

2013

ADMIT ONE



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SACRAMENTO, CALIF  
JANUARY 29-31, 2013  
EXHIBITS: JANUARY 30 & 31

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BY THE INDUSTRY—FOR THE INDUSTRY

Sacramento Convention Center | Sacramento, California

January 29–31, 2013 | EXHIBITS: January 30 & 31

[www.unifiedsymposium.org](http://www.unifiedsymposium.org)

2013

### Meeting the Needs of the Industry

Since the American Society for Enology and Viticulture (ASEV) and the California Association of Winegrape Growers (CAWG) joined forces to create the Unified Wine & Grape Symposium 19 years ago, it has become the largest wine and grape show in the nation.

And while we are proud of Unified Symposium's success, it is the show's established reputation for providing outstanding current news and technical information that we find most rewarding. As one of the industry's premier gatherings, the Unified Symposium presents a vital platform to focus on the issues shaping our industry today, while interfacing the topics and trends shaping the future of grapegrowing and winemaking.

### A PROVEN FORMAT

By combining a trade show with a broad spectrum of sessions, the Unified Symposium provides attendees direct access to all the latest information — from leveraging supply and demand in the global market to managing vineyards and winemaking impacted by challenging weather conditions. Unified also provides an excellent forum for active networking with our industry's suppliers. Winemakers and grapegrowers have a chance not only to renew and make new friendships but also to actively discuss and debate information and ideas that directly influence their work and success.

### REPRESENTING THE ENTIRE INDUSTRY

The Unified Wine & Grape Symposium organizers have a long and distinguished history of providing vintners and growers with the information they need to remain competitive.

Jointly presented by ASEV and CAWG, the conference represents the collective experience, knowledge and background of the entire industry. We collaborate with a diverse committee of industry and academic professionals to bring you a program with timely topics and a diverse slate of speakers.

### IDEAL LOCATION

The Unified Wine & Grape Symposium is held at the Sacramento Convention Center, 1400 J Street, Sacramento, California. Located in the heart of downtown Sacramento, the convention center is close to fine restaurants, hotels, museums, the capitol building and great shopping centers. The Sacramento International Airport is only 20 minutes away from the convention center and many of our contracted hotels.

as of 1/14/2013

All sessions and other events will be held at the Sacramento Convention Center (SCC) and the Hyatt Regency unless noted otherwise.

Refer to the online Daily Schedule at [www.unifiedsymposium.org](http://www.unifiedsymposium.org) for the most current program information.

#### Monday, January 28

1:00 pm – 5:00 pm Registration

#### Tuesday, January 29

7:30 am – 4:30 pm Registration  
 8:00 am – 5:00 pm Press Room  
 8:00 am – 5:00 pm Speaker Ready Room  
 4:30 pm – 9:00 pm CAWG Annual Meeting and Awards of Excellence Reception

#### GENERAL SESSION

9:00 am – noon How the Global Wine Market Affects U.S. Production

#### BREAKOUT SESSIONS

##### Winemaking

1:30 pm – 2:30 pm Winemaking Regulatory Update  
 2:40 pm – 3:40 pm Winemaking Distribution

##### Grapegrowing

1:30 pm – 3:30 pm Mechanization Alternatives in the Vineyard

##### Marketing/Public Relations

1:30 pm – 3:30 pm State-of-the-Art Customer Service

##### Business/Operations

1:30 pm – 3:30 pm Foreign Investments within the U.S. Wine Industry

#### Wednesday, January 30

7:30 am – 5:00 pm Registration  
 8:00 am – 5:00 pm Press Room  
 8:00 am – 5:00 pm Speaker Ready Room  
 9:00 am – 6:00 pm Exhibits Open  
 4:00 pm – 6:00 pm Regional Wine Tasting

