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2012

REGISTRATION & PROGRAM GUIDE



Sacramento Convention Center Sacramento, California
January 24-26, 2012 EXHIBITS: January 25 & 26 www.unifiedsymposium.org

2012

UNIFIED WINE & GRAPE SYMPOSIUM

Meeting the Needs of the Industry

Since the American Society for Enology and Viticulture (ASEV) and the California Association of Winegrape Growers (CAWG) joined forces to create the Unified Wine & Grape Symposium 18 years ago, it has become the largest wine and grape show in the nation.

And while we are proud of Unified Symposium's success, it is the show's established reputation for providing outstanding current news and technical information that we find most rewarding. As one of the industry's premier gatherings, the Unified Symposium presents a vital platform to focus on the issues shaping our industry today, while interfacing the topics and trends shaping the future of grapegrowing and winemaking.

A PROVEN FORMAT

By combining a trade show with a broad spectrum of sessions, the Unified Symposium provides attendees direct access to all the latest information — from leveraging supply and demand in the global market to managing vineyards and winemaking impacted by challenging weather conditions. Unified also provides an excellent forum for active networking with our industry's suppliers. Winemakers and grapegrowers have a chance not only to renew and make new friendships but also to actively discuss and debate information and ideas that directly influence their work and success.

REPRESENTING THE ENTIRE INDUSTRY

The Unified Wine & Grape Symposium organizers have a long and distinguished history of providing vintners and growers with the information they need to remain competitive.

Jointly presented by ASEV and CAWG, the conference represents the collective experience, knowledge and background of the entire industry. We collaborate with a diverse committee of industry and academic professionals to bring you a program with timely topics and a diverse slate of speakers.

IDEAL LOCATION

The Unified Wine & Grape Symposium is held at the Sacramento Convention Center, 1400 J Street, Sacramento, California. Located in the heart of downtown Sacramento, the convention center is close to fine restaurants, hotels, museums, the capitol building and great shopping centers. The Sacramento International Airport is only 20 minutes away from the convention center and many of our contracted hotels.

DAILY SCHEDULE

as of 12/16/2011

All sessions and other events will be held at the Sacramento Convention Center (SCC) and the Hyatt Regency unless noted otherwise. Speakers are listed in alphabetical order.

Refer to the online Daily Schedule at www.unifiedsymposium.org for the most current program information.

Monday, January 23

1:00 pm – 5:00 pm Registration

Tuesday, January 24

7:30 am – 4:30 pm Registration
8:00 am – 5:00 pm Press Room
8:00 am – 5:00 pm Speaker Ready Room
4:30 pm – 9:00 pm CAWG Annual Meeting and Awards of Excellence Reception
Sheraton Ballroom

GENERAL SESSION

9:00 am – noon Quality Grapes and Wine in a Challenging Climate

BREAKOUT SESSIONS

Grapegrowing

1:30 pm – 3:00 pm Managing Your Vineyards under Adverse Weather Conditions

Winemaking

1:30 pm – 3:00 pm Winemaking in the Presence of Unusual Grape Maturity

Marketing/Public Relations

1:30 pm – 3:30 pm How to Successfully Market Each Vintage, Despite the Weather

Business/Operations

1:30 pm – 3:00 pm How to Navigate through the Complicated World of Grape Contracts
3:10 pm – 4:10 pm Operational Side: Winery and Grape Grower Case Studies

Joint Grapegrowing/Winemaking

3:40 pm – 4:40 pm How to Establish Parameters to Determine Acceptable Fruit

Wednesday, January 25

7:30 am – 5:00 pm Registration
8:00 am – 5:00 pm Press Room
8:00 am – 5:00 pm Speaker Ready Room
9:00 am – 6:00 pm Exhibits Open
4:00 pm – 6:00 pm Regional Wine Tasting

