

A Look at Colorado's Climate Across Time and Space Scales**Speaker:** Russ Schumacher**Jan. 17** – Time: 8:30am – 9:00am, Adobe/Escalante/Whitewater**Around the World in Eighty Wines**

Inspired by Jules Verne's classic adventure tale, Mike Veseth's new book takes his readers *Around the World in Eighty Wines*. Every glass of wine tells a story, and so each of the eighty wines must tell an important tale. In this presentation Mike talks about some of the people, places, and wines that fill the book, what he learned in the process of researching and writing it, and what he hopes readers (including Colorado winemakers) will take away.

Speaker: Mike Veseth**Jan. 17** – Time: 2:15pm – 3:15pm, Colorado River Room 1**Assessing and Balancing Vine Nutrition**

A balanced vineyard fertilization program is a critical component of wine grape quality and vine balance. Soil and plant analysis can provide a good snapshot of nutrient availability and uptake in a given season, however not many growers track progress of vine nutrition trends over several seasons. This talk will provide growers with a basis for tracking mineral nutrition of vineyard blocks using a nutrient budgeting approach. Techniques for estimating nutrient loss and applications from blocks will be discussed, as well as how to best adjust timing, rates and application methods of vineyard fertilizers to optimize uptake and efficiency by vines.

Speaker: Fritz Westover**Jan. 18** – Time: 1:00pm – 2:00pm, Dominguez/Plateau/Kannah**Barrel Sanitation**

Six month barrel trial • Barrels contained an average of 240,000 cells/mL *Brettanomyces* • Barrels contained an average of 1100 ug/L 4-ethylphenol • Sanitation methods used: steam treatments, ozone treatments and chlorine dioxide • Effectiveness of sanitation treatments evaluated using Scorpions analysis • Duplicate treatments stored in both cellar and accelerated growth conditions • *Brettanomyces* and 4-ethylphenol monitored twice per month.

Speaker: Richard DeScenzo**Jan. 17** – Time: 8:30am – 10:00am, Dominguez/Plateau/Kannah**Jan. 18** – Time: 9:00am – 10:00am, Dominguez/Plateau/Kannah**Breaking Down Hard Cider Production Nuances**

Hard cider is a relatively delicate product that requires great attention to detail and sanitation through its production. Regardless of what apple varieties producers have access to, key production concepts are still an integral part of production. This discussion will touch on basic hard cider processing considerations including juice chemistry, clarification, yeast selection and nutrition, primary fermentation, the utilization of malolactic fermentation and proper quality control techniques to create a clean product.

Speaker: Denise Gardner**Jan. 17** – Time: 11:15am – 12:00pm, Colorado River Room 1

Breeding Tender Fruits for Modern Fruit Growers

Conventional and Contemporary Approaches. Fruit breeding is a lengthy process. Niagara region being the northern most latitude of tender fruit growing faces increased challenges due to weather as well as shorter growing season. Our program had successfully developed varieties to address the needs of not only local growers but has been a fertile ground for developing varieties that have done well in other parts of the world. This talk will give an overview of the fruit breeding program in the past 15 years at Vineland and have it has morphed into incorporating modern research tools to accelerate breeding. Specifically the presentation will focus on using molecular breeding for earliness in peach/nectarine and recent advances in understanding the spread of black knots in plums.

Speaker: Dr. Jayasankar Subramanian

Jan. 17 – Time: 9:00am – 10:00am, Adobe/Escalante/Whitewater

Changes in the California Fruit Industry: Hidden Opportunities for Colorado Fruit

How California is dealing with labor and profitability issues by converting to nuts, citrus and other crops, including insights on how this could benefit fruit growers in Colorado.