#### GENERAL SESSION

8:30 am – 11:00 am State of the Industry

#### BREAKOUT SESSIONS

##### Winemaking

2:00 pm – 4:00 pm Solids Removal from White Juice Prior to Fermentation

##### Grapegrowing

2:00 pm – 4:00 pm Redevelopment and Replanting in the Current Environment

##### Marketing/Public Relations

2:00 pm – 4:00 pm New Technologies and Digital Media

##### Business/Operations

2:00 pm – 4:00 pm Investing in West Coast Vineyards

#### Thursday, January 31

8:00 am – 4:00 pm Registration  
 8:00 am – 4:00 pm Press Room  
 8:00 am – 4:00 pm Speaker Ready Room  
 9:00 am – 4:00 pm Exhibits Open  
 11:30 am – 1:00 pm Hosted Buffet Luncheon

#### GENERAL SESSION

9:00 am – 11:30 am Consumer Trends Affecting Growers and Wineries

#### SPANISH SESSION

##### Spanish Joint Grapegrowing and Winemaking

##### Sesion Unificada de Viticultura y Enología

9:00 am – noon Grapegrowing, Winemaking and International Update – Production Methods for and Tasting of Three Varieties (*includes tasting*)  
 9:00 am – noon Información actualizada sobre Viticultura, Enología y Entorno Internacional – Métodos de Producción y Degustación de Tres Variedades (*incluye degustación*)

#### BREAKOUT SESSIONS

##### Joint Grapegrowing & Winemaking

2:00 pm – 4:00 pm Evaluating Cabernet Sauvignon across Multiple Regions (*includes tasting*)

##### Marketing/Public Relations

2:00 pm – 4:00 pm Surviving Consolidation: How to Position Your Brand for Success

##### Business/Operations

2:00 pm – 4:00 pm Strategies for Future Sourcing Requirements

as of 1/14/2013

Speakers are listed in alphabetical order.

## Tuesday, January 29

### GENERAL SESSION

9:00 am – noon

#### Welcome and Introductions

**John Aguirre**, *President, California Association of Winegrape Growers (CAWG)*

#### How the Global Wine Market Affects U.S. Production

U.S. growers and wineries are directly or indirectly impacted by the global wine market. Bulk wine movements ebb and flow based upon changes in currency valuations, relative costs of production, transportation costs, and supply and consumer demand. U.S. producers are accustomed to competition from branded imports, but numerous U.S. brands also source bulk wine internationally to meet cost-of-goods targets or to satisfy consumer demand for popular wine styles or varietal grapes in short supply. These trends affect U.S. grapegrowers and wineries, and this session will help you understand the market forces that will likely affect your business.

#### Moderator:

**Jeff O'Neill**, *O'Neill Vintners & Distillers, California*

#### Speakers:

**Kym Anderson**, *University of Adelaide, Australia*

**Greg Livengood**, *Ciatti Company, California*

**Stephen Rannekleiv**, *Rabobank, New York*

**Mike Veseth**, *The Wine Economist Blog and The University of Puget Sound, Washington*

### BREAKOUT SESSIONS

#### WINEMAKING

1:30 pm – 2:30 pm

#### Winemaking Regulatory Update

This session will focus on various regulatory issues with the potential to impact both the domestic and international marketplaces. The updates will include the current status of EU allergen labeling requirements and the associated analyses. New topic areas of interest on the domestic front will also be addressed.

#### Moderator:

**John Thorngate**, *Constellation Wines US, California*

#### Speakers:

**Mari Kirrane**, *Alcohol and Tobacco Tax and Trade Bureau (TTB), California*

**Jim Takahashi**, *Constellation Wines US, California*

2:40 pm – 3:40 pm

#### Winemaking Distribution

Maintaining wine quality during shipping and distribution is a vital part of the winemaking process. This session will focus on domestic and international shipping after the wine has been bottled and left the warehouse. Topics include factors to consider such as temperature monitoring for managing product quality during shipping. This is a critical topic for wineries of all sizes, distributors, retailers and ultimately consumers.

