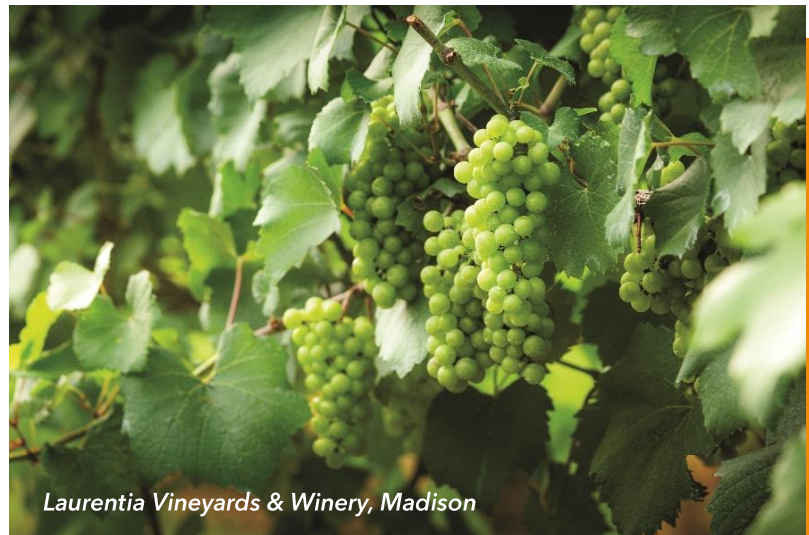


2022 Ohio Grape and Wine Conference

Registration Information



February 21-22, 2022
Embassy Suites Columbus/Dublin
5100 Upper Metro Place, Dublin, OH 43017

The 2022 Ohio Grape and Wine Conference Overview

The Ohio Grape & Wine Conference (OGWC) will take place on February 21-22, 2022, at the Embassy Suites – Dublin/Columbus. The conference is jointly organized by the Ohio Grape Industries Committee (OGIC), The Ohio State University Extension, The OSU South Centers, Department of Horticulture and Crop Science Viticulture and Enology Programs at The Ohio State University – Wooster Campus and the Ohio Wine Producers Association (OWPA). The 2022 conference consists of both general and concurrent sessions covering a wide range of relevant topics for grape growers, winemakers and marketing staff. We are pleased to announce our featured speakers for 2022.

Due to the ongoing pandemic, the 2022 Ohio Grape & Wine Conference is being limited to 240 in-person attendees and 30 trade show exhibitors. We encourage everyone to register early. Should we have more than 240 individuals interested in attending, a “wait list” will be created and should someone not be able to attend, the next individual on the wait list will be contacted to attend.

The enology section will feature Dr. Aude Watrelot, Assistant Professor and Extension Specialist, Iowa State University, and Christ Stamp, Owner/Operator and Head Winemaker, Lakewood Vineyards. The viticulture section will feature Dr. Patty Skinkis, Professor and Viticulture Extension Specialist, Oregon State University and John Thull, Research Vineyard Manager, University of Minnesota. The marketing section will feature Larry Lockshin, Emeritus Professor of Wine Marketing, University of South Australia, as well as a Riedel Wine Glass Experience. Monday morning will begin with concurrent sessions in enology, viticulture and marketing. Topics will include mitigating drift injury in the vineyard, information on new wine grape varieties, and information for beginning commercial wine production. The conference will continue Monday afternoon with a welcome followed by presentations from our featured speakers and industry updates in the General Session. Tuesday will consist of full-day, concurrent sessions with technical presentations in enology and viticulture, as well as marketing, including a Q&A session with the Ohio Division of Liquor Control on Tuesday afternoon.

Our featured speakers will cover the following topics:

- ✓ **Larry Lockshin: Monday Marketing Concurrent Session** – Mr. Lockshin will provide a pre-recorded session highlighting price elasticity with evidence-based tips for brand image and price setting.
- ✓ **Dr. Patty Skinkis: Monday General Session** – Dr. Skinkis will present her experience with cool climate wine grape production. **Tuesday Concurrent Session** – Dr. Skinkis will highlight results of pruning practices and crop load management of pinot noir.
- ✓ **Chris Stamp: Monday General Session** – Mr. Stamp will extend his knowledge and experience developed over the years in providing his list of essential practices for production efficiency and premium wine quality that Lakewood Vineyards has become known to produce. **Tuesday Concurrent Session** – Mr. Stamp will identify non-traditional wine styles Lakewood Vineyards has produced for diversity and added profits. A tasting will be associated with this presentation.
- ✓ **John Thull: Monday Concurrent Session** – Mr. Thull will present information on the new University of Minnesota wine grape selection MN 1220. A wine tasting of this new variety release will be conducted during this session.
- ✓ **Dr. Aude Watrelot: Monday General Session** – Dr. Watrelot will present an overview of her extensive work on grape and wine phenolics, tannins and anthocyanin management in the vineyard and cellar. **Tuesday Concurrent Session** – Dr. Watrelot will provide a presentation on wine instabilities and faults in covering their cause, remedy and prevention.

