

ILLINOIS GRAPE GROWERS AND VINTNERS ASSOCIATION

Conference and Trade Show

February 2 – 4, 2012



CROWNE PLAZA®

Crowne Plaza Hotel

3000 Dirksen Parkway
Springfield, IL 62703
(217) 529-7777 (800) 589-2769

Conference Rate: \$105 plus tax
Group Code: GRA
Hotel rooms must be reserved by:
January 11, 2012

Greetings Illinois Wine Friends,

We are most excited about the line-up for the 2012 Annual Conference! You will notice some changes this year, most notably the elimination of the pre-conference workshop and concurrent sessions so you won't have to miss a thing. Our goal in designing this year's agenda was to find topics of interest across the broad spectrum of wine-making. For example, top marketing expert **Paul Wagner** will present sessions on industry trends, branding, and public relations that incorporate grape growers' concerns. **Tim Hanni, MW** will share his research findings with us on what people really want to drink and how grape growers and winemakers can tap into this market.

It is our hope that this new conference design will allow for more time to network with your fellow growers, winemakers, and tradeshow vendors.
Cheers!

Bruce Morgenstern
President

Joe Taylor
Vice President & Conference Chair

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THURSDAY, FEBRUARY 2, 2012

8:00 a.m. – 4:00 p.m.

Conference Registration

10:00 a.m. – 11:00 a.m.

Something New Is Happening Here

You can't be successful by aiming at where the market was last year, or ten years ago. You need to understand where it is going, and where it will be five years from today. This presentation will give a quick analysis of what's happening in the US market, and what you need to do to be prepared for the future. It's a road map for your winery's success five years from now.

Speaker: Paul Wagner

11:00 a.m. - 12:00 p.m.

Who Am I, and Why Am I Here?

Most wineries really struggle with this key question: What makes you so different? In this concise presentation, Paul Wagner will explain the concepts behind strategic marketing and give you a simple step by step process to help you develop your branding strategy. You will come out of this session with a clear work plan...and the enthusiasm to get it done!

Speaker: Paul Wagner

12:00 p.m. – 1:30 p.m.

Tuscany Lunch Buffet

Caesar Salad, Antipasto, Vegetable Lasagna, Chicken Piccata, Cheese-Filled Tortellini, Marinara and Garlic Cream Sauces, Italian Herb-Buttered Broccoli, Garlic Bread Sticks, and Tiramisu for dessert!

12:00 p.m. – 5:00 p.m.

Tradeshow Open

1:30 p.m. – 2:30 p.m.

Bang For Your Buck Marketing and Public Relations

Growing good grapes and/or making good wines isn't enough these days. You also have to know how to sell those for a profit. This session will give you everything you need to create a cost and time effective approach to getting the word out to your market, and the people who can really make a difference in your success.

Speaker: Paul Wagner

2:30 p.m.- 4:30 p.m.

The Great Divide: What growers and producers need to understand about wine consumer preferences vs. wine experts' opinions

A look at new research about wine consumers that can completely turn the tables on what we think about wine consumers. This program will delve into new opportunities to tap into a huge, disenfranchised market segment and provides guidance for growers and producers to rethink conventional wisdoms and their role in crafting higher value wines for an eagerly waiting audience of buyers. Learn how to "envision" the total available market, create consumer personas to target your products and create meaningful panels to assess wines from vineyard specifications to final flavor profile you need to hit a home run with your wines. Tim Hanni MW is largely responsible for instigating the current explosion in Moscato sales leading the product development project that resulted in current sales exceeding 3,000,000 for one of his clients! Learn what you need to know about how the wine industry has completely suppressed sales and the enormous opportunities that can be leveraged in today's wine market.

Speaker: Tim Hanni MW

5:00 p.m. – 7:00 p.m.

