Proceedings of the
2009 Ohio Grape
and Wine Conference
February 16-17, 2009

Arden Shisler Conference Center
Ohio Agricultural Research and Development Center
Wooster, OH

Jointly organized by:
OSU Viticulture and Enology Program
Ohio Grape Industries Committee
Ohio Wine Producers Association
This page intentionally blank.
Proceedings of the
Ohio Grape & Wine Conference

February 16-17, 2009

Shisler Conference Center
Ohio Agricultural Research and Development Center
Wooster, OH

Editors:
Imed Dami and Todd Steiner

Preparation and Layout:
David Scurlock and T. Ji

Conference organized by:
OSU Viticulture and Enology Program
Ohio Grape Industries Committee
Ohio Wine Producers Association
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to the 2009 Ohio Grape and Wine Conference</td>
<td>4</td>
</tr>
<tr>
<td>Conference Sponsors</td>
<td>5</td>
</tr>
<tr>
<td>Conference Program</td>
<td>6</td>
</tr>
<tr>
<td>About Our Featured Speakers</td>
<td>8</td>
</tr>
<tr>
<td>Training Systems as a Tool for Vigor Management and Increased Productivity</td>
<td>11</td>
</tr>
<tr>
<td><em>Tony Wolf</em></td>
<td></td>
</tr>
<tr>
<td>Essential Parameters in The Production of Premium Pinot Noir at Vision Cellars</td>
<td>12</td>
</tr>
<tr>
<td><em>Mae McDonald</em></td>
<td></td>
</tr>
<tr>
<td>Critical Control Points in Premium Winemaking</td>
<td>13</td>
</tr>
<tr>
<td><em>Ellie Butz</em></td>
<td></td>
</tr>
<tr>
<td>Vineyard Site and Variety Selection</td>
<td>14</td>
</tr>
<tr>
<td><em>Tony Wolf</em></td>
<td></td>
</tr>
<tr>
<td>Vineyard Establishment</td>
<td>15</td>
</tr>
<tr>
<td><em>Mark Chien</em></td>
<td></td>
</tr>
<tr>
<td>Care for Young Vines</td>
<td>16</td>
</tr>
<tr>
<td><em>Maurus Brown</em></td>
<td></td>
</tr>
<tr>
<td>The Benefits of Liquid Nitrogen Dosing at the Bottling Line</td>
<td>17</td>
</tr>
<tr>
<td><em>Lee Cotten</em></td>
<td></td>
</tr>
<tr>
<td>It's All About the People, That's the Good Part...It's All About the People, That's the Bad Part</td>
<td>18</td>
</tr>
<tr>
<td><em>Rick Segel</em></td>
<td></td>
</tr>
<tr>
<td>The Art of Differentiating and Standing Out in a Crowded Marketplace</td>
<td>19</td>
</tr>
<tr>
<td><em>Rick Segel</em></td>
<td></td>
</tr>
<tr>
<td>Winemaking Challenges and Opportunities in a Changing Environment</td>
<td>20</td>
</tr>
<tr>
<td><em>Christian Butzke</em></td>
<td></td>
</tr>
<tr>
<td>Winery and Grape Grower Relations: How To Make The Marriage Work</td>
<td>21</td>
</tr>
<tr>
<td><em>Mark Chien</em></td>
<td></td>
</tr>
<tr>
<td>Succession and Estate Planning – ensuring the future of your business</td>
<td>22</td>
</tr>
<tr>
<td><em>David Marrison</em></td>
<td></td>
</tr>
</tbody>
</table>
Do Cropload and Harvest Date Affect Vidal Performance for Ice Wine Production? – A Research Update

Imed Dami

Grape Disease Research Update

Mike Ellis

Grape Insect Research Update

Roger Williams

Vineyard Weed Research Update

Doug Doohan

The “White Wine” Production and Story at Vision Cellars

Mac McDonald

Basic Producers for Winery Microbiology – Even a Chemist Can Do It!

Ellie Butz

The Importance of Juice Clarification, SO₂ and Sorbate Management in the Production of Premium Table Wines

Todd Steiner

Essential Elements of Managing Fine Fermentations: Accentuate the Positive & Eliminate the Negatives

Ellie Butz

Addressing Wine Quality Through the Recognition of Wine Flaws - Tasting

Todd Steiner

List of Speakers

List of Exhibitors

List of Attendees

Notes
Welcome to the 2009 Ohio Grape and Wine Conference

We would like to welcome you to the 2009 Ohio Grape and Wine Conference. This marks the 37th annual conference making it one of the longer running conferences in the country. We have a tradition of featuring both nationally and internationally renowned experts delivering relevant up to date information in enology, viticulture and marketing. We are once again excited about the featured speakers at this year’s conference and the topics that will be covered in helping the Ohio grape and wine industry.

At last year’s conference evaluations, several attendees had just started wineries and/or vineyards and were in need of basic information on establishing these operations. As such, we have included enology and viticulture presentations for beginners. Advanced topics in enology, viticulture, and marketing will also be presented for seasoned producers. Special events will include a Monday grazing lunch with Ohio Quality Wines (OQW) served in the trade show area, the Ohio Wine Reception, and the Monday evening Grand Banquet prepared by Executive Chef Ken Bogucki matching exquisitely prepared food with OQW wines.

We would like to extend our special thanks to the Ohio Grape Industries Committee (OGIC) for their continuous support as a main sponsor of the OGWC. We are also grateful of the generosity of the OGWC exhibiting sponsors. We would also like to thank The Ohio Wine Producers Association for their partnership and organizing some social events.

It is our intension to keep improving this conference as we have in the past three years. Therefore, we welcome any suggestions and comments of this year’s conference, and we kindly ask you to fill out the evaluation form provided with the registration packet. Thank you for attending and we hope you enjoy the 2009 Ohio Grape and Wine Conference!

Sincerely,

Conference Organizing Committee:

OSU: Imed Dami, Todd Steiner, Dave Scurlock, David Marrison
OGIC: Christy Eckstein, Bruce Benedict
OWPA: Donniella Winchell
Shisler Conference Center: Tom Cole, Hannah Roscoe-Metzger
Local vineyard/winery representative: Andy Troutman
Thank you to the following sponsors for supporting the 2009 Ohio Grape & Wine Conference

Platinum Sponsor:
Ohio Grape Industries Program (OGIP)

Gold Sponsors:
Kaufman Container
Prospero Equipment Corp.

Silver Sponsors:
Double A Vineyards
Scott Laboratories Inc.
Ohio Grape and Wine Conference  
*February 16-17, 2009, Shisler Center-OARDC, Wooster*

### Monday, February 16

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m.</td>
<td>Registration and Coffee</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Welcome - Dr. Bill Randle, Chair Horticulture and Crop Science at OSU</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>Training Systems as a Tool for Vigor Management and Increased Productivity, Tony Wolf</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Essential Parameters in The Production of Premium Pinot Noir, Tasting, &quot;Mac&quot; McDonald – Vision Wine Cellars</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Critical Control Points in Premium Winemaking, Ellie Butz</td>
</tr>
<tr>
<td>Noon</td>
<td>Lunch in Trade Show – Grazing featuring OQW wines</td>
</tr>
<tr>
<td>12 – 2:00 p.m.</td>
<td>Visit Trade Show</td>
</tr>
</tbody>
</table>

#### Concurrent Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Viticulture</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 p.m.</td>
<td>*Vineyard Site and Variety Selection, Tony Wolf</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>*Vineyard Establishment, Mark Chien</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>*Care for Young Vines, Maurus Brown</td>
</tr>
<tr>
<td>4:00-5:30 p.m.</td>
<td>Ohio Wine Producers Association (OWPA) - Business Meeting</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>Ohio Wine Reception</td>
</tr>
<tr>
<td>7:30 p.m.</td>
<td>Banquet - Hall of Fame - OQW Recognition</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Enology</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 p.m.</td>
<td>New Advances and Information on Wine Closures, Dr. Christian Butzke</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>The Benefits of Liquid Nitrogen Dosing at the Bottling Line, Lee Cotten</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td>*Winery Equipment for New and Established Wineries, Dr. Christian Butzke</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>It's All About the People, That's the Good Part....It's All About the People, That's the Bad Part, Rick Segel</td>
</tr>
</tbody>
</table>