#### Moderator:

**Tom Collins**, *Treasury Wine Estates, California*

#### Speaker:

**Glenn O'Dell**, *Constellation Wines US, California*

#### GRAPEGROWING

1:30 pm – 3:30 pm

#### Mechanization Alternatives in the Vineyard

Economic conditions and heightened immigration enforcement have resulted in higher labor costs and, for many vineyards, a real labor shortage during critical periods of the vineyard operation. Today's shortage of labor may be a long-term reality. This session will examine the practical aspects of mechanizing cultural practices in the vineyard. Speakers will share their experiences and knowledge of mechanizing vineyard practices and making the most efficient use of labor.

#### Moderator:

**Nick Dokoozlian**, *E&J Gallo Winery, California*

#### Speakers:

**Rachel Ashley**, *Treasury Wine Estates, California*

**Gregg Hibbits**, *Mesa Vineyard Management, California*

**Towle Merritt**, *Walsh Vineyard Management, California*

**Joe Wagner**, *Caymus Vineyards, California*

#### BUSINESS/OPERATIONS

1:30 pm – 3:30 pm

#### Foreign Investments within the U.S. Wine Industry

There has been significant foreign investment in the U.S. wine industry in recent years, from multimillion case operations to limited production estate wineries and related businesses. What is the motivation to invest and how long could this trend last? What economic factors could affect this trend and what does that mean to you? Join our panel of distinguished speakers to learn the impact of these developments and how they may shape the industry going forward.

#### Moderator:

**Jeff Menashe**, *Demeter Group Investment Banking, California*

#### Speakers:

**Jay Behmke**, *Carle, Mackie, Power & Ross LLP, California*

**Tim Matz**, *Accolade Wines, California*

**Tony Stewart**, *Quails' Gate Winery, Canada*

**Kent Waliser**, *Sagemoor Vineyards, Washington*

Tuesday, January 29 – CONTINUED

MARKETING/PUBLIC RELATIONS

1:30 pm – 3:30 pm

**State-of-the-Art Customer Service**

Craig Root, a tasting room expert, will lead an informative panel discussion that is specifically designed to make your winery hospitality team more profitable and professional. The seasoned panel will explore experience-driven best practices for customer service when relating to your wine club, tasting room visitors, social media, and VIP buyers visiting your winery. This session will help you better understand how to motivate staff, effectively and efficiently handle irate customers, prevent employee burnout, and ensure effective communications between your employees and customers.

**Moderator:**

**Craig Root**, *Craig Root & Associates, California*

**Speakers:**

**Paul Mabray**, *VinTank, California*

**Brittney O'Brien**, *Tolosa Winery, California*

**Donniella Winchell**, *Ohio Wine Producers Association, Ohio*

**Emily Wines**, *Kimpton Hotels, California*

Wednesday, January 30

GENERAL SESSION

8:30 am – 11:00 am

Session sponsored in part by:

**WINE BUSINESS MONTHLY**

**Welcome and Introductions**

**Leticia Chacón-Rodríguez**, *President, American Society for Enology and Viticulture (ASEV)*

**State of the Industry**

The State of the Industry session will provide a comprehensive look at every aspect of the wine industry, from what's being planted to what's selling. This 2½ hour session features highly regarded speakers and delivers incredible value for attendees who need to understand the market dynamics of the past year and are seeking insight into the market trends that will define the year ahead.

**Moderator:**

**Mike Veseth**, *The Wine Economist Blog and The University of Puget Sound, Washington*

**Speakers:**

**Nat DiBuduo**, *Allied Grape Growers, California*

**Jon Fredrikson**, *Gomberg, Fredrikson and Associates, California*

**Charles Gill**, *Wine Metrics, Connecticut*

**Glenn Proctor**, *Ciatti Company, California*

BREAKOUT SESSIONS

WINEMAKING

2:00 pm – 4:00 pm

**Solids Removal from White Juice Prior to Fermentation**

Some degree of solids removal is essential in current white wine production. The extent of clarification depends on the wine style. Generally lighter bodied wines require clearer juice and fuller bodied whites benefit from a higher proportion of these fine solids being present during fermentation. This session will focus on the removal of solids from unfermented white juice prior to fermentation and alternative process technologies and approaches.