GENERAL SESSION

8:30 am – 11:00 am State of the Industry

BREAKOUT SESSIONS

Joint Marketing/Public Relations & Business/Operations

2:00 pm – 3:00 pm Leveraging the Supply Side of the Global Wine Market
3:10 pm – 4:10 pm Leveraging the Demand Side of the Global Market

Joint Grapegrowing/Winemaking

2:00 pm – 4:00 pm Productive Ways to Talk About Quality

Thursday, January 26

8:00 am – 4:00 pm Registration
8:00 am – 4:00 pm Press Room
8:00 am – 4:00 pm Speaker Ready Room
9:00 am – 4:00 pm Exhibits Open
11:30 am – 1:00 pm Hosted Buffet Luncheon

GENERAL SESSION

9:00 am – 11:00 am Creating a Successful Branding Tool Box—Brands that Sell

SPANISH SESSIONS TRACK

9:00 am – 10:30 am Descriptive Viticulture for Cabernet Sauvignon and Pinot noir
9:00 am – 10:30 am Winemaking Practices II: Red Fermentation
10:40 am – noon Sensory Analysis for Cabernet Sauvignon and Pinot noir

BREAKOUT SESSIONS

Joint Grapegrowing/Winemaking

2:00 pm – 4:00 pm Sweet Wines – Tasting & Discussion

Joint Marketing/Public Relations & Business/Operations

2:00 pm – 4:00 pm Sustainable Certification: Does Certification Make Sense for You?

as of 12/16/2011

Speakers are listed in alphabetical order.

Tuesday, January 24

GENERAL SESSION

9:00 am – noon

Welcome and Introductions

John Aguirre, *President, California Association of Winegrape Growers (CAWG)*

Quality Grapes and Wine in a Challenging Climate

Unpredictable weather seems to be the new norm for winegrape growers and winemakers. La Niña in the Western United States, stormy, wet weather in the East and drought in the South make for tough situations. This session will offer guidance and insight into planning for challenging weather patterns and adapting winemaking and viticulture practices to produce the best possible product. We'll also explore how best to communicate to your marketplace that good wines can come out of the most challenging vintages.

Moderator:

Hans Walter-Peterson, *Cornell Cooperative Extension, New York*

Speakers:

Dick Boushey, *Boushey Vineyard, Washington*

Francesca Schuler, *BevMo, California*

Richard Snyder, *University of California, Davis*

Derek Wilber, *Swedish Hill, New York*

Wayne Wilcox, *Cornell University, New York*

BREAKOUT SESSIONS

GRAPEGROWING

1:30 pm – 3:00 pm

Managing Your Vineyards under Adverse Weather Conditions

This session will address how to protect your vineyard under a challenging climate. Growers need to be able to respond quickly to weather events to protect their crops and produce quality fruit for their winery buyers.

Moderator:

Hans Walter-Peterson, *Cornell Cooperative Extension, New York*

Speakers:

Brian Anthony, *Wente Vineyards, California*

Dana Merrill, *Mesa Vineyard Management, California*

Ken Musso, *Due Vigne di Famiglia & Grower, California*

WINEMAKING

1:30 pm – 3:00 pm

Winemaking in the Presence of Unusual Grape Maturity

This session will address challenges and resulting practices in fermentation and the use of processing treatments (technology) when making wine with immature and overripe grapes. Each winemaker will provide a brief overview of their experience followed by a 30-minute panel discussion with the audience based on Q&A.

Moderator:

John Thorngate, *Constellation Wines US, California*

Speakers:

To be confirmed

MARKETING/PUBLIC RELATIONS

1:30 pm – 3:30 pm

How to Successfully Market Each Vintage, Despite the Weather

Growers and winemakers are committed to make good wine in every vintage. Adverse weather reports and challenging crop conditions can negatively impact how the quality of wine from a vintage is perceived by trade professionals, media and consumers. In this session, you will learn how to best characterize or market a vintage to avoid the pitfalls of preconceptions.

