

31st Annual Grape Day
Thursday, April 17, 2014
South Coast Winery Resort & Spa



Agenda

- 7:30 - 8am Vendor Exhibits, Registration, Continental Breakfast
Sponsored by Microworks Technologies, Inc.
- 8 - 8:15am Welcome
Ben Drake; Drake Enterprises, TVWA President
Mike Rennie; Leoness Cellars, TVWA Viticulture Chair
- 8:15 - 8:30am An Update on the Temecula Valley GWSS Areawide Program
Matt Daugherty PhD, Assistant Extension Specialist, UC Riverside
- 8:30 - 9:15am An Overview of Vine Water Relations and Irrigation Strategies
Michael Anderson PhD, Department of Viticulture & Enology, Oakville Station, UC Davis
- 9:15 - 10:15am Grapevine Red Blotch, a Newly Recognized Disease of Wine Grapes in California
M.R. Sudarshana PhD, Research Biologist, USDA-ARS, Department of Plant Pathology, UC Davis
- 10:15 - 10:45am Break, Vendor Exhibits
- 10:45-11:30am Managing Common Vertebrate Pests of Vineyards
Roger A. Baldwin PhD, Wildlife Specialist, Dept of Wildlife, Fish, and Conservation Biology, UC Davis
- 11:30am- 12:15pm Impact of Red Blotch Disease and Mechanization on Grape and Wine Composition
Anita Oberholster PhD, Cooperative Extension Specialist in Enology, Department of Viticulture & Enology, UC Davis
- 12:15pm- 1:15pm Lunch, Vendor Exhibits
Sponsored by P.B.M. Supply
- 1:15pm - 2:15pm Building Your Brand
Tammy Boatright, Founder and President, VingDirect
- 2:15 - 3 pm Passion In The Tasting Room - How To Inspire It In Your Staff and In Your Customers
Sue Straight, The Wine Wench®, DTC Wine Coach
- 3 -3:15pm Break, Vendor Exhibits
- 3:15 - 4:15pm Temecula Style: Taste the Difference
Enology Committee Chair: Jon McPherson & Winemakers
Jim Hart, David Vergari, Steve Andrews and Time Kramer
- 4:15- 6pm Wine & Cheese Reception, Vendor Exhibits
Sponsored by Riverside Agricultural Supplies