

Seminar and Speaker Information

A 3-Year Study of Codling Moth in North Fork Organic Apple Production

Codling Moth (*Cydia pomonella*) has held the reins of the Western Colorado apple industry for more than a century. It is a history of acquired resistance to insecticides. While conventional pesticides are still locally effective, organic apple production has suffered substantial Codling Moth losses in the last couple years. This year marks the end of a 3-year study funded by the CDA Specialty Crop Block Grant program to appraise new methodologies in organic CM control. All aspects of this project will be discussed, including information on Exclusions Netting, Sterile Insect Release & Biological Controls for codling moth.

Speaker: Ben Bentele

Jan. 18 – 1:30 pm – 2:00 pm

A Review of Heat and Cold Stability

What do we mean by heat and cold stability? This seminar will review the methods used to evaluate cold and heat stability as well as additive technology products for cold stabilization and what you need to know before using them. We will also cover 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

American Plum Borer and Japanese Beetle Found in the Grand Valley and Public Forum

Mel will present an update on two insects that have been detected and causing trouble in the 2022 season here in the Tri-River Area. Our WCHS funded project investigating the American Plum Borer (*Euzophera semifuneralis*) as a potential threat to Western Colorado stone-fruit production will be discussed. An important update will also be given on the detection of a reproducing population of an impactful invasive species here in Grand Junction, the Japanese beetle (*Popillia japonica*).

Speaker: Melissa Schreiner

Jan 18 – Time: 9:15am – 10:00 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

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

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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

Challenges and Responses in the Colorado River Basin – An Ongoing Tug of War

Since 2000, the hydrology of the Colorado River has been drying. In fact, studies suggest that it has been approximately 1200 years since it has been this dry, according to tree ring records. As a result, reservoir storage has plummeted and, without a change in supplies or demands, historical water uses in all sectors are in now jeopardy. Kanzer will update the conference regarding the latest conditions and actions being taken by the federal government and the affected seven basin states of the Colorado River Basin to address the challenges being faced by water managers in the Colorado River Basin.

Speaker: Dave Kanzer

Jan. 18 – 3:30 pm – 4:30 pm

Colorado State University Student Showcase

***Jeff Pieper**, PhD candidate presenting findings on rootstock performance in Western Colorado in 2022.

***David Sterle**, PhD candidate sharing his research in cold hardiness prediction.

***Jake Pott**, MS candidate discussing peach cultivar fruit quality.

***Grace Ganter**, MS candidate presenting her findings regarding cytospora spp. as affected by different irrigation methods in peaches.

Jan. 19 – Time: 2:15 pm – 3:00 pm

Colorado Tourism Office Update: State of the Industry & How to Get Involved

Join us for an update about all things Colorado tourism. Attendees will hear from the Colorado Tourism Office's Communications Manager and Director of Destination Development about the state of the Colorado tourism industry and the work being done to foster a more resilient visitor economy. Learning outcomes include an understanding of Colorado tourism programs and opportunities as well as examples of successful case studies from across the state.

Speakers: Andrew Grossmann and Hayes Norris

Jan. 19 – Time 9:30 am – 10:00 am

Crushing It: Going Beyond the Grapes and into Marketing

Using the consumer marketing funnel as a baseline, we'll address key tactics that wineries can use to reach customers at each stage of the funnel, Top, Middle, and Bottom.

Speaker: Felipe Mosqueda, Jason Van Houten, Stan Stephens

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

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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

Frost Protection in the Orchard – Methods, Updates and Costs

Extreme climate variability has resulted in frost events occurring at a higher frequency than the historical average. There are newer and updated technologies available to prevent frost damage in the orchard. However, there are important dos and don'ts that only a grower who has mastered it over the years can share. This presentation is based on the panel discussion that was organized by Hemant. The talk also covers the physics behind frost occurrence and the principles behind each method.

Speaker: Dr. Hemant Gohil

Jan. 18 – Time: 11:15 am – 12:00 pm

Grape Survey Results

Join Dr. Horst Caspari as he presents the 2022 Grape Survey Results.

Speaker: Dr. Horst Caspari

Jan 19 – Time: 9:30 am – 10:00 am

Grower Panel Discussion

Local growers engage in a public discussion of issues common to all western fruit growers.