* Denotes New Winery and New Vineyard Establishment Topics
Ohio Grape and Wine Conference  
*February 16-17, 2009, Shisler Center-OARDC, Wooster*

**Tuesday, February 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>General Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td><strong>Continental Breakfast in Trade Show</strong></td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>The Art of Differentiating and Standing Out in a Crowded Marketplace, Rick Segel</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Winemaking Challenges and Opportunities in a Changing Environment, Dr. Christian Butzke</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Winery and Grape Grower Relations: How To Make The Marriage Work, Mark Chien</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Succession and Estate Planning – ensuring the future of your business, David Marrison</td>
</tr>
<tr>
<td>11:35 a.m.</td>
<td>Do Cropload and Harvest Date Affect Vidal Performance for Ice Wine Production? – A Research Update, Imed Dami</td>
</tr>
<tr>
<td>Noon</td>
<td><strong>Plated Lunch with Wines</strong></td>
</tr>
</tbody>
</table>

**Concurrent Sessions**

<table>
<thead>
<tr>
<th>Time</th>
<th>Viticulture – OSU Research Updates</th>
<th>Enology</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m.</td>
<td>Grape Disease Research Update, Mike Ellis</td>
<td>1:30 p.m.</td>
<td>A Regulatory/Compliance Update From TTB and ODLC, Jerome Cajka and Gary Jones</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Grape Insect Research Update, Roger Williams</td>
<td>2:00 p.m.</td>
<td>The &quot;White Wine&quot; Production and Story at Vision Cellars, &quot;Mac&quot; McDonald</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Vineyard Weed Research Update, Doug Doohan</td>
<td>2:30 p.m.</td>
<td>Basic Procedures for Winery Microbiology – Even a Chemist Can Do It!, Elli Butz</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td><strong>Break and Refreshments</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>*Essential Elements of Managing Fine Fermentations: Accentuate the Positive &amp; Eliminate the Negative, Ellie Butz</td>
<td>3:45 p.m.</td>
<td>*Addressing Wine Quality Through the Recognition of Wine Flaws – Tasting, Todd Steiner</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Locavore</td>
<td>4:15 p.m.</td>
<td>Locavore</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>Conference Closes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Denotes New Winery and New Vineyard Establishment Topics
About Our Featured Speakers

Ellie Butz (Harkness) began her work with the wine industry in 1979 as a microbiologist employed by Tri Bio Labs to produce the first American freeze dried malolactic bacterial culture, LeucoStart. With the encouragement of Philip Wagner, she established a wine analysis lab to support the growing eastern wine industry. From 1984 until 1992 Ellie worked with the Mississippi State University Enology and Viticulture Program. She recently retired from Purdue University after 15 years as Enology Specialist for the Indiana wine industry. During that time she also coordinated the the Indy International Wine Competition, worked 12 years on the board of directors for the American Society for Enology & Viticulture, Eastern Section serving as chairman and treasurer, co-authored the book, “Winemaking from Grape Growing to Market Place”, and has been an invited speaker at wine conferences from Nebraska to Florida, and wine judge at many competitions in the US and Europe. In 2007, Ellie and Dr. Richard Vine established Vintage Winery Consultants to help new and established wineries determine their analytical and quality control needs, assemble the equipment, and train winemakers to be proficient QC managers.

Christian Butzke is the Enology Professor for the United States’ elite food science department at Purdue University, West Lafayette, Indiana. He is President-elect of the American Society for Enology and Viticulture and a leading member of the Purdue Wine Grape Action Team, that serves the local vintners and growers and helps propel its wine industry into world-class competitiveness. He is chairman and chief judge of the Indy International, one of the largest wine competitions in the US. His engagement responsibilities include the planning and teaching of a wide variety of professional education programs as well as winery house calls to consult on emerging winemaking issues. His research program focuses on conditions that affect wine and brandy quality, and he teaches FS470 “Wine Appreciation” to over 300 students every semester. Prior to teaching at Purdue, Dr. Butzke was Director of Winemaking for Sakonnet Vineyards in coastal New England. An award winning producer of wines and one of the leading wine scientists in the US, he has been featured in the Economist, the Financial Times, Wine Spectator, Rolling Stone Magazine, Food and Wine, and many other publications. Prior to making wines professionally, he was a tenured faculty member in the world-renowned Department of Viticulture and Enology at UC Davis where he conducted his well-known research on wine shipping conditions, ethyl carbamate formation, cork taint, and wine yeast nutrition. Professor Butzke is the founder of the Joint Burgundy-California-Oregon Winemaking Symposia, and serves on the managing committee for the American wine industry's largest annual conference, the Unified Wine & Grape Symposium.

Mark Chien was born in Wilmington, Delaware and is a New Englander at heart. He received a BA in psychology from his home town school, Amherst College. While traveling and studying over three years in Europe, mainly in Germany, he became interested in wines and vines along the Rhein and Mosel rivers. In 1981 he entered the graduate program in viticulture at UC Davis. During this time he worked at the research vineyards in Napa Valley and Davis and at Amador Foothill Vineyard in Amador County. His first job was at Pindar Vineyards on the North Fork of Long Island where he eventually became vineyard manager and its first wine maker. In 1985 he migrated to the Willamette Valley of Oregon to manage a 220-acre farm with 100+ acres of wine grapes as well as Christmas trees and timber near Salem. He served on various boards in
Oregon, including the research committee of the Oregon Wine Advisory Board and the viticulture committee of the Oregon Horticulture Society. In 1999 he became the first state-wide viticulture extension educator for Penn State Cooperative Extension, based in Lancaster. He delivers a wide variety of educational materials to local and regional wine growers via meetings and workshops, the Wine Grape Network website, e-mail newsletters, and site visits. His experience is grounded in commercial viticulture, which he applies to his extension duties. As part of the wine and grape extension team at Penn State he contributes to the Grape & Barrel newsletter and other publications and services provided by its members. He has been a long time member of the national American Society for Enology and Viticulture and ASEV Eastern Section. He also serves on the board of the National Grape and Wine Initiative. Mark lives in Lancaster with his wife, Judi, and their black and white cat, Mandy.

**Mac McDonald.** Edward Lee “Mac” McDonald is the Winemaker and Owner of Vision Cellars located in Forestville, California. After a 32 year career with Pacific Gas and Electric Company, McDonald established Vision Cellars, a passionate boutique award winning winery, in 1995 and is only one of a handful of African-American owned wineries in the country. His specialty is Pinot Noir with the first release being the 1997 vintage. He continues to perfect his craft year after year. Proudly, his wines have been served at The White House during both the Clinton and Bush administrations. Vision Cellars label features African-inspired art and the wines have won numerous Gold and Double Gold Medals in wine competitions across the U. S. in addition to an award for the Best Pinot Noir in California at the California State Fair – 2006 and Critics’ Choice Award from the New York Wine Experience - 2005 and 2006. Vision Cellars is listed in the Top 30 Producers of Pinot Noir in the US. The Wines are serviced in four and five star Restaurant though-out the US and Japan. The story of Vision Cellars and Mac McDonald has been written about in numerous newspapers and magazines: Wine Spectator, Wine Advocates, Wine Enthusiast, Black Enterprise, San Diego Union Tribute, Napa Valley Register, Arizona Gourmet Living, California Wine and Pinot Report. Mr. McDonald is on the board of directors for the San Francisco Convention & Visitors Bureau and is a founding member and event coordinator for the Association of African-American Vintners (AAA V). His wife Lil is his partner/Boss in the business along with their sons, Jim and Jeff McDonald.

