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Grape and Wine Education for the 21st Century

VIN 280 – Winery Establishment and Design

Date: August 28 – November 17, 2017

VESTA Course No.: VIN 280

Course Name: Introduction to Enology

Instructor: Aaron DeBeers

Office Hours: By appointment via phone, and email

Semester: Fall 2017

Course Credit: 2 Hours

Room: Online

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Course Description

VIN 280 is a 12-week course that will review the basic winery establishment and design. The course will cover county, state and federal requirements, people you need to hire and vetting, winery layout, winery economics, equipment, winery 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 an overview of how to start a winery. The course will give the student insight on all team members 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 Economic
- 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 Textbooks

The Complete Idiot's Guide to Starting and Running a Winery (2008) by Thomas Pellechia. 2008. Published by, Alpha Books, ISBN-13: 978-15-9257-818-4. This book is available through www.amazon.com.

Winery Planning and Design Workshop IV by Bruce Zoecklein. (PDF download from course site.)

Proposed Topics and Schedule

Week — Dates	Tuesday Live Class Meetings	Lecture Topics
1 08/28 – 09/03	08/29	Introduction to Winery Establishment and Design; Business Plan Presentation; Final Project Discussion
2 09/04 - 09/10	09/05	Winery Economics
3 09/11 - 09/17	09/12	Permitting and Laws / Compliance Report #1 due
4 09/18 - 09/24	09/19	Winery Construction and Design Team; Vetting; Acquiring Bids Report #2 due
5 09/25 - 10/01	09/26	Winery Design Considerations Report #3 due
6 10/02 - 10/08	10/03	Midterm Exam Winery Observation Report due
7 10/09 - 10/15	10/10	Building Materials as it Relates to Sanitation and LEED Report #4 due
8 10/16 - 10/22	10/17	Equipment; Winery Scale; Growth Potential, Storage Report #5 due
9 10/23 - 10/29	10/24	Overview of Wine Making Report #6 due
10 10/30 - 11/05	10/31	Winery Staff Report # 7 due
11 11/06 - 11/12	11/07	Marketing Report #8 due
12 11/13 - 11/17	11/14	Final Exam Winery 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 required and points are assigned. It is the student's responsibility to notify the instructor in advance if he/she must miss a class. Students should view the weekly 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. Students who miss more than three class meetings will automatically receive a 10% reduction in their final grade score.

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 in the above schedule.

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 **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, i.e., direct to consumer (DTC), wholesale, 3-tier distribution, etc.

The Observation Report is due Week 6, on the date specified on the course site. There is **no** substitution or alternative activity for 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 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 follow.

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 edited as needed, based on feedback from the instructor, and/or if errors are found in the initial reports. The revised reports should reflect the student's real-life goals relative to winery establishment and design. These revised reports will be used to develop the Final Project. The Final Project is to be presented in the form of a PowerPoint presentation. A winery name should be chosen for the design project. A reference list and bibliography is also required as part of the Final Project to support the findings in the weekly reports, and so the instructor may verify the resources used.

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 sessions.

Weekly Discussion Topic: Each week, your instructor will post a theme topic on the online course site "Discussion Board" for you to respond to. 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 choices; 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

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = below 60%

Projects by Percentage of Grade		
Activity	Percentage	Points Possible
Weekly Reports (8)	20%	120 points (30 points each)
Discussion Board	10%	130 points (10 weekly participations for full points)
Midterm Exam	10%	200 points
Final Exam	10%	200 points
Final Project	30%	150 points
Observation with Report	10%	100 points
Class Participation	10%	100 points
Total	100 %	1,000 points

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.

Highland Community College Institutional Policies

Withdrawal from the Course

Should it become necessary to withdraw, it is the student's responsibility to do so according to the guidelines in the HCC *Student Handbook* which can be viewed or downloaded at <https://highlandcc.edu/pages/handbook>

Attendance Policy

VESTA and HCC believe that students must attend class in order to achieve the best learning results. In the case of VESTA online courses, attendance is defined as active participation in the form of attending synchronous class meetings (if applicable), 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 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 and Special Instructions

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*.

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.