Jan 19 – Time: 9:15am – 10:00 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

Itasca Tasting

Is Itasca the next big thing in Colorado? This University of Minnesota developed cultivar will see lots of new production increase substantially here as well as throughout other midwestern wine regions. Come taste several examples from around the US.

Speaker: Kyle Schlacter

Jan. 17 – Time: 3:45 pm - 5:00 pm

Machine Assisted Fruit Production

A discussion on the use and manufacture of machines for the efficient and profitable production of tree fruit, based on experience from some of the industry's leaders in machine assisted fruit production.

Speaker: JJ Dagorret

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Jan. 18 – 2:15 pm – 3:15 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

Orchard Soil Health: Nutrient Testing, Heavy Metals and Disease Management

Soil health is the functional balance between chemical, physical, and biological soil properties within a region and their relationship to crop productivity and quality. Orchard soil health is unique not only in how its managed compared to row crops, but also how it relates to or has been affected by historic orchard agricultural practices and pathogens. Therefore, understanding the relationship between soil health, disease management, historic lead-arsenate pesticide use, and nutrient requirements is necessary to develop effective management strategies. This talk will focus on orchard soil health testing and management, and the agronomic benefits of its application for meeting nutrient needs and disease control.

Speaker: Patrick Freeze

Jan. 19 – Time: 11:00 am – 12:00 pm

Plant-Soil-Microbial Interactions

Dr. Vivanco will cover basic concepts on plant-soil-microbial interactions and provide examples. In addition, he will provide a model to understand these interactions, and talk about recent research on peach’ soil biology.

Speaker: Dr. Jorge Vivanco

Jan 18 – Time: 8:30 am – 9:15 am

Pomology Research in Colorado

Dr. Minas will provide an update on research conducted over the past year at the Western Colorado Research center. He will touch on such topics as modern 2d training systems in peach, cold hardiness, and predicting quality and ripeness through near-infrared sensors.

Speaker: Dr. Ioannis Minas

Jan. 19 – Time: 1:30 pm – 2:00 pm

Rogers Mesa CSU Agriculture Research Station Update

Brad will be presenting previous work, recent findings, and upcoming projects for the 2023 season at the CSU Organic Agriculture Research Station – Rogers Mesa. Topics span a little of everything going on at the station, including pest and disease management of fruit trees, new peach rootstock trials, table grape updates, and organic methods of apple thinning.

Speaker: Brad Tonnessen

Jan. 18 – 1:00 pm – 1:30 pm

Small Winery Start-Up

Do you have a DREAM to go from amateur winemaker to commercial winery owner? This presentation will shed light on what is needed to start a small winery and will give helpful recommendations from those that have recently made their DREAM a reality.

Speaker: Jenne Baldwin-Eaton

Jan 17 – Time: 10:45 am – 12:00 pm

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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 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 Biermann

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

The Cosmic Crisp® Global Launch

Inside the massive undertaking that was the Cosmic Crisp® Global Launch, including funding, and the development of infrastructure for commercialization. We will look at the use of media, negotiating a launch during a difficult period which included the pandemic and 2020 presidential election, and discuss the successes of the launch as well as what we have learned since the launch.

Speaker: Kathryn Grandy

Jan 18 – Time: 10:15 am – 11:15 am

The Nuts and Bolts: The Elements of a Marketing Program

How do you make a successful marketing program? We will workshop tactical ideas which will help you understand the fundamentals of marketing your agribusiness, building relationships with retailers, and establishing a media kit to help tell your story.

Speaker: Kathryn Grandy

Jan. 19 – Time: 10:15 am – 11:00 am

Topics Surrounding Cytospora

***Dr. Jane Stewart:** Canopy Sprays After Cold Damage

***Dr. Sean Toporek:** Cytospora Surveys and Collections

***Dr. Dana Hoag, Brooke Fitzgerald and Dr. Jude Bayham:** Disease Decision Tool: Cytospora

Jan. 19 – Time: 3:00 pm – 4:30 pm

Update Your Peach Harvest Windows

Hemant has evaluated many peach and nectarine varieties from Rutgers Universities' peach breeding program as well as from other regions. Several of these varieties have characteristics such as unique firmness, skin color, and shape, giving growers more options to choose from at the time of planting. Gohil will also share the results of the post-harvest storage study of some of the firm-fleshed peach varieties.

