



VESTA NEWS



JULY 2014

WORKSHOP SCHEDULE

WINE & MUST ANALYSIS

- Nov. 1-2, 2014
Dobson, NC
- Nov. 8-9, 2014
Ozark, AR
- Nov. 8-9, 2014
Traverse, MI
- Dec. 6-7, 2014
Roseburg, OR

WINE SENSORY EVALUATION

- Sept. 13-14,
2014 Brainerd,
MN
- Oct. 25-26 2014
Green Bay, WI
- Nov. 1-2, 2014
New Mexico
- Nov. 7-8, 2014
Dobson, NC
- Dec. 6-7, 2014
Santa Rosa, CA

Are you registered?

Hurry hurry hurry!
Are you passionate about viticulture and enology? Do you want to acquire the knowledge and skills to become a part of the wine and grape industry? Are you interested in starting your own business? If you answered yes, don't miss your chance to become a VESTA student and do just that. It is the perfect opportunity to expand your understanding of grape growing, wine

making and wine business and entrepreneurship. Our online classes are filling up and it's your turn NOW to join this one of a kind grape and wine education program.

<http://www.vesta-usa.org/>

**Enrollment
Deadline
August 15th**

Student Spotlight



Abelardo Santos - Achieved Bronze status at the Wine Maker International Amateur Wine Competition with pineapple and guava 2013 vintage.

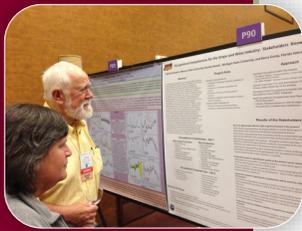


Yanique Bradford— Missouri State University
West Plains Graduate

New Wine Business and Entrepreneurship Courses



VESTA Team at the 10th Annual VESTA Curriculum Retreat in Santa Fe, NM



ASEV National Meeting in Austin, TX



State Coordinator Candy Deitz and Intern Alyssa Cassidy working at Recruitment events .



New Wine Business Feasibility:

VIN 130

This course provides a systematic look at the different components of a successful wine or vineyard brand and assists students in creating a plan for a profitable business. Students will be exposed to key aspects of the business, including the regulatory climate for making and selling wine or grapes, financial frameworks to develop a vineyard and/or winery or to create a virtual brand, and different models for profitability. Every student will be given the tools and frameworks to critically evaluate this competitive landscape and make decisions on a course of action.

Accounting for Wine Business:

VIN 132

This course covers industry specific accounting and reporting for wine business profit and loss statements and balance sheets, assets and depreciation, intangibles, cost segregation and inventory costing. It also examines best practices in winery business management, including key performance indicators and other winery expenses. Using financial ratios and benchmarking are explored for internal management reporting.

Survey of Viticulture & Enology for Wine Business:

VIN 134

This course will review basic grape growing and wine making principals. An overview of viticulture, fermentation, winery operations, wines produced in major wine-producing regions and the sensory evaluation of wine will be covered. The goal of this course is to provide the student with basic viticulture and enology education that can be applied to the business aspects of a wine business.

Introducing... New Fall Arrivals

This Fall semester we are excited to report that we have new instructors joining the VESTA team as well as current instructors taking on new classes. Make sure to check and see if you're lucky enough to be in one of their upcoming classes!



Aaron DeBeers
Vinoptic
VIN 134



Dennis Drummond
Current VESTA Instructor
VIN 257 & VIN 259



Ricky Thibodeau
Hudson Valley Community College
VIN 132



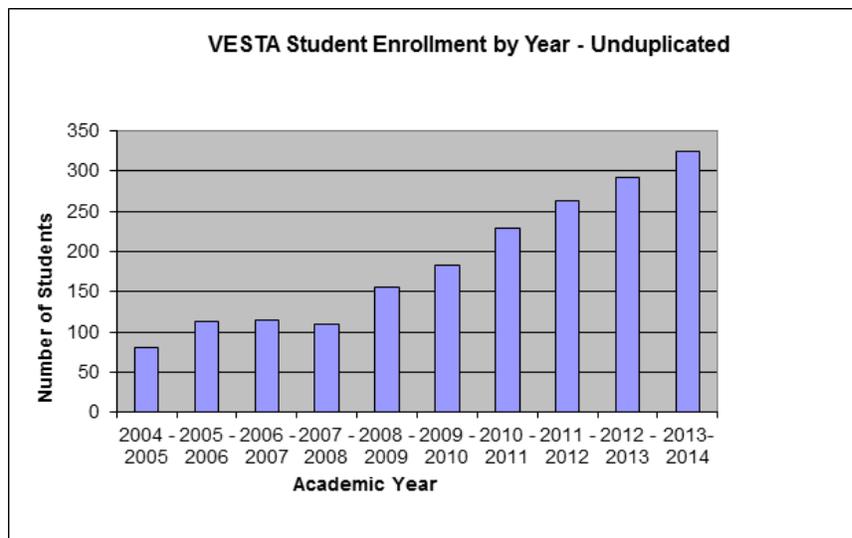
John Giannini
Current VESTA Instructor
VIN 146 & VIN 160

Record Enrollment Continues



It is now 2014 and many things have changed since VESTA found its beginning back in 2003. These changes prove to be positive as they are likely the reason increased enrollment has since become the trend.

VESTA is proud to have provided educational services to over 1,400 students in the U.S. and abroad.



Meet Our Two New Co-Principal Investigators

VESTA is proud to announce the following management team changes that will go into affect this Fall semester. Mike Gau of Northeast Iowa Community College and Bill Baker of Redlands Community College have stepped down from the VESTA Team Co PI positions to follow new job opportunities and enjoy retirement. We have appreciated their continuous hard work and wish them good luck on their newest endeavors.

Filling those positions and joining the current Co P.I. team (Stan Howell of Michigan State University and Barry Gump of Florida International University) are Tom Smith, Michigan State University and Scott Kohl, Highland Community College (KS).



Scott Kohl



Tom Smith



Contact Us !

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<http://www.vesta-usa.org>

Viticulture and Enology Science and Technology Alliance (VESTA) offers introductory and advanced viticulture, enology and wine business courses via distance education and online delivery methods that enable learning to occur anytime, anywhere.

Additionally, VESTA provides opportunities for individuals interested in working or advancing in the grape and wine industry to participate in practical, hands-on training at local vineyards and wineries, thus providing students with laboratory experiences in their region.

Students may utilize VESTA courses along with general education courses to earn a Technical Certificate or an Associate of Applied Science Degree in Viticulture, Enology or Wine Business and Entrepreneurship.

From the Director

Time flies when you are having fun and this is no different for all of us working with VESTA. The summer has flown by, harvest is beginning for some and well underway for others and we are just weeks away from the start of our 11th fall semester. Over the last several months we have had the joy of seeing our students graduate, rejoicing in their success as they begin new careers, new businesses blossom, and wines are recognized with medals and accolades.

VESTA, too, has grown over these past 11 years from its beginning in 2003 with three state partners (Illinois, Iowa and Missouri), 3 online courses and 75 students. To a National Center comprised of a 19 state, 23 institution partnership offering over 29 online courses in three program tracks that has served over

1,400 students from across the US and around the world. Leading this premier educational program is VESTA's impressive pool of 23 dedicated industry experts from across the US that comprises our teaching faculty.

I encourage anyone that would like to grow their knowledge of grape and wine, increase their career potential and nurture their entrepreneurial dream, to join VESTA this fall and take advantage of an educational program that brings a unique blend of online grape and wine curriculum, hands-on workplace experience and industry experts to you, where ever you happen to be.

Michelle Norgram