Illinois Wine and Food Pairing Lincoln Land Community College

FRIDAY, FEBRUARY 3, 2012

- 7:00 a.m. – 5:00 p.m. **Tradeshow Open**
- 7:00 a.m. – 8:30 a.m. **Home-style Breakfast Buffet with the Vendors in Tradeshow**
Sliced Seasonal Fruit, Breakfast Pastries, Individual Cereals and Milk, Scrambled Eggs, French toast with Warm Maple Syrup, Crisp Bacon Strips and Sausage Links, Sautéed Breakfast Potatoes, Biscuits and Sausage Gravy, Chilled Fruit Juices, Colombian Roasted Regular and Decaffeinated Coffee, and a selection of Herbal Teas.
- 8:00 a.m. – 4:00 p.m. **Conference Registration**
- 8:30 a.m. – 10:15 a.m. **Phenotypes and How People Perceive Wine Sweetness**
Speaker: Tim Hanni MW, CWE
- 10:15 a.m. – 10:45 a.m. **Morning Break in Tradeshow**
- 10:45 a.m. – 12:00 p.m. **When the Government Comes Knocking:
Being prepared for visits by regulatory agencies.**
Panel Discussion: Bruce Morgenstern, Gregg Kane, and Jim Ewers
Moderator: Joe Taylor
- 12:00 p.m. – 1:30 p.m. **Capital City Lunch Buffet in the Tradeshow**
Tossed Salad, Potato Salad, Fruit Salad, Assorted Rolls, Beef Bourguignonne in Puff Pastry, Freshly Steamed Vegetables with Penne Pasta and Alfredo Sauce, Green Beans, Au Gratin Potatoes, Warm Seasonal Cobbler and an assortment of Cakes and Pies.
- 1:30 p.m. – 2:15 p.m. **Oxygen and Wine Blending**
Speaker: Bradley Beam
- 2:15 p.m. – 3:00 p.m. **Effective Sulfur Dioxide Use**
Evaluate SO₂ with the Ripper method on a wine that has been in bottle for 6 months. If you are surprised by the results, then come to this presentation.
Speaker: Paul Gospodarczyk, Certified Sommelier
- 3:00 p.m. – 3:30 p.m. **Afternoon Break in Tradeshow**
- 3:30 p.m. – 5:00 p.m. **Terroir Tasting: Frontenac, Chambourcin, and Seyval Blanc**
Speaker: Bradley Beam
- 5:30 p.m. – 6:30 p.m. **Annual Membership Meeting**
Please join us for the annual business meeting of the association with updates from regional chairs and actions of the IGGVA Board of Directors.
- 7:00 p.m. – 10:00 p.m. **Wine, Pizza, and Trivia Night**
Don't miss this popular addition to the Illinois Wine Conference! Pizza, soda, and light snacks will be provided. Feel free to bring a bottle of wine to share at your table. Prizes will be given.

Watch Your Mailboxes!

IGGVA, in cooperation with the USDA's National Agriculture Statistics Service, will be conducting a state-wide survey of vineyards and wineries beginning January 2012. The purpose of this survey is to assess the current state of the Illinois grape and wine industry and to look at the progress that has been made since the previous one in 2007. Thank you in advance for your assistance.