Moderator:

Blake Gray, *The Gray Report, California*

Speakers:

Mark Chandler, *Lodi Winegrape Commission, California*

Stacie Jacob, *Solterra Strategies LLC, California*

Cameron Wilson, *BevMo, California*

Tuesday, January 24 – CONTINUED

BUSINESS/OPERATIONS

1:30 pm – 3:00 pm

How to Navigate through the Complicated World of Grape Contracts

Take a deeper look into the financial risk and loss for grapegrowers as well as wineries and other buyers in a year when you are dealing with rain, late harvest, rot, and other issues versus a normal year.

Moderator:

Representative TBA, *Allied Grape Growers, California*

Speakers:

Jay Behmke, *Carle, Mackie, Power & Ross LLP, California*

Brian Clements, *Turrentine Brokerage, California*

3:10 pm - 4:10 pm

Operational Side: Winery and Grapegrower Case Studies

This session will provide an opportunity to hear firsthand from growers and buyers about their experiences with contract issues.

Moderator:

Brad Goehring, *Goehring Vineyards Inc, California*

Speakers:

Rachel Ashley, *Treasury Wine Estates, California*

Craig Ledbetter, *Vino Farms, California*

Glenn Proctor, *The Ciatti Company, California*

Steve Smit, *Constellation Wines US, California*

JOINT GRAPEGROWING/WINEMAKING

3:40 pm – 4:40 pm

How to Establish Parameters to Determine Acceptable Fruit

This session will address how wineries can make the best possible wine when facing issues such as damaged or diseased fruit. The ever changing weather patterns have become a consistent theme.

Moderator:

To be confirmed

Speakers:

John Martini, *Anthony Road Wine, New York*

Wayne Wilcox, *Cornell University, New York*

Wednesday, January 25

GENERAL SESSION

8:30 am – 11:00 am

Session sponsored in part by:

WINE BUSINESS MONTHLY

Welcome

Sara Spayd, *President, American Society for Enology and Viticulture (ASEV)*

State of the Industry

The State of the Industry session will provide a comprehensive look at every aspect of the wine industry, from what's being planted to what is selling. This 2½ hour session features highly regarded speakers and will offer incredible value for attendees who need to understand the market dynamics of the past year and are seeking insight into the market trends that will define the year ahead.

Moderator:

Mike Veseth, *The Wine Economist Blog/Puget Sound University, Washington*

Speakers:

Nat DiBuduo, *Allied Grape Growers, California*

Steve Fredricks, *Turrentine Brokerage, California*

Jon Fredrikson, *Gomberg, Fredrikson & Associates, California*

Jeff Nowicki, *Bump Williams Consulting, Texas*

BREAKOUT SESSIONS

JOINT MARKETING/PUBLIC RELATIONS & BUSINESS/OPERATIONS

2:00 pm – 3:00 pm

Leveraging the Supply Side of the Global Wine Market

This session will focus on supply to Brazil, Russia, India and China (BRIC) as well as to Chile and Argentina.

Moderator:

Mike Veseth, *The Wine Economist Blog/Puget Sound University, Washington*

Speakers:

Steve Dorfman, *The Ciatti Company, California*

Liz Thach, *Sonoma State University, California*

3:10 pm – 4:10 pm

Leveraging the Demand Side of the Global Market

The current demand from China as a key player in the Asian Market is primary in driving business decisions and marketing strategies.

Moderator:

To be confirmed

Speakers:

Dannie Chiu, *Hong Kong Trade Development Council, California*

Jeff Nowicki, *Bump Williams Consulting, Texas*

Wednesday, January 25 – CONTINUED

JOINT GRAPEGROWING/WINEMAKING

2:00 pm – 4:00 pm

Productive Ways to Talk About Quality

A symbiotic relationship between the grower and the winemaker is essential to establish mutual understanding and common goals in defining quality.

