

The Illinois Grape Growers and Vintners Association presents



ILLINOISWINESM

Winter Wine Festival

AND ANNUAL CONFERENCE

Come chill with us!

JANUARY 29 – 31, 2015

Crowne Plaza Hotel | Springfield, Illinois



Conference Information

2015 IGGVA ANNUAL CONFERENCE & WINTER WINE FESTIVAL
Thursday, January 29 to Saturday, January 31, 2015



Crowne Plaza Hotel
3000 South Dirksen Parkway
Springfield, IL 62703
(217) 529-7777 / (800) 589-2769

A Blend of Educational Sessions and Wine-centric Festivities

The festivities kick off on Thursday, January 29 at 1 p.m. with a special pre-conference Riedel glass tasting. Included in your pre-conference workshop registration fee of \$50 is a set of four Riedel glasses. You will experiment with how different Illinois varietals taste in each glass.

Thursday night we will host our wildly popular and equally hilarious industry-only Wine, Pizza, and Trivia Night. If you have attended in the past, you know you are in for a good time!

As traditionally has been done, Friday will be focused on best wine-making practices. Among other great speakers, Clark Smith will offer a Practicum on Enological Oxygenation and Reduction Management.

Friday evening the conference twists into festival mode with a Winter Wine Festival open to the public. Participating wineries will offer tastings of their wines as well as wine available by the glass and bottle. Culinary offerings will be staged throughout the room to allow attendees to create their perfect food pairings.

Saturday we'll offer concurrent educational tracts: one for wine lovers and marketing professionals and one focusing on viticulture topics. The Viticulture keynote will be given by Jim Law of Linden Vineyards exploring the Impact of Terroir on Winegrowing and Marketing. A marketing highlight this year is the engaging Music and Wine Pairing presented by Clark Smith. Other marketing topics include using humor and mobile strategies for the winery.

As always, the grand finale will be the IGGVA Annual Banquet and Auction which features five courses of culinary delights, each paired with the Best of Show and Governor's Cup winners of the Illinois State Fair Wine Competition.

Cheers!

Bruce Morgenstern
President

Terrie Tuntland
Conference Chair



Sponsors



- * Agriozein
- * Agrosystems Management, Inc. "The Crop Dr."
- * Bauerhaus Design
- * Brick Packaging Corp



- * Eclipse Process Technologies
- * Griffin Supply, Inc.
- * Illinois State Treasurer's Office
- * Midwest Grower Supply
- * Monticello Media



- * Old Woolam Custom Bottling
- * Scott Laboratories, Inc.
- * Silver Creek Nursery
- * Southern FS, Inc.
- * Westfall Company, Inc.

SCHEDULE OF EVENTS

Thursday, January 29, 2015



11:00 a.m. – 1:00 p.m.

Conference Registration

1:00 p.m. – 5:00 p.m.

Choosing the Right Glass: Enhancing the Sensory Experience and Perceived Value of Your Wines

The Guided Wine glass tasting is the easiest way to show off how the glass truly makes a difference in how wine is perceived from



one glass to another. Sean Petrie, from Riedel Crystal will guide you through a magical experience that will change the way you drink wine. Each boxed set contains one of each of the Vinum Bordeaux, Montrachet, Burgundy and Sauvignon Blanc glass. 24% lead crystal, machine-made.

6:30 p.m. – 8:30 p.m.

Wine, Pizza, and Trivia Night

Don't miss this popular addition to the Illinois Wine Conference! Pizza, soda, and light snacks will be provided. Feel free to bring a bottle of wine to share at your table. Prizes will be given.





Friday, January 30, 2015

Enology

The enology sessions will challenge attendees to re-think the whole winemaking process. The day will begin with Jim Law of Linden Vineyards, who will discuss how the concept of terroir can be incorporated into your growing, winemaking, and marketing practices. Bradley Beam will present a technical talk on management of acidity in both the vineyard and the winery, something many vineyards and wineries are dealing with for the very first time after the cool 2014 season. The law firm of Dinsmore and Shohl will be on hand to help wineries figure out solutions to the legal issues that have been hindering the success of Illinois wineries. Clark Smith, internationally-acclaimed author, winemaker, and inventor, will finish up the day by tackling the complex relationship of oxygenation and reduction in wine. These are sessions that should have a tremendous impact on both your product and your business in the coming years.

