

Jenne Baldwin-Eaton • Instructor of Viticulture and Enology • Western Colorado Community College*~Sensory Analysis by Attributes and Flaws*

Jenne started her career in winemaking with Plum Creek Cellars in 1994. For 22 years, Baldwin-Eaton made award-winning wines from 100% Colorado grown grapes and was involved in all aspects of running a commercial winery. The success and growth of the Colorado wine industry is very important to Baldwin-Eaton and as an instructor, her goal is to pass along years of accrued knowledge and practical experience. She is currently developing and teaching the first Colorado AAS in Viticulture and Enology program at Western Colorado Community College. She teaches courses in fermented beverage, sensory analysis, fermentation science, winemaking and viticulture.

Rob Bleiberg • Executive Director • Colorado West Land Trust*~Colorado West Land Trust Update*

Rob joined Mesa Land Trust in 1996 and has led the organization through a significant growth and transformation. He has been involved in hundreds of conservation transactions and has established strategic partnerships with local governments, the Nature Conservancy, American Farmland Trust and other private and public entities. Rob is a community volunteer, serving on the boards of local and statewide nonprofits. When not in the office, he can be found hiking or biking on the trails of western Colorado and southeast Utah, preferably with his wife, Sheri, daughter, and two dogs. In 2009, he was awarded a Loeb Fellowship at Harvard University's Graduate School of Design. Rob has an M.S. in Natural Resource Policy from University of Michigan and a B.A. in American Studies from Wesleyan University.

Doug Caskey • Executive Director • Colorado Wine Industry Development Board*~CWIDB Update*

Doug Caskey has served in his role with the CWIDB since 2000. He oversees statewide efforts to promote Colorado wine. Caskey is a 30-year wine industry veteran, with experience in the restaurant and retail wine industries. Previous to the CWIDB, he managed the wine department at Boulder Liquor Mart, one of Colorado's largest retail liquor stores in Boulder.

Dr. Horst Caspari • Professor and State Viticulturist • Colorado State University*~Grape Survey Results**~Viticulture Research Update**~Viticulture 101: Canopy Management*

Dr. Caspari is a Professor in the Department of Horticulture & Landscape Architecture at Colorado State University, and Colorado's State Viticulturist. He holds the equivalent of a MSc and PhD in Agricultural Science from the University of Bonn, Germany. From 1990-1993, he was a visiting scientist at the Horticultural Science Department at Massey University, Palmerston North, New Zealand. He worked as Post-Doc (1994) and Research Scientist (1995-2000) for the Horticulture and Food Research Institute of New Zealand at the Marlborough Research Center in Blenheim, New Zealand before joining Colorado State University in July 2000.

Audrey Cooper • Private Applicator Field Inspector • Colorado Department of Agriculture*~Department of Ag. New Rules & Regulations*

Audrey Cooper was hired in 2010 as a Private Applicator Field Inspector with the Colorado Department of Agriculture (CDA) Plant Industry Division. CDA's Private Applicator Inspectors conduct Private Applicator Use Inspections, Worker Protection Standard Inspections and U.S. Department of Agriculture (USDA) Restricted Used Pesticide Recordkeeping Inspections. Ms. Cooper's territory covers the Western Slope along with the San Luis Valley area.

Kevin R. Day • County Director and Pomologist • University of California Cooperative Extension – Tulare and Kings Counties

~Developing a Ladder-Less Orchard for the 21st Century

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

Kevin Day was born and raised on a grape and tree fruit farm near Dinuba, California that was started by his great-grandfather in 1906. Kevin graduated from CSU Fresno with a BS in Viticulture (1983) and a MS in Horticulture (1985). He began working for the UC Davis Department of Pomology in 1985 as a Research Associate. In 1991 he accepted the position of UC Cooperative Extension Tree Fruit Farm Advisor stationed in Tulare County. Kevin is an applied plant physiologist and his research interests and areas of expertise include: tree form, structure and light use and interception; pruning methods and systems; fruit growth and development; rootstocks and their interactions with tree performance; stone fruit varieties; plant nutrition; and tree water use. In his spare time, he enjoys reading, playing the violin and guitar, and raising dachshunds.

