VIN 280 – Winery Establishment and Design

Date: **January 25 – April 16, 2021**   Semester: **Spring 2021**
Instructor: Aaron DeBeers   Host: Highland Community College
Email: debeers.aaron@highlandcc.edu   Host Course No.: ENO280/OL0
Phone: (707) 326-3103   Course Credit: 2 Hours
Virtual Office Hours: By appointment, phone, email   Course Delivery: Online

Course Description

VIN 280 is a 12-week course that will review basic winery establishment and design. The course will cover county, state and federal requirements, the people you need to hire and vetting, winery layout, winery economics, equipment, staffing, and marketing. The goal of this course is to provide the student with the necessary knowledge and tools to begin a winery project.

Prerequisites: None

Next Course in Sequence: N/A

Course Objectives

The course will give the student who successfully completes the course an overview of how to start a winery. The course will provide insight on all personnel needed to build and design a winery from the ground up. At the end of class, the student will demonstrate an understanding of:

- Elements of a Good Winery Business Plan
- Hiring the Right Design Team and Engineers
- Hiring the Right Builders and Specialists
- Winery Economics
- Winery Permitting and Compliance
- Building Materials as it Relates to Sanitation and LEED
- Water and Waste Water Requirements
- Winery Equipment
- Wine Storage
- Winery Team and Staff
- Tasting Rooms
- Marketing

Required Textbook

Zoecklein, Bruce. (2003). ***Winery Planning and Design Workshop IV*** [PDF file]. This PDF is a free download from the course site.

Any additional handouts that may be required will be posted on the online course site.

Optional Reference Texts

Zoecklein, Bruce. (2003). *Winery Planning and Design (17th ed.).* Available from: https://www.winesandvines.com/store.cfm?shop=bookshelf (over 1,500 pages on a flash drive)

Pellechia, T. (2008). *The Complete Idiot's Guide to Starting and Running a Winery*. Alpha Books. ISBN-13: 978-15-9257-818-4. Check with the vendor of your choice for pricing and availability.

Storm, D. R. (1997). *Winery Utilities, Planning, Design, and Operation*. Chapman and Hall. This is a very advanced technical reference text.

Proposed Topics and Schedule

Week — Dates	Tuesday Live Class Meetings	Lecture Topics
1 01/25 - 01/31	01/26	Introduction to Winery Establishment and Design; Business Plan Presentation; Final Project Discussion
2 02/01 - 02/07	02/02	Winery Economics
3 02/08 - 02/14	02/09	Permitting and Laws / Compliance **Report #1 due**
4 02/16 - 02/21	02/16	Winery Construction and Design Team; Vetting; Acquiring Bids **Report #2 due**
5 02/22 - 02/28	02/23	Winery Design Considerations **Report #3 due**
6 03/01 - 03/07	03/02	**Midterm Exam** **Winery Observation Report due**
7 03/08 - 03/14	03/09	Building Materials as it Relates to Sanitation and LEED **Report #4 due**
8 03/15 - 03/21	03/16	Equipment; Winery Scale; Growth Potential, Storage **Report #5 due** **Research Paper due**
9 03/22 - 03/28	03/23	Overview of Wine Making **Report #6 due**
10 03/29 - 04/04	03/30	Winery Staff **Report # 7 due**
11 04/05 - 04/11	04/06	Marketing **Report #8 due**
12 04/12 - 04/16	04/13	**Final Exam** **Winery Design Final Project Due** **VESTA Course Evaluation**

The instructor reserves the right to adjust the schedule as necessary.

Instructional Methods

This is an online course with a synchronous component. An online course site provided by the host institution is used to provide announcements, lectures, notes, and supplemental printed and web-based course materials to the students. It also serves as a central point for interaction/communication between instructor and students.

Live Class Meetings and Participation

The live class meeting will take place once a week on **Tuesdays from 7:00 to 8:00 p.m. Central Time** using the **Zoom** web conferencing system. It is an opportunity for the instructor to go over weekly topic highlights and for students to interact with the instructor and fellow students through questions and discussions. The live sessions are instructor-facilitated discussions; they are not lecture sessions.

Participation to the live class meetings is <u>required</u> and attendance points are assigned. Students should view the weekly video lectures *before* the live meeting and be prepared to participate in the discussion. Students who missed a class meeting should view the recording of the session as soon as possible.

The link to the Zoom virtual classroom will be posted at the top of each weekly module. Students will use the same virtual classroom for all their live class meetings, the entire semester. The sessions will take place on the dates listed on the above schedule.

It is the student's responsibility to notify the instructor in advance if they must miss a class. The recording of each live class will be available within 24-48 hours after each session for those who miss a live class. Students who miss more than three class meetings will automatically receive a 10% reduction in their final grade.

Winery Observation

There is a required observation component to this course that consists of a **four hour** (minimum) observation of an actual winery near you. The purpose of this activity is to provide students with the opportunity to familiarize themselves with a real-world example of winery operations, leading to a better understand of what constitutes effective winery establishment and design principles.

Each student is required to identify one winery and winery manager who is willing to allow the student to visit and observe on-going winery operations. The student will then be required to write a one-page **Winery Observation Report** on the winery they visited. Some information to include: name, location, American Viticultural Area (AVA), what varietals they produce, how many cases they produce, the sales break down, e.g., direct to consumer (DTC), wholesale, 3-tier distribution, etc.