**Rick Segel,** CSP (Certified Speaking Professional), a seasoned retailer of 25 years, owned one of New England’s most successful independent woman’s specialty stores. He is the marketing expert for Staples.com, a contributing writer for numerous national publications, and a founding member of the Retail Advisory Council for Johnson & Wales University. Rick is the Director of Retail Training for the Retailers Association of Massachusetts. He is the creator of the Retailers Association of Massachusetts Awards of Excellence Program (RAMAEs) that has recognized over 75 of the most innovative retailers in the state. Rick is currently serving on the Boards of Directors for five corporations and associations. After authoring and developing The Retail Technology Assessment Survey and The Retail Store Assessment Survey, online assessment applications designed for small to medium sized retailers, he created The Retailer's Advantage, a membership website devoted to helping independent retailers improve their businesses. Rick holds the CSP (Certified Speaking Professional) designation from the National Speakers Association, an elite rank held by only 7% of professional speakers. Rick is a past President of the New England Speakers Association and he has been a featured speaker in 49 states, on four continents, delivering over 1900 presentations. Rick has authored nine books, two training
videos, and a six-hour audio program. *Retail Business Kit for Dummies*, published by Wiley, Inc., became the #1 selling retail how-to book in the United States in January 2002 and is now in its 2nd edition. *Laugh & Get Rich: How to Profit from Humor in any Business*, published by Specific House, has been critically acclaimed as a must read for its insightful outlook at our entertainment based society, and has been translated into Japanese, Chinese, and Korean. *The Essential Online Solution: The Five Step Formula for Small Business Success*, published by Wiley, Inc. is a primer for business owners on creating ecommerce success. He is also the author of *Rick Segel’s Retail Inventory Control Solution: Open to Thrive* and *The 5000 BEST Sale & Promotional Names & Ideas Ever Compiled*, co-author of *Retailing in the 21st Century* and most recently, he authored *WOW Them into Your Store: The Art and Science of Creating Powerful Promotions and Sensational Sales and Becoming the Vendor of Choice: The Secrets to Powerful Retail Relationships*, both published by Specific House. Rick also has much experience with the media and has appeared on TV, radio, and in many print articles. His down to earth, streets-smart approach to business makes him a crowd pleaser wherever he goes.

**Tony Wolf** is professor of viticulture with Virginia Tech, where he has been employed since 1986. His graduate education included a MS at the Pennsylvania State University and a PhD at Cornell University. Research interests include aspects of cold stress physiology, adjusting vineyard management to optimize grape and wine quality, cultivar and clone evaluations, and various aspects of grape pathology. Dr. Wolf also conducts viticulture extension programs statewide and regionally, and has participated in study travels in France, Italy, China, Australia, New Zealand and Uruguay. He has served as an Associate Editor of the American Journal of Enology and Viticulture, and the Australian Journal of Grape and Wine Research, and has served as a director, secretary, and chairman of the American Society for Enology and Viticulture’s Eastern Section. He has authored over 50 journal papers and was senior author of the Mid-Atlantic Winegrape Growers Guide (1995) and principal author and editor of the Wine Grape Production Guide for Eastern North America (2008). In addition to his viticultural responsibilities, Dr. Wolf has served as Director of Virginia Tech’s AHS Agricultural Research and Extension Center in Winchester since January 2004.
The response of Viognier, Cabernet franc, and Traminette wine grapes to three different training systems was examined over a multi-year period in northern Virginia. The training systems were vertical shoot-positioned (VSP), Smart-Dyson (SD), and Geneva Double Curtain (GD). SD and GDC are vertically- and horizontally-divided canopies, respectively. Crop yield components, grape quality, wine chemistry and vine cold hardiness were some of the dependent variables evaluated under the different training systems. Canopy division increased the crop yield per vine, but crop per unit length of cordon was actually least with GDC, and greatest with SD, while VSP was intermediate. Although GDC was typically associated with the largest crops, it also had the greatest leaf area per unit weight of crop. In no case were vines considered overcropped from the standpoint of leaf area:crop ratio, or crop:pruning weight ratios. Traminette was compared own-rooted with grafting to C-3309 rootstock; rootstock increased vine size (cane pruning weights) and crop yield. Despite the higher yields achieved with divided canopy training, fruit and wine quality attributes were generally unaffected, and in some cases, as with total glycosides and total phenols, certain quality attributes were increased by GDC training in particular. Dormant bud cold hardiness was not adversely affected by divided canopy training, while grafting to C-3309 appeared to slightly increase Traminette bud hardiness. Canopy division offers a means of accommodating high vigor potential and translating that vigor into increased crop without compromising wine quality potential.

Notes
Essential Parameters in the Production of Premium Pinot Noir at Vision Cellars

Mac McDonald
Winemaker/Owner of Vision Cellars,
Forestville, CA 95436

Focus: The crafting of Pinot Noir ~ where does it start and end?

Overview: We will briefly discuss viticulture issues such as, Dirt/soil, root stock, clones and pruning as it relates to the production of premium Pinot Noir at Vision Cellars. We will then cover essential issues in harvesting and cellar management practices that play a vital role for us in wine making. In addition, we will discuss the selection of barrels and finish with a tasting of Pinot Noir produced from different regions/counties.

Notes
Critical Control Points in Premium Winemaking

Ellie Butz  
Vintage Winery Consultants  
West Lafayette, Indiana  
www.vintagewineryconsultants.com  
elliebutz@gmail.com

Contrary to a favorite viticulture claim, fine wine is NOT made in the vineyard! The finest grapes can become substandard wine very quickly in an unmanaged winery with a tradition of haphazard record keeping, careless sanitation procedures, and lack of attention to wines during fermentation and aging. When the winemaker has a well developed plan for his product line, and understands the limitations and potential of the raw materials he is working with as well as the production space and equipment, he can produce a plan for managing his wine production Critical Control Points.

This presentation will discuss basic laboratory designs and analytical procedures for different sized (wine volume & pocketbook) wineries. We will discuss criteria for quality in wine and how information gleaned from various analytical procedures, including sensory, can be used to develop quality and ensure stability. Laboratory based methods for evaluating sanitation, appraising the raw products, managing fermentations, and making all decisions regarding optimization of visual, aromatic and flavor components of each product will be presented. With a composite of all the information, a winemaker can establish his particular set of Critical Control Points to use as his guide for the production of premium wine products. The audience is encouraged to participate with specific problems and suggestions.

How do you market your business? How do you leverage the Power of Buying Local to your advantage? In this session, we will review the OSU research about consumer attitudes about buying local, their motivations and their thoughts on Ohio Proud. In addition, we'll explore the creative/marketing process and discuss specific action items so that you can develop effective marketing plans and marketing tools to improve your business performance.

Notes

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

13
Vineyard Site and Variety Selection

Tony Wolf
Professor
Viticulture Research-Extension
Department of Horticulture
Virginia Tech, VA

Vineyard site selection, matched with appropriate, high quality potential variety selection is a cornerstone of vineyard/winery profit. This presentation will review and prioritize vineyard site selection features. Above-ground considerations include both macro- and meso-climate, particularly the frequency of damaging low-temperature events, the length of the growing season, and a description of how topography affects local climate. Soil physical, chemical and biological properties will be discussed, with particular attention focused on soil internal water drainage and available water capacity. Wine grape variety choice is governed in part by the attributes and limitations of the vineyard site; thus, matching appropriate varieties to the vineyard site is very important. Fundamental variety considerations include wine quality potential, market demand, cold hardiness, compatibility with the site’s thermal regime (will it ripen?), and disease resistance. We are also paying more attention to matching variety, and rootstock in cases, to particular soil properties. This presentation will review the strengths and weaknesses of a number of interspecific hybrid and vinifera wine grapes, and will conclude with a listing of resources available on vineyard site and varietal selection.

Notes
Vineyard Establishment

Mark Chien
Wine Grape Educator
Penn State Cooperative Extension
Penn State Univ., PA 16802

New wine growers only have one chance to develop their vineyard correctly. Any changes downstream are very expensive, time consuming and frustrating. While every vineyard site is different, there is a common protocol to vineyard development that should be followed. We are trying to give the new vines every opportunity to get properly established to begin a long, productive life, very much like pre-natal care. In the case of a vineyard it starts with good planning proper field preparation. The field should be in pristine condition for planting. This will make everything go easier and faster. An open field is the best time to make adjustments to the soil chemistry (based on test results and expert recommendations) such as nutrients and pH as well as control perennial weeds and adding compost. Cultivation is done prior to planting and depending on the results of the site evaluation, special treatments such as deep ripping of the soil may be necessary. Any buried materials such as irrigation or drain tile must be installed before planting. Layout and marking the field, if by hand or non-laser, machine planting is critical for straight rows and uniform alignment. If a laser planter is used, the field must be prepared to the exact standards given by the operator. Receiving, storing, preparing and planting vines is a very delicate and precise process. The condition of the soil is critical to successful planting results, neither too wet nor dry. A properly planted vine has a chance for a long and productive life. A mis-planted vine may cause problems for the grower for many years and reduce quality and production. Having the proper equipment, supplies and labor resources will help to improve the quality of job enormously.