Richard DeScenzo PhD. • Microbiology Group Leader • ETS

~Barrel Sanitation

Dr. Richard DeScenzo is the Microbiology Group Leader for ETS Laboratories. ETS provides microbiological analysis for problematic fermentations using a combination of classical microbiology methods and molecular biology techniques. Dr. DeScenzo received his Masters and Ph. D. in Plant Pathology and Molecular Biology at the University of New Hampshire, and conducted his postdoctoral studies on disease resistance genes in barley with the USDA/ARS at Iowa State University. He spent 10 years conducting research on grape genomics, development of molecular diagnostics, and fermentation monitoring in the wine industry. Dr. DeScenzo joined ETS in January 2006, leading the Microbiology Group and guiding the development of the Scorpion Wine Spoilage Detection Kit. Most recently, Richard has focused on transitioning the Scorpions technology for use in the fuel ethanol market. In addition to developing improved diagnostics for the fermentation industry, Richard works with clients to help them understand their microbial fermentation problems, and develop monitoring programs to prevent future problems.

Tim Donahue • Enology Instructor Walla Walla Community College • Winemaker, College Cellars

~Oxygen Management

Tim Donahue holds a master's in enology from the University of Adelaide and served as head winemaker for the award-winning Creekside Cellars in Evergreen, Colorado, before heading to Walla Walla. He serves as enology instructor at Walla Walla Community College and runs College Cellars, a research driven winery. Donahue served as the winemaker, with his father Bill, for Creekside Cellars in Evergreen, Colorado, and received a masters in Oenology from the University of Adelaide.

Stephanie Fransen Hicks • Government Relations Specialist • CAVE Lobbyist

~Lobbying Update

Stephanie is one of the rare Colorado natives. She grew up in Littleton and graduated from Regis University in Denver with a degree in Politics. She has been working in the Colorado State Capitol for nine years; first as the Legislative Aide to two House Representatives from Colorado Springs then as the Government Affairs Coordinator for the Colorado Association of REALTORS (CAR). After leaving CAR, she became a contract lobbyist representing the Colorado Licensed Beverage Association (CLBA). Stephanie now represents the Colorado Association of Viticulture and Enology, the Tavern League of Colorado and Air Methods Corporation.

Denise M. Gardner • Winemaking Consultant • Denise Gardner Winemaking, LLC*~Practical Solutions for Improved Winery Sanitation**~Sparkling Wine Defined: The Chemistry of a Base Wine and Product Differentiation**~Breaking Down Hard Cider Production Nuances*

In the Fall of 2017, Denise Gardner launched her new consulting service, Denise Gardner Winemaking LLC (www.denisegardnerwinemaking.com), specializing in winemaking and educational consulting services for wine industry professionals. As an enologist, Denise has spent over a decade in the wine production industry, and the last 6 years as Pennsylvania's enology extension associate at Penn State University. Denise's passion and enthusiasm for wine began at the age of 16 where she started growing wine grapes in high school, and spent those early years enrolled viticulture extension programs while working for local wineries. She graduated from Penn State's Food Science program with a minor in Horticulture in 2007 and earned her M.S. in Food Science and Technology, with an emphasis in enology from Virginia Tech in 2009. Following graduate school, she worked in Napa Valley as Enartis Vinquiry's Sensory Scientist. After returning to the eastern U.S., Denise was employed by Penn State Extension and focused on wine quality education covering topics such as sensory evaluation, fermentation nutrition, good sanitation practices, and wine chemistry concepts. In 2017, she became the Chair for the American Society of Enology and Viticulture (ASEV) – Eastern Section organization, which focuses on providing current and research-driven information to the regional wine industry and providing scholarship for students studying viticulture and enology.

Sandra Hess • DTC Sales Strategy • Wine E-Commerce & Social CRM*~Tasting Room Management Best Practices*

Sandra Hess, founder of DTC Wine Workshops, supports wineries of all sizes in the areas of DTC Sales Strategy, Wine E-Commerce, CRM and Training Services to grow direct-to-consumer wine sales and retain loyal customers. Prior to joining the wine industry, Sandra served businesses nationally and globally in the areas of CRM software implementations, workflow automation development, online marketing and brand development. Sandra founded DTC Wine Workshops in July 2013 to serve winery stakeholders and management teams ready to leverage ideal blends of technology with best practices to capitalize on what is now over a \$2.3 billion industry in wines shipped in the US.

