferrante Winery, Andy Codispoti – Gervasi Vineyards, Eddie McDonald – Hanover Winery, Beau Guilliams – Ravens Glenn Winery, Todd Steiner - OARDC</i>
11:35 a.m.	Questions and Answers
11:45 a.m.	Workshop Evaluation
Noon	Lunch
Noon-1:30 p.m.	Visit Trade Show
*Denotes Specific Pesticide Recertification Credits, C-2B Pesticides, C-2C Herbicides = Commercial Fruit, P-3P = Private Fruit & Vegetable	
Moderators: Dave Scurlock & Todd Steiner      Conference Opening - General Session (Salon 1-4)      1:15-4:40 p.m.	
1:15 p.m.	Welcome and OGIC Update, <i>Christy Eckstein</i>
1:35 p.m.	Understanding Frost and Strategies to Prevent it From Damaging Your Vineyard, <i>Dr. Glenn McGourty</i>
2:20 p.m.	Dealing With Compromised Fruit in the Winery, <i>Dr. James Osborne</i>
3:05 p.m.	Break and Refreshments in Trade Show Area
3:35 p.m.	Oliver Winery Branding and Products - Spectacular Successes and Glorious Failures 1973-2015, <i>Bill Oliver</i>
4:20 p.m.	OWPA Overview of Activities/Events, <i>Donniella Winchell</i>
4:40-5:45 p.m.	OWPA Business Meeting, <i>Donniella Winchell</i>
6:45 p.m.	Ohio Wine Reception in Trade Show Area
7:45 p.m.	Banquet, featuring OQW Awarded Wines, Hall of Fame, Grower & Winemaker of the Year Awards
10 p.m.-midnight	Post-Banquet Reception
~Topics and Times Subject to Change	

**Tuesday, February 16**

Moderator: Ryan Slaughter		Concurrent Sessions		Moderator: Tony Kosicek	
Viticulture Concurrent Sessions (Salon: #1)			Enology Concurrent Sessions (Salon: #2-4)		
7-8:00 a.m.	Registration				
8:30 a.m.	Managing Winter-Damaged Grapevines: Trunk Renewal Options, <i>Thomas Todaro</i>	8:30 a.m.	Winery “Best Practices” for Premium Wine Production, <i>Todd Steiner</i>		
9:00 a.m.	Modifications of VSP Trellises to Accommodate Vigorous Vines, <i>Dr. Glenn McGourty</i>	9:00 a.m.	Regulatory Compliance Update and Open Discussion Forum with the Ohio Division of Liquor Control, <i>Gary Jones, Elaine Moore &amp; Sharon Mull</i>		
9:30 a.m.	Best Vineyard Practices to Grow Minnesota Grape Varieties, <i>John Thull</i>				
10:00 a.m.	Coffee Break in Trade Show Area				
10:30 a.m.	Importance and Basics of Drainage with Application to Vineyards, <i>Larry C. Brown</i>	10:30 a.m.	Oliver Winery – An Overview of Wines/Winemaking and Vineyard Practices <i>Bill Oliver (Tasting)</i>		
11:00 a.m.	Grapevine Virus and Phytoplasma Education, <i>Dr. Feng Qu (C-2B Pesticides)</i>				
11:30 a.m.	*Grape Insect Management Update, <i>Dr. Celeste Welty (C-2B, P-3P)</i>				
Noon	Grazing Lunch with Select 2015 Ohio Wine Competition Award-Winning Wines in Trade Show Foyer				
Moderator: Logan Walters, OARDC		Concurrent Sessions		Moderator: Patricia Chalfant, Caesar Creek Vineyards	
Viticulture Concurrent Sessions (Salon: #1)			Enology Concurrent Sessions (Salon: #2 - 4)		
1:30 p.m.	* Herbicide Detection System Update, <i>Dr. Josh Blakeslee and Dr. Doug Doohan (C-2C, P-3P)</i>	1:30 p.m.	Choosing Yeast Strains to Meet Your Winemaking Goals, <i>Paul Jenkins</i>		
2:00 p.m.	*Weed Management Update, <i>Dr. Doug Doohan (C-2C, P-3P)</i>	2:00 p.m.	Malolactic Fermentation - Deacidification and Beyond, <i>Dr. James Osborne</i>		
2:30 p.m.	Precision Grapevine Nutrition from the Ground Up, <i>Dr. Gary Gao</i>				
3:00 p.m.	Break and Refreshments in Trade Show Area	2:45 p.m.	Break and Refreshments in Trade Show Area		
3:30 p.m.	*Grape Disease Management Update, <i>Dr. Mike Ellis (C-2B, P-3P)</i>	3:15 p.m.	The Benefits of Entering Wine Competitions and the OQW Program, Ohio Commercial Winemakers Panel: <i>Ed Trebets – Debonné Vineyards, Paul and Donna Roberts – Terra Cotta Vineyards, Joe Schuchter – Valley Vineyards</i>		
4:00 p.m.	2015 in Review, <i>Dave Scurlock</i>				
4:30 p.m.	Conference Closes				
*Denotes Specific Pesticide Recertification Credits, C-2B Pesticides, C-2C Herbicides = Commercial Fruit, P-3P = Private Fruit & Vegetable					
~Topics and Times Subject to Change					