- 7:30 a.m. – 8:45 a.m. Complimentary Breakfast Buffet
- 8:00 a.m. – 6:00 p.m. Conference Registration
- 10:00 a.m. – 10:00 p.m. Trade Show Open
- 8:45 – 9:00 **Welcome and Introduction**
Bradley Beam
IGGVA
- 9:00 – 10:00 **Terroir-Driven Winemaking**
Jim Law
Linden Vineyards
- 10:00 – 10:45 **Management of Acidity in the Winery and Vineyard**
Bradley Beam
IGGVA
- 10:45 – 11:15 **Morning Break**
- 11:15 – 12:00 **Legal Issues for Wineries: Permits, Regulations, and Policies**
Dinsmore and Assoc.
- 12:00 – 1:00 **Complimentary Lunch**
- 1:00 – 1:20 **Labels 101: From Designer and Stock Selection to Application**
Tony Dardano, International Label and Printing
- 1:20 – 4:15 **Practicum: Enological Oxygenation and Reduction Management**
Clark Smith, Author of Postmodern Winemaking
- 5:00 – 6:00 **Winter Wine Festival Set-Up**
- 6:00 – 10:00 **Winter Wine Festival**
 - * Heavy appetizers
 - * Musicians
 - * Wines available from nearly 15 wineries

Saturday, January 31, 2015

Viticulture, Marketing & Wine Lovers Tracts

- 7:30 a.m. – 9:00 a.m. Complimentary Breakfast Buffet in the Trade Show
- 8:00 a.m. – 4:00 p.m. Conference Registration

WINE LOVERS TRACT

Moderated by Jennifer Montgomery, IGGVA

9:00 a.m. – 12:00 p.m.

- 9:00 – 9:45 **America's First Wine Growing Region**
Mark Ganchiff, Midwest Wine Press
- 9:45 – 10:45 **Exploring Northern and Southern Illinois Wine Regions**
Denise Cimmarrusti & Bradley Taylor
- 10:45 – 11:15 **Break**
- 11:15 – 12:00 **Wine and Food Pairing**
Bradley Beam, IGGVA
Denise Perry, Lincoln Land Community College

Noon – 1:00 Complimentary Lunch

MARKETING TRACT

1:00 p.m. – 4:30 p.m.

- 1:00 – 2:45 **Cognitive Enology Workshop: Wine as Liquid Music**
Clark Smith, Postmodern Winemaking
- 2:45 – 3:15 **Getting Started in Mobile Marketing**
Rebecca Ritz, Bauerhaus Design
- 3:15 – 3:45 **Afternoon Break**
- 3:45 – 4:30 **Serious Business: Using Humor as a Marketing Strategy**
Joe Taylor, Sleepy Creek Vineyards

- 4:15 p.m. – 5:15 p.m. Annual Membership Meeting
- 6:00 p.m. – 11:00 p.m. Annual Awards Banquet



P R E S E N T S

VITICULTURE TRACT

Moderated by Bradley Taylor, SIUC

8:45 a.m. – 4:00 p.m.