**Moderator:**

**Bill Nakata**, *ASV Wines, Inc., California*

**Speakers:**

**Roger Boulton**, *University of California, Davis*

**Phil Franscioni**, *ASV Wines, Inc., California*

**Karl Antink**, *J. Lohr Vineyards & Wines, California*

**Tom Tiburzi**, *Domaine Chandon, California*

GRAPEGROWING

2:00 pm – 4:00 pm

**Redevelopment and Replanting in the Current Environment**

Older vineyards are becoming tired, the post-phylloxera replantings are turning 25 years old, disease and improper rootstocks have hurt production, and the trellis systems need modification. Determining when, what, and how to replant is critical. The panel will discuss various aspects of replanting and what critical considerations should be a part of the planning process.

**Moderator:**

**Toby Halkovich**, *Cakebread Cellars, California*

**Speakers:**

**Brad Goehring**, *Goehring Vineyards, California*

**Stan Grant**, *Progressive Viticulture, California*

**Scott Smith**, *Silverado Premium Properties, California*

**Andrew Walker**, *University of California, Davis*

Wednesday, January 30 – CONTINUED

MARKETING AND PUBLIC RELATIONS

2:00 pm – 4:00 pm

**New Technologies and Digital Media**

Technology is moving at a rapid rate and adopters of online marketing and media channels such as blogging, mobile marketing and social media are allowing individuals a voice they may not have had several years ago. This session will highlight emerging technologies that will allow you to develop more effective communication channels with new and existing customers. It will also highlight both the opportunities and potential pitfalls of participating in the social media environment as well as the role of traditional public relations in this medium.

**Moderator:**

**Andrew Healy**, *3 Rock Marketing, California*

**Speakers:**

**Mark Gordon**, *Jackson Family Wines, California*

**Alan Kropf**, *Mutineer Magazine, California*

**Kristy Sammis**, *Clever Girls Collective, California*

**Ashley Teplin**, *Teplin+Nuss, California*

BUSINESS/OPERATIONS BREAKOUT SESSION

2:00 pm – 4:00 pm

**Investing in West Coast Vineyards**

Investing in West Coast vineyards has once again become popular. A strengthening grape market and increased opportunity for return on investment has caused growers and investors alike to consider vineyard acreage development and expansion over recent years. This session explores the thought process behind investing in vineyards. Is the money going to be here today but gone tomorrow? What makes this investment period different than those we have seen in the past? Who exactly is investing in vineyard acreage? Are there “new” ways to invest in vineyards? Is the current interest driven by relatively low-cost money and low returns in other investment sectors? These questions will be addressed as we discuss vineyard valuations, decisions to invest in vineyards instead of other opportunities, and take a macro-look at the economics of vineyard investment.

**Moderator:**

**Ryan Metzler**, *Capital Agricultural Property Services, Inc., California*

**Speakers:**

**Scott Anderson**, *Bank of the West, California*

**Bill Beyer**, *Prudential Mortgage Capital Company, California*

**Rory Robertson**, *Westchester Agricultural Asset Management, Illinois*

**Ben Slaughter**, *Correia-Xavier, California*

Thursday, January 31

GENERAL SESSION

9:00 am – 11:30 am

**Welcome and Introductions**

**Nick Frey**, *Chair, UW&GS Program Development Committee*

**Consumer Trends Affecting Growers and Wineries**

It's a turbulent time in the wine market with greater competition and a slow return to economic recovery. Grape prices have increased as wine supplies have depleted. Margins are squeezed, resulting in price increases or sourcing wines from lower-cost regions to supply brands. New wine styles have burst onto the scene coupled with the force of social media. Increased varietal experimentation and emerging regions are driving new consumer preferences. How will consumers respond to supply-driven price increases? Does changing the source of wine for an existing brand affect consumer demand? Why have Moscato and new red wine blends flourished, and what does it mean for the future of both the industry and the food and wine experience?

This session will report on consumer research, buying trends at retail and in restaurants, and ways of tracking and communicating change to provide critical insights for growers and wineries as they respond to this market.