Moderator:

Lise Asimont, *Francis Ford Coppola Presents, California*

Speakers:

Corey Beck, *Francis Ford Coppola Presents, California*

Cameron Lyeth, *Beckstoffer Vineyards, California*

Scott McLeod, *Safe Harbor Wine Storage, California*

Thursday, January 26

GENERAL SESSION

9:00 am – 11:00 am

Welcome and Introductions

Nick Frey, *Chair, UW&GS Program Development Committee*

Creating a Successful Branding Tool Box—Brands that Sell

There's nothing simple about developing a successful brand. Branding and brand management are complex and nuanced and span from bin to bottle (or soil to shelf). This session will explore the many different topics vineyard and winery owners need to know and understand to successfully develop and market their brand. If you are looking for that extra edge to distinguish yourself in the marketplace, then you want to attend this session featuring experts who have developed and managed well-known, successful brands.

Moderator:

Neil Stevenson, *IDEO, California*

Speakers:

Dave Mering, *MeringCarson, California*

Joe Whitney, *Sierra Nevada Brewing Co., California*

SPANISH SESSIONS TRACK

This two-session track is either a winemaking OR a viticulture session (9:00 am – 10:30 am) AND the joint session (10:40 am – noon). A certificate of completion will be mailed after the conference. You must complete two of the three sessions to qualify for the certificate.

GRAPEGROWING

9:00 am – 10:30 am

Descriptive Viticulture for Cabernet Sauvignon and Pinot noir

This session will start with a description of these two varieties, including the different clones. A wide description of viticulture practices will be presented, including canopy, pruning, irrigation and susceptibility to illnesses.

Viticultura descriptiva para Cabernet Sauvignon y Pinot noir

Esta sesión empezara con la descripción estas dos variedades, incluyendo los diferentes clones. Una amplia descripción de las prácticas vitícolas será presentada: canopia, poda, irrigación, susceptibilidad a enfermedades, y otros problemas.

Moderator:

Francisco Araujo, *Aruit Consulting, California*

Speakers:

Cecilia Aguero, *University of California, Davis*

Enrique Herrero, *Rubicon Estate, California*

WINEMAKING

9:00 am – 10:30 am

Winemaking Practices II: Red Fermentation

Red wine is one of the most critical processes in winemaking to produce high-quality wines. This session will explain the different steps in red fermentation such as cold soak, pump over, extended maceration, with the focus on two varieties: Pinot noir and Cabernet Sauvignon.

Prácticas Enológicas II: Fermentación de vino tinto

La fermentación de vino tinto es uno de los procesos más críticos en enología para producir vinos de alta calidad. Esta sesión explicará los diferentes pasos en la fermentación de vino tinto como la maceración en frío, el remontaje, la maceración extendida; con enfoque en dos variedades: Pinot noir y Cabernet Sauvignon.

Moderator:

Leticia Chacón-Rodríguez, *Treasury Wine Estates, California*

Speakers:

Adolfo Alarcon, *Murphy Family Vineyard, California*

Scott McLeod, *Safe Harbor Wine Storage, California*

Thursday, January 26 – CONTINUED

JOINT GRAPEGROWING/WINEMAKING SESSION

10:40 am – noon

Sensory Analysis for Cabernet Sauvignon and Pinot noir

A brief introduction to sensory analysis of wines will be provided, followed by the tasting of these two varieties (from different regions). This session will conclude highlighting the organoleptic differences for these two varieties and how to expand this knowledge to others.

Análisis Sensorial de Cabernet Sauvignon y Pinot noir

Se dará una breve introducción sobre análisis sensorial de vinos, seguida por la cata de estas dos variedades (de regiones distintas). Esta sesión concluirá señalando las diferencias organolépticas de estas dos variedades y como expandir este conocimiento a otras.