- 8:45 – 9:00 **Welcome and Introduction**
Bradley Taylor, Southern Illinois University
- 9:00 – 10:00 **Tough Choices**
Jim Law, Linden Vineyards
- 10:00 – 10:30 **A Review of Grape Fungal Diseases**
Dr. Elizabeth Wahle, University of Illinois Extension
- 10:30 – 11:00 **Break**
- 11:00 – 11:30 **Federal Disaster Assistance for Grapes**
USDA Risk Management and Farm Service Agencies
- 11:30 – noon **USDA Microloan Programs**
Farm Service Agency

Noon – 1:00 Complimentary Lunch

- 1:00 – 2:00 **Grower/Winemaker Panel: Why Local Matters to Your Practice and Business**
- 2:00 – 2:30 **Assessing Winter Injury**
Denise Cimmarrusti, IGGVA
- 2:30 – 3:15 **Helping Vineyards Recover from Environmental Stress**
Bradley Taylor, Southern Illinois University
- 3:15 – 3:45 **Afternoon Break**
- 3:45 – 4:15 **Harvest Timing and Impact on Wine Quality – Tasting and Discussion**
Bradley Taylor, Southern Illinois University
Bradley Beam, IGGVA

Wine and Music Workshop: Mysterious Resonances

Featured Speaker Clark Smith

We all have heard that wine and food can taste better if well matched. Many visitors to wine country remark that some wines taste better at the winery, and many of us have experienced the pleasure of that perfect wine poured at the perfect moment that we just never quite reproduced. Wine sales professionals often experience interactions between wines and the environment around them.

New studies show that wine preferences can be strongly influenced by music. "The more we explore it, the more mysterious wine seems. It appears to provide a mirror to our feelings," says CSU Fresno Adjunct Professor Clark Smith. "We associate different wine types with different moods, just as we do with music. When the wine and the music match, both improve. When they clash, it can be awful!" Smith will demonstrate his research by pairing wines and music and polling audience preferences. The workshop will also explore some lighting effects to show how our perception is colored by our surroundings.

"Wine resonates with its environment in ways we're just beginning to understand," says Smith. "It's an area where the novice can really experiment just as easily as the sensory scientist." Participants will take away a deeper appreciation of wine's nature as well as some new ways to have fun with wine and enhance its use.



Speakers

Enology



BRADLEY BEAM is the enology specialist and education coordinator for the IGGVA. He got his start in Illinois as a graduate student at Southern Illinois University in the late 90's, conducting research and collecting data at several vineyards around the state. He then spent several years as the research winemaker for the University of Minnesota grape breeding program. He returned to Illinois in 2006, and has served the Illinois grape and wine industry as an academic, consultant, and commercial producer. He currently conducts seminars and workshops on a broad range of enology topics, and also helps develop the annual state conference and wine competition. He especially enjoys the opportunity to visit wineries, help them fix problems, and ultimately assist them in producing the best wine possible.

TONY DARDANO is Executive Vice-President of Sales & Marketing for International Label & Printing Company, Inc. located in Elk Grove Village, IL. Tony possesses 30 years of printing experience with 22 years specifically in the label industry. Tony's program will take you from your first label project through making you a pro. This will include choosing your designer and choosing the material your labels will be printed on to the printing methods and decorating options available for your label.

Dinsmore & Shohl

TIM BINETTI, ROBERT LUCAS, AND GLORIA MATERRE

Dinsmore is a full-service law firm with 500+ attorneys in 16 cities, including Chicago, Denver, Philadelphia and Washington, D.C. Our attorneys advise leading business and individuals on an array of services, including general corporate law, financial services, real estate, health care, hospitality, labor & employment, intellectual property, entertainment and all varieties of litigation.

Viticulture



DENISE CIMARRUSTI is currently on staff with IGGVA, as the Northern Illinois Viticulture Technical Outreach Specialist. In 2002, she began working with the fruit and vegetable trials at the University of Illinois St Charles Horticulture Research Center. Specifically focusing on grapes, her responsibilities as Viticulture Technician included aiding in research efforts for evaluating and maintaining cold hardy grape varieties and evaluating different training systems to optimize wine grape productivity and quality. From 2003 to 2010, Denise also worked with Acquaviva Vineyard & Winery as their Viticulturist and winemaker to establish and manage a 25 acre vineyard, as well as oversee their wine production, product establishment, winery development and business expansion.



