

Seminar and Speaker Information

A Review of Heat and Cold Stability

What do we mean by heat and cold stability

Methods used to evaluate cold and heat stability

Additive technology products for cold stabilization, what you need to know before using them

Bentonite fining trials for Heat stability, how to interpret results and information on different types of bentonite products

Speaker: Richard DeScenzo

Jan. 18 – Time: 1:00 pm – 2:00 pm

Adapting Vineyards for Climate Change

The US wine grape industry has experienced changing climates over the past decades, leading to concerns about change within multiple sectors of the industry from the farm (weather variability) to market (changing clientele). This presentation will focus on potential vineyard adaptations that may be able to meet both changing climatic and marketing pressures, with focus on vineyard design changes that may be reasonable to handle climate variability (drought, freeze/frost, excess heat).

Speaker: Dr. Patty Skinkis

Jan. 19 – Time: 10:15 am – 11:00 am

Backyard Grape Growing

Grapes you pick yourself just taste so much more satisfying than store-bought but getting started can be daunting. Where do you even begin? Join Charlotte for this session on what you need to get started growing grapes in your backyard. She will provide some tips for getting vines going and tricks for keeping vines healthy and productive. Anyone with some space can have fresh grapes in the fall!

Speaker: Charlotte Oliver

Jan 17 – Time: 9:30 am – 10:30 am

CAVE 2022 Legislative Update

Join CAVE interim lobbyist, Solomon Malick, as he gives the legislative update for 2022. This will include an update on the Festival Bill passed in 2021 as well as a preview for the 2023 session.

Speaker: Solomon Malick

Jan. 19 – Time: 8:30 am – 9:30 am

Crushing it: Going Beyond the Grapes and into Marketing

Speaker: Felipe Mosqueda, Jason McCall

Jan. 18 – Time 9:00 am – 10:00 am

CWIDB Update

CWIDB Executive Director, Doug Caskey, will present an overview of the previous year's marketing projects and spending for the Colorado Wine Industry Development Board, as well as discuss the CWIDB's legislation introduced for the 2023 Session at the Capitol.

Speaker: Doug Caskey

Jan. 18 – Time 10:15 am – 11:00 am

Does Vineyard Canopy Management Truly Make a Difference in Wine Quality?

Most premium wine grape production regions use the vertical hedge system (VSP), requiring significant canopy management inputs. These tasks require a ready and available labor force at the time of application, whether by hand or machine. However, which canopy management methods are most important to achieve elevated fruit and wine quality without breaking the bank? Dr. Skinkis will share information from different canopy management trials conducted in Oregon and elsewhere, including vigor control, leaf removal, and crop thinning. Focus will be placed on the what, when, and how to best utilize canopy management practices with consideration on fruit quality and vineyard economics.

Speaker: Dr. Patty Skinkis

Jan. 18 – Time: 2:15 pm – 3:15 pm

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Grape Survey Results

Join Dr. Horst Caspari as he presents the 2021 Grape Survey Results!

Speaker: Dr. Horst Caspari

Jan 19 – Time: 10:15 am – 11:00 am

How to Prevent and Inhibit Wine Spoilage

There are several points in the winemaking and storing cycle where wine can become spoiled. Depending upon the level of spoilage the wine may be unsatisfactory to either or both the proprietor and consumer. Matt will discuss some of the mechanisms of spoilage and how best to prevent them and/or stop them once they have begun using biological and natural methods.

Speaker: Matt Ridge

Jan. 18 – Time: 2:15 pm – 3:15 pm

How to Recognize, Manage and Prevent Flaws in Hybrid Wines

Throughout the winemaking process, musts and wines are in contact with many factors including oxygen, temperature, and micro-organisms which can lead to wine instabilities and defects. It is very important for winemakers to be aware of the chemistry of wine and to be able to identify some of the common defects as wine faults are not always straightforward. This presentation will focus on the type of wine flaws and faults such as potassium bitartrate crystals, oxidation, microbial spoilage, etc., their causes, the strategies to manage and prevent them, to produce high wine quality.

Speaker: Dr. Aude Waterlot

Jan. 18 – Time: 9:00 am – 10:00 am

License to Steal Colorado Workshop - Building Black Ink Begins in Your Tasting Room

Owners, managers, marketers and tasting room staff are encouraged to attend this half-day workshop focusing on tasting room management and a wide range of ideas and strategies to help build your customer base and sell more wine.