Speaker: Kevin Day

Jan. 18 – Time: 10:15am – 11:15am, Adobe/Escalante/Whitewater

Colorado West Land Trust Update

Speaker: Rob Bleiberg

Jan. 18 – Time: 3:00pm – 3:45pm, Adobe/Escalante/Whitewater

Cultivar Camp: Master Class on Malbec

This tasting of the international benchmarks of Malbec from around the world is the final installment of the Cultivar Camp series for which the Colorado Wine Industry Development Board received a Specialty Crop Block Grant (SCBG) from the Colorado Dept. of Agriculture to better acquaint Colorado's grape-growers and winemakers with the standard bearers and the celebrated regions of the grapes that have shown promise in Colorado. Leading this master class on Malbec is Paul Hobbs, the Napa Valley winemaker that Forbes Magazine called "The Steve Jobs of Wine." Not only has Mr. Hobbs received one of the few perfect 100-point scores from Robert Parker, Jr.'s The Wine Advocate, which also named him "Wine Personality of the Year", but he has also received Decanter Magazine's International Trophy "Best In Show" Red Bordeaux Varietal over £10. Mr. Hobbs is credited with recognizing the winemaking potential in Argentina, where he owns a winery and consults with many vineyards. Most all of the Malbec benchmarks we will taste are made by Mr. Hobbs or imported by him from the vineyards for whom he consults.

Speaker: Paul Hobbs

Jan. 18 – Time: 10:15am – 12:00pm, Colorado River Room 1

Wine Tasting

Separate Registration Required

Cytospora Research Update: Biology and Control of Cytospora

Speaker: Jane Stewart

Jan. 18 – Time: 1:15pm – 2:00pm, Adobe/Escalante/Whitewater

Department of Ag. New Rules & Regulations

The Worker Protection Standard (WPS) is a regulation originally issued by the EPA in 1992 and most recently revised in 2015. The WPS requires agricultural employers to provide specific information and protections to their employees when WPS-labeled pesticides products are used on an agricultural establishment. The 2015 revisions to the WPS regulation strengthened elements of the existing WPS rule to better protect workers and handlers from occupational exposure. Does the Worker Protection Standard apply to your agricultural establishment? Are you currently in compliance with the new 2015 revisions to the Worker Protection Standard?

Speaker: Audrey Cooper

Jan. 18 – Time: 4:00pm – 5:00pm, Adobe/Escalante/Whitewater

Developing a Ladderless Orchard for the 21st Century

Will cover recent work being done with rootstocks and short trees – results are looking promising with some nice 2017 data to share.

Speaker: Kevin Day

Jan. 17 – Time: 1:00pm - 2:00pm, Adobe/Escalante/Whitewater

Enhancing Pre and Post-harvest Shelf Life of Fruits Using Hexanal

Post-harvest loss in fruits is estimated to be over a billion dollars and it doesn't differ much between developing and developed countries. We have identified a natural product, hexanal, that can enhance increase fruit retention in trees as well as improve post-harvest shelf life in a number of fruit crops. Currently we have developed nanotechnology based approaches to enhance the availability of fruits without sacrificing quality. This talk will highlight the development and early results of this new technology and address the advantages of this technology over the existing solutions.

Speaker: Dr. Jayasankar Subramanian

Jan. 18 – Time: 11:15am – 12:00pm, Adobe/Escalante/Whitewater

Foundational Social Media

An overview of several different social media platforms (e.g. Facebook, Twitter, Instagram, etc.) will be shared, “Real World” examples from his client’s accounts and a discussion of how to apply social media in your business.

Speaker: Jim Traister

Jan. 17 – Time: 10:15am – 11:15am, Colorado River Room 1

Grapevine Pruning Techniques: Best Practices & Common Mistakes

Dormant pruning of grapevines is the single most important management practice for setting up a successful crop. Simply said, if vines are properly pruned the rest of the vine management tasks will be less costly and production and quality will improve in tandem. This talk will cover the key components of successful pruning for vines from year 1 through establishment and point out some of the most common and costly mistakes to avoid. The most important diseases of pruning wounds will also be discussed, along with their management and prevention.

Speaker: Fritz Westover

Jan. 17 – Time: 10:15am – 11:15am, Dominguez/Plateau/Kannah

Healthy Fermentations: Avoiding Stuck and Sluggish Fermentation

A look at the challenges, both natural and man-made, that yeast face in the course of fermentation; the avoidance of stuck and sluggish fermentations; and preventative and curative actions to take when such challenges occur.

Speaker: Michael Jones

Jan. 17 – Time: 3:30pm – 4:30pm, Dominguez/Plateau/Kannah

Integrated Pest Management

Insight into tree fruit IPM including trapping, cultural control methods, bio control and chemical control strategies for major fruit pests. An update on the stone fruit pest survey results along with future trapping dates and pest species will be discussed with participants.