SATURDAY, FEBRUARY 4, 2012

- 7:00 a.m. – 5:00 p.m. **Tradeshow Open**
- 6:30 a.m. – 8:00 a.m. **Home-style Breakfast Buffet in the Tradeshow**
Sliced Seasonal Fruit, Breakfast Pastries, Individual Cereals and Milk, Scrambled Eggs, French toast with Warm Maple Syrup, Crisp Bacon Strips and Sausage Links, Sautéed Breakfast Potatoes, Biscuits and Sausage Gravy, Chilled Fruit Juices, Colombian Roasted Regular and Decaffeinated Coffee, and a selection of Herbal Teas.
Grower Panel/Open Microphone Discussion on Grower Issues and Problems with Vine Balance Management
Speakers: Fritz Westover, Bill Shoemaker, Elizabeth Wahle and Brad Taylor
- 8:00 a.m. – 4:00 p.m. **Conference Registration**
- 8:00 a.m. – 8:50 a.m. **Managing Emerging Vineyard Insect Threats: Brown Marmorated Stink Bug and Grape Berry Moth**
Speaker: Rick Weinzierl, Ph.D.
- 9:00 a.m. – 9:50 a.m. **Profiting From Vine Balance Management:**
Part I: Financial And Physiological Consequences of Managing.... Or Not Managing Vine Balance
Speaker: Fritz Westover
- 9:50 a.m. – 10:20 a.m. **Morning Break in Tradeshow**
- 10:20 a.m. – 11:00 a.m. **Profiting From Vine Balance Management:**
Part II: Efficient/Practical Methods to Achieve Vine Balance
Speaker: Fritz Westover
- 11:00 a.m. – 11:45 a.m. **Vineyard Implications of New Phenoxy Herbicide Formulations and Uses**
Speaker: Representatives from Dow/BASF
- 11:45 a.m. – 1:15 p.m. **New York Deli Lunch Buffet in the Tradeshow**
Corned Beef, Turkey, Roast Beef, Ham, Salami, Tuna Salad, Provolone Cheese, Swiss Cheese, Red Onion, Tomato, Kosher Pickles, Stone Grain Mustard, and Creamy Horseradish, Hoagie Roll, Whole Wheat Bread, Marble Rye Bread, Potato Salad, Cole Slaw, and Cheesecake with Toppings, Brownies, and Cookies for dessert!
- 1:15 p.m. – 2:15 p.m. **Review of Variety Options for Illinois Growers:**
In Northern Illinois by.....Bill Shoemaker
In Southern Illinois by.....Brad Taylor
- 2:15 p.m. – 2:45 pm. **Training System, Clone, Nitrogen and Crop Level For Balance in Cabernet Franc Vines**
Speaker: Alexandra Ray
- 2:45 p.m. – 3:15 p.m. **Drip line Cover Crops under Norton Vines**
Speaker: Dan Becker
- 3:15 p.m. – 4:00 p.m. **Afternoon Break in the Tradeshow**
- 4:00 p.m. – 4:15 p.m. **Drip line Cover Crops Under Traminette Vines in Central Illinois**
Speaker: Brad Taylor
- 4:15 p.m. – 5:00 p.m. **Vineyard Fertility Management**
Speaker: Elizabeth Wahle
- 6:00 p.m. – 11:00 p.m. **Wine Reception and Annual Banquet**
Join us Saturday evening for award-winning Illinois wines and a four-course gourmet dinner. The evening will also recognize special individuals who have made major accomplishments in promoting the Illinois grape and wine industry. An auction of Illinois wine and vineyard items will follow.

Speakers

MARKETING & ENOLOGY



Paul Wagner studied education at U. C. Santa Cruz and classical guitar and public performance at the Royal Conservatory of Music in Seville, Spain. After several positions in Public Relations and Marketing in the wine industry in Napa Valley, Mr. Wagner formed Balzac Communications & Marketing on April 1, 1991. Clients include a broad range of national and international companies and organizations, with primary focus in the food and beverage industries. Current clients include Diageo Chateau & Estate Wines, the Union des Grands Crus de Bordeaux, Trincherro Family Estates, Vinitaly/Veronafiere, DO Navarra, and a host of other wine and food specialists from around the world. He is an instructor for Napa Valley College's Viticulture and Enology department and the Culinary Institute of America, and is a guest lecturer for numerous universities. He has lectured throughout the world on communications, public affairs, wine and wine marketing. With Liz Thach and Janeen Olsen, he authored a book: *Wine Marketing & Sales, Strategies for a Saturated Market* by The Wine Appreciation Guild, which won the Gourmand International Award in 2008 for the best wine book of the year for professionals.



Tim Hanni MW – Master of Wine, Certified Wine Educator, Wine Industry Faculty, Sonoma State University, is an internationally renowned 'flavor maven.' A professionally-trained chef, he is one of the first two resident Americans to successfully complete the examination and earn the title Master of Wine. He is a Certified Wine Educator accredited by the Society of Wine Educators. He has been involved with wine- and food-related businesses, education and research for over thirty-five years. Hanni has a unique perspective on food and wine, providing a modern and innovative approach to the subject. His techniques for creating easy to use wine lists and retail wine programs are combined with tried and tested culinary philosophies on "balancing" food and wine flavors. These techniques are employed by thousands of restaurants and hotel outlets around the world and have provided the foundation for Napa Seasoning Company's unique new product Vignon™, the first Flavor Balancing Seasoning designed to simplify food preparation. Hanni is recognized for introducing the concept of the "umami" taste phenomenon to the wine and food community. He has lectured in over 27 countries around the world on the topics of flavor balancing, sensory sciences, wine and culinary history.