Notes
Care for Young Vines

Maurus Brown
Small Fruit Extension Specialist
OSU South Centers
Piketon, OH 45661

Growers can spend considerable time, labor and money on the establishment and maintenance of new winegrape vineyards. Information will be presented on how to properly train and prune young vines, construct irrigation systems, maintain a good plant nutrition program, provide winter protection for grafted vines, establish good pest control when vines are young, which State Specialists to contact for specific spray program recommendations, and how to locate businesses that sell vines, trellis materials and spray equipment for vineyards.

Notes

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
The Benefits of Liquid Nitrogen Dosing at the Bottling Line

Lee Cotten
Cryotech International
745-B Camden Avenue
Campbell, CA 95008

This power point presentation is designed to introduce liquid nitrogen equipment to wine makers. Presented by Lee Cotten of Cryotech, the presentation will cover these areas:

- Introduction to Cryotech and their role in the industry
- Primary application of LN2 dosing for the wine industry
- Testimonies of oxygen results from wineries
- Related charts of oxygen data from actual bottling runs
- Explanation of how LN2 dosing works and comparison to nitrogen “gassing”
- Selected videos of LN2 dosing

Notes
It’s All About the People, That’s the Good Part....
It’s All About the People, That’s the Bad Part

Rick Segel
Rick Segel & Associates, LLC
543 Davinci Pass, Poinciana, FL 34759
Contact: 781-272-9995 or 800-814-7998
Fax: 800-847-9411
e-mail: rick@ricksegel.com
www.ricksegel.com

This program deals with the people we deal with—both customers and employees. Positive interactions with these two groups can make a business successful and negative interactions can destroy a business. This program will give you techniques to create loyal employees and loyal customers which in turn will increase your bottom line. You will learn:

- How to make the emotional connection with both employees and customers
- The 60-Second Courses in Selling, Customer Service, and Management
- How our body language can influence a sale
- The importance and dynamics of the Likeability Factor
- The Hot Words that both customers and employees use

Notes
The Art of Differentiating and Standing Out in a Crowded Marketplace

Rick Segel
Rick Segel & Associates, LLC
543 Davinci Pass, Poinciana, FL 34759
Contact: 781-272-9995 or 800-814-7998
Fax: 800-847-9411
e-mail: rick@ricksegel.com
www.ricksegel.com

In order for a business to succeed today, it must be different than its competitors and stand out in the crowd. This program will explore the ways to differentiate a business and make your store special, different and talked about by your customers. It will also help businesses define what their next level is and create a path to that level by offering various differentiating strategies and techniques.

➤ Learn the eight major categories to differentiate your business: product, presentation, promotion and advertising, people, education, community involvement, pricing, and procedures
➤ Learn the tips in each of these categories to make your business stand out
➤ Brainstorm with your colleagues to come up with new innovative ways to make the business special
➤ Leave with what to differentiate and how to do

Notes
Winemaking Challenges and Opportunities in a Changing Environment

Christian Butzke
Professor
Department of Food Science, Purdue University,
West Lafayette, Indiana 47907

The wine grapevine, one of several species of the genus *Vitis*, is possibly the oldest cultivated woody plant. Its fruit has one of the longest ripening seasons of all agricultural commodities, and the resulting juice composition and subsequent wine quality are intrinsically connected to climate and weather conditions during berry development. Consequently, grapes act as an indicator for things to come for other crops as they respond to even minute changes in local climate (the main parameter influencing “terroir”) which can make the difference between a $4 and a $4,000 bottle of wine. Wine is the agricultural product with the highest added value over its raw material, grapes. A potential migration of major production zones over the next 50 years will have enormous impact on regional agriculture, tourism and the general economy to which the wine industry in the US alone contributes $162 billion annually. Much research has recently been dedicated to predict the changes in climate in established wine regions and its impact on grapevine physiology. This seminar will share some winemaking wisdom for a warming world and will discuss the significance of vintage-to-vintage variation, the need for flexibility in winemaking practices and regulations, the impact of post-harvest grape/must temperatures, wine yeast nutrient availability as a function of grape composition, ripeness assessment issues, color and tannin extraction techniques and co-pigmentation effects, alcohol and aroma adjustment technology, and the influence of wine aging, storage and shipping temperatures from a global perspective.

Notes
In Europe, the grape grower and wine maker are usually the same person so if there is a conflict between the two, it may have to be resolved between the left and right brain. In the U.S. the independent vineyard often grows the grapes and passes them on to the wine maker who produces the wine. Since grapes are the raw materials that will often determine the final quality of the wine, the two disciplines are inextricably linked to each other and both have a stake in the success of the other person.

It goes without saying that this crucial relationship is like a marriage. To be successful it depends on communication, patience, understanding, knowledge, commitment and many other inter-personal qualities that govern a working relationship. Among these, however, communication is probably the most important. If the wine maker and grape grower do not understand what the other expects and needs, then there is little hope for satisfaction for either person. If the crop is short or long, the wine maker needs to know so he or she can adjust winery equipment and supplies to match the amount of fruit expected. If there is a disease problem in the grapes, the grower must tell the winery so it can be prepared to sort or treat the grapes properly. The winery needs to tell the grower if it cannot meet a payment schedule, or makes any adjustment in grape quantity.

While many people in the wine industry are friends, they also conduct business among themselves. It is important to make a distinction between these relationships. Vineyards and wineries are labors of love to those who own and operate them, but they also should make money and the conduct of those who are involved should be professional and business-like. Grape contracts help to clarify and document the expectations for the winery and vineyard. During the chaos of harvest, the contract is the simple reminder of what was agreed upon during calmer times. A contract is not a violation of a friendship but rather an indication of trust and a sign of respect for a business relationship. A handshake may be a legal contract but it is not a helpful one.

Winery produces certain styles of wine at specific price points. It is up to the wine grower to deliver grapes to the winery that can help the wine maker to achieve those style and price goals. The wine maker needs to work with the grower to make sure the fruit being grown and cultivated to meet the winery’s expectations. A grower should not fear the wine maker but consider him or her a full partner in the process of creating a wine. The wine maker should make the time and effort to understand a vineyard and meet regularly with the grower to make sure he or she understands the kind of grapes the winery needs. The wine maker, in close consultation with the grower, should decide when the grapes are harvested.

The winemaker-grower relationship is the most important in the wine industry. The better it is, the better the wines will be.

Notes
Succession and Estate Planning—Ensuring the Future of your Business

David Marrisoll
Assistant Professor
The Ohio State University
39 Wall Street, Jefferson, Ohio 44047
marrison.2@osu.edu

As the age of vineyard and winery operators increases, transferring the ownership and management of the family business to the next generation will become one of the most important issues farm families will face. While many operators dream of seeing their legacy passed on to the next generation, many postpone initiating a plan for the transition of their business for a variety of reasons. Many claim that there is not enough time to discuss these matters. Or if planning does occur, it simply involves the senior generation drafting a will describing how the farm assets should be divided among heirs.

In a survey conducted of the Ohio Grape and Wine Industry in 2007, almost nine percent of winery (8.9%) and of vineyard (9.1%) respondents indicated they planned on selling or transferring their business in the next five years. A significant difference ($\alpha = 0.05$) did exist between the number of winery and the grower-only group who may be interested in transferring their vineyard operation. Thirty-four (34.4%) of the grower-only group responded they may transfer versus thirteen percent (13.3%) of winery respondents. Fifty-two percent (52.7%) of the respondents indicated they did not know who would take over their operation in the future with sixty-six percent (65.6%) of the grower-only group not knowing who will take over their operation (Table 1).

