Registration & Program Guide

JANUARY 23 – 25, 2018
EXHIBITS: January 24 & 25
Sacramento Convention Center
Sacramento, California

UNIFIEDSYMPOSIUM.ORG

BY THE INDUSTRY | FOR 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 25 years ago, it has become the largest wine and grape show in the nation.

And while we are proud of the 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 the industry update to disaster preparedness and recovery. 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.
## Daily Schedule

**Monday, January 22**
- 1:00 pm – 5:00 pm Registration

**Tuesday, January 23**
- 7:30 am – 6:30 pm Registration
- 8:00 am – 5:00 pm Press Room
- 8:00 am – 5:00 pm Speaker Ready Room
- 4:30 pm – 6:30 pm Welcome Reception

**Keynote Speaker Luncheon**
- 11:30 am – 1:30 pm Gina Gallo - E & J Gallo Winery, California
  Separate Registration Fee Required

### Breakout Sessions

**Joint Grapegrowing & Winemaking**
- 2:00 pm – 4:00 pm Cabernet Sauvignon at All Price Points (includes tasting)

**Business/Operations**
- 2:00 pm – 4:00 pm The Changing Regulatory Landscape

**Marketing/Public Relations**
- 2:00 pm – 3:00 pm How to Survive the Wine Sales and Marketing Pressure Cooker
- 3:15 pm – 4:15 pm How to Be Smart and Effective with Influencer Marketing

**Wednesday, January 24**
- 7:30 am – 5:30 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**
- 1:00 pm – 2:15 pm Red, White and Sparkling: Optimizing Wine Aromas from Harvest to Bottle
- 2:30 pm – 3:45 pm Red Wine: Color and Tannin Development and Management

**Grapegrowing**
- 1:00 pm – 2:00 pm Powdery Mildew Money Tree
- 2:15 pm – 3:45 pm Winemaker Experiences with Vineyard Mechanization – How I Learned to Love Machines in the Vineyard

**Business & Operations Breakout Session**
- 1:30 pm – 3:30 pm Identity Flexibility – A Look at Changing AVAs

**Marketing/Public Relations**
- 1:15 pm – 3:15 pm Staying on Top: What’s New with Key Wine Publications

**Thursday, January 25**
- 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

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**as of 12/18/2017**

All sessions and other events will be held at the Sacramento Convention Center (SCC), Hyatt Regency, and Sheraton Grand unless noted otherwise.
as of 12/18/2017

Tuesday, January 23

Speakers are listed in alphabetical order unless noted otherwise.

**KEYNOTE SPEAKER LUNCHEON**

11:30 am – 1:30 pm

**Welcome & Introduction**

**John Aguirre**, President, California Association of Winegrape Growers

Gina Gallo will open the 2018 Unified Wine & Grape Symposium as the Keynote Speaker during the luncheon on Tuesday, January 23.

Gallo was a 2016 inductee to the James Beard Foundation’s Who’s Who of Food & Beverage in America. Fortune magazine named her one of the “Most Innovative Women in Food and Drink,” and she was named #17 on Decanter magazine’s “Power List” of the most important men and women in wine. She is a board member of the American Farmland Trust, which works to preserve agricultural land, and Taste of the NFL, which raises funds and awareness for food banks and anti-hunger initiatives.

**Speaker:**

**Gina Gallo**, Senior Director of Winemaking, E & J Gallo Winery, California

Refer to our website for full press release

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**BUSINESS/OPERATIONS BREAKOUT SESSION**

2:00 pm – 4:00 pm

**The Changing Regulatory Landscape**

Industry leaders regularly cite government regulations as one of their most pressing concerns. The year past has seen a host of changes and more are anticipated in the coming year. This session will bring you up to date on the latest outlook in California and Washington D.C. as well as the efforts underway to win more regulatory relief.