Paul Hobbs • Owner/Winemaker • Paul Hobbs Winery • Cross Barn Winery*~Cultivar Camp: Master Class on Malbec*

Regarded as an international visionary for his accomplishments in the vineyard and winery, Paul Hobbs combines his childhood roots on the family farm with an innovative scientific approach to refine the art of winemaking. He is recognized across the globe for breaking with tradition and forging new paths in the pursuit of excellence; both in stewardship of the land, and the crafting of wines that represent the purist concept of place. Paul earned his BS in Chemistry from the University of Notre Dame in 1975, and MS in Viticulture and Enology from the University of California, Davis in 1978. Shortly thereafter, he became a member of the enology team at Robert Mondavi Winery, and one year later, at the behest of Robert Mondavi himself, Paul was invited to be on the inaugural team of Opus One. A first trip to Argentina in 1988 marked the beginning of a South American winemaking career that carries on today with his wines from Viña Cobos, and his legendary status as the pioneer who launched malbec's rise to fame. Today, along with his global consulting career, Paul is the owner and winemaker for Sebastopol, California based wineries, Paul Hobbs Winery and CrossBarn, as well as his international partnerships, Viña Cobos, Crocus (Cahors, France), and Yacoubian-Hobbs (Armenia).

Michael Jones • Fermentation Specialist • Scott Laboratories*~Healthy Fermentations: Avoiding Stuck and Sluggish Fermentation*

Working in wineries since 1971, Michael made his first wine in the family cellar in 1974. He has made wine every year since, including two vintages in Burgundy and one in the Hunter Valley, Australia. Suffering from a degree in Viticulture and Enology from UC Davis, he found solace amongst the vines of NovaVine Nursery and the barrels of Hanzell in Sonoma. Previously, he had been 19 years at Domaine Chandon. Currently, he is fermentation specialist for Scott Laboratories.

Dr. Steve Menke • Assoc. Professor of Enology and State Enologist • Colorado State University

~Named Variety Wines and Blended Wines

~Sensory Analysis by Attributes and Flaws

Dr. Stephen Menke earned a B.S. Ag. from the University of Saskatchewan in 1980, and a Ph.D. in biochemistry/molecular biology from the University of Wyoming in 1992. He did postdoctoral work on Pierce's disease in grapes at the University of Arizona, and subsequently left academia to be manager/assistant winemaker for several years at Sonoita Vineyards in Elgin, AZ. Since then he has served as State Enologist and university educator in IL, PA, and currently CO, where he also serves as proprietor of the CSU educational winery, Ram's Point Winery. His areas of expertise include grape and wine aroma sensory analysis, small winery startup planning, winemaking forensics, and blending of wines from various cultivars of *V. viniferous* and of interspecies crosses.

Dr. Ioannis S. Minas • Asst. Professor in Pomology, Dept. Horticulture and Landscape Architecture • Colorado State University

~Orchard Bases of Peach Quality Fruit

Dr. Minas joined HLA-WCRC at CSU in 2015. In 2014 he received his PhD in Pomology and Postharvest Physiology from Aristotle University of Thessaloniki, Greece. During his PhD studies was appointed as a Junior Specialist at the Dept. Plant Sciences at University of California Davis, CA. His research performed both in Greece and California consisted of an extended series of physiological and molecular analysis of orchard and postharvest factors affecting harvest quality and postharvest ripening physiology of kiwifruit, peaches, nectarines, plums, sweet cherries and blueberries. He has also emphasized on the understanding of the biological bases of climacteric and non-climacteric fruit, on the effect of altitude on fruit growth, ripening and quality and the etiology of cold storage disorders of fruit using systems biology approaches. Dr. Minas' program includes close outreach collaboration with the tree-fruit industry in the development and adoption of novel technologies to improve general orchard performance, harvest quality and fruit storage potential. Dr. Minas has published over 15 research publications in pomology, postharvest physiology and postharvest pathology. His research at CSU is focused on orchard and environmental factors affecting productivity, developmental physiology, harvest quality and postharvest physiology of tree-fruits.

