

ILLINOIS GRAPE GROWERS AND VINTNERS ASSOCIATION CONFERENCE AND TRADESHOW

February 19-21, 2009 • The Hilton Hotel • Springfield, Illinois

The perfect blend of wine lovers, growers, vintners and experts.

You're invited to an exquisite pairing of enology authorities and wine-centric events. It all begins Thursday, Feb. 19, 2009, with a pre-conference workshop featuring Ann Noble's signature Wine Sensory Evaluation. Following that will be various lectures and presentations, tastings, a tradeshow, auction and much more. It all caps off with the IGGVA Annual Banquet and Auction where Executive Chef Doug Burgess will prepare four courses of culinary delights, each paired with award-winning Illinois wines.

Come raise a glass with us by registering now. Deadlines for registration are as follows:

Hotel Reservations – January 28, 2009

Conference Registration – February 5, 2009

A block of rooms are reserved at a rate of \$95 plus tax. Call the hotel to reserve your room at (800) 445-8667. The Group Code is GRP, which you should use when registering.

Pre-Conference Workshop: Wine Sensory Evaluation with Dr. Ann Noble

Thursday, Feb. 19, 9:30 a.m. – 4:30 p.m.



Dr. Ann C. Noble, Professor Emerita, University of California at Davis, will conduct a full-day workshop on Wine Sensory Evaluation. Dr. Noble is an internationally known wine expert and inventor of the widely used Wine Aroma Wheel.

The Wine Aroma Wheel is a tool to learn about wines and enhance one's ability to describe the complexity of wine flavor. The wheel is made of three tiers: it has very general terms located in the center (e.g. fruity or chemical), going to the most specific terms in the outer tier (e.g. grapefruit or strawberries).

The use of the wheel during wine tasting will facilitate the description of the flavors you perceive. More importantly, you will be able to recognize and remember specific details about wines.

This is a must-attend program for anyone growing winegrapes, making wine, selling wine, serving or promoting it, or just loving it! Participants will learn how to distinguish specific tastes in popular red and white wines – and be able to explain exactly what they are tasting and why.

Illinois Grape Growers and Vintners Association
P.O. Box 8199
Springfield, IL 62791



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www.illinoiswine.com

Illinois Grape Growers & Vintners Association Annual Conference Agenda

Thursday, February 19, 2009

8:00 am – 3:00 pm	<p>Tradeshow Load-In (Grand Ballroom) Conference Registration (Mezzanine Registration Desk)</p>
9:30 am – 4:30 pm	<p>Separately Ticketed Pre-Conference Workshop \$75 including lunch (Rendezvous Room) Wine Sensory Evaluation - Ann C. Noble</p>
12:00 pm – 1:30 pm	Lunch Provided in the Grand Ballroom
5:00 pm – 7:00 pm	<p>Legislative & Vendor Wine Reception (Grand Ballroom) An Illinois Wine Reception will officially kick off the conference. Sample some of the finest vintages of Illinois wineries and meet other conference attendees and special guests, including legislators, association and agency partners, and local officials.</p>



Friday, February 20, 2009

7:00 am – 8:00 am	Breakfast with the Vendors (Grand Ballroom)	3:30 pm – 4:30 pm	<p>Enology Break-Out Discussions (Plaza III) Optimizing Quality of Fruit Wines Jason Heiligenberg</p> <p>Learn to increase profitability by adding alternative wines to your portfolio. Find out how to source fruit through quality control procedures</p>
8:00 am – 4:00 pm	Conference Registration (Mezzanine Registration Desk)	3:30 pm – 4:30 pm	<p>Enology Break-Out Discussions (Conference #4) Wine Faults: Identification and Correction Bradley Beam, University of Illinois</p>
8:30 am – 9:00 am	<p>Enology (Ambassador Ballroom) Winery Shippers' License Dusanka Marijan, Illinois Liquor Control Commission</p>	4:30 pm – 5:30 pm	<p>Viticulture Panel/Round Table Discussion (Rendezvous Room) Current viticulture issues: a roundtable discussion Robert Hall and Brad Taylor, Moderators</p> <p>Guest speakers, the Illinois specialist team and key growers share their experience on the unique challenges of adapting untested varieties and management methods to Illinois vineyards. Questions are encouraged.</p>
9:00 am – 10:15 am	<p>Enology (Ambassador Ballroom) Sparkling Wine Production Steve DiFrancesco, Winemaker Glenora Wine Cellars and Knapp Winery Finger Lakes, New York</p> <p>Learn how a systematic approach to sparkling wine production can reduce risk and spark winemaking creativity.</p>	6:00 pm – 7:30 pm	<p>Annual Membership Meeting (Grand Ballroom) Join us for an update on membership and actions of the IGGVA Board of Directors.</p>
10:15 am – 10:45 am	Morning Break (Grand Ballroom)		
10:15 am – 10:45 am	<p>Enology (Ambassador Ballroom) Barrel Management and Oak Alternatives</p>		
12:00 pm – 1:30 pm	<p>Buffet Lunch (Grand Ballroom) Taste of Italy</p>		
1:30 pm – 3:00 pm	<p>Enology (Ambassador Ballroom) Improving Wine Quality of Chambourcin via Blending Bradley Beam, University of Illinois</p> <p>Explore how blending several wines from "new" red grape varieties impact the structure and flavor of Chambourcin table wines.</p>		
3:00 pm – 3:30 pm	Afternoon Break (Grand Ballroom)		
3:30 pm – 4:30 pm	<p>Enology Break-Out Discussions (Rendezvous Room) Federal and State Regulatory Q & A James Neely, Dusanka Marijan</p> <p>Come with questions for representatives of the Alcohol and Tobacco Tax and Trade Bureau as well as the State of Illinois Liquor Control Commission.</p>		