Speaker: Dr. Hemant Gohil

Jan. 19 – Time: 8:30 am – 9:15 am

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Vintage Variation in Grape Juice Chemistry

What are the main juice chemistry parameters and why are they important? This session will cover variations in juice chemistry parameters in California for the last 5 years and variations in juice chemistry parameters in Colorado for the last 5 years as well as 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

Winemaking the New Frontier of Grape Varieties- a Panel Discussion:

Join Jenne as she leads the discussion with several winemakers that have found success with new non-vinifera grape varieties here in Colorado.

Moderator: Jenne Baldwin-Eaton

Jan. 19 – Time: 11:00 am – 12:00 pm

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Jenne Baldwin-Eaton • Wine Consultant • Chair - Warren Winiarski/Gerald Ivancie Institute of Viticulture and Enology at CMU

~ *Small Winery Start Up*

~ *Winemaker Panel on Hybrids*

Jenne Baldwin-Eaton started her career with Plum Creek Cellars in 1994. Hired as a chemist in the lab and then having an “Aha moment” with a bottle of 1992 Cabernet Franc, made by winemaker Erik Bruner, art and science were forever woven together. 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 next six years were spent developing and teaching the first Viticulture and Enology program at Western Colorado Community College, a division of Colorado Mesa University. She now leads the newly established Warren Winiarski/Gerald Ivancie Institute of Viticulture and Enology at CMU. The WWGIIVE was established to bring enology education and collaboration between Viticulture/Enology programs, students and wine industry members across Colorado. She is also available as a wine consultant providing help, education and problem-solving throughout the year.

Jenny Biermann • 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.

Ben Bentele • Research Associate • Colorado State University

~ *A 3-Year Study of Codling Moth in North Fork Organic Apple Production*

Ben is currently a Research Associate at the CSU Organic Agriculture Research Station, Rogers Mesa. He was formerly a technician in the CU physics department, but finds fruit a whole lot tastier than photons. Besides an interest in the science of growth & chaos, Ben is a published poet, translator & musician as well as an advocate for the arts in rural Colorado.

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 & 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,

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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!

JJ Dagherret • President • Automated Ag Systems

~ Machine Assisted Fruit Production

JJ Dagherret, Owner of Automated Ag Systems, has been in the ag and tree fruit industry most of his life. Early in his career, he and his wife started a custom harvesting business shaking prunes and pistachios throughout California. During this time, they were given another opportunity to take over an established manufacturing business that built machines for the tree fruit industry. He also designed and built his own shaker and receiver set, making harvest more efficient with his system. Eventually he sold this business, moved to another state and started developing other equipment where he saw a need. This led him to Washington State and the design of the Bandit Xpress, the flagship machine of Automated Ag. This platform machine has changed the industry, making harvest, post harvest, and pre harvest more efficient and safe.

Dr. Richard DeScenzo • 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 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.

Patrick Freeze • Soil Health Scientist • Ward Laboratories

~ Orchard Soil Health: Nutrient Testing, Heavy Metals, and Disease Management

Patrick Freeze is a Soil Health Scientist at Ward Laboratories where he focuses on soil health research, method development, public outreach, and customer support. Prior to this, he worked as an R&D Soil Scientist in Central Washington State helping to develop methods for soil health and apple tissue testing for large growers, among other things. He is defending his Ph.D. in Soil Chemistry from Washington State University in spring '23. There, as a USDA NIFA Needs Fellow and later a U.S. Fulbright Scholar, he focused on reducing human exposure to heavy metals in Washington State orchard soils, soil carbon chemistry in Italy, and reducing heavy metal uptake in rice paddies in rural Thailand.

Dr. Hemant Gohil Agricultural Agent • Rutgers University

~ Frost Mitigation Techniques for Fruit Growers

~ Update Your Peach Harvest Windows

Dr. Gohil joined Rutgers University Cooperative Extension in New Jersey in 2015 as fruit and wine grape Extension Agent. Before that he has worked with Washington State University as a Technology Transfer Specialist. His graduate training is in the area of applied whole-plant physiology with emphasis on the role of environmental factors on plant growth and development. At Rutgers University, he has focused on New Peach and Nectarine varieties evaluations, post-harvest fruit characteristics and storage studies, and frost mitigation in orchards. He has presented at the state, regional and national academic and industry conferences. Dr. Gohil has organized and coordinated numerous extension meetings and workshops and has received national awards for his educational programs and Extension publications.