# 2016 Ohio Grape and Wine Conference Registration

## February 15-16, 2016

Name:		Company:	
Address:		City:	State:
Phone:	Fax:	Email:	

Check here if you are willing to share your contact information with other conference attendees and vendors. ☐

Please check which track you are **most likely** to follow throughout the conference: ☐ Enology ☐ Viticulture

Additional Registrants:	Likely Track:	Enology	Viticulture
Name:			
Name:			
Name:			

Each registrant has the option to choose full or partial registration for the conference. Not all of a company's registrants are required to follow the same path or attend the same parts of the conference.

**Full Registration:** Includes access to all technical sessions and the trade show. Social events and meals (buffet lunch - Monday and Tuesday); afternoon breaks - Monday and Tuesday; Ohio wine reception, and banquet are all included. Each registering **company** will also receive a flash drive holding all of the Power Point presentations used during the conference (one flash drive per winery/family/organization.)

Registration Type	Quantity	Fee before or on January 29**	Fee after January 29	Total \$
Full Registration (first and second attendee)		\$210 Per Attendee	\$225 Per Attendee	
Full Registration (all attendees after company's second)		\$180 Per Attendee	\$195 Per Attendee	

**Partial Registration:** This type of registration allows you to only attend selected aspects of the conference. Partial registration **does not** include meals or social events. **In order to receive meals and social event access, please refer to meal registration box.**

Registration Type	Quantity	Fee before or on January 29**	Fee after January 29	Total \$
Special Monday Morning Workshop: <i>Doesn't include buffet lunch</i>		\$70	\$85	
Conference Pass: <i>Includes entrance to all specialty, general and concurrent sessions and <b>NO</b> meals.</i>		\$125	\$140	
One-Day Conference Pass: <i>Same as Conference Pass registration, but only for <b>one</b> day of the conference. Excludes meals.</i>	Monday:	\$90	\$105	
	Tuesday:			
Same Day Conference Pass: <i>Purchasing the One-Day Conference Pass the <b>day of the conference</b>. Excludes meals.</i>		N/A	\$115	
Student Pass: <i>Complimentary access to the conference. Excludes meals and flash drive.</i>		N/A	N/A	

**Meals:** If purchasing partial registration, meals must also be purchased separately. **These may NOT be purchased the day of the conference.**

Meals (Price is Per Attendee)	Quantity	Fee before or on January 29**	Fee after January 29	Total \$
Buffet Lunch (Monday)		\$28	\$35	
Ohio Wine Reception (Monday Evening)		Included for all Conference Attendees	Included for all Conference Attendees	--
Banquet featuring Ohio Quality Wines and/or 2015 Director's Choice Award-Winners (Monday evening after Ohio Wine Reception)		\$75	\$85	
Breakfast Buffet (Tuesday Morning – if staying at hotel is already included in room rate)		\$18	\$23	
Trade Show Buffet Lunch Featuring Ohio Wines (Tuesday)		\$27	\$32	

Please indicate and describe special dietary needs here: \_\_\_\_\_

Total Amount Enclosed for All Registration and Meals*	\$
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**Select Form of Payment:** ☐ Check (made payable to Ohio Dept. of Agriculture) ☐ Discover ☐ Mastercard ☐ Visa

Credit Card Number: \_\_\_\_\_ Verification Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If credit card billing is different than address above, please list billing information below:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\*\*Discount applies to all registrations postmarked on or before January 29, 2016.