Speaker: Donnie Winchell

Jan 16 – Time: 1:00 pm – 5:00 pm

Marketing to the ‘Ages’ Via Experiences and New Approaches

Donnie will explore four marketing strategies to consider including generational and experiential marketing, sales beyond wine and non-traditional partnerships.

Speaker: Donnie Winchell

Jan 17 – Time: 2:30 pm – 3:30 pm

ON and OFF Premise Placement Plan For Success

A discussion on the current marketplace, with a focus on logistics, marketing, and procedures to achieve a better placement rate for Colorado wines onto the shelves and wine lists of Colorado establishments.

Speaker: Aaron Steinke

Jan 19 – Time: 10:15 am – 11:00 am

Small Winery Start-Up

Speaker: Jenne Baldwin-Eaton

Jan 17 – Time: 10:45 am – 12:00 pm

Supply Chain Issues Affecting Your Bottom Line?

From 2020 to present, the world has changed drastically. Given the fallout of a major pandemic, we are no strangers to hearing the term ‘supply chain disruptions.’ Almost every industry is or has experienced some form of interruption in supplies, goods, services, labor, etc. On top of that, inflation starting in 2021 has hit, causing input prices for agricultural producers to double, in some cases. But how has this

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specifically impacted our fruit and wine producers, and what can they do to combat high input prices? Learn from CSU Extension Agriculture and Business Management Specialist Jenny Beiermann about major supply chain disruptions affecting the industry and how to combat high input prices using budgeting, financial statements, and cash flow monitoring.

Speaker: Jenny Beiermann

Jan 18 – Time: 1:00 pm – 2:00 pm

Tannins In Winemaking with Hybrids

Most of our knowledge on red wine making and quality is based on *Vitis vinifera* grapes and wines. Phenolic compounds are a large group of molecules present in grapes, contributing to sensory characteristics and quality of finished wines. Condensed tannins and anthocyanins are the main phenolic compounds found in grapes, responsible for the wine mouthfeel, aging and color stability. The content and type of phenolic compounds differ in cold-hardy grapes and wines, depending on the cultivars, the viticultural practices, the environmental conditions and the winemaking process. This presentation aims to introduce the background and challenges in the extraction and retention of tannins in hybrid grapes and wines throughout winemaking and their important role in wine quality.

Speaker: Dr. Aude Waterlot

Jan. 17 – Time: 1:15 pm – 2:15 pm

Vintage Variation in Grape Juice Chemistry

What are the main juice chemistry parameters and why are they important

Variations in juice chemistry parameters in California for the last 5 years

Variations in juice chemistry parameters in Colorado for the last 5 years

A comparison of trends observed in both locations

Speaker: Richard DeScenzo

Jan. 19 – Time: 8:30 am – 9:30 am

Viticulture Extension Update

Come meet your new viticulture extension specialist and learn about educational opportunities for winter 2023. In this interactive session, Charlotte Oliver will outline her priorities for her educational and research programs, including updates on pest surveys and opportunities for you to get involved. She also wants to hear from you! What are your burning grape questions? What do you need to be successful as a grape grower? Drop in and let her know what you are looking for from CSU Extension!

Speaker: Dr. Charlotte Oliver

Jan 18 – Time: 10:15 am – 11:00 am

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Jenne Baldwin-Eaton • Instructor of Viticulture and Enology • Western Colorado Community College

~ *Small Winery Start Up*

~ *Winemaker Panel on Hybrids*

Jenne Baldwin-Eaton has been a winemaker in the Colorado wine industry for the past 27 years. 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 in 2017 she developed the first *Associates of Applied Science Viticulture and Enology program at Western Colorado Community College, a division of Colorado Mesa University in Colorado*. Baldwin-Eaton teaches a multitude of classes in the program, runs the wine lab, carries out practical research each harvest and chairs the newly established *Warren Winiarski/Gerald Ivancie Institute to Viticulture and Enology*.

Jenny Beiermann • Agriculture and Business Management Economist • Colorado State University

~ *Supply Chain Issues Affecting Your Bottom Line?*

Jenny received her B.S. degree in Agricultural Business and her M.S. in Agricultural and Applied Economics at the University of Wyoming. Jenny's primary role with CSU is to develop, market, deliver, and evaluate non-credit educational programming and resources relative to risk and risk management for agricultural producers and managers in operations of all sizes. These programs' main goal is to assist producers in making comparative, profitable decisions among strategic financial, production, marketing, legal, and human resources alternatives. Her expertise and professional interests include farm management economics, business management, production economics and enterprise budgeting, and strategic financial planning.