In addition to the featured speakers above, our in-state specialists from The Ohio State University – Wooster Campus and South Centers will also present valuable information and research updates in viticulture covering updates on drift injury, disease, insect, weed management, and viticultural practice effects on vine health and fruit quality. Topics covered in the enology concurrent session will include regulatory updates from the Ohio Division of Liquor Control, as well as critical cellar applications and processing techniques in the winery from in-state specialists, experts in the field and Ohio commercial winemakers.

**The topics scheduled are subject to change without notice*

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

Additional Highlights of the 2022 Conference:

- ✓ A mixture of topics for both new and advanced grape growers, wine producers and marketing staff, covering three tracks in viticulture, enology and marketing.
- ✓ 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 \$180, with a discounted rate provided for more than two individuals attending from one establishment or family. Full registration includes access to all concurrent sessions, the general session and trade show. Social events and meals are also included: Monday – boxed or plated lunch (TBD); Ohio wine reception, and banquet; afternoon breaks each day and plated lunch on Tuesday. You are also entitled to a conference packet and access to the recorded presentations which will be posted on www.findohiowines.com in the “Industry Login” section after the Conference.
- ✓ Special passes are also available for better accessibility and flexibility of the conference. Special Passes include the Monday Riedel Wine Glass Experience; 1-day conference pass; complimentary student registration, and conference pass with meal options.
- ✓ An expanded two-day trade show with both vineyard and winery equipment and services.
- ✓ Special events include Ohio commercial wines featured at the Ohio Wine Reception, 2021 Ohio Quality Wine (OQW) award-winning wines paired with mouthwatering entrees at the Monday evening banquet and select Ohio Wine Competition medal award-winners served during the Tuesday plated 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 2022 OGWC. We hope to see you there!

Sincerely,

OGWC Planning Group - Ohio Grape Industries Committee; Department of Horticulture & Crop Science, The Ohio State University; The Ohio State University – Wooster Campus and South Centers; and Ohio Wine Producers Association



2022 Ohio Grape and Wine Conference Featured Speakers

Dr. Larry Lockshin, Emeritus Professor of Wine Marketing, University of South Australia



Dr. Larry Lockshin is Professor of Wine Marketing and former Head of the School of Marketing at the University of South Australia. He has a PhD from The Ohio State University in Marketing and a Masters from Cornell University in Viticulture. Dr. Lockshin has spent more than 29 years working with the wine industry, first as a viticulturist and now as a marketing academic and consultant.

Professor Lockshin has published over 100 academic articles and over 250 trade articles on wine marketing.

His research interests are consumer choice behavior for wine and wine industry strategy. He is currently working on reducing the carbon footprint of heavy glass packaging for wine; modelling of consumer choice for wine based on simulated shopping experiments and large panel data sets; packaging and retail influences on choice; and success factors for small- and medium-sized wineries.

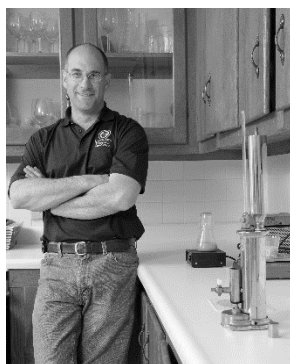
Dr. Patty Skinkis, Professor and Viticulture Extension Specialist, Oregon State University



Dr. Patty Skinkis conducts applied research and provides outreach and education programs for the Oregon wine grape industry statewide. Her research program focuses on applied viticulture and whole plant physiology studies designed to understand causes and management of vine vigor/vine balance and impacts on fruit composition and wine quality. Dr. Skinkis' research also includes work on yield (from bud fruitfulness to crop thinning and vine balance), fine-tuning canopy management methods, sustainable viticulture production, and understanding factors that drive industry production decision-making. As Extension Specialist, Dr. Skinkis develops educational programs and informational publications for the industry in Oregon and the Pacific Northwest. Her outreach efforts include bringing producers together in technical groups to foster information exchange between

industry and academics. Dr. Skinkis also teaches undergraduate and graduate level viticulture courses at Oregon State University. Her efforts expand beyond Oregon, as she is a member of the National Clean Plant Network – Grapes Advisory Board, is an associated editor for the *American Journal of Enology and Viticulture* and *Catalyst Journal*, and has served as a board member of the American Society for Enology and Viticulture for nearly a decade.