Please note, no refunds will be made after January 29, 2016.

### Questions:

Contact: Christy Eckstein  
Phone: 614-728-6438  
Fax: 614-466-7754  
ceckstein@agri.ohio.gov

### Return form & payment to:

Ohio Grape Industries Committee  
8995 East Main Street  
Reynoldsburg, OH 43068

## Lodging Information

Hotel reservations should be made directly with the hotel. Mention the "Ohio Grape & Wine Conference" for special rate.

### **Embassy Suites Columbus-Dublin**

5100 Upper Metro Place

Dublin, Ohio 43017

(614) 790-9000

70 rooms blocked for Sunday evening and 120 rooms blocked for Monday evening

**Rate: \$109 + tax (includes full hot and cold breakfast buffet, including a cooked-to-order omelet station and complimentary evening reception with light snacks and beverages of your choice.)**

[www.columbusdublin.embassysuites.com](http://www.columbusdublin.embassysuites.com)

\*cut-off date January 23, 2016 by midnight

## Driving Directions

### **From the North:**

Take any major highway to I-270. Take I-270 West to US 33 E/OH-161 E towards Dublin. Turn right onto Frantz Road. Turn right onto Upper Metro Place. Hotel is located on the right.

### **From the West:**

Take any major highway to I-70 East. Take I-270 North to US 33 E/OH-161 E towards Dublin. Turn right onto Frantz Road. Turn right onto Upper Metro Place. Hotel is located on the right.

### **From the East:**

Take any major highway to I-70 West. Take I-70 West to I-270 North to US 33 E/OH-161 E towards Dublin. Turn right onto Frantz Road. Turn right onto Upper Metro Place. Hotel is located on the right.

### **From the South:**

Take any major highway to I-71 North. Take I-71 North to I-270 West. Take I-270 West to US 33 E/OH-161 E towards Dublin. Turn right onto Frantz Road. Turn right onto Upper Metro Place. Hotel is located on the right.





## 2016 Wine Conference Preview Day: Sit, Sip and Learn

**February 14, 2016** – Created for those looking to open a winery and those who have recently established one. The goal is to provide information and resources to assist in developing a strong and viable winery business. We have invited exceptional presenters for each topic. Attendees will leave with business cards, handouts, lists of contact persons and a myriad of other tools which will serve their business well whether they have been open for several

years or plan to open soon.

Cost will be \$100 per business for the first person, \$25 for each additional person from the same business, plus \$25 per attendee for lunch. Registration will be available on line at [www.OhioWines.org](http://www.OhioWines.org) or by calling 800-227-6972.

Day long workshop will begin at 9:30 am with panels of experts addressing business and marketing considerations to assure success. Several guest speakers will address the major topics, some information will be addressed via handouts

- *Entrepreneurship – what it takes to be successful as a business owner in today's wine environment*
- *Writing a business plan – a hands-on experience*
- *Understanding financing – plan carefully to avoid failure*
- *Writing a marketing plan including low cost, no cost opportunities for start-up businesses*
- *Business considerations*
  - *Benefits and obstacles with sole proprietorship, LLC, S corps and partnerships*
  - *Looking for and dealing with*
    - *Attorneys*
    - *Accountants*
    - *Insurance needs*
    - *Music licensing*
    - *Grower relations and contract considerations*
- *Finding financing – working with your banking community and other entities*
- *Crisis Planning to avoid disaster*
- *Compliance considerations*
  - *TTB: licensing, labeling and production*
  - *ODLC and Public Safety*
- *Professional development*
  - *Professional literature*
  - *National conferences*
  - *National association memberships*
- *Customer service in your tasting room*
- *Implementing a marketing plan*
  - *Social Media*
  - *Print advertising considerations*
  - *Partnerships with ancillary entities including visitors bureaus and chambers of commerce*
  - *Special events and temporary licenses*
  - *Advertising restrictions*
  - *Packaging considerations*

Following the Preview Day, on Monday February 15 when the conference 'officially' begins the staff at OARDC will be offering two full days for beginning growers and winemakers.