The Winery Observation Report is due Week 6, on the date specified on the course site. There is **no** substitution or alternative activity to replace the winery observation. Students who do not fulfill this requirement will not receive points for this portion (10%) of their grade.

Course Assignments

Course assignments include weekly video lectures and reading assignments; 8 weekly reports; weekly online live class sessions; a 4-hour (minimum) observation at a winery; participation in the online discussion board; a Midterm and Final Exam, and a Final Project. Details are below:

Weekly Lectures: Lectures must be reviewed before the weekly online live class sessions. Lectures may include a prerecorded video and/or a PowerPoint presentations.

Weekly Reports: As we move through the course, each student is required to submit **eight** individual, one-page (minimum) reports that will eventually cumulate into your Final Project. The topic of each report will be provided each week, based on course content.

Final Project: Each submitted weekly report will be used to develop your Winery Design Final Project. This Final Project will be presented in the form of a PowerPoint presentation. It is due the last week (Week 12) of class. Detailed instructions are on the course site.

Research Paper: A 2-4 page research paper on winery utility requirements is also required for this course. This paper is due during Week 8 in conjunction with your Equipment List (Report #5). Detailed instructions are on the course site.

Assigned Reading: Assigned reading must be completed before the weekly online live discussion sessions. A basic winemaking book is assigned to the course and the instructor will make every effort to help each student understand the contents of the assigned reading through the lectures, discussion board, and Zoom web conferencing sessions. Also, a supplemental reading assignment (PDF document) on winery utility requirements is posted on the course site.

Weekly Discussion Topic: Each week, your instructor will post a theme topic on the online course site Discussion Board. Students should post a response to the topic before the following week's live class meeting. You will receive full weekly discussion topic points by contributing to at least 10 weekly discussion topics.

Exams: There will be a Midterm Exam during Week 6 and a Final Exam the last week of class. The Midterm will cover all material through Week 6. Both exams will be taken online. The Final will cover all material through Week 11 with emphasis on Weeks 7 to 11. The exams may include multiple choice; true/false; fill in the blank; and essay questions.

Expectations and Instructor Feedback

With the online course format, students are expected to participate in and be prepared for the Zoom live sessions by completing the weekly course schedule prior to the live sessions. During the first session, the instructor will cover the course requirements in detail. Students need to check the course site regularly to keep updated on communications, change in schedules, and adherence to deadlines.

The instructor will make the best effort to respond to student questions and complete assignment/exam grading on a timely manner.

Late Assignments

Students who turn in late or incomplete assignments will automatically receive a 10% reduction in their final grade score. Please inform the instructor in advance if you will not meet a required deadline.

Grading

Student grades will be determined based on the total points earned in the class. The table below outlines the total points possible and percentage weight.

Percentage Weight of Student Performance		
Activity	**Percentage** (rounded)	**Points Possible**
Weekly Reports (8)	15%	160 (20 points each)
Discussion Board	9%	100 (10 weekly participations for full points)
Midterm Exam	20%	200
Final Exam	20%	200
Final Project	15%	150
Research Paper	3%	40
Observation with Report	9%	100
Class Participation	9%	100
Total	**100 %**	**1,050**

Grade calculation: total points earned ÷ total points possible; then using the following scale to determine final letter grades:

90 – 100% = A	80 – 89.9% = B	70 – 79.9% = C	60 – 69.9% = D	Below 60% = F

Grades of Incomplete are <u>not</u> given in this course. It is the students' responsibility to see that all assignments, exams, and the final project reach the instructor in a timely fashion so grades can be issued.

INSTITUTIONAL POLICIES ON FOLLOWING PAGE

Highland Community College Institutional Policies

Withdrawing from the Course

Should it become necessary to withdraw, it is the student's responsibility to do so according to the guidelines at this link in the Highland Community College *Student Handbook*.

*Students planning to withdraw from this course <u>must</u> also complete the VESTA Withdrawal/Change of Schedule form and submitting to the VESTA office.

Attendance Policy

VESTA believes that students must attend class in order to achieve the best learning results. In the case of online courses, attendance is defined as active participation in the form of attending synchronous class meetings, completing reading/writing/testing assignments by assigned deadlines, and maintaining regular communication with course instructor via the online course site and communication tools designated by the instructor. For courses with a field practicum/workshop component, students must participate and complete the number of hours of practical experience required. Instructors may assign attendance grade as part of course grade if they choose to do so.

Make-up Policy

The exams can be made up only in the event of an **excused absence** where the **instructor has prior knowledge** of the absence. Allowance of make-up tests will be at the discretion of the instructor and will be taken on the date of the student's return to class.

Academic Integrity

This class is subject to Highland Community College's academic integrity policy. All submitted work must be your own. Cheating or plagiarism will not be tolerated. Any student found in violation of this policy will be subject to disciplinary action as outlined by Highland Community College's Academic Integrity Policy in the *Student Handbook* which can be accessed at this link

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law. Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.
In order to begin the process all students must complete the "Disabilities Self-Identification Form" at this link: https://highlandcc.edu/pages/disability-services. This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.