Kathryn Grandy • Chief Marketing Officer • Proprietary Variety Management

~The Cosmic Crisp® Global Launch

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~The Nuts and Bolts: The Elements of a Marketing Program

Kathryn's focus is strategizing and executing highly innovative marketing campaigns that differentiate and build brands in the tree fruit category. As the Chief Marketing Officer of a global leader in tree fruit commercialization, Kathryn works to bring high quality products to the market through PVM's infrastructure of tightly protected intellectual property and grower licensing. As the bridge between the supplier network and marketing, she has been entrusted to launch numerous global campaigns with impressive results.

Andrew Grossmann • Director of Destination Development • Colorado Tourism Office

~ Colorado Tourism Office Update: State of the Industry & How to Get Involved

As Director of Destination Development for the Colorado Tourism Office Andrew works with communities across the state to realize their potential as tourism destinations. Guided by the belief that we are all stronger together, he helps identify common challenges and opportunities within a diverse set of tourism stakeholders to develop a common vision for the change they want to see in their community. Prior to joining the Colorado Tourism Office, Andrew was the Destination Development Manager for Travel Oregon and the Director of Partnerships for Sustainable Travel International. In his free time, he can be found backpacking to alpine lakes or soaking in Colorado's eclectic hot springs.

Dr. Dana Hoag • Professor Agricultural and Resource Economics • Colorado State University

~Disease Decision Tool: Cytospora

Dr. Dana Hoag has been a Professor in Agricultural and Resource Economics at Colorado State University since 1993. He specializes on economic solutions to production issues, especially where there are conflicts off the farm (water, wildlife, disease, soils). He is very active in research and education, and has engaged with a wide variety of producer audiences throughout his career. He has been working with a team of experts from CSU and in the Peach growing region in Colorado to develop a tool that could help producers make decisions about how to manage Cytospora in peach orchards. He is also working with Rogers Mesa on a project to evaluate solar energy, often called agrivoltaics.

Dave "DK" Kanzer • Director of Science and Interstate Matters • Colorado River District

~ Challenges and Responses in the Colorado River Basin – An Ongoing Tug of War

As Director of Science and Interstate Matters, DK Kanzer is directly involved in the challenges of widespread warming and the aridification-induced impacts to water quality and quantity now facing more than 40 million people reliant on the Colorado River Basin. Kanzer has been active in drought contingency planning efforts that involve coordinated mainstream reservoir operations while studying the potential to manage regional consumptive water uses and has been actively working to increase water supplies via cloud seeding as part of large-scale partnership efforts involving all seven Colorado River Basin states and related federal agencies. He is a registered Professional Engineer in Colorado and earned his Bachelors and Masters degrees in Geological Engineering from the Colorado School of Mines. He has worked at the Colorado River District for almost 28 years.

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 Van Houten • Owners • Grand Valley Grapes and Grains Adventures

~ Crushing it: Going Beyond the Grapes and into Marketing

By day, Jason heads up Digital Strategy and Business Development for Align Multimedia, a marketing and advertising agency based in Rifle, Colorado. Jason is a multimedia veteran with over 15 years experience in both traditional and digital media. His expertise in search engine marketing, mobile app acquisition, social media, affiliate marketing, and email marketing allows Jason to help clients navigate an ever-changing digital landscape, and he is equally well-versed in radio, television, and print media. Jason was recognized

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by Ad Age magazine for his innovative and pioneering 2006 online campaign for Dave's Killer Bread, and he has also managed national digital media campaigns for Uber, DraftKings, Target, Crocs, and Zulily. By night, Jason is the Sales and Marketing Manager for Grand Valley Grapes and Grains Adventures, a tour company based in Grand Junction, Colorado that highlights the incredible wineries, breweries, and distilleries of the Grand Valley.

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

~ Pomology Research in Colorado

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

Felipe Mosqueda is the founder of Mile High Wine Tours in Denver. He majored in marketing at Metropolitan State University in Denver. He began to explore his fascination with wine by hosting regular Champagne and wine charity events as he traveled and lived around the world. In 2013 as he settled in Denver he began offering wine-tasting tours and soon Mile High Wine Tours was created. Now, for close to 10 years he's been focusing on the growth of the wine tours using digital marketing strategies and efforts as they adapt to a post-covid era. Thanks to constant metric tracking and improvements they've been able to develop a solid online reputation in Denver as well as offer wine experiences with wine partners across the state of Colorado.

