

MONDAY, JANUARY 12th - 2015						
		HORTICULTURE	VITICULTURE	ENOLOGY	BUSINESS/MARKETING	
All Day						
TUESDAY, JANUARY 13th - 2015						
	Trade Show	HORTICULTURE	VITICULTURE	ENOLOGY	BUSINESS/MARKETING	
<b>7 am</b>	Set Up					
:15						
:30						
:45						
<b>8 am</b>						
:15						
:30						
:45						
<b>9 am</b>						
:15						
:30						
:45						
<b>10 am</b>						
:15						
:30						
:45						
<b>11 am</b>						
:15						
:30						
:45						
<b>12 pm</b>						
:15						
:30						
:45						
<b>1 pm</b>						
:15						
:30						
:45						
<b>2 pm</b>						
:15						
:30						
:45						
<b>3 pm</b>						
:15						
:30						
:45						
<b>4 pm</b>						
:15						
:30						
:45						

REGISTRATION - Atrium		
REGISTRATION - Atrium		
*Growing Super-Hardy Cultivar in Michigan; Impact of Vineyard Management on Fruit Quality Dr. Paolo Sabbatini Escalante/Adobe/Whitewater Room 9:00am-10:15am		
BREAK		
TTB and the Wine Industry Courtney Perez, TTB Escalante/Adobe/Whitewater Room 10:30am-12:00pm		
LUNCH - Colorado River Room 1 12:00pm-1:00pm		
Selling Yourself to a Distributor Dave Tewksbury Escalante/Adobe/Whitewater Room 1:00pm-2:30pm		
BREAK		
The New Look of Colorado Wine Doug Caskey Escalante/Adobe/Whitewater Room 2:45pm-3:45pm		
BREAK		
*Marketing Your Vineyard Nick Frey Escalante/Adobe/Whitewater Room 4:00pm-5:00pm		

\* Denotes a Repeated Seminar

Schedule is subject to change

**WEDNESDAY, JANUARY 14th - 2015**

	Trade Show	HORTICULTURE	VITICULTURE	ENOLOGY	BUSINESS/MARKETING	
<b>8 am</b>	Make Sure To Visit The Trade Show!	<b>REGISTRATION - Atrium - 8:00am-8:30am</b>				
:15						
:30		<b>KICK OFF SPEAKER 8:30am-9:00am</b>				
:45						
<b>9 am</b>		<b>Climate Change</b> Nolan Doesken Kannah/Whitewater Room 9:00am-9:45am	<b>*Marketing Your Vineyard</b> Nick Frey Dominguez/Plateau/Escalante/Adobe Room 9:00am-10:15am	<b>*From Grape to Bottle: Avoiding Haloanisole Taint</b> Gordon Burns <b>Colorado River Room 1</b> 9:00am-10:15am	<b>*Marketing Your Vineyard</b> Nick Frey Dominguez/Plateau/Escalante/Adobe Room 9:00am-10:15am	
:15		<b>Soil Biology</b> Dr. George Bird Kannah/Whitewater Room 9:45am-10:45am	<b>BREAK</b>			
:30		<b>BREAK</b>	<b>*Growing Super-Hardy Cultivar in Michigan; Impact of Vineyard Management on Fruit Quality</b> Dr. Paolo Sabbatini Dominguez/Plateau Room 10:30am-12:00pm	<b>*The Missing Link</b> Dr. Richard DeScenzo Colorado River Room 1 10:30am-12:00pm	<b>*5 Ways to Sell More Wine Online</b> Brent Johnson Escalante/Adobe Room 10:30am-11:15am	
:45		<b>Marketing</b> Dawn McFadden Kannah/Whitewater Room 11:00am-12:00pm				<b>*Choosing the Right Closure</b> Gina Shay Escalante/Adobe Room 11:15am-12:00pm
<b>10 am</b>		<b>WCHS Past Presidents &amp; Secretaries Lunch</b> Colorado River Room 1 12:00pm-1:00pm Reserved Tables	<b>LUNCH - Colorado River Room 1- Luncheon Speaker Greg Graff, Colorado State University</b> 12:00pm-1:30pm			
:15		<b>Irrigation &amp; Water Conservation</b> Dr. Esmail Fallahi Kannah/Whitewater Room 1:00pm -2:00pm				
:30		<b>Listeria &amp; Food Safety Compliance</b> Kay Rentzel Kannah/Whitewater Room 2:00pm-2:30pm	<b>CAVE Membership Meeting</b> Dominguez/Plateau/Escalante/Adobe Room 1:30pm-2:30pm			
:45		<b>BREAK</b>				
<b>11 am</b>		<b>Brands That Work</b> John Recca Kannah/Whitewater Room 3:00pm-3:45pm	<b>*Interspecific Hybrid Wine Grapes</b> Dr. Bruce Bordelon Escalante/Adobe Room 3:00pm-4:30pm	<b>*Practical Red Wine Production</b> Tim Donahue Colorado River Room 1 3:00pm-4:30pm	<b>*5 Ways to Sell More Wine Online</b> Brent Johnson Dominguez/Plateau Room 3:00pm-3:45pm	
:15		<b>Successful Marketing to Reach Your Customers</b> Panel: McFadden, Recca, Rentzel,Hix Kannah/Whitewater Room 3:45pm-4:30pm				<b>*Sell More Wine in Your Tasting Room</b> Brent Johnson Dominguez/Plateau Room 3:45pm-4:30pm
:30						
:45		<b>Meet the Vendors: Roving Keg (Exhibit Hall)</b>				
<b>12 pm</b>						
:15						
:30						
:45						
<b>1 pm</b>						
:15						
:30						
:45						
<b>2 pm</b>						
:15						
:30						
:45						
<b>3 pm</b>						
:15						
:30						
:45						
<b>4 pm</b>						
:15						
:30						
:45						
<b>5 pm</b>						
:15						
:30						
:45						
<b>6 pm</b>						
:15						