<table>
<thead>
<tr>
<th>Table 1. Business Transfer Plan</th>
<th>All Respondents (n=75)</th>
<th>Grower-Only Group (n=32)</th>
<th>Winery Respondents (n=45)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan Is there a plan in place to transfer your business upon your retirement or death?</td>
<td>Yes, a family member will be taking over</td>
<td>36.5%</td>
<td>31.2%</td>
</tr>
<tr>
<td></td>
<td>Yes, a non-family member will be taking over</td>
<td>2.7%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>No, I do not know who will take over my operation</td>
<td>52.7%</td>
<td>65.6%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>8.2%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

While thirty-nine percent (39.2%) of all respondents indicated a family or non-family member would take over their operation, many had not formalized their intentions through a written estate plan. Eighty percent (80%) reported that they did not have a written estate plan. This number was higher for the grower-only group as eighty-nine percent (89.3%) of this group (n=25) did not have a written plan whereas seventy-four percent (73.8%) of the winery group did not have an estate plan.

How can OSU Extension Help Families Plan for the Future?

As farmers plan to transfer the family business to the next generation, there are a myriad of decisions to be made. No two succession plans are alike. Given the complexity of individual
farm businesses and the unique personalities and characteristics of family members, a cookie-cutter plan, which families can adopt, does not exist. Legal issues, tax laws, and personal differences between family members are some of the issues families must confront when deciding how to transfer the managerial and asset control of a family business.

To help families address their future, OSU Extension has developed a variety of resources. A fact sheet series is available for quick reading on business succession. These 3-4 page fact sheets address specific topics and can be accessed at: http://ohioline.osu.edu/bst-fact/index.html or can be received by calling your local OSU Extension office. The current fact sheets are: A Comparison of Business Entities, Conducting a SWOT Analysis, Conducting Successful Family Business Transition Meetings, Developing a Useful Mission Statement, Developing Goals, Developing the Next Generation of Managers, Planning for the Successful Transition of Your Agricultural Business, Starting an LLC for a Farm Business, Tax Characteristics of Business Entities, Using LLC to Manage Liability Exposure, Whole Farm Planning Model and Is a Prenuptial Agreement Right for Your Farm Business.

The OSU Extension transition team is also pleased to announce the newly revised Bulletin 862 titled, Transferring Your Farm Business to the Next Generation is now available as a resource for families to use as they plan for the future. This 89 page bulletin helps families plan for the future of their business by examining the following questions: 1) Do I want to pass my farm operation to my heirs as an ongoing business or do I want to pass it on as a group of assets? 2) How can you tell if the business is profitable enough to provide for the next generation? 3) Are there enough income and assets to provide for the older generation's wants and needs? 4) How can you help the two generations get along? 5) What should you transfer and in what order? 6) How can you avoid paying too much income, gift and estate taxes? This bulletin is one which each generation should read. This bulletin can be purchased at your local county Extension office for $9.25 or can be accessed for free at: http://ohioline.osu.edu/lines/bulls.html.

Estate planning resources are also available to answer specific estate planning questions. OSU Extension has these resources located at: http://ohioline.osu.edu/ep-fact/index.html. Some of the topics addressed in the estate planning series include: Introduction to Estate Planning, Costs Involved in Transferring Property, Tax Basis if Property is Transferred, Why Have a Will, Letter of Instruction, Life Insurance, Trusts, Gifting, Sale of Residence, Nursing Home Dilemma, and Medicare and Medigap.

Summary

Working together, families can answer the tough questions and develop a succession plan that will provide the opportunity for the farm to be successful for many generations. Let's prove that Ohio vineyards and wineries are great places for our younger generation. For more information on succession planning or any of OSU Extension's resources, contact David Marrison at marrison.2@osu.edu or 440-576-9008.

Notes
Temperatures dipped below 0°F on January 15-17 across Ohio and reached near -20°F in some northern areas. Temperatures, recorded at OARDC weather stations, ranged between 0°F and -19°F in northeastern; -8°F to -18°F in northwestern; -7°F to -15°F in central; and 3°F to -5°F in southern Ohio. The good news is that these extreme temperatures were experienced when grapevines are at their maximum cold hardiness, thus the critical temperatures (also called LT50) are at their lowest. Also, the south region was not as affected by extremely lows as in the north. The bad news is that temperatures dropped below the critical temperatures for some varieties, particularly vinifera grapes. Critical temperature, measured as LT50, of vinifera are usually between 5°F and -5°F for the very tender varieties (e.g. Chenin blanc, Merlot, Semillon, Syrah, Sauvignon blanc, Zinfandel), 0°F to -8°F for the tender varieties (Chardonnay, Cabernet Sauvignon, Gewurtztraminer, Pinot gris, Pinot noir, Sangiovese, and Viognier), and -5°F to -10°F for the moderately tender (Cabernet franc, Gamay noir, Riesling, and Lemberger). At the time of print, we assessed bud injury in few varieties at the research vineyard at OARDC in Wooster, where temperature dropped to -15.2°F. Canes, collected on 21 January 2009, showed extensive primary bud damage in vinifera ranging between 83% in Pinot gris, and 93% in Chardonnay, intermediate damage for the French-hybrid, Vidal (52%) and minimum damage for the hardy variety, Concord (2%). It is important for grape growers in Ohio to evaluate the extent of bud damage this winter in order to adjust pruning practices to compensate for winter injury. To address this untimely event, the OSU Grape Team has organized educational programs including three hands-on workshops on this topic across the state on January 22, February 2, and March 3. Also, a newly published book titled: “Winter Injury to Grapevines and Methods of Protection” is a timely and an excellent resource available for our producers to gain in-depth knowledge of freezing injury and protection of grapes. We will also present an update on the situation at the conference.

Notes
Grape Disease Research Update

Mike Ellis  
Professor  
Department of Plant Pathology, OARDC/OSU  
1680 Madison Avenue  
Wooster, Ohio 44691  
Contact: 330-263-3849 or ellis.7@osu.edu

Mike Ellis will provide a brief update of new developments in grape disease management for the 2009 growing season. In addition, he will review the results from some of the most recent and currently ongoing grape disease research at The Ohio State University that has been funded by the Ohio Grape Industries Program.

Notes
Grape Insect Research Update

Roger N. Williams
Professor
Dept. of Entomology, OARDC/OSU
1680 Madison Avenue
Wooster, OH 44691
Contact: 330-263-3731 or williams.14@osu.edu

Information on efficacy of newly labeled pesticides for control of the grape berry moth, Japanese beetle, foliar phylloxera and multicolored Asian lady beetle will be presented along with an update on controlling the grape root borer with a native strain of entomopathogenic nematodes, *Heterorhabditis bacteriophora*, (GPS11).

Notes
Herbicide treated mulch (HTM) was evaluated for its ability to provide long-term weed control and winter protection in vinifera vineyards. Trials were conducted at OARDC in Wooster and Kingsville in 2007/2008. Simazine and Princep herbicides were applied to wood-bark mulch or wheat straw that was heaped around the base of the vine sufficiently to cover the graft union. Mulch/herbicide treatments were applied in November of 2007. Temperature probes and data loggers were installed in each plot. Standard soil hilling was used as a control for these experiments. Both Princep and Karmex were applied to soil hilling plots. Temperature probes and data loggers were retrieved in April. Wood-bark and straw HTM provided freeze protection in the zone of the graft union, equivalent to soil hilling. Scion rooting in the HTM was significantly lower than observed in soil in the soil hilling treatment. Weed control with HTM persisted for most of the growing season with the exception of foxtail which occurred only in wheat straw mulched plots at Wooster. Plots treated with HTM had fewer problems with triazine-resistant lambsquarters than did soil-hilled plots treated with Princep. Herbicide treated mulch is more expensive to purchase and apply than is using the soil-hilling method of winter protection. However, the additional cost is off-set by better weed control, the prospect of not having to remove the soil hill in the spring, and most significantly elimination of the soil degradation that results from soil-hilling.

Notes
The “White Wine” Production and Story at Vision Cellars

Mac McDonald
Winemaker/Owner of Vision Cellars,
Forestville, CA 95436

We will briefly discuss the “white wine” story and cellar management practices including blending of our white wines. The main focus will be spent on production of our White Wine blend with some brief discussion of Riesling production at Vision Cellars if time permits.

Notes

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Basic Producers for Winery Microbiology
– Even a Chemist Can Do It!