**Speakers:**

**Jack Gualco**, The Gualco Group, Inc., California

**Theresa McCarthy**, Alcohol and Tobacco Tax and Trade Bureau, Washington D.C.

**Hunt Shipman**, Cornerstone Government Affairs, Washington, D.C.

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**MARKETING/PUBLIC RELATIONS BREAKOUT SESSION**

2:00 pm – 3:00 pm

**How to Survive the Wine Sales and Marketing Pressure Cooker**

Wineries small, large and in-between need to find their brand niche, develop marketing plans that move consumers and create sustainable demand, and grow profitability in a highly competitive environment. Drawing on their unique experiences as brand guru, marketing and sales strategist and winemaker/everything, our panel will address the main “pain points” in developing and implementing sales and marketing programs and share case studies of successful approaches that produce results.

**Moderator:**

**Nancy Light**, Wine Institute, California

**Speakers:**

**Suzanne Groth**, Groth Vineyard & Winery, California

**Bill Smart**, Lambert Bridge Winery, California

3:15 pm – 4:15 pm

**How to Be Smart and Effective with Influencer Marketing**

This session will cover how influencers can make or break brands and businesses; why authentic influence it the most powerful; differentiating among influencers; five do’s and don’ts of influencer marketing; how to get started and three ways to get more from influencer marketing if you’re already engaged.

**Moderator:**

**Jennifer Leitman**, Francis Ford Coppola Presents, California

**Speakers:**

**Shashi Charles**, Savory Spin, Georgia

**Kim Harris**, Collective Bias, California

**Brie Strickland**, Southwest Airlines, Texas

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**BREAKOUT SESSIONS**

**JOINT GRAPEGROWING & WINEMAKING BREAKOUT SESSION**

2:00 pm – 4:00 pm

**Cabernet Sauvignon at All Price Points (includes tasting)**

In the US marketplace, Cabernet Sauvignon is the undisputed “King” of the red wine sector. From exclusive cult favorites to every-day drinkers, Cabernet Sauvignon is a crowd pleaser at all price points. In this interactive tasting session, we pair winemakers with their grapegrowers for an in-depth discussion of how to make and grow the “King of Grapes” across the price spectrum.

**Moderator:**

**Chris Munsell**, E & J Gallo Winery, California

**Speakers:**

**Allison Cellini**, Cliff Lede Vineyards, California

**Remi Cohen**, Cliff Lede Vineyards, California

**Ryan Decker**, Rodney Strong Vineyards, California

**Craig Ledbetter**, Vino Farms, California

**Casey McClellan**, Seven Hills Winery, California

**Evan Schiff**, Francis Ford Coppola Presents, California

**Justin Siedenfeld**, Rodney Strong, California
Wednesday, January 24

**GENERAL SESSION**

8:30 am – 11:00 am  Session sponsored by: [WINE BUSINESS MONTHLY](www.unifiedsymposium.org)

**Welcome & Introductions:**
Jim Harbertson, President, American Society for Enology and Viticulture (ASEV)

**State of the Industry**
The State of the Industry session provides 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, Washington

**Speakers:**
*Listed in presentation order*
Danny Brager, The Nielsen Company, California (Part 1)
Steve Fredricks, Turrentine Brokerage, California
Mario Zepponi, Zepponi & Company, California
Jeff Bitter, Allied Grape Growers, California
Danny Brager, The Nielsen Company, California (Part 2)

**BREAKOUT SESSIONS**

**WINEMAKING BREAKOUT SESSION**

1:00 pm – 2:15 pm

*Red, White and Sparkling: Optimizing Wine Aromas from Harvest to Bottle*

This session considers factors in viticulture, harvest, fermentation, finishing and bottling of general wine categories. Speakers will focus on optimization of style and the various tools they use to guide the process, including all aspects of wine technology, such as harvest condition, pre-fermentation treatments, fermentation temperature and oxygen management, use of specialized yeast or enzymes and oak or tannin additives.

**Moderator:**
David Llodra, CoCooperages 1912, California

**Speakers:**
Adam Lee, Siduri Wines, California
Tamra Lotz, Mumm Napa, California
Peter Bell, Fox Run Winery, New York

2:30 pm – 3:45 pm

*Red Wine: Color and Tannin Development and Management*

This session is designed to briefly explore the basics of color and tannin development in the grapes and wine. The session features academics and winemakers with a pragmatic eye looking for practical solutions.