**Moderator:**

**Cynthia Lohr**, *J. Lohr Vineyards & Wines, California*

**Speakers:**

**Suzy Badaracco**, *Culinary Tides, Oregon*

**Rebecca Bleibaum**, *Tragon Corporation, California*

**Christian Miller**, *Wine Opinions, California*

SPANISH JOINT GRAPEGROWING /  
WINEMAKING SESSION  
SESION UNIFICADA DE VITICULTURA  
Y ENOLOGÍA

9:00 am – noon

**Grapegrowing, Winemaking and International Update –  
Production Methods for and Tasting of Three Varieties (includes  
tasting)**

The Spanish session has a new format for 2013; the grapegrowing and winemaking sessions have been combined into one general session. This session will begin with a review of the 2012 harvest with an international perspective followed by a summary of recent consumer trends in consumption and preference. The current planted acres per variety in the U.S. and trends in grape supplies will be evaluated. Then the speakers will focus on the growing and production of three key white varieties: Chardonnay, Sauvignon Blanc and Albariño. A panel of viticulturists will address the growing elements of these varieties followed by winemakers with extensive experience in the production of these key varieties. To finish, three flights of wines will be presented by the panel for the attendees to taste.

**Información actualizada sobre Viticultura, Enología y Entorno  
Internacional – Métodos de Producción y Degustación de Tres  
Variedades (incluye degustación)**

La sesión en español tiene un formato nuevo este año 2013; las sesiones de viticultura y enología han sido combinadas en una sesión general.

**Thursday, January 31 – CONTINUED**

Esta sesión empezará con una revisión sobre la cosecha 2012 con una perspectiva internacional, seguida por un resumen de las tendencias de consumo y preferencia del consumidor. Se evaluarán los acres plantados de cada variedad en Estados Unidos, así como las tendencias de abastecimiento de uva. Posteriormente los ponentes se enfocarán en la viticultura y elaboración de tres variedades claves: Chardonnay, Sauvignon Blanc y Albariño. Un panel de viticultores explicará cuales son los elementos necesarios para el cultivo de estas variedades, seguido por enólogos con una extensa experiencia en la producción de estas tres variedades. Para terminar, la audiencia podrá degustar tres series de vinos que presentará el panel de enólogos.

**Moderator:**

**Amelia Ceja**, *Ceja Vineyards, California*

**Speakers:**

**Adolfo Alarcon**, *Murphy Family Vineyards, California*

**Eva Bertran**, *Gloria Ferrer Caves & Vineyards/Freixenet USA, California*

**Markus Bokisch**, *Bokisch Vineyards, California*

**Enrique Herrero**, *Inglenook, California*

**Israel Zenteno**, *Wine 2.0 & Monte Xanic, Mexico*

**BREAKOUT SESSIONS****JOINT GRAPEGROWING/WINEMAKING**

2:00 pm – 4:00 pm

**Evaluating Cabernet Sauvignon across Multiple Regions**  
*(includes tasting)*

Cabernet Sauvignon is among the most widely planted red grape varieties in the United States. Subsequently, it is grown under a wide range of conditions and in varied regions. The effect of region and growing conditions on wine style is a very important aspect of variability for Cabernet Sauvignon. Through winetasting and extended discussion, this joint viticulture and enology session explores how some of our country's most experienced and influential producers deal with the many challenges of producing wine from this variety.

**Moderator:**

**Scott McLeod**, *Safari Vineyards, Scott McLeod Consulting, California*

**Speakers:**

**Bob Bertheau**, *Chateau Ste. Michelle, Washington*

**Tondi Bolkan**, *Francis Ford Coppola Winery, California*

**Dennis Martin**, *Fetzer Vineyards, California*

**Steve Peck**, *J. Lohr Vineyards & Wines, California*

**Kevin Phillips**, *Michael David Winery, California*

**MARKETING/PUBLIC RELATIONS**

2:00 pm – 4:00 pm

**Surviving Consolidation: How to Position Your Brand for Success**

In a world with ever-changing ownership of distributors and retailers, your brand success depends on consideration of all options for getting your products into the hands of the consumer. What do you, as a winery, need to consider in marketing your product to distributors, retailers and consumers, and how do you reach them? This session will explore what you need to know and important factors to consider, enhanced with some stories of success.

