

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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ILLINOIS
WINE

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>		



Vendor Track Speakers

Terri Meyers is a Digital and Flexographic Print Specialist with Imprint Enterprises, Inc. in Aurora. Terri has 14 years experience in a myriad of specialized print technologies and materials for the wine and gourmet foods market.



Rachel Cristaudo is currently the Illinois Program Coordinator for the Viticulture and Enology Science and Technology Alliance (VESTA). Rachel was formerly the Administrative Assistant and Coordinator for the Shawnee Hills Wine Trail Association and Manager of Pomona Winery.



Chuck Andracchio is a 30-year sales professional in the material handling, software development and commercial insurance industries. Chuck works for TRICOR Insurance and has played a significant role in the launch of the TRICOR Winery Insurance Program.

Viticulture Track Speakers



Imed Dami, PhD is an assistant professor specializing in Extension Viticulture at the Department of Horticulture and Crop Science at The Ohio State University. Imed's extensive research provides extension services and technical assistance to members of the Ohio grape and wine industry. He is a celebrated author and implementer of the first Ohio Wine Quality Assurance program.

Elizabeth Wahle serves as the Extension Specialist in the Horticulture program through the University of Illinois. She provides leadership in food crop horticulture research with an emphasis on sustainable commercial fruit and vegetable production. Wahle also teaches Master Gardeners throughout Central and Southern Illinois, and she is an instructor for the Pesticide Safety and Education Program.



William Shoemaker is the senior research specialist of food crops at the University of Illinois and the Superintendent of the St. Charles Horticulture Research Center. Bill conducts research in grapes by breeding them, evaluating cultivars for winter hardiness and investigating training systems for optimizing wine grape quality. He has received numerous awards for his research.



Ron Brase is a consultant for California AgQuest Consulting, a company that has provided irrigation, fertility and pest management services to vineyards in California for more than 25 years. In addition to consulting work, Ron has farmed 40 acres of raisin producing grape for the past 30 years in the San Joaquin Valley of California.



Jeff Wheeler is a research analyst who has studied the reduction of cluster compaction and rot incidence of 'Vignoles' grapevines, the effects of vertical canopy division on wine quality of vigorous 'Cabernet Franc' vines, and the reduction of inputs associated with in-row weed management through utilization of unique ground cover species. Currently he works for SIUC.



Dr. Mosbah Kushad is a horticultural crops extension specialist at the University of Illinois focused on production, postharvest handling, and food safety. His research has focused on rootstocks selection, canopy management, health benefits, and high tunnel production of fruits and vegetables. He has earned internationally prestige and coveted awards for his expertise.

Marketing Track Speakers



Ross Ament MA, CAE, is President of Ament Associates Inc., which offers management and leadership services to associations, corporations, and tourism organizations across the Midwest. Ross has 25 years of experience and can provide assessment consulting to individual businesses and destinations seeking to enhance their ROI.



Keith Powell is an internationally recognized speaker and marketing expert. He has 25 years of travel and tourism experience, 12 years of selling boutique wines and a well-rounded knowledge of trends and how they affect consumers' thinking.

Don Coe is the managing partner of Black Star Farms in Suttons Bay, Michigan, and currently serves as an Agriculture Commissioner for the State of Michigan. He is on the advisory committee for the Great Lakes Culinary Institute and the Secchia Institute for Culinary Education at Grand Rapids Community College. Don also spent 23 years in marketing group wines and spirits to international markets.