**Moderator:**
Jim Harbertson, Washington State University, Tri-Cities

**GRAPEGROWING BREAKOUT SESSION**

1:00 pm – 2:00 pm

*Powdery Mildew Money Tree*

Powdery mildew continues to be a prominent grapevine pest and economic concern in vineyards throughout the United States. Management of powdery mildew has changed over the past 10 years, with a greater understanding of the fungus lifecycle, and advancements in fungicide chemistry. However, despite these advances, powdery mildew still has an economic impact on wine grape vineyards to this day. In this session, we will review the playbook that wine grape growers employ to manage this disease and discuss their integrated pest management approach for successful control. Wine grape growers from different appellations will discuss their challenges and successes with managing this pest.

**Moderator:**
Bart Haycraft, Jackson Family Wines, California

**Speakers:**
Bart Haycraft, Jackson Family Wines, California
Chris Storm, Vino Farms LLC, California
Blake Wood, Beckstoffer Vineyards, California

2:15 pm – 3:45 pm

*Winemaker Experiences with Vineyard Mechanization – How I Learned to Love Machines in the Vineyard*

Reduced labor availability, increased cost of labor, and concerns about the quality of work performed by labor are driving growers to adopt more mechanization of vineyard operations. Consequently, major changes are occurring in how grape vineyards look and are managed. Some of these changes have caused concern and resistance among winemakers. A successful transition to mechanized vineyards will require winemaker acceptance. In this session, winemakers will review mechanization practices in their vineyards, fruit handling, and winemaking practices used for production of high quality wines. The questioned to be addressed is, “how have you learned to love fruit from mechanized vineyards”. In addition, wines from mechanized vineyards described by each panel member will be available for tasting.

**Moderator:**
Keith Striegler, E & J Gallo Winery, California

**Speakers:**
Clay Brock, Turn Key Wine Brands, California
Mike Draxton, M. Draxton Wines & Draxton Wine Storage, California
Jennifer Haun, Chateau Ste Michelle, Washington
Andrew Meggitt, St. James Winery, Missouri
Wednesday, January 24 — CONTINUED

BUSINESS & OPERATIONS BREAKOUT SESSION

1:30 pm – 3:30 pm

Identity Flexibility – A Look at Changing AVAs
A look at the importance of AVA on a label and the impact changing an AVA has on brands. In a climate where sourcing is becoming more difficult due to acquisitions and decreasing availability coupled with rising prices, what is the impact on sourcing fruit from alternative AVAs?

Moderator:
John Gillespie, Wine Opinions, California

Speakers:
Adam LaPierre, Lidl US, Washington, D.C.
Morgen McLaughlin, Willamette Valley Wineries Association, Oregon
Michelle Perry, Constellation Brands, California
Carol Reber, Duckhorn Wine Company, California

MARKETING/PUBLIC RELATIONS BREAKOUT SESSION

1:15 pm – 3:15 pm

Staying on Top: What’s New with Key Wine Publications
It’s a fast-changing wine world with consumers and trade using multiple platforms covering so many wine regions, styles and stories. Each of our panelists represent trusted critical and editorial expertise for wine lovers and industry, alike.

Moderator:
Julie Lumgair, J. Moss Winery, California

Speakers:
Virginia Boone, Wine Enthusiast, California
Karen MacNeil, Karen MacNeil & Company, California

Thursday, January 25

GENERAL SESSION

9:00 am – 11:30 am

Welcome & Introductions
Lise Asimont, Chair, UWG-PS Program Development Committee

Strategic Steps to Premium Pricing in Competitive Categories
Standing out from the crowd in a price-competitive marketplace is a difficult task. It requires a concerted effort of out-of-the-box mindset marketing strategies, ingenious brand positioning, and dedicated production to ensure your product is worth the hype. In this time of shifting consumer dynamics, having a quality product and the ability to relate this to your market is challenging. This session will give you the opportunity to converse with those who have succeeded in this journey, and gain insight into how these [brands and leaders in crowded categories] accomplished premium pricing and market recognition. Come learn and be inspired!

Moderator:
Amy Hoopes, Wente Vineyards, California

Speaker:
David Phinney, Orin Swift, California

SESSIONES EN ESPAÑOL

SESIÓN GENERAL EN ESPAÑOL

9:00 am – 10:30 am

Diversidad y tendencias en cabernet sauvignon
(Sesión presentada en español e incluye degustación de vino)
Esta sesión se basa en asistencia en una sesión de enología o de viticultura (10:45 am – 12:00 pm) y una sesión general en español (9:00am – 10:30am). Tiene que asistir a dos de las tres sesiones para recibir un certificado. Un certificado de asistencia será enviado por correo después de la conferencia.