\* Denotes a Repeated Seminar

Schedule is subject to change

**THURSDAY, JANUARY 15th - 2015**

	Trade Show	HORTICULTURE	VITICULTURE	ENOLOGY	BUSINESS/MARKETING
<b>8 am</b>	Make Sure To Visit The Trade Show!	<b>REGISTRATION - Atrium - 8:00am-9:00am</b>			
:15					
:30					
:45					
<b>9 am</b>		<b>Water Outlook</b> Colorado River District Kannah/Whitewater Room 9:00am-9:45am	<b>*2014 Survey Results &amp; Cold Hardiness/Research Project Update</b> Dr. Horst Caspari & Anne Kearney Colorado River Room 1 9:00am-10:15am	<b>Colorado Wine on the Cusp</b> Dr. Stephen Menke Escalante/Adobe Room 9:00am-10:15am	<b>*Engaging Customers with Social Media</b> Mistalynn Meyeraan & Aaron Hoffman Dominguez/Plateau Room 9:00am-10:15am
:15		<b>Orchard Management for Soil Health</b> Dr. George Bird Kannah/Whitewater Room 9:45am-10:45am	<b>BREAK</b>		
:30					
:45		<b>BREAK</b>	<b>*Interspecific Hybrid Wine Grapes</b> Dr. Bruce Bordelon Colorado River Room 1 10:30am-12:00pm	<b>*The Missing Link</b> Dr. Richard DeScenzo Dominguez/Plateau Room 10:30am-12:00pm	<b>*Sell More Wine in Your Tasting Room</b> Brent Johnson Escalante/Adobe Room 10:30am-11:15am
<b>10 am</b>		<b>Nutrient Management for New/Replant Orchards &amp; Vineyards</b> Panel: Bird, Fallahi, Sauvage, Fuller Kannah/Whitewater Room 11:00am-12:00pm			<b>*Choosing the Right Closure</b> Gina Shay Escalante/Adobe Room 11:15am-12:00pm
:15		<b>LUNCH</b> <b>WCHS Board Meeting</b> Kannah/Whitewater Room 12:00pm-1:00pm	<b>LUNCH - Colorado River Room 1</b> 12:00pm-1:30pm		
:30					
:45		<b>WCHS Membership Meeting</b> Kannah/Whitewater Room 1:00-1:30pm			
<b>11 am</b>	Trade Show Closed	<b>Blossom &amp; Fruit Thinning</b> Dr. Esmail Fallahi Kannah/Whitewater Room 1:30pm-2:00pm		<b>*From Grape to Bottle: Avoiding Haloanisole Taint</b> Gordon Burns Colorado River Room 1 1:30pm-3:00pm	<b>Comparative Tasting</b> Doug Caskey Dominguez/Plateau/Escalante/Adobe Room 1:30pm-3:00pm (LIMITED TO 60 ATTENDEES)
:15		<b>Alternative Crops</b> Dr. Esmail Fallahi Kannah/Whitewater Room 2:00pm-3:00pm			
:30		<b>BREAK - Awards Drawing</b>			
:45		<b>Growing Nitrogen Biofertilizer on Farms Using Cyanobacteria</b> David Sterle Kannah/Whitewater Room 3:30pm-4:00pm	<b>*2014 Survey Results &amp; Cold Hardiness/Research Project Update</b> Dr. Horst Caspari & Anne Kearney Colorado River Room 1 3:30pm-5:00pm	<b>*Practical Red Wine Production</b> Tim Donahue Dominguez/Plateau Room 3:30pm-5:00pm (LIMITED TO 30 ATTENDEES)	<b>*Engaging Customers with Social Media</b> Mistalynn Meyeraan & Aaron Hoffman Escalante/Adobe Room 3:30pm-5:00pm
<b>4 pm</b>		<b>Cytospora Update</b> Dr. Harold Larsen Kannah/Whitewater Room 4:00pm-4:30pm			
:15		<b>BREAK</b>			
:30					
:45					
<b>5 pm</b>		<b>HAPPY HOUR - Atrium</b>			
:15					
:30					
<b>6 pm</b>		<b>CLOSING BANQUET - Colorado River Room 1</b>			
:15					
:45					
<b>7 pm</b>					

\* Denotes a Repeated Seminar  
 Schedule is subject to change