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 PhD. • Professor & State Viticulturist • Colorado State University

~ *Grape Survey Results*

~ *Viticulture Research and Extension Update*

Dr. Caspari is a Professor with the Department of Horticulture and Landscape Architecture at Colorado State University and has served as Colorado's State Viticulturist since 2000. Dr. Caspari received the equivalent of MS (1989) and PhD (1993) in Agricultural Science from the University of Bonn, Germany. He was a visiting scientist at the Department of Horticultural Science at Massey University, Palmerston North, New Zealand from 1990 to 1993. He held the position of Post-Doc (1994) and Research Scientist (1995 – 2000) with the Horticulture and Food Research Institute of New Zealand prior to joining Colorado State University in July 2000.

Eglantine Chauffour • Wine Products Advisor • Bucher Vaslin

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Eglantine holds a double Master's Degree in Viticulture-Oenology and Agronomic engineering from Montpellier SupAgro (France). Her international background, with winemaking and cellar experiences in France, South Africa, Australia, New Zealand and five years in the U.S., gives her a comprehensive view of wines and processes around the world. At Bucher Vaslin Eglantine is in charge of developing Lamothe-Abiet products in North America. Working as a winemaker, research projects manager, technical support, and winemaking consultant, she enjoys helping winemakers optimize their process, troubleshoot difficult wines and has a passion for making rosés!

Dr. Richard DeScenzo PhD. • Microbiology Group Leader • ETS

~ *Review of Heat and Cold Stability*

~ *Vintage Variation in Grape Juice Chemistry*

Dr. Richard DeScenzo is the Microbiology Group Leader for ETS Laboratories. ETS provides a range of

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microbiological analysis for problems occurring during the winemaking process, using a combination of classical microbiology methods and molecular biology techniques. In addition to developing improved diagnostics for the wine industry, Rich focuses on helping clients with a wide range of winemaking problems. Rich received his Masters in Plant Pathology and Ph. D in Plant 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 prior to joining the ETS team.

Solomon Malick • Contract Lobbyist • Peak Government Affairs

~CAVE Legislative Update

A Colorado native, Solomon (known as Sol) has been a professional contract lobbyist in the State of Colorado since 2005 and is the principal of Peak Government Affairs LTD. He graduated with honors from Metro State University with a degree in political science, and his professional background includes working as an emergency medical technician and wildland firefighter in southwest Colorado.

Jason McCall • Owners • Grand Valley Grapes and Grains Adventures

~ Crushing it: Going Beyond the Grapes and into Marketing

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

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Dr. Minas is a Professor of Pomology with the Dept. of Horticulture and Landscape Architecture at Colorado State University. Dr. Minas received his PhD in Pomology and Postharvest Physiology from Aristotle University of Thessaloniki, Greece. During his PhD studies was appointed as a Junior Specialist for 2 years at the Dept. Plant Sciences at University of California Davis, CA. His research program at CSU is emphasized on orchard and environmental factors affecting productivity, developmental physiology, harvest quality and postharvest technology of tree fruits. Dr. Minas is senior or co-author in more than 30 peer reviewed publications in the field of pomology and postharvest physiology and serves as coordinator of peach rootstock trials within the frame of the multi-state project NC-140.

Felipe Mosqueda • Founder • Mile High Wine Tours

~ Crushing it: Going Beyond the Grapes and into Marketing

Dr. Charlotte Oliver • Viticulture Extension Specialist • Colorado State University

~ Backyard Grape Growing

~ Viticulture Research and Extension Update

Dr. Oliver received her B.S, M.S., and Ph.D. in Plant Pathology with a focus on wine grapes from Virginia Tech. After graduating, she spent 3 years working with the Washington state grape industry for her postdoc. Charlotte took her position with CSU in Jul 2022 where her primary role is interacting with the Colorado grape industry and providing timely educational resources for commercial and backyard grape growers. Her current program goal is to fill in the educational gaps between the active CSU research programs and the Colorado industry and hopefully start understanding the grape viruses across the state.

Matt Ridge • Technical Representative • Laffort USA

~ How to Prevent and Inhibit Wine Spoilage

With a Bachelor's degree in Biology with minors in Chemistry and Geology from Adams State College in Colorado, Matt's first job in the wine industry was in 1998 working for United Distillers and Vintners in the Sonoma laboratory, which encompassed all aspects of the natural sciences. Matt discovered his passion after moving to Manteca in the Central

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Valley and embarked on a career in production winemaking. Matt then spent seven years making wine on the North Coast and returned to the Lodi region in 2010 where he has set down his own roots.