Las regiones de viticultivo, las técnicas de vinificación y las prácticas vitícolas tienen un gran impacto en la producción de Cabernet Sauvignon y los estilos de vino resultantes. Además, los cambios en las preferencias del consumidor también han contribuido a dar forma a los estilos de los vinos. Esta sesión presentará información sobre mercados, preferencias demográficas y su impacto en el tipo de vinos Cabernet Sauvignon. También se discutirán los aspectos técnicos de la vinificación y el cultivo de la uva que definen el estilo del vino. Las presentaciones serán seguidas por una degustación de diferentes estilos de vinos Cabernet Sauvignon.

Moderador:
Enrique Herrero, Inglenook, California

Ponentes:
Adolfo Alarcon, Trinchero Family Estates, California
Alfredo Koch, Alan Hancock College, California
Gaspar Roby, Beaulieu Vineyard, California

SESIÓN EN ESPAÑOL DE VITICULTURA

10:45 am – Noon

Potencial aromático de vinos blancos
(Sesión presentada en español e incluye degustación de vino)
Esta sesión se basa en asistencia en una sesión de enología o de viticultura (10:45 am – 12:00 pm) y una sesión general en español (9:00am – 10:30am). Tiene que asistir a dos de las tres sesiones para recibir un certificado. Un certificado de asistencia será enviado por correo después de la conferencia.

En esta sesión se presentarán diferentes prácticas enológicas para mejorar los aromas en vinos de variedades blancas, incluyendo el uso de levaduras diseñadas para las uvas de variedades blancas aromáticas, temperatura de fermentación, potencial de oxidación-reducción, el manejo de lias y diferentes materiales usados en la manufactura de recipientes de fermentación (acero inoxidable, concreto, roble). Esta sesión incluirá una degustación de vinos para ejemplificar algunas de estas prácticas.

Moderador:
Leticia Chacón-Rodríguez, Safe Harbor Wines, California

Ponentes:
Montserrat Reece, Pedroncelli Winery, California
Pamela Solis, Joseph Phelps Vineyards, California
Thursday, January 25 — CONTINUED

**SESIÓN EN ESPAÑOL DE ENOLOGÍA**

10:45 am – Noon

**Prácticas vitivinícolas para optimizar la composición fenólica**

(Sesión presentada en español)

Esta sesión se basa en asistencia en una sesión de enología o de viticultura (10:45 am – 12:00 pm) y una sesión general en español (9:00am – 10:30am). Tiene que asistir a dos de las tres sesiones para recibir un certificado. Un certificado de asistencia será enviado por correo después de la conferencia.

El tipo y concentración de compuestos fenólicos en uvas tintas están asociados con la calidad del vino, ya que son responsables del color y varias características sensoriales. La composición fenólica se ve muy afectada por las prácticas del viñedo y el tipo de tecnología utilizada durante la elaboración del vino. En esta sesión, los presentadores se centrarán en el impacto del riego y la luz en la composición de la fruta y proporcionarán información práctica para ajustar las prácticas de cultivo en los viñedos.

**Moderador:**

Cecilia Aguero, University of California, Davis

**Ponentes:**

Federico Casassa, California Polytechnic State University, San Luis Obispo

Johann Martínez-Lüscher, University of California, Davis

**SPANISH SESSIONS**

**SPANISH GENERAL SESSION**

9:00 am – 10:30 am

**Diversity and Trends in Cabernet Sauvignon**

(Session presented in Spanish and includes tasting)

This Track is based on attending a winemaking OR a grape growing session (10:45 am – Noon) And the general session (9:00am – 10:30am). You must complete two of the three sessions to qualify for the certificate. A certificate of completion will be mailed after the conference.