Chris Stamp, Owner/Operator and Head Winemaker, Lakewood Vineyards, Watkins Glen, NY



Chris Stamp has pretty much spent his entire life in the grape and wine business. He grew up as free labor on his family's grape farm in Watkins Glen, NY. His interest in winemaking was piqued by the newly burgeoning small wineries in the area. Summer jobs at Glenora and Taylor Wine Company augmented his education while he obtained a B.S. in Food Science from Cornell University. After graduating, he began his winemaking career as winemaker at a small winery on Cayuga Lake, in the Finger Lakes. This was followed by a four-year stint as an Extension and Research Associate at The Ohio State University (OARDC, Wooster, Ohio). In 1989, Mr. Stamp moved back to the Finger Lakes to help his family start Lakewood Vineyards. Over the years Lakewood has grown to an annual production of more than 100,000 gallons, producing a wide range of wines, from vinifera to mead. Mr. Stamp and his wife Elizabeth are also Sole Proprietors of Lakewood Cork, importing and selling high-quality wine corks in the Eastern US. They have three children (*Ben, Abby and Amelia*), 1 dog (*Piper*), three horses (*Buddy, Remi and George*), and two cats (*Nubs and Jasmin*). Interests include flying, and enjoying wine with friends, but not at the same time.

John Thull, Research Vineyard Manager, University of Minnesota



John and Jenny Thull manage around 12 acres of research vineyards for the Grape Breeding and Enology Project overseen by Dr. Matthew Clark at the Horticultural Research Center in Minnesota. The vineyards contain over 12,000 novel seedling vines of all ages. These vines are continually evaluated for cold hardiness, disease tolerance, growth habit, productivity, and fruit quality for wine production and fresh eating. Every year, as space becomes available, new generations of vines are being planted into the research plots. Growing so many different vines is quite challenging and extremely interesting which has given Mr. and Mrs. Thull a whole new appreciation for tasting wine. The Thulls have enjoyed sharing their growing experience with many groups through talks, presentations, and in-field clinics, not only in Minnesota but also in many other states.

Dr. Aude Watrelot, Assistant Professor and Extension Specialist Enology, Iowa State University



Dr. Aude Watrelot is an Assistant Professor and Extension Specialist of Enology at Iowa State University (ISU). Her research area is the chemistry of polyphenols in grape and wine and her extension work focuses on education of grape chemistry and winemaking concerns to grape growers and winemakers from Iowa and the Midwest region. After receiving her B.S. degree in plant physiology in Tours, France, Dr. Watrelot decided to do a M.S. degree on Food Science and Human Nutrition in Nantes, France. After graduating, her desire to understand plant and food biochemistry led her to do a PhD at the National Institute of Agricultural Research (INRA) and the University of Avignon, France, where her research was focused on the mechanisms of interactions between polyphenols and polysaccharides in apples. Then, she decided to move to California for completing two postdoctoral fellows on wine chemistry with a specific focus on red wine astringency. After that, Dr. Watrelot went back to France to work on the chemistry of tannins from wood at INRA of Montpellier for a few months prior to starting her position in August 2019 at ISU.

Lodging Information

Hotel reservations should be made directly with the hotel. Mention the “GW2” for special rate.

Embassy Suites Columbus-Dublin

5100 Upper Metro Place

Dublin, Ohio 43017

1-800-220-9219

www.columbusdublin.embassysuites.com

On-Line Reservations:

https://embassysuites.hilton.com/en/es/groups/personalized/C/CMHESES-GW2-20220218/index.jhtml?WT.mc_id=POG

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.)*

cut-off date **January 28, 2022 by midnight or until the room block is sold out, whichever comes first, so be sure to make your reservations early to avoid not receiving the specified room rate and not being one of the first 240 attendees to register.*

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.

2022 Ohio Grape and Wine Conference Registration

February 21-22, 2022

Name:		Company:		
Address:		City:	State:	Zip:
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 **will** follow throughout the conference. **Viticulture will be capped at the first 90 attendees who register, due to limited space within the assigned meeting room:** ☐ Enology ☐ Viticulture ☐ Marketing

Additional Registrants:	Enology	Viticulture	Marketing
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 on Monday and Tuesday, NOT SUNDAY or the RIEDEL WINE GLASS EXPERIENCE ON MONDAY. Social events and meals (box or plated lunch - Monday and Tuesday); daily afternoon breaks; Ohio wine reception; and banquet are all included.