Kyle Schlachter • Marketing Coordinator • Colorado Wine Industry Development Board

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Dr. Patty Skinkis • Professor and Viticulture Extension Specialist • Oregon State University

~ *Adapting Vineyards for Climate Change*

~ *Does Vineyard Canopy Management Truly Makes a Difference in Wine Quality?*

Dr. Skinkis conducts applied research and provides outreach and education programs for the Oregon wine grape industry statewide. Her research program focuses on applied viticulture and whole plant physiology studies designed to understand causes and management of vine vigor/vine balance and impacts on fruit composition and wine quality. Her research also includes work on yield (from bud fruitfulness to crop thinning and vine balance), fine-tuning canopy management methods, sustainable viticulture production, and understanding factors that drive industry production decision-making. As Extension Specialist, Patty develops educational programs and informational publications for the industry in Oregon and the Pacific Northwest. Her outreach efforts include bringing producers together in technical groups to foster information exchange between industry and academics. She also teaches undergraduate and graduate level viticulture courses at Oregon State University. Her efforts expand beyond Oregon, as she is a member of the National Clean Plant Network – Grapes Advisory Board, is an associated editor for the American Journal of Enology and Viticulture, and served as a board member and held leadership positions in the American Society for Enology and Viticulture.

Dr. Jane Stewart • Asst. Professor Plant Pathology • Colorado State University

~ *Cytospora Update*

Dr. Stewart is a Professor at Colorado State University in the Dept. of Agricultural Biology. Her research interests include: understanding the biology, ecology and genetics of emerging tree/ plant pathogenic fungi using population genetics and genomic methods, studying the interactions of plant and fungi that govern variation in host specialization, pathogenicity, and virulence, and understanding genomic drivers of fungal species delimitation and divergence with a focus on pathogens important to Colorado's forests, shade and fruit trees, and forests worldwide. Recently, research conducted by her team has led to improvements in the treatment and detection of cytospora canker in western Colorado peaches.

Aaron Steinke • Owner/CEO • Estate Brands Distributing Company

~ *ON and OFF Premise Placement Plan For Success*

Aaron Steinke has 26 years of experience in the wine and spirits industry in Colorado, having worked as an importer, supplier, distributor and owner of his own local vodka label. He currently owns and operates a medium sized family run distribution company that services close to 3000 accounts throughout the state, and works daily with local, national and international brands, suppliers, importers, distilleries and wineries. He sits on the Colorado Wine Industry Development Board representing wholesale companies, and is born and raised in Colorado, highly motivated and dedicated to do what he can to give back to the community, and to help make his industry as successful as possible.

Dr. Aude Watrelot • Assistant Professor & Extension Specialist Enology • Iowa State University

~ *How to Recognize, Manage and Prevent Flaws in Hybrid Wines*

~ *Tannins In Winemaking With Hybrids*

Dr. Watrelot's research area is fruit, grape and wine tannin and polysaccharide chemistry and their relationship with wine quality. Dr. Watrelot graduated with a PhD degree in Food Science from the French National Institute for Agricultural Research (INRA) and the University of Avignon in France. Following graduation, Dr. Watrelot moved to California both at CSU Fresno and UC Davis to keep conducting research into polyphenol-macromolecular interactions on red wine chemistry. At ISU, she is currently conducting research on understanding viticultural and winemaking practices that could maximize phenolics extraction and improve wine quality. Dr. Watrelot develops extension programs such as webinars,

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workshops, field days, articles to answer the growing wine industry in Iowa and in the Midwest. She is currently serving on the Board of Directors for the American Society of Enology and Viticulture – Eastern Section (ASEV-ES) and for the Groupe Polyphenols.

Donnie Winchell • Executive Director • Ohio Wine Producers Association

~ License to Steal Colorado Workshop - Building Black Ink Begins in Your Tasting Room

~ Marketing to the 'Ages' Via Experiences and New Approaches

Donniella Winchell is past chair of the WineAmerica state and regional advisory council, has served on the boards of the Winegrape Growers of America, the Ashtabula County Convention and Visitors Bureau, the Ohio Travel Association and on the Ohio Division of Travel and Tourism Advisory Committee as well as on several other travel and economic development councils. She has contributed to several national wine publications including the Wine Enthusiast as well as Practical Winery and Vineyard, writes a weekly wine newspaper column, a weekly marketing blog called Tuesday Tidbits, chairs the Vintage Ohio Wine Festival and the License to Steal national wine marketing Conference. She speaks regularly at regional and national wine and tourism conferences and currently is an Adjunct Professor at Kent State Ashtabula, teaching marketing and wine industry-related courses.