Moderator:

Humberto Berlanga, *Ascentia Wine Estates, California*

Speakers:

Cristina de la Presa Owens, *Treasury Wine Estates, California*

Art Villareal, *Gary Farrell Winery, California*

Alejandro Wainer, *Constellation Wines US, California*

BREAKOUT SESSIONS

JOINT GRAPEGROWING/WINEMAKING

2:00 pm – 4:00 pm

Sweet Wines – Tasting & Discussion

Muscat and Sweet Reds; taste what people are talking about!

Moderator:

To be confirmed

Speakers:

Calvin Dennison, *E&J Gallo Winery, California*

David Rosenthal, *Chateau Ste. Michelle, Washington*

Tom Smallhorn, *Treasury Wine Estates, California*

Cameron Wilson, *BevMo, California*

JOINT MARKETING/PUBLIC RELATIONS & BUSINESS/ OPERATIONS

2:00 pm – 4:00 pm

Sustainable Certification: Does Certification Make Sense for You?

Sustainability is front and center in many business circles and an increasing number of wineries and growers have been certified as sustainable. But, why? What is sustainability and what are the benefits and costs of certification? This session will address these pressing questions and the long-term benefits in becoming certified.

Moderator:

Allison Jordan, *The Wine Institute/California Sustainable Winegrowing Alliance, California*

Speakers:

Michael Honig, *Honig Vineyard & Winery, California*

Additional speakers to be confirmed

2 Ways to Pre-Register

1. ONLINE

www.unifiedsymposium.org

2. TELEPHONE

(800) 550-1496 (within USA) or
(650) 416-2486 6:00 am to 5:00 pm (PST),
Monday through Friday

PRE-REGISTRATION DEADLINE

January 17, 2012

3-Day and 1-Day registration fees will be \$200 higher and exhibits only registration fees will be \$30 higher after this date, including on-site in Sacramento.

Exhibitor Information

Visit www.unifiedsymposium.org and select Trade Show from the menu on the right to view the floor plan or search for exhibitors by company name or product.

Parking

NEW PARKING LOCATION!

Downtown Plaza West Garage — \$5 per car/day
(Tuesday, January 24 through Thursday, January 26)

The Downtown Plaza West Garage at 3rd and L streets is our new designated event parking location and it's only 10 blocks from the Sacramento Convention Center. We will continue to offer free shuttle buses that run to and from this parking garage and the convention center on Wednesday and Thursday only.

Visit our website for additional parking garages/lots.

Registration Rates

PRE-REGISTRATION ENDS JAN 17, 2012	THROUGH JAN 17	AFTER JAN 17
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3-Day Registration

(includes Tuesday–Thursday sessions and Wednesday & Thursday exhibits)

ASEV/CAWG Member	\$299	\$499
ASEV Industrial Affiliate	\$299	\$499
ASEV Student Member	\$50	\$250
Non-member	\$487	\$687

1-Day Registration

(includes your choice of Tuesday sessions & Wednesday exhibits, Wednesday sessions & Wednesday Exhibits, or Thursday sessions and Thursday exhibits) Note: Registration for Thursday includes the Spanish Sessions Track

ASEV/CAWG Member	\$177	\$377
ASEV Industrial Affiliate	\$177	\$377
Non-member	\$228	\$428

Exhibits Only

(Wednesday and Thursday)

Note: 3-Day or 1-Day registration is not required

Member/Non-member	\$30	\$60
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Spanish Sessions Track Only

(includes Wednesday & Thursday exhibits)

Note: 3-Day or 1-Day registration is not required

Member/Non-member	\$55	\$55
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Thank You Sponsors!

Wednesday General Session Coffee Break

Suisun Valley Vintners & Growers Association

Wednesday General Session

Wine Business Monthly

Regional Wine Tasting

Farm Credit Alliance
WineTable.com
Zepponi & Company

Silver

Bank of the West
Rabobank, NA

Benefactor

Jim's Supply Company Inc
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Sponsors as of 12/13/11

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