Speaker: Meredith Shrader

Jan. 17 – Time: 2:15pm – 3:15pm, Adobe/Escalante/Whitewater

Named Variety Wines and Blended Wines: Relative Advantages and Disadvantages in Colorado

A discussion of how the mix of wines sold by standard grape variety and blends sold by style or taste can co-exist through customer demographics and sales approach.

Speaker: Dr. Stephen Menke

Jan. 16 – Time: 10:45am – 11:45am, Dominguez/Plateau/Kannah

National Peach Council Update and Annual Meeting

Update on current policy issues that the council is working on for the industry, review of accomplishments and out-reach performed in 2017 and the Annual Business Meeting of the Council.

Speaker: Kay Rentzel

Jan. 18 – Time: 2:15pm – 2:35pm, Adobe/Escalante/Whitewater

Orchard Bases of Peach Fruit Quality

Peach fruit quality cannot be improved after harvest. Optimum peach quality expression and subsequent consumer satisfaction can be achieved by maximum understanding of the role of pre-harvest factors and harvest time on fruit quality and potential postharvest life. The influences of “orchard factors” such as cultivar, rootstock, harvest time, crop load, thinning time, fruit position in the canopy, irrigation, and mineral nutrition; as well as the impact or the growing environment on peach harvest quality will be covered. The recent advancements in new non-destructive technologies that can accurately estimate fruit quality will help understand the biological and horticultural bases of pre-harvest factors on peach fruit quality and led to improved peach production systems.

Speaker: Dr. Ioannis Minas

Jan. 17 – Time: 11:15am – 12:00pm – 9:00am, Adobe/Escalante/Whitewater

Oxygen Management in Wine Making

Oxygen can be a friend as well as a foe throughout the winemaking process. This seminar will give an overview of different techniques for managing oxygen in both red and white wine. Topics will include the advantages of reductive, oxidative, and hyper oxidative processing during the pressing of white grapes as well as management of oxygen post fermentation to alter the sensory properties of white wine. Additionally there will be practical techniques for managing oxygen during and post fermentation in red wines including macro, meso, and micro-oxygenation. Lastly there will be discussion of how to avoid unwanted oxidation during ageing and bottling.

Speaker: Tim Donahue

Jan. 18 – Time: 2:15pm – 3:45pm, Dominguez/Plateau/Kannah

Wine Tasting

Plum Curculio Update

This presentation will include a pest update concerning Plum curculio and its potential threat to the fruit industry on the western slope of Colorado.

Speaker: Meredith Shrader

Jan. 18 – Time: 2:35pm – 3:00pm, Adobe/Escalante/Whitewater

Practical Solutions for Improved Winery Sanitation

Cleaning and sanitation concepts are everyday applications associated with the winemaking process to make the best quality wine. While wine is a product that avoids many food safety risks, spoilage continues to be an issue for many processors. During this session, wine consultant Denise Gardner will define cleaning and sanitation, and how these processes fundamentally differ from sterilization. Gardner will review practical steps in production where extra 15-minutes of attention to sanitation can go a long way in the winery, and she will introduce sanitation standard operating procedures (sSOPs) to better improve operation efficiency.

Speaker: Denise Gardner

Jan. 16 – Time: 1:00pm – 2:00pm, Colorado River Room 1

Secrets of the World's Most Respected Wine Regions (with Lessons for Colorado)

"I don't get no respect," Rodney Dangerfield often complained. Reputation and respect are important in all walks of life, but perhaps specially in the wine business. Wine economist Mike Veseth analyzes the world's most respected wine regions to learn their secrets and to provide insights for emerging wine regions like Colorado.

Speaker: Mike Veseth

Jan. 16 – Time: 9:00am – 10:00am, Colorado River Room 1

Sensory Analysis by Attributes and Flaws

Speaker: Dr. Stephen Menke and Jenne Baldwin-Eaton

We will examine the relative importance of berry and wine sensory evaluation for attributes versus sensory detection of wine flaws.

Jan. 16 – Time: 2:15pm – 3:30pm, Dominguez/Plateau/Kannah

Social Media Advanced Topics

Jim will cover three advanced topics to increase your sales on Facebook:

1. Facebook Messenger Bots have been called the future of email. Jim will share how they have built direct leads in short beta test with one of his clients.
2. You have a customer email list and wish you could market to them via Facebook? In this session Jim will share with you how can take your email list and find your fans on Facebook so you can market to them over and over again.
3. Learn how to consistently run great Facebook marketing campaigns with some of the new features on the Facebook Advertising Platform.