Exhibits Open (Grand Ballroom)

Exhibits Open (Grand Ballroom)



Saturday, February 21, 2009

7:00 am – 8:00 am	Breakfast Buffet with the Vendors (Grand Ballroom)		
8:00 am – 12:00 pm	Conference Registration (Mezzanine Registration Desk)		
8:30 am – 9:00 am	<p>Vendor Presentations (Conference #2)</p> <p>VESTA: Viticulture and Enology Science and Technology Alliance Rachel Cristaudo, VESTA Program Coordinator</p> <p>VESTA is an online multi-state, multi-college alliance with degrees, certifications, field work and courses in viticulture and enology with a focus on the Midwest.</p>	<p>Viticulture Session (Both New & Experienced) (Ambassador Ballroom)</p> <p>Using the Spray Guide for Informed Pesticide Decisions Elizabeth Wahle, PH.D</p> <p>Understand the efficacy of different grape pesticides, timing of application, and avoidance of resistance during this spray guide discussion and practice.</p>	
9:00 am - 10:00 am	<p>Vendor Presentations (Conference #2)</p> <p>Understanding the Difference Between Commercial and Winery-Specific Insurance Chuck Andracchio TRICOR Insurance</p> <p>Learn how winery operators deal with insurance through various case studies. Questions welcome.</p>	<p>Marketing (Conference #4)</p> <p>Exciting Events Can Work For You! Ross Ament</p> <p>Learn the do's and don'ts of successful event planning from a 25-year event and meeting planning expert as well as the best practices of the attendees.</p>	<p>Viticulture Session (Both New & Experienced) (Ambassador Ballroom)</p> <p>Developing an Integrated Pest Management Program Bill Shoemaker</p> <p>Developing an integrated pest management program is critical to the success of grape production. Learn how to anticipate pest problems, implement preventative strategies and have backup tools in place.</p>
	<p>Exhibits Open (Grand Ballroom)</p>		
10:00 am – 10:15 am	Mid-Morning Break (Grand Ballroom)		
10:15 am - 11:15 am	<p>Vendor Presentations (Conference #2)</p> <p>Is Your Label All You Want It To Be? Terri Meyers, Imprint Enterprises, Inc.</p> <p>Find out how to bar code number requests, network with graphic designers, and learn about label selections and techniques for optimal durability and cost-effectiveness.</p>	<p>Marketing (Conference #4)</p> <p>Agritourism and Creating a Destination Winery Donald Coe, Black Star Farms</p> <p>Learn how to separate yourself from the crowd by creating a “must see” winery destination.</p>	<p>Viticulture Session (Both New & Experienced) (Ambassador Ballroom)</p> <p>Grapevine Nutrition and Fertilization of Wine Grapes Ron Brase, California Ag Quest</p> <p>Learn how to monitor grapevine mineral nutrition and fertilize effectively in the Midwest.</p> <p>Discussion includes:</p> <ul style="list-style-type: none"> • Roles of macro and micronutrients • Plant tissue and soil analysis • Soil-applied vs. foliar-applied fertilizers
11:15 am - Noon	<p>Marketing (Conference #4)</p> <p>Social Networking for Wineries Emma Douglas, Edelman</p>	<p>Viticulture Session (Both New & Experienced) (Ambassador Ballroom)</p> <p>Reducing costs of Canopy Management Jeff Wheeler, M.Sc. Southern Illinois University</p> <p>Learn the appropriate timing and execution of vineyard management operations and the effect of canopy management on vine physiology and labor.</p>	
12:00 pm – 1:30 pm	Lunch Break With Vendor Visiting (Grand Ballroom 224 banquet)		
1:30 pm – 3:00 pm	Vendor Load Out		
1:30 pm – 3:00 pm	<p>Viticulture Session (Both New & Experienced) (Ambassador Ballroom)</p> <p>Cold Hardiness of Grapevines Imed Dami, PH.D Ohio State University</p> <p>Hear how grapevines get injured and how to cope with freezing temperatures.</p>		