Kay Rentzel • Managing Director • National Peach Council

~Trends and Opportunities for the U.S. Peach Market

~National Peach Council Update and Annual Meeting

Kay Rentzel, Director of the National Peach Council, oversees the operations of the organization. The National Peach Council was formed more than 65 years ago and now provides the domestic peach industry with a more consistent, meaningful and strong voice in Washington. It is funded through voluntary annual membership dues. Rentzel has been working with the National Peach Council for nearly 10 years. She is a member of numerous state and national professional organizations and serves as an industry stakeholder representative to various USDA programs and projects. In addition to the management of the National Peach Council, she operates Mountain Top Management, a small marketing and communications firm that specializes in agriculture trade group management.

Rentzel is a graduate of Messiah College in Grantham, Pennsylvania with a degree in consumer and family sciences and economics and has completed American Marketing Association courses. Rentzel and her husband, Jeff, have two children and are active in many school, community, and national organizations and events.

Russ Schumacher • Director of the Colorado Climate Center • Colorado State Climatologist • Assoc. Professor Department of Atmospheric Science • Colorado State University

~A look at Colorado's Climate Across Time and Space Scales

Russ graduated from Valparaiso University in Indiana with majors in meteorology and humanities, and then came to Colorado as a graduate student at CSU in 2001. He completed his M.S. in 2003 and Ph.D. in 2008 in atmospheric science. After a postdoctoral fellowship at the National Center for Atmospheric Research in Boulder and two years at Texas A&M University, Russ returned to CSU in 2011 to join the faculty in the department of atmospheric science. He received a CAREER award from the National Science Foundation in 2010, and was selected as Outstanding Professor of the Year by the students of the department in 2012. He currently serves as editor of the journal *Monthly Weather Review*. Russ's research interests include mesoscale meteorology, mesoscale convective systems, weather analysis and forecasting, the climatology of precipitation, precipitation extremes, flash floods, and societal impacts of weather. Outside of work, Russ has been a frequent contestant on the TV quiz show Jeopardy! After his first successful run, he won the Tournament of Champions in 2004 and made it to the semifinals of the Battle of the Decades tournament in 2014. He and his wife, Andrea, live in Fort Collins with their four-year-old son.

Meredith Shrader • Entomologist • CSU Extension Agent

~Integrated Pest Management

~Plum Curculio Update

Dr. Meredith Shrader is a graduate from Virginia Tech where she received all three of her degrees in entomology. She has worked on several research farms including one in Winchester Virginia where research focused on spider mite control, fruit tree borers and aphid control in fruit trees. Her most recent work involved the assessing the risk of spotted wing drosophila infestations in small fruits and wine grapes in Virginia. She is passionate about the implementation of integrated pest management strategies in all agricultural arenas.

Dr. Jane E. Stewart, Asst. Professor in Plant Pathology, Dept. Bioagricultural Sciences and Pest Management • Colorado State University.

~Cytospora Research Update: Biology and Control of Cytospora

Dr. Stewart joined BSPM at CSU in 2015. She received her master's degree in forestry from the University of Vermont and Ph.D. in Plant Pathology from Washington State University. Her latest work, as a postdoctoral researcher at the University of Georgia, examined mechanisms that drive emerging pathogens, with her work focused on a blueberry pathogen. Jane has published over 20 research articles in forest pathology, fungal genetics and genomics and fungal biology. Her research program at CSU is focused on tree pathogens in Colorado and worldwide to better understand the biology, ecology and genetics, and management of emerging tree/plant pathogenic fungi.

Dr. Jayasankar (Jay) Subramanian • Tender Fruit Breeder and Biotechnology Professor • University of Guelph

~Breeding Tender Fruits for Modern Fruit Growers

~Enhancing Pre and Post-Harvest Shelf Life of Fruits Using Hexanal

Jay's expertise includes breeding peach, nectarine and plum for season, cold tolerance, quality and disease resistance. He is working at the Vineland Station in the Niagara region, where most of the tender fruits are grown in Ontario. In addition to breeding, he also does basic research in studying genes responsible for important traits as well as enhancing the shelf life. He is currently leading a multi-national project involving 6 countries which addresses reducing post-harvest loss in fruits using nanotechnology, the results of which has been highlighted in a number of places including United Nations General Assembly's market place- a side event of UN in New York, during September 2015.