Registration Type	Quantity	Fee before or on January 28**	Fee after January 28	Total \$
Full Registration for 1 st and 2 nd Attendee from Same Business/Family - Sunday "Newbie" Workshop and Riedel Wine Glass Experience not included		\$180 Per Attendee	\$205 Per Attendee	
Full Registration for 3 rd + Attendee from Same Business/Family - Sunday "Newbie" Workshop and Riedel Wine Glass Experience not included		\$150 Per Attendee	\$175 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 25**	Fee after January 25	Total \$
Monday Riedel Wine Glass Experience: <i>(limited to first 50 attendees to register for this session)</i>		\$20	N/A	
Conference Pass: <i>Includes entrance to all specialty, general and concurrent sessions and NO meals.</i>		\$120	\$135	
One-Day Conference Pass: <i>Same as Conference Pass registration, but only for one day of the conference. Excludes meals.</i>	Monday:	\$85	\$100	
	Tuesday:			
Same Day Conference Pass: <i>Purchasing the One-Day Conference Pass the day of the conference. Excludes meals.</i>		N/A	\$115	
Student Pass: <i>Complimentary access to conference & trade show. Excludes meals.</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 28**	Fee after January 28	Total \$
Box or Plated Lunch (TBD) (Monday)		\$40	\$45	
Ohio Wine Reception (Monday Evening)		Included for all Attendees	Included for all Attendees	--
Banquet featuring 2021 Ohio Quality Wines Award-Winners (Monday Evening)		\$75	\$85	
Breakfast Buffet (Tuesday - if staying at hotel is already included in room rate)		\$20	\$25	
Trade Show Plated Lunch Featuring Ohio Wines (Tuesday)		\$40	\$45	

Please indicate and describe special dietary needs here: _____

Total Amount Enclosed for All Registration and Meals*	\$
---	----

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 28, 2022

Please note, no refunds will be made after January 28, 2022

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

Return form & payment to:
 Ohio Grape Industries Committee
 8995 East Main Street
 Reynoldsburg, OH 43068



2022 Wine Conference Preview Day: **Sit, Sip and Learn - Dublin Embassy Suites** **Dublin/Columbus, Ohio** February 20, 2022

A day-long workshop, presented by the Ohio Wine Producers as a supplement to the 2022 Ohio Grape and Wine Conference, will begin at 9:00 am with panels of experts addressing business and marketing considerations to assure success. Several guest speakers will address the major topics, some very valuable information will be addressed via handouts. *(Some topics and times subject to change.)*



9:00	<i>Meet and Greet</i>
9:30	<i>Business consideration handouts and discussions - a plethora of key information to get you started on the right track</i> <ul style="list-style-type: none">• <i>Contact list - handout</i>• <i>Accountants - considerations before you select an accountant - handout</i>• <i>Benefits and obstacles with sole proprietorships, LLC vs. corporations</i>• <i>Winery farm exemptions/ Attorney General Opinion on Marketing - discussion</i>• <i>Temporary permit requirements - highlights discussed</i>• <i>Tasting opportunities and limitations - handouts and discussion</i>• <i>Estate planning and exit plans - handout</i>• <i>TTB Appellations of origin information - information on COLA applications - handout</i>• <i>Deadly 'sins' to avoid - Ag zoning/Shiners/Tied house/Fire marshal - Power Point and discussion</i>• <i>Crisis management - handout</i>• <i>Association member benefits booklet - handout</i>
10:30:	<i>Finding money - grants, banks, USDA low interest loans and Huntington Bank - panel TBD</i>
11:00:	<i>Dealing with EPA and other regulatory health and safety organizations: Patrick McGrath, Manchester Hill Winery</i>
11:25	<i>Insurance needs and considerations - Paul Hall Insurance</i>
12:15	<i>Lunch</i>
1:15	<i>The Pitfalls of turning a hobby into a business - Blaine Davidson, Hocking Hills Winery</i>
1:40	<i>Creating a practical marketing plan - Donniella Winchell</i>
2:15	<i>Label design and development: review of display boards - bring your camera</i>
2:35	<i>Break</i>
2:45-3:15	<i>KSUA Viticulture and Enology Degree and Certificate - Lori Lee, Ed Trebets, KSUA</i>
3:15	<i>Tasting room design and customer service training: Donniella Winchell</i>
4:00	<i>Winery veteran panel - learning from their successes and mistakes: David Crosby, Plum Run, Ed Trebets, Urban Vintner, Scott Buente, French Ridge Vineyards</i>
5:30 -6:30	<i>Informal reception for attendees and vendors</i>