**Moderator:**

**Courtney Cochran**, *Hip Tastes Events, California*

**Speakers:**

**Hank Beal**, *The Nugget Market, California*

**Daren Cliff**, *Young's Market Company, California*

**Jason Haas**, *Tablas Creek Vineyard, California*

**Ed LeMay**, *Constellation Wines US, California*

**BUSINESS/OPERATIONS BREAKOUT SESSION**

2:00 pm – 3:30 pm

**Strategies for Future Sourcing Requirements**

This session will deliver a historical perspective on grape and bulk wine markets and look at where markets are headed in terms of supply, demand and prices. The speakers will share their insights into strategies for sourcing bulk wine, navigating changes in international supply, contracting with growers, and dealing with a changing landscape defined by mergers and acquisitions. With the 2012 California crop season fresh in their minds, our speakers will reflect on effective ways to contain winemaking costs and strategies for passing along cost increases to consumers to limit margin compression.

**Moderator:**

**Rick Boland**, *Moss Adams LLP, California*

**Speakers:**

**Dennis Carroll**, *Purple Wine Company, California*

**Cameron Hughes**, *Cameron Hughes Wine, California*

**Don Sebastiani**, *Don Sebastiani & Sons, California*

**Steve Smit**, *Constellation Wines US, California*

## 2 Ways to Pre-Register

### 1. ONLINE

www.unifiedsymposium.org

### 2. TELEPHONE

(888) 559-9530 (within USA) or  
(781) 821-6729 6:00 am to 5:00 pm (PT),  
Monday through Friday

### PRE-REGISTRATION DEADLINE

**January 22, 2013**

3-Day and 1-Day registration fees will be \$200 higher and exhibits only registration fees will be \$30 higher after this date, including on-site in Sacramento.

## Exhibitor Information

Visit www.unifiedsymposium.org and select Trade Show from the menu on the right to view the floor plan or search for exhibitors by company name or product.

## Parking

### EVENT PARKING

Downtown Plaza West Garage — \$5 per car/day  
(Tuesday, January 29 through Thursday, January 31)

The Downtown Plaza West Garage at 3rd and L streets is our designated event parking location and it's only 10 blocks from the Sacramento Convention Center. **Free shuttle buses will run to and from this parking garage and the convention center on Wednesday and Thursday only.**

Visit our website for additional parking garages/lots.

## Thank You Sponsors!

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### Wednesday General Session

Wine Business Monthly

### Wednesday General Session Coffee Break

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### Regional Wine Tasting

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## Registration Rates

PRE-REGISTRATION  
ENDS JAN 22, 2013

THROUGH  
JAN 22

AFTER  
JAN 22

### 3-Day Registration

*(includes Tuesday–Thursday sessions and Wednesday & Thursday exhibits)*

ASEV/CAWG Member	\$299	\$499
ASEV Industrial Affiliate	\$299	\$499
ASEV Student Member	\$50	\$250
Non-member	\$489	\$689

### 1-Day Registration

*(includes your choice of Tuesday sessions & Wednesday exhibits, Wednesday sessions & Wednesday Exhibits, or Thursday sessions and Thursday exhibits) Note: Registration for Thursday includes the Spanish Session*

ASEV/CAWG Member	\$199	\$399
ASEV Industrial Affiliate	\$199	\$399
Non-member	\$249	\$449

### Exhibits Only

*(Wednesday and Thursday)*

*Note: 3-Day or 1-Day registration is not required.*

Member/Non-member	\$30	\$60
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### Spanish Session Only

*(includes Wednesday & Thursday exhibits)*

*Note: 3-Day or 1-Day registration is not required.*

Member/Non-member	\$55	\$55
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## UNIFIED WINE & GRAPE SYMPOSIUM, LLC

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