JIM LAW started his farming career as an Agricultural Peace Corps Volunteer in Congo. He pursued his two passions of wine and farming with entry level positions in Indiana and Ohio vineyards and wineries. In 1981 he accepted a vineyard manger/winemaker position in Virginia. By 1983 he purchased an abandoned hardscrabble farm on the east slope of the Blue Ridge Mountains, planted vines in 1985 and started the winery in 1987. Today Linden Vineyards is a 4,000 case winery comprising 3 distinct vineyard sites totaling 30 acres specializing in single vineyard Red Bordeaux blends and Chardonnays.

Winelovers/Marketing



MARK GANCHIFF is the publisher of *Midwest Wine Press* in Chicago, the leading source of news on the growing wine industry in the central United States. Mark has been a wine judge at the 2012 INDY International Wine Competition, the 2013 Mid-American Wine Competition, the 2012 Illinois State Fair Wine Competition and the 2013 Michigan Wine Competition. He also enjoys speaking at wine conferences including the Cold Climate Wine Conference, the Illinois Grape Growers and Vintners Association Annual Meeting, the Midwest Grape and Wine Conference and the Milwaukee Vintners Association. Mark's articles about regional wine have appeared in *Vineyard & Winery Management*, *WineMaker* and *Our Mississippi* magazines.



Winemaker **CLARK SMITH** of Two Jakes of Diamonds and his own WineSmith label has dedicated for four decades his widely varied talents as a consulting winemaker, inventor, author, musician, videographer, and teacher to the Wine Industry throughout the globe.

Author of *Wine and Spirits Magazine's* 2013 Book of the Year, the revolutionary *Postmodern Winemaking* from U.C. Press, his popular "Fundamentals of Modern Wine Chemistry" short course created at UC Davis has received rave reviews from over 3,000 winemaking professionals over its 29-year run. Smith directs the Best of Appellation awards for AppellationAmerica.com where he explores the flavor profiles of winegrowing regions across North America.

Founding Winemaker for R. H. Phillips in the 1980s, he began WineSmith Consulting in 1990 and founded Vinovation, Inc. in 1992 to commercialize new winemaking technologies including ultrafiltration and micro-oxygenation and holds patents for VA removal and alcohol adjustment via reverse osmosis.

Smith sold the technology business in 2008 and now devotes his time to his own brands, contract consulting, lecturing and writing centering around structural integrity, aromatic integration, graceful longevity and soulful resonance with the environment in which wine is consumed.

These realms have opened inquiries into living soils, vine balance, proper maturity, co-extraction, uses of oxygen, balancing reduction, minerality, microbial balance, and the relationship of wine and music. "Wine is not science, it's cuisine - the ultimate slow food."

Clark holds two Adjunct Professorships, directing ground-breaking consumer research and teaching wine appreciation online for Florida International University and Wine Technology at CSU Fresno. He served for a decade on the O.I.V. Groupe d'Experts Sur la Technologie du Vin.

Smith is a leading expert on the relationship between wine and music, and lectures and consults widely on the use of music to enhance the enjoyment of wine and to anchor wine styles as an aid to both winemakers and consumers.



BRADLEY TAYLOR, Ph.D., is Viticulture Research Specialist in the Department of Plant, Soil and Agricultural Systems at Southern Illinois University. He has conducted research with a wide range of horticultural food crops including grapes, apples, peaches, plums, sweet potatoes and alternative vegetables. He currently has about 15 individual viticulture research projects underway investigating cultural methods to improve the quality and efficiency of vineyard production.



ELIZABETH WAHLE provides leadership in food crop horticulture research and University of Illinois Extension programs in southern and central Illinois with an emphasis on commercial fruit and vegetable production. She has a Ph.D. in horticulture from University of Illinois. Wahle is the state coordinator for the cider and hard cider contests sponsored by the Illinois State Horticulture Society. She is program chair for the Southern and Southwest Illinois Commercial Tree Fruit Growers Schools and the Southern Illinois Commercial Vegetable Growers School.