Paul Gospodarczyk, Certified Sommelier, has a degree in Fruit Science and Enology and has worked in diverse winery capacities including being the consulting winemaker for 3 start-up operations. In 2006 Gospodarczyk became the Enology/Wine Service Professor with a culinary school at a college in Iowa where he designed and implemented 2 certificate programs. Gospodarczyk is an active wine judge at many regional and international wine competitions including INDY International. In 2007 he founded the Mid-American Wine Competition (MAWC) with Bob Foster, veteran California judge/director, and Doug Frost, M.S. and M.W. The MAWC is one of the first competitions in the U.S. to evaluate wine in the context which it is consumed—with food.



Bradley Beam has been active in the Midwest grape and wine industry since 1998. Beam currently serves the IGGVA by conducting workshops, organizing the enology topics for the annual conference, and running the Illinois State Fair Wine Competition. He also teaches wine courses for area community colleges and makes wine commercially in central Illinois.

VITICULTURE



Bradley Taylor, Ph.D., is Viticulture Research Specialist in the Department of Plant, Soil and Agricultural Systems at Southern Illinois University. He has conducted research with a wide range of horticultural food crops including grapes, apples, peaches, plums, sweet potatoes and alternative vegetables. He currently has about 15 individual viticulture research projects underway investigating cultural methods to improve the quality and efficiency of vineyard production.



Rick Weinzierl, Ph.D., is currently a professor and extension entomologist at the University of Illinois at Urbana-Champaign. Dr. Weinzierl conducts extension educational programs and applied research addressing integrated pest management in vegetable and fruit production. He is the editor and a contributing writer for the Illinois Fruit and Vegetable News and Program Chair for the Illinois Specialty Crops and Agritourism Conference.



Fritz Westover has a B.S. in horticulture and an M.S. in plant pathology from Penn State University. Fritz has worked internationally as an assistant winemaker for the 2004 harvest at Caiarossa Vineyards and Winery in Pisa, Italy. From 2005 to 2007, Fritz served as Virginia Tech's Viticulture Research-Extension Associate. He is currently working with the Texas AgriLife Extension Service (Texas A&M) as Viticulture Program Specialist. In addition to his duties as viticulture advisor for the Texas Gulf Coast region, Fritz supervises three Extension Program Specialists as part of a state-wide team effort to provide educational programs and hands-on viticulture workshops for the Texas wine industry.



Bill Shoemaker's research and outreach programs in fruit and vegetable production have been based in northern Illinois for more than twenty years, primarily around the Chicago metropolitan area, where he serves as Superintendent of the St Charles Horticulture Research Center. Bill conducts work in grapes, breeding them, evaluating cultivars for winter hardiness and investigating IPM and training systems for optimizing wine grape productivity and quality. He is IGGVA's Northern Region Viticulture Specialist.



Elizabeth Wahle provides leadership in food crop horticulture research and University of Illinois Extension programs in southern and central Illinois with an emphasis on commercial fruit and vegetable production. She has a Ph.D. in horticulture from University of Illinois. Wahle is the state coordinator for the cider and hard cider contests sponsored by the Illinois State Horticulture Society. She is program chair for the Southern and Southwest Illinois Commercial Tree Fruit Growers Schools and the Southern Illinois Commercial Vegetable Growers School.

VENDOR SPEAKER



Rachel Cristaudo is currently the Illinois Program Coordinator for the Viticulture and Enology Science and Technology Alliance at Rend Lake College in Ina, Illinois. VESTA is a multi-state, multi-college alliance funded by the National Science Foundation that provides professional education, mentoring and technical service through degrees, certifications, field work and courses in the sciences of viticulture and enology with a specific focus on the Midwest. VESTA offers courses through the convenience of on-line, distance learning at the economical value of a community college tuition rate. Rachel Cristaudo was formerly the Administrative Assistant and Coordinator for the Shawnee Hills Wine Trail Association and Manager of Pomona Winery.