Speaker: Jim Traister

Jan. 18 – Time: 1:00pm – 2:00pm, Colorado River Room 1

Soil Moisture Monitoring: An Essential Tool for Irrigation Management

Irrigation management in vineyards is a dynamic process, requiring growers to closely monitor plant growth, weather conditions and soil moisture status. Real-time soil moisture monitoring is quickly becoming one of the most beneficial tools for determining when to water, how much water to apply and how well we are distributing fertilizers and other chemicals applied through drip irrigation. This talk will provide new and experienced growers with the most common tools and techniques for monitoring and interpreting soil moisture data. Results from field demonstrations will be presented and practical, cost effective solutions will be discussed.

Speaker: Fritz Westover

Jan. 18 – Time: 9:00am – 10:00am, Adobe/Escalante/Whitewater

Sparkling Wine Defined: The Chemistry of a Base Wine and Product Differentiation

Sparkling wine can come in a variety of forms: from the traditional méthode champenoise processes using *Vitis vinifera* grape varieties, to the utilization of forced carbonation on base wines composed of hybrid varieties or fruit wines. Each process has nuanced technicalities pertaining to both production and labeling. Technical details pertaining to sparkling wine production are not widely published, and most producers learn through experience. Here, Denise will dive into concepts associated with traditional sparkling wine production, but differentiate key alterations where other product possibilities are conceivable.

Speaker: Denise Gardner

Jan. 16 – Time: 3:45pm – 5:00pm, Colorado River Room 1

Tasting Room Management Best Practices

Tasting rooms are key to selling wine from the “cellar door” and are often the first and only impression of the winery for potential customers. A professionally-managed tasting room is so important it can mean the difference between being profitable or not for some wineries. This workshop will cover all aspects of tasting room management, including staffing (hiring, managing, and training), layout, pricing, selling, offering wine club memberships, selling non-wine merchandise, deciding on whether to require appointments, and more.

Attendees will learn best practices for leveraging an ideal blend of technology and

processes to convert first-time visitors into loyal customers and club members. A “tasting room management checklist” will be provided with five improvements that can be implemented the very next day. The workshop will be led by Sandra Hess, the founder of DTC Wine Workshops, a consulting firm which supports wineries of all sizes nationally in the areas of e-Commerce, CRM, DTC Strategic Planning, and Training Services.

Speaker: Sandra Hess

Jan. 15 – Time: 1:00pm – 5:00pm, Springhill Suites Hotel

The Future of Small Wineries

What does the future hold for small wineries? Consolidation, both in wine production and distribution, plus brand proliferation and increased import penetration present serious challenges for small and mid-size wineries. Wine economist Mike Veseth draws upon economic lessons from other industries to probe the realistic future of small regional wineries and the factors that seem most likely to drive success.

Speaker: Mike Veseth

Jan. 16 – Time: 3:45pm – 5:00pm, Dominguez/Plateau/Kannah

Three Tactics to Beat Your Competition on Facebook and Twitter to Drive Sales

Jim will share the most important link to optimize your twitter tomorrow. How to predictably ensure you get the results desired on your Facebook business page. He will share one social media tool that has generated a significant amount of buzz for his clients and it just requires five minutes of effort per week.

Speaker: Jim Traister

Jan. 18 – Time: 10:15am – 11:15am, Dominguez/Plateau/Kannah

Trends and Opportunities for the U.S. Peach Market

Will look at the competitive landscape and how it is changing, the impact to the grocery store and changes that may need to be made, the competitive challenges that peach face and opportunities to boost peach sales at retail, while identifying the consumer and opportunities.

Speaker: Kay Rentzel

Jan. 17 – Time: 3:30pm – 4:30pm, Adobe/Escalante/Whitewater

Viticulture 101: Canopy Management

Dr. Caspari will provide some basic information on the why and how of canopy management, including practices such as shoot thinning, canopy hedging/trimming, fruit zone leaf removal.

Speaker: Dr. Horst Caspari

Jan. 16 – Time: 1:00pm – 2:00pm, Dominguez/Plateau/Kannah