Ellie Butz
Vintage Winery Consultants
West Lafayette, Indiana
www.vintagewineryconsultants.com
elliebutz@gmail.com

If you make wine, you are a microbiologist, (and a chemist and an engineer and a product designer and . . . ) all of which is a bit daunting if your formal education tended to avoid the basic sciences. This talk will cover many aspects of the microbiological arm of winemaking which you can learn to master, and which will ensure quality and stability in your products.

Basic workspace and equipment needs for evaluating winery sanitation and wine product sterility will be discussed. Good aseptic techniques for conducting accurate sampling, culturing, as well as microbe identification can be perfected with training and practice and can save a winery money and embarrassment resulting from flawed products. A full list of supplies and resources will be provided and discussion of the interpretation of the results of the microbiological evaluations should help lend confidence to winemakers learning the microbial arts.

Notes

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________


29
Overview
This presentation will cover several practices of what I consider to be essential in the production of a high quality table wine. Topics covered in juice clarification will be directed at white wine production with SO2 and Sorbate Management being discussed for both white and red wine production. The information presented is critical for new and beginning winemakers in addition to more established and experienced winemakers.

Juice Clarification
Juice clarification prior to fermentation is an important aspect in producing a high quality white table wine. White wines that have been properly clarified, express more fruity, delicate and varietal aromas with less off odors being present. This can be directly related to having less high molecular weight insoluble solids that tend to mask varietal aroma and produce wines with harsh and rough characteristics present. Factors influencing the amount of insoluble solids present will be discussed in addition to actual juice clarification practices.

Sulfur Dioxide
In my opinion, the proper use and maintenance of sulfur dioxide in our wines is one of the most important, critical practices in the production of high quality wines from American to Vinifera style wines. This is due to the fact of this preservative having both antioxidant and antiseptic properties in winemaking. Advantages and disadvantages of sulfur dioxide use will be discussed in addition to critical times and rates of addition to must and wines. We will briefly cover some basics in chemistry relating to sulfur dioxide in wine and the correlation with wine pH.

Sorbic Acid
Sorbic acid is important in our wines as a chemical preservative to protect our wines against yeast and mold spoilage generally in bottled wines containing some residual sugar. Since sorbic acid can be detected by certain people at levels normally found in wine, it is typically recommended in adding this preservative to American or Lubrusca style wines. A brief review in chemistry and it’s relation to wine pH will be covered in addition to critical times and addition rates to the wine. It is also important to note that the use of sorbic acid should not be viewed as an alternative to sterile bottling techniques and conditions.

Notes
The fermentation of grapes is as reliable as sunset – the production of premium wine products is quite the opposite. The vast assortment of yeast genera, species and strains capable of being involved in any fermentation produces surprising differences even among wine barrels sitting side by side in the same winery.

We will discuss the elements of fermentation, nutritional and physical yeast requirements, commercial yeast options, and post fermentation yeast behavior from sur lees to late harvest to sparkling wines.
An important aspect of learning to produce higher quality wines is through sensory evaluation of defective wines. Often, we tend to only taste the best varietal wines we can in determining a benchmark in wine quality to achieve for our own wines. Although this is an absolutely critical procedure to perform, we also need to taste wines that have flaws in being able to recognize their characteristics. People vary in the ability to pick up certain faults as it relates to their threshold levels. Therefore, it is important to be able to recognize the attributes of these faults, the causes of these defects, and ways of preventing them in making premium wines. We may also touch on other areas of wine instability problems such as protein, tartrate and microbial issues if time permits.
List of OGWC Speakers

Jim Arboczewski  
Sales Manager  
Ferrante Winery & Ristorante  
Harpersfield Township, OH

Robert Boggs  
Director, ODA  
Chair, OGIC  
Reynoldsburg, OH

Walter J. Borda  
Borda, Lorenz & Geggie PLLC  
Novi, MI

Maurus Brown  
Extension Specialist  
OSU South Centers  
Piketon, OH

Ellie Butz  
Vintage Winery Consultants  
West Lafayette, IN

Christian Butzke  
Professor  
Department of Food Science  
Purdue University, IN

Jerome Cajka  
District Director  
U.S. Treasury Department  
Alcohol and Tobacco Tax and Trade Bureau  
Westlake, OH

Mark Chien  
Wine Grape Educator  
Penn State Cooperative Extension  
Penn State Univ., PA

Lee Cotten  
Cryotech International  
Campbell, CA

Imed Dami  
Assistant Professor  
& Extension Viticulture Specialist  
OARDC/OSU

Anita Davis  
Breitenbach Wine Cellars  
Dover, OH

Doug Doohan  
Associate Professor  
OARDC/OSU

Mike Ellis  
Professor  
OARDC/OSU

Robert Guilliams  
Owner/Operator  
Raven’s Glenn Winery & Restaurant  
West Lafayette, OH

Eric Herzog  
Tourism Information Manager  
Ohio Division of Travel and Tourism  
Columbus, OH

Gary Jones  
The Ohio Department of Commerce  
Division of Liquor Control  
Reynoldsburg, OH

Mac McDonald  
Winemaker/Owner  
Vision Cellars  
Forestville, CA

David Marrison  
Extension Educator & Assistant Professor  
OSU Extension-Ashtabula County
Joanne Murray  
Canton Chamber  
Pro Football Hall of Fame  
Canton, OH  

Bill Randle  
Chair, Horticulture and Crop Science  
OSU  

Rick Segel  
Rick Segel & Associates, LLC  
Poinciana, FL  

Steve Slack  
Director, OARDC  
Wooster, OH  

Todd Steiner  
Enology Program Manager  
and Outreach Specialist  
OARDC/OSU  

Joe Vargo  
Marketing Coordinator  
Ohio Division of Travel and Tourism  
Columbus, OH  

Todd Vaughn  
Wine Maker  
Maize Valley Winery  
Hartville, OH  

Roger N. Williams  
Professor  
OARDC/OSU  

Donniella Winchell  
Executive Director  
Ohio Wine Producers Association  

Tony Wolf  
Professor  
Viticulture Research-Extension  
Virginia Tech, VA
List of Exhibitors (as of February 2nd, 2009)

ACI Cork USA  
2870 Cordelia Rd., #150  
Fairfield, CA 94534  
Phone: 707-426-3566  
pdurrett@acicorkusa.com

AgriFast Vineyard Fasteners & Supplies  
8485 Broadwell Road  
Cincinnati, OH 45244  
Phone: 614-270-6519  
rfriedrich@gfsbrands.com

Brick Packaging  
P.O. Box 1645  
Traverse City, MI 49685-1645  
Phone: 231-947-4950  
danbrick@brickpackaging.com  
Bottles, corks, capsules, barrels

Belle Terre Irrigation  
8142 Champlin Rd  
Sodus, NY 14551  
Phone: 315-483-6155

Criveller Group  
6935 Oakwood Drive  
Niagara Falls, Ontario  
Canada L2E 6S5  
Phone: 905-357-2930 or 905-358-5202  
Fax: 905-374-2930  
E-mail: info@criveller.com

Cryotech International  
745-B Camden Avenue  
Campbell, CA 95008  
Phone: 408.371.3303  
Fax: 408.371.3320

Eclipse Process Technologies  
590 East 32nd St.  
Holland, MI 49422  
Phone: 616-355-7733

Euro-Machines USA  
741 Old Brandy Road  
Culpepper, VA 22701  
Phone: 540-825-5700  
paul@euromachinesusa.com  
markus@euromachinesusa.com

George F. Ackerman Co.  
PO Box 157  
Curtice, OH 43412  
Phone: 419-836-7735  
jem@ackermannletoledo.com

H&W Equipment  
824 Line 4, RR#2  
Niagara on the Lake, ON L0S1J0  
Phone: 905-468-5016  
info@vineyardmachines.com  
Spraying equipment

Kaufman Container  
1000 Keystone Pkwy, Ste 100  
Cleveland, OH 44135  
Bottles, packaging, closures  
Phone: 216-898-2000  
rholland@kaufmancontainer.com

Ohio Department of Commerce  
Division of Liquor Control  
6606 Tussing Road  
Reynoldsburg, OH 43068-9005  
Phone: 614-644-2433  
gary.jones@com.state.oh.us  
Alcohol regulations, state and federal