DENISE PERRY is the Executive Chef for Gen H Kids and teaches classes for the Culinary Institute at Lincoln Land Community College. Denise has in depth knowledge of how well local wines pair with local foods through her experience with the Illinois State Wine Competition.



REBECCA RITZ is the owner of Bauerhaus Design, a branding firm. With over 15 years experience of creating retail and restaurant brands, large and small, Rebecca now focuses on building brands for wineries and helping small businesses translate their dream brand online.



Conference Registration

Registration deadline: Wednesday, January 22, 2015

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Description of Operation:

_____ Winery & Vineyard _____ Winery _____ Vineyard _____ Other (please specify below)

2015 IGGVA Dues:

Join today and get the member price!

_____ Commercial Winery with production over 50,000 gallons \$250 \$ _____

_____ Commercial Winery with production under 50,000 gallons \$150 \$ _____

_____ Commercial Vineyard with one (1) or more acres \$75 \$ _____

_____ Friend of the Industry or Vineyard under one acre \$50 \$ _____

Calculate Cost

Complete Conference Package Jam-packed with Winter Wine Festivities!

Includes: "Choosing the Right Glass" Riedel Tasting., Wine Trivia Night, Winter Wine Festival, trade show, educational sessions, breakfasts, lunches, and the Annual Banquet.

Non Member Name / Affiliation (as will appear on the name badges):

_____ / _____ = \$325

First Member Attendee Name(s) / Affiliation:

_____ / _____ = \$275

Each Additional Attendee Name(s) / Affiliation (use reverse if needed):

_____ / _____ = \$225

_____ / _____ = \$225

Day Passes

Thursday Pass: "Choosing the Right Glass" Riedel Tasting.

Name (member or non-member) / Affiliation (As will appear on the name badges).

_____ / _____ = \$50

Friday Pass: Includes access to trade show, lunch, educational sessions, and Winter Wine Festival.

Saturday Pass: Includes access to trade show, lunch, and educational sessions. *Does not include Annual Banquet.*

Day / Non Member Name / Affiliation:

_____ / _____ / _____ = \$150

Day / First Member Attendee Name(s) / Affiliation:

_____ / _____ / _____ = \$125

Day / Each Additional Attendee Name(s) / Affiliation (use reverse if needed):

_____ / _____ / _____ = \$100

_____ / _____ / _____ = \$100

Fun Add-Ons

Wine, Pizza, and Trivia Night

Don't miss this popular addition to the Illinois Wine Conference! Pizza, soda, and light snacks will be provided. Feel free to bring a bottle of wine to share at your table. Prizes will be given.

Non Member Name / Affiliation (as will appear on the name badges):

_____ / _____ = \$20

First Member Attendee Name(s) / Affiliation:

_____ / _____ = \$15

Annual Banquet & Auction – Member Rate \$75 / Non Member Rate \$100 x no. attending \$ _____

A duo of award-winning Illinois wines and a four-course gourmet dinner! We will recognize special individuals who have made major accomplishments in promoting the Illinois grape and wine industry. An auction of Illinois wine and vineyard items will follow.

Total Due \$ _____

(Payment information on back)

Conference Registration



Payment

Total Due to Charge (from reverse side) \$ _____

Credit Card

Full name _____

Billing address _____

City _____ State _____ Zip _____

Credit card number _____

Visa ___ MC ___ DSCV ___ AMEX ___ Expiration ___/___/___ CVS code _____

Signature _____

Check

Please return completed form with a check payable to IGGVA no later than Wednesday, January 22, 2015.

Mail to:

Megan Pressnall

IGGVA

2900 Greenbriar Dr, Ste. 3

Springfield, IL 62704

The Illinois Grape Growers and Vintners Association presents



ILLINOISWINE™

Winter Wine Festival

AND ANNUAL CONFERENCE

JANUARY 29 – 31, 2015

Crowne Plaza Hotel | Springfield, Illinois

Illinois Grape Growers and Vintners Association
2900 Greenbriar Rd, Ste. 3
Springfield, IL 62704