Hayes Norris • Communications Manager • Colorado Tourism Office

~ Colorado Tourism Office Update: State of the Industry & How to Get Involved

Hayes Norris is the Communications Manager at the CTO and oversees PR and Communication strategies for both industry and consumer relations. She is a passionate and well-versed marketing and communications professional that specializes in the travel and tourism industry. Hayes works with destinations and industry partners from across the state to generate positive national and regional travel and tourism media coverage of the state and amplify marketing campaigns aimed to educate visitors on how to visit Colorado responsibly. Her team works with media for online/digital, print, social and broadcast coverage and these placements would not be possible without assistance from Colorado industry partners in sending news and information about their destinations and assisting with hosting journalists. She came to CTO with a background in state tourism working for Visit North Carolina for 4 years, before pursuing her dream to move to Denver where she worked at TURNER PR agency on accounts such as Wisconsin, Nebraska and Estes Park. In her free time she enjoys hiking with her dog, hitting the slopes with friends and traveling to new places.

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.

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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 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.

Melissa Schreiner • Entomologist • Tri-River Extension-

~ American Plum Borer and Japanese Beetle Found in the Grand Valley

The extension entomology program helps to solve agricultural, urban, public health, and natural resource issues relating to pest management and entomology in Western Colorado. The entomology team conducts several annual CAPS surveys monitoring for exotic pests in stone fruit and grapes. Mel also runs several diverse programs that support community members, master gardeners, producers, extension agents, pest management professionals; with the provision of insect/plant damage diagnostics and insect education. Please reach out to Melissa.Schreiner@colostate.edu if you have questions concerning arthropods in the TRA or on the western slope of Colorado.

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

~ Canopy sprays after cold damage

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.

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Brad Tonnessen • Research Scientist • Colorado State University

~ Rogers Mesa CSU Agriculture Research Station Update

Dr. Brad Tonnessen is the new research scientist at OARS-RM. His work focuses on addressing issues pertaining to organic production in the North Fork Valley and the greater Western Colorado region. He uses his past experience in plant pathology, organic farming, genetics, and plant breeding to address these goals.

Dr. Sean Toporek • Post Doctoral Researcher • Colorado State University

~ Cytospora Surveys and Collections

Sean Toporek grew up in Johnsburg, IL, received his undergraduate degree in Agronomy from Iowa State University, went on to work as an assistant diagnostician at UW Madison, and then received his PhD from Clemson working with Pythium and cucurbit downy mildew at the Coastal Research and Education Center in Charleston, SC. He joined Dr. Jane Stewart's lab in April as a postdoc to help study the epidemiology of Cytospora on peaches in western Colorado.

Jason Van Houten • Owners • Grand Valley Grapes and Grains Adventures

~ Crushing It: Going Beyond the Grapes and into Marketing

By day, Jason heads up Digital Strategy and Business Development for Align Multimedia, a marketing and advertising agency based in Rifle, Colorado. Jason is a multimedia veteran with over 15 years experience in both traditional and digital media. His expertise in search engine marketing, mobile app acquisition, social media, affiliate marketing, and email marketing allows Jason to help clients navigate an ever-changing digital landscape, and he is equally well-versed in radio, television, and print media. Jason was recognized

by Ad Age magazine for his innovative and pioneering 2006 online campaign for Dave's Killer Bread, and he has also managed national digital media campaigns for Uber, DraftKings, Target, Crocs, and Zulily. By night, Jason is the Sales and Marketing Manager for Grand Valley Grapes and Grains Adventures, a tour company based in Grand Junction, Colorado that highlights the incredible wineries, breweries, and distilleries of the Grand Valley.

Dr. Jorge Vivanco • Professor of Agricultural Sciences • Colorado State University

~ Plant-Soil-Microbial Interactions

Dr. Jorge Vivanco is a Professor of Horticulture at Colorado State University. In this capacity, he leads a research program on root and rhizosphere biology. The primary aim of his research program is to develop know-how and strategies to provide soil health and sustainability.

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, 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

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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.