Oxysense Inc.  
6000 SE Ave., Ste 14A  
Las Vegas, NV 89119  
Phone: 702-361-7921  
dsaini@oxysense.com
Prospero Equipment Corp.
123 Castleton Street
Pleasantville, NY 10570
Phone: 914-769-6252
marketing@prosperocorp.biz

Scott Laboratories
PO Box 4559
Petaluma, CA 94955-4559
Phone: 707-765-6666
jeffh@scottlab.com
Cellar supplies, packaging, processing

The Ohio State University, OARDC
1680 Madison Ave
Wooster, OH 44691
Phone: 330-263-3878
OSU publication

Tobacco Tax and Trade Bureau (TTB)
U.S. Treasury Department, Alcohol and Tobacco Tax and Trade Bureau
27476 Detroit Rd., Suite 103
Westlake, OH 44145
Phone: 440-871-6055
jerome.cajka@ttb.gov
Alcohol regulations, state and federal

VESTA Regional Center
901 S. National
Springfield, MO 65897
Phone: 417-836-5053
michellenorgren@missouristate.edu

Wabash Valley Progressive Viticulture
8902 S. 625 W.
Rosedale, IN 47874
Phone: 765-548-0676
jbditzler@gmail.com
# List of Attendees (as of February 2nd, 2009)