Conference Agenda

Saturday, February 21, 2009 cont'd

- 1:30 pm – 3:00 pm | **Marketing (Conference #4)**
Changing the Whines of the Economy to the Wows of Wine
Keith Powell
Understand today's consumers by identifying marketing niches and strategies for winning customer loyalty and business.
- 1:30 pm – 3:00 pm | **Viticulture Session (Both New & Experienced)**
(Ambassador Ballroom)
Fruit Quality at Harvest
Mosbah Kushad, University of Illinois
Learn how to avoid moisture content loss and maintain organoleptic quality through proper harvesting time, equipment, rapid removal of field heat, proper cooling, and humidity control.
- 3:00 pm – 3:30 pm | **Afternoon Break** (Ambassador Foyer)
- 3:30 pm – 4:15 pm | **Marketing (Conference #4)** | **Viticulture Session (Both New & Experienced)**
RTDO Tourism Panel | (Ambassador Ballroom)
Recognizing and Mitigating Water Stress
in Wine Grapes
Ron Brase, California Ag Quest
Learn about vine stress, needs for irrigation, and their effects on vine health and crop production. Symptoms of vine stress, tools, techniques, and drought stress will be discussed.
- 4:15 pm – 5:00 pm | **Viticulture Session (Both New & Experienced)**
(Ambassador Ballroom)
Spring Frost and Protection Methods
Imed Dami, PH.D Ohio State University
Hear how grapevines get injured from spring frost and learn about methods that protect them.
- 6:00 pm – 11:00 pm | **Wine Reception and Annual Banquet**
(Grand Ballroom)
Join us Saturday for a duo of award-winning Illinois wines and a four-course gourmet dinner prepared by Executive Chef Doug Burgess. The evening will also recognize special individuals who have made major achievements in promoting the Illinois grape and wine industry. An auction of Illinois wine and vineyard items will follow.

Enology Track Speakers



Bradley Beam works at the University of Illinois where his projects include assisting with the improvement of wine quality throughout Illinois by providing extension support via workshops and site visits, opening an analysis lab for commercial wineries, and conducting research within the field of hybrid wine production.



Steve DiFrancesco is the winemaker for Glenora Wine Cellars and Knapp Vineyards in the Finger Lakes of New York. Steve is currently responsible for winemaking at both properties where riesling is at the forefront of production, and additional varieties produced include aromatic white viniferas, sparkling wines, red viniferas, as well as hybrids and natives.

James Neely has been an investigator with the Alcohol and Tobacco Tax and Trade Bureau since 2005. Formerly in D.C., James worked with industry members on formula and pre-COLA approval issues. Presently, he works in Field Operations covering the state of Illinois.



Jason Heiligenberg has been a winemaker and distiller at Huber Winery in southern Indiana since 1998. Over the past decade he has produced many award-winning wines and brandies. His main area of focus is on practical production techniques that enhance quality for small to medium-sized wineries.

Dusanka Marijan Serving in a variety of capacities at the Illinois Liquor Control Commission since 1999, ILCC Licensing Administrator Dusanka Marijan has an extensive knowledge of the entire licensing process. An experienced manager and administrator, Ms. Marijan is responsible for overseeing a licensing division that issues 27,000 state licenses annually.

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CONFERENCE AND TRADESHOW

February 19-21, 2009

Conference Registration Form

Registration must be received by February 5, 2009

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Description of Operation:

Winery & Vineyard Winery Vineyard Other (please describe) _____

Attendee Name(s) and Affiliation (as they will appear on the name badges):

PRE-CONFERENCE WORKSHOP with ANN NOBLE on WINE SENSORY EVALUATION *Thursday, February 19 (Limited space available)*

Attending: _____ @ \$75/member; \$100/non-member\$ _____

IGGVA ANNUAL CONFERENCE *Thursday Evening, Friday, and Saturday, Feb 19-21st*

Registration Fee (includes trade show, education sessions, breakfasts, lunches, and Banquet)

Attending _____ @ \$175/member; \$200/non-member\$ _____

A LA CARTE REGISTRATION FEES:

EDUCATIONAL SESSIONS and LUNCH *Friday, February 20th*

Attending _____ @ \$75/member; \$100/non-member\$ _____

EDUCATIONAL SESSIONS and LUNCH *Saturday, February 21st*

Attending _____ @ \$75/member; \$100/non-member\$ _____

WINE BANQUET and AUCTION *Saturday, February 21st*

Attending _____ @ \$50/member; \$75/non-member\$ _____

IGGVA 2009 DUES

Type of Membership:

_____ Commercial Winery \$100

_____ Commercial Vineyard \$50

_____ Friend of the Industry \$25

TOTAL DUE:\$ _____

Please return completed form with a check payable to IGGVA no later than **THURSDAY, FEBRUARY, 5, 2009** to:

Megan Pressnall
IGGVA
P.O. Box 8199
Springfield, IL 62791