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# National Center of Excellence

Viticulture and Enology Science and Technology Alliance

Grape and Wine Education for the 21st Century

THE GRAPEVINE

VISIT US ON THE WEB AT [WWW.VESTA-USA.ORG](http://www.vesta-usa.org)

## Spring Course Enrollment Dates

December 2012

Don't miss the perfect chance to broaden your understanding of grape growing and wine making. Online classes are forming and now is the time to join this one of a kind grape and wine education program.

The Spring Schedule has now been posted.

Click <http://www.vesta-usa.org> for more information.

### ENROLLMENT DEADLINES

Spring Viticulture and Enology Courses-January 18, 2013

Spring VIN 272-March 8, 2013



## VESTA Welcomes New Missouri Coordinator

VESTA is pleased to welcome Shelly Lietzau-Mourer as the new Missouri State Coordinator. Shelley has a Masters of Science degree in Cellular and Molecular Biology from Missouri State University and a Masters of Arts in Teaching from Drake University. Shelley comes to VESTA with 20+ years of teaching experience in science education, research, industry and agriculture. Her most recent position was as a Junior Researcher at Missouri State University in the Center for Biomedical & Life Sciences.



## VESTA Student Wine Showcase

VESTA Wishes to Celebrate its Students' Talents by Hosting the 5th Annual VESTA Student Wine Showcase

This will be an event to showcase commercial and/or homemade wines made by VESTA students at the 2013 Midwest Grape and Wine Conference, February 7-9, 2013.

We encourage all VESTA students who have made wine either commercially or at home to participate.

For information on eligibility, the wine classes, and how to participate, please click [here](#).

For an entry form, please click [here](#).



## Marketing for Small Wineries Course Now Open for Registration

**Sign Up!!! Marketing for Small Wineries VIN 270 deadline extended until Jan. 18<sup>th</sup>! Class begins 1-28-13 through 3-22-13.**

There are many ways to spend those precious marketing dollars for a small winery. You will explore the choices, narrow the playing field and turn this into practical advice that you can use. You will look at target markets, label and packaging design and effective tasting room promotions. You will discuss various marketing channels such as winery websites, social media, email, blogs, QR codes and word-of-mouth marketing. Class projects are designed to give students a working understanding of these marketing opportunities. You will use the app share feature of Centra during the live class session (Wed. 7pm-8pm CST) and view many examples of "great marketing" ideas on the internet. Check out Patty's [Blog](#) for the kinds of marketing strategies that will be discussed. If you have questions about the class please email Patty Held, instructor, at [patty@pattyheldconsulting.com](mailto:patty@pattyheldconsulting.com). Register [here](#).

Questions, comments or you would like to have your name removed from our listserv, contact [vesta@missouristate.edu](mailto:vesta@missouristate.edu) or call 417-837-2513