Jim Traister • CEO • HospitalityFan

~Foundational Social Media Seminar

~Social Media Advanced Topics

~Three Tactics to Beat Your Competition on Facebook and Twitter

Jim Traister is the CEO of HospitalityFan, a Social Media & Creative agency that drive sales via social media for independent businesses across the country. His clients have been featured on television several times, won contests and have even been recognized by Yelp as the one of the top 100 best at social media in the country as a result of his team's work. His social media teams have increased sales up to 20% for clients. He is a sought after speaker on the subject matter of social media and has recently just finished authoring his first book, "Increasing Your Sales Through Social Media...Have Peace of Mind and More Time for Yourself. Jim spent sixteen years in the restaurant business and also taught Information Technology in Hospitality & Tourism at the University of North Texas. He believes there is only one reason to be on social media and that is to drive sales.

Mike Veseth • Author and Editor • Wine Economist Blog

~Around the World in Eighty Wines

~Secrets of the World's Most Respected Wine Regions

~The Future of Small Wineries

Mike Veseth (pronounced VEE-seth) is a sought-after speaker at wine industry meetings both in the United States and around the world. He is editor of The Wine Economist blog and author of more than a dozen books including Wine Wars (2011), Extreme Wine (2013), Money, Taste & Wine: It's Complicated! (2015), and Around the World in Eighty Wines (2018). Wall Street Journal wine columnist, Lettie Teague writes that "Of all the wine blogs in the wide, wide blogosphere, one that I look forward to reading the most is Mike Veseth's Wine Economist. There's nothing else quite like it—a blend of economic insight ... and often irreverent winespeak." Veseth is professor emeritus of International Political Economy at the University of Puget Sound in Tacoma, Washington. In 2010 he was named Washington Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for the Advancement and Support of Education. Veseth received the Bachelor's degree in Mathematics and Economics from the University of Puget Sound and the Master's and Ph.D degrees in Economics from Purdue University.

Fritz Westover • Owner • Westover Vineyard Advising

~Assessing and Balancing Vine Nutrition

~Grapevine Pruning Techniques: Best Practices & Common Mistakes

~Soil Moisture Monitoring: An Essential Tool for Irrigation Management

Fritz Westover is Viticulturist and owner of Westover Vineyard Advising, based in Houston, Texas. Fritz obtained his BS in horticulture and MS in Plant Pathology from Penn State University, where he worked on projects including grapevine decline, grape disease management, and the science of compost application in vineyards. He specializes in vineyard consulting, research and education in the south and southeastern US, drawing from more than 15 years experience in the vineyard industry including extension and outreach positions in Virginia, Texas, and California. Fritz contributes to wine industry

educational programs in several states and maintains a practical grape growing blog and grower resources at www.VineyardAdvising.com.

Warren Winiarski • Founder • Stags' Leap Wine Cellars

~Closing Remarks

Warren Winiarski put California on the global wine map when his 1973 Napa Cabernet Sauvignon won the 1976 Judgment of Paris. This blind tasting placed California wines against French classics that critics had thought unbeatable, and changed the course of wine history.

Winiarski moved to Napa in 1964, where he began his career in wine as an apprentice, quickly becoming Robert Mondavi's first winemaker. In 1968, Winiarski left Mondavi's Winery to make wine in Colorado at Ivancie Cellars. This project would kickstart the Colorado wine industry. In 1970, he founded Stag's Leap Wine Cellars and planted his first vineyard in Napa Valley.

Winiarski is a passionate advocate for wine appreciation and wine history, and has been active in land use preservation for 50 years. At U.C. Davis he is establishing the world's largest collection of wine writers' papers. He also launched the American Food & Wine History Project at the Smithsonian, where his 1973 wine was named one of the "101 Objects that Made America."