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>e-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kurt Ackerman</td>
<td>George F. Ackerman C.</td>
<td>PO Box 157, Curtice, OH 43412</td>
<td>419-836-7735</td>
<td><a href="mailto:jem@ackermantoledo.com">jem@ackermantoledo.com</a></td>
</tr>
<tr>
<td>Cheryl Barker</td>
<td>Stone Crest Vineyard, LLC</td>
<td>10310 O'Dell Road, Frazesburg, OH 43822</td>
<td>740-282-9463</td>
<td><a href="mailto:clearchoiceaud@earthlink.net">clearchoiceaud@earthlink.net</a></td>
</tr>
<tr>
<td>Mike Barker</td>
<td>Stone Crest Vineyard, LLC</td>
<td>10310 O'Dell Road, Frazesburg, OH 43822</td>
<td>740-282-9463</td>
<td><a href="mailto:lauri@piwine.com">lauri@piwine.com</a></td>
</tr>
<tr>
<td>Sue Bauer</td>
<td>Presque Isle Wine Cellars</td>
<td>9440 W. Main Rd., North East, PA 16428</td>
<td>814-725-1314</td>
<td></td>
</tr>
<tr>
<td>Frances M. Baumann</td>
<td>Vermilion Valley Vineyards</td>
<td>64 East Lorain St., Oberlin, OH 44074</td>
<td>440-774-1918</td>
<td></td>
</tr>
<tr>
<td>John F. Baumann</td>
<td>Vermilion Valley Vineyards</td>
<td>64 East Lorain St., Oberlin, OH 44074</td>
<td>440-774-1918</td>
<td></td>
</tr>
<tr>
<td>Rob Begin</td>
<td>Criveller Company Canada</td>
<td>6935 Oakwood Drive, Niagara Falls, ON L2E 6S5</td>
<td>905-357-2930</td>
<td><a href="mailto:rbegin@criveller.com">rbegin@criveller.com</a></td>
</tr>
<tr>
<td>Eric Belden</td>
<td>Canton Chamber</td>
<td>Pro Football Hall of Fame Enshrinement Festival, Canton, OH 44702</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dalton Bixler</td>
<td>Breitenbach Wine Cellars</td>
<td>5934 Old St. Rt. 39 NW, Dover, OH 44622</td>
<td>330-343-3603</td>
<td><a href="mailto:anita@breitenbachwine.com">anita@breitenbachwine.com</a></td>
</tr>
<tr>
<td>John Black</td>
<td>Black Sheep Vineyards</td>
<td>1454 US Rt. 250, Adena, OH 43901</td>
<td>740-546-3741</td>
<td><a href="mailto:blacksheepvineyard@gmail.com">blacksheepvineyard@gmail.com</a></td>
</tr>
<tr>
<td>Rebecca Black</td>
<td>Black Sheep Vineyards</td>
<td>1454 US Rt. 250, Adena, OH 43901</td>
<td>740-546-3741</td>
<td><a href="mailto:blacksheepvineyard@gmail.com">blacksheepvineyard@gmail.com</a></td>
</tr>
<tr>
<td>Tom Blackerby</td>
<td>Gervasi 1700 LLC</td>
<td>6902 Victoria Court St., Canton, PA 44718</td>
<td>330-327-2982</td>
<td><a href="mailto:tblackerby@asc-ind.com">tblackerby@asc-ind.com</a></td>
</tr>
<tr>
<td>Markus Blank</td>
<td>Euro-Machines, Inc</td>
<td>4950 Fulton Dr. #E, Fairfield, CA 94534</td>
<td>707-864-5800</td>
<td><a href="mailto:markus@euromachinesusa.com">markus@euromachinesusa.com</a></td>
</tr>
<tr>
<td>Lauri Boettcher</td>
<td>Presque Isle Wine Cellars</td>
<td>9440 W. Main Rd., North East, PA 16428</td>
<td>814-725-1314</td>
<td><a href="mailto:lauri@piwine.com">lauri@piwine.com</a></td>
</tr>
<tr>
<td>James E. Brandeberry</td>
<td>Brandeberry Wines Co.</td>
<td>5118 W. Jackson Rd., Enon, OH 45323</td>
<td>931-767-9103</td>
<td><a href="mailto:jsbrandeberry@aol.com">jsbrandeberry@aol.com</a></td>
</tr>
<tr>
<td>Sharon K. Brandeberry</td>
<td>Brandeberry Wines Co.</td>
<td>5118 W. Jackson Rd., Enon, OH 45323</td>
<td>931-767-9103</td>
<td><a href="mailto:jsbrandeberry@aol.com">jsbrandeberry@aol.com</a></td>
</tr>
<tr>
<td>Dan Brick</td>
<td>Brick Packaging</td>
<td>PO Box 1645, Traverse City, MI 49685</td>
<td>231-947-4950</td>
<td><a href="mailto:danbrick@brickpackaging.com">danbrick@brickpackaging.com</a></td>
</tr>
<tr>
<td>Joe Bruno</td>
<td>Chalet Debonne Vineyards, Inc.</td>
<td>7743 Doty Road, Madison, OH 44057</td>
<td>440-466-3485</td>
<td><a href="mailto:info@debonne.com">info@debonne.com</a></td>
</tr>
<tr>
<td>Benny Bucci</td>
<td>Thorn creek Winery &amp; Gardens</td>
<td>155 Treat Road, Aurora, OH 44022</td>
<td>330-562-9245</td>
<td><a href="mailto:bbucci@thorncreekwinery.com">bbucci@thorncreekwinery.com</a></td>
</tr>
<tr>
<td>Lee Cotten</td>
<td>Cryotech International</td>
<td>745-B Camden Ave, Campbell, CA 95008</td>
<td>408-371-3303</td>
<td><a href="mailto:sandrade@cryotechinternational.com">sandrade@cryotechinternational.com</a></td>
</tr>
<tr>
<td>Eric Cotton</td>
<td></td>
<td>5581 S. Madison Rd., Madison, OH 44057</td>
<td>216-374-3740</td>
<td><a href="mailto:eric.cotton@att.net">eric.cotton@att.net</a></td>
</tr>
<tr>
<td>Kyle Cox</td>
<td>Eclipse Process Technologies</td>
<td>590 East 32nd St., Holland, MI 49423</td>
<td>616-355-7733</td>
<td><a href="mailto:jennifer@resolutionsys.com">jennifer@resolutionsys.com</a></td>
</tr>
<tr>
<td>Anita Davis</td>
<td>Breitenbach Wine Cellars</td>
<td>5934 Old St. Rt. 39 NW, Dover, OH 44622</td>
<td>330-343-3603</td>
<td><a href="mailto:anita@breitenbachwine.com">anita@breitenbachwine.com</a></td>
</tr>
<tr>
<td>Matt DiDonato</td>
<td>Prosper Equipment Corp.</td>
<td>123 Castleton Street, Pleasantville, NY 10570</td>
<td>914-769-6252</td>
<td><a href="mailto:marketing@prospercorp.biz">marketing@prospercorp.biz</a></td>
</tr>
<tr>
<td>John Ditzler</td>
<td>Wabash Valley Progressive Viticulture</td>
<td>8902 S. 625 W., Rosedale, IN 47874</td>
<td>765-548-0676</td>
<td><a href="mailto:jbditzler@gmail.com">jbditzler@gmail.com</a></td>
</tr>
<tr>
<td>Neal Dix</td>
<td>Shade Winery</td>
<td>401 Gilkey Ridge, Shade, OH 45776</td>
<td>740-696-1323</td>
<td><a href="mailto:neal@frognet.net">neal@frognet.net</a></td>
</tr>
<tr>
<td>Oui Dix</td>
<td>Shade Winery</td>
<td>401 Gilkey Ridge, Shade, OH 45776</td>
<td>740-696-1323</td>
<td><a href="mailto:neal@frognet.net">neal@frognet.net</a></td>
</tr>
<tr>
<td>Phil Durrett</td>
<td>ACI Cork USA</td>
<td>2870 Cordelia Rd., #150, Fairfield, CA 94534</td>
<td>707-426-3566</td>
<td><a href="mailto:pdurrett@acicorkusa.com">pdurrett@acicorkusa.com</a></td>
</tr>
<tr>
<td>Marc Elliott</td>
<td>Eclipse Process Technologies</td>
<td>590 East 32nd St., Holland, MI 49423</td>
<td>616-355-7733</td>
<td><a href="mailto:jennifer@resolutionsys.com">jennifer@resolutionsys.com</a></td>
</tr>
<tr>
<td>Paul Farnam</td>
<td>Euro-Machines, Inc</td>
<td>PO Box 843, Culepper, VA 22701</td>
<td>540-825-5700</td>
<td><a href="mailto:fowler.c.f@comcast.net">fowler.c.f@comcast.net</a></td>
</tr>
<tr>
<td>Charles F. Fowler</td>
<td>Clover Ridge Vineyard</td>
<td>8205 Adamsville Otsego Rd., Adamsville, OH 43802</td>
<td>740-796-4551</td>
<td><a href="mailto:fowler.c.f@comcast.net">fowler.c.f@comcast.net</a></td>
</tr>
<tr>
<td>Chuck Fowler</td>
<td>Clover Ridge Vineyard</td>
<td>8205 Adamsville Otsego Rd., Adamsville, OH 43802</td>
<td>740-796-4551</td>
<td><a href="mailto:rfriedrich@gfsbrands.com">rfriedrich@gfsbrands.com</a></td>
</tr>
<tr>
<td>Rick Friedrich</td>
<td>AgriFast Vineyard Fasteners</td>
<td>8485 Broadwell Road, Cincinnati, OH 45244</td>
<td>614-270-6519</td>
<td><a href="mailto:larryegibson@hotmail.com">larryegibson@hotmail.com</a></td>
</tr>
<tr>
<td>Larry Gibson</td>
<td>Vermilion Valley Vineyards</td>
<td>29457 Hummingbird Circle, Westlake, OH 44145</td>
<td>440-935-1363</td>
<td><a href="mailto:larryegibson@hotmail.com">larryegibson@hotmail.com</a></td>
</tr>
<tr>
<td>Lawrence Gibson</td>
<td>Vermilion Valley Vineyards</td>
<td>29457 Hummingbird Circle, Westlake, OH 44145</td>
<td>440-935-1363</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Company</td>
<td>Address</td>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------</td>
<td>----------------------------------</td>
<td>---------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Gene Sigel</td>
<td>Chalet Debonne Vineyards, Inc.</td>
<td>7743 Doty Road, Madison, OH 44057</td>
<td>440-466-3485</td>
<td><a href="mailto:info@debonne.com">info@debonne.com</a></td>
</tr>
<tr>
<td>Danielle Smith</td>
<td>D&amp;D Smith Winery LLC</td>
<td>1170 Settlement Cove Drive, Norwalk, OH 44857</td>
<td>419-577-0242</td>
<td><a href="mailto:SmithD5@neo.rr.com">SmithD5@neo.rr.com</a></td>
</tr>
<tr>
<td>Ted Swaldo</td>
<td>Gervasi 1700 LLC</td>
<td>7170 Farmdale Ave NW, N. Canton, OH 44720</td>
<td>330-327-2926</td>
<td><a href="mailto:tswaldo@asc-ind.com">tswaldo@asc-ind.com</a></td>
</tr>
<tr>
<td>Scott Swaldo</td>
<td>Gervasi 1700 LLC</td>
<td>7170 Farmdale Ave NW, N. Canton, OH 44720</td>
<td>330-327-2926</td>
<td><a href="mailto:tswaldo@asc-ind.com">tswaldo@asc-ind.com</a></td>
</tr>
<tr>
<td>Robert Tebeau</td>
<td>Chateau Tebeau Vineyard &amp; Winery</td>
<td>525 SR 635, Helena, OH 43435</td>
<td>419-355-0147</td>
<td><a href="mailto:chateautebeau@verizon.net">chateautebeau@verizon.net</a></td>
</tr>
<tr>
<td>Mary Tebeau</td>
<td>Chateau Tebeau Vineyard &amp; Winery</td>
<td>525 SR 635, Helena, OH 43435</td>
<td>419-355-0147</td>
<td><a href="mailto:chateautebeau@verizon.net">chateautebeau@verizon.net</a></td>
</tr>
<tr>
<td>Tom Tracy</td>
<td>AgriFast Vineyard Fasteners</td>
<td>8485 Broadwell Road, Cincinnati, OH 45244</td>
<td>614-270-6519</td>
<td><a href="mailto:rfriedrich@gfsbrands.com">rfriedrich@gfsbrands.com</a></td>
</tr>
<tr>
<td>Ed Trebets</td>
<td>Chalet Debonne Vineyards, Inc.</td>
<td>7743 Doty Road, Madison, OH 44057</td>
<td>440-466-3485</td>
<td><a href="mailto:info@debonne.com">info@debonne.com</a></td>
</tr>
<tr>
<td>Chris Vodraska</td>
<td>Rittman Orchards</td>
<td>13548 Mt. Eaton Rd., Doylestown, OH 44230</td>
<td>330-925-4152</td>
<td><a href="mailto:info@rittmanorchards.com">info@rittmanorchards.com</a></td>
</tr>
<tr>
<td>Matt Vodraska</td>
<td>Rittman Orchards</td>
<td>13548 Mt. Eaton Rd., Doylestown, OH 44230</td>
<td>330-925-4152</td>
<td><a href="mailto:info@rittmanorchards.com">info@rittmanorchards.com</a></td>
</tr>
<tr>
<td>David Wiktorowski</td>
<td>Kaufman Containers</td>
<td>1000 Keystone Pkwy, Cleveland, OH 44135</td>
<td>216-898-2000</td>
<td><a href="mailto:rholland@kaufmancontainers.com">rholland@kaufmancontainers.com</a></td>
</tr>
<tr>
<td>Hans Woerthle</td>
<td>H &amp; W Equipment</td>
<td>827 Line 4 RR #2, Niagara on the Lake, ON L0S 1J0 905-468-5016</td>
<td><a href="mailto:info@vineyardmachines.com">info@vineyardmachines.com</a></td>
<td></td>
</tr>
<tr>
<td>Curtis D. Wolfe</td>
<td></td>
<td>3354 E. Tuscarawas Ext., Barberton, OH 44203</td>
<td>330-745-5904</td>
<td><a href="mailto:dwolfe3354@aol.com">dwolfe3354@aol.com</a></td>
</tr>
<tr>
<td>David C. Wolfe</td>
<td></td>
<td>3354 E. Tuscarawas Ext., Barberton, OH 44203</td>
<td>330-745-5904</td>
<td><a href="mailto:dwolfe3354@aol.com">dwolfe3354@aol.com</a></td>
</tr>
<tr>
<td>Ray Zronek</td>
<td>St. Joseph Vineyard</td>
<td>6060 Madison Road, Thompson, OH 44086</td>
<td>440-298-3705</td>
<td><a href="mailto:stjosephvineyard@afftel.net">stjosephvineyard@afftel.net</a></td>
</tr>
</tbody>
</table>
This page intentionally blank.
This page intentionally blank.