Growing regions, winemaking techniques and vinicultural practices have a great impact on the production of Cabernet Sauvignon and the resulting wine styles. In addition, changes in consumer preferences have also contributed in shaping the styles of the wines. This session will present information about markets, demographic preferences and their impact on the type of Cabernet Sauvignon wines. Technical aspects of winemaking and grape growing that define the style of the wine will be also discussed. Presentations will be followed by a tasting of different styles of Cabernet Sauvignon wines.

**Moderator:**

Enrique Herrero, Inglenook, California

**Speakers:**

Adolfo Alarcon, Trinchero Family Estates, California

Alfredo Koch, Alan Hancock College, California

Gaspar Roby, Beaulieu Vineyard, California

**SPANISH GRAPEGROWING SESSION**

10:45 am – Noon

**Aromatic Potential in White Varieties**

(Session presented in Spanish and includes tasting)

This Track is based on attending a winemaking OR a grape growing session (10:45 am – Noon) And the general session (9:00am – 10:30am). You must complete two of the three sessions to qualify for the certificate. A certificate of completion will be mailed after the conference.

Different winemaking practices to enhance the aromas on white varieties will be discussed in this session, including the use of yeast strains designed for white aromatics, fermentation temperature, redox potential, lees management and diverse fermentation vessels (stainless steel, concrete, oak). This session will include a tasting of wines to showcase some of these practices.

**Moderator:**

Leticia Chacón-Rodríguez, Safe Harbor Wines, California

**Speakers:**

Montserrat Reece, Pedroncelli Winery, California

Pamela Solis, Joseph Phelps Vineyards, California

**SPANISH WINEMAKING SESSION**

10:45 am – Noon

**Vineyard Practices to Optimize Phenolic Composition**

(Session presented in Spanish)

This Track is based on attending a winemaking OR a grape growing session (10:45 am – Noon) And the general session (9:00am – 10:30am). You must complete two of the three sessions to qualify for the certificate. A certificate of completion will be mailed after the conference.

The quality and concentration of phenolic compounds in red grapes are associated with wine quality since they are responsible for color, sensory and mouthfeel characteristics. Phenolic composition is highly affected by vineyard practices and the type of technology used during winemaking. In this session speakers will focus on the impact of irrigation and light on fruit composition and provide practical information for adjusting vineyard growing practices.

**Moderator:**

Cecilia Aguero, University of California, Davis

**Speakers:**

Federico Casassa, California Polytechnic State University, San Luis Obispo

Johann Martínez-Lüscher, University of California, Davis
Thursday, January 25 — CONTINUED

BREAKOUT SESSIONS

WINEMAKING BREAKOUT SESSION
1:15 pm – 2:15 pm

FSMA – Food Safety Modernization Act
Whether you are a winemaker, a grape grower, or both, the Food Safety Modernization Act (FSMA) applies to your business. Come learn how to keep up with this large body of legislation, and hear about best practices for compliance. Find out about the latest FSMA developments for vineyards and wineries alike.

In this session, you will hear from wineries who have had successful inspection visits and what they did to make sure that they went well. You will also learn what officials have been seeing during inspections and what they’re expecting. Attendees will get an overview of what’s required by FSMA and what portions of the regulations apply to them. Speakers will also touch on some challenging topics like custom crush and alternating proprietorships.

Moderator:
Paul Huckaba, Bronco Wine Co., California
Additional speakers to be confirmed.

2:30 pm – 3:30 pm

Wildfires and Wine: Loss Prevention, Mitigation and Management
The 2017 harvest season was particularly harrowing for wildfires around the globe. From Spain to Washington State to California’s North Coast, a record number of growers and vintners worldwide were impacted by fire and its potential effects. Our panel of experts will share current research, best practices and their own experience as they relate how they survived wildfires in their regions and coped with potential after-effects.

Moderator:
Jim Harbertson, Washington State University, Tri-Cities
Speakers:
Tom Collins, Washington State University, Tri-Cities
Mark Krstic, The Australian Wine Research Institute, Australia

GRAPEGROWING BREAKOUT SESSION
1:15 pm – 3:15 pm

The Fundamentals of H2A: Navigating Our Existing Agricultural Guest Worker Program
Wine grape growers continue to be challenged in finding reliable labor. While immigration reform continues to capture national political attention, the realities remain of trying to secure consistent and quality workers. The H2A agricultural guest worker program is our current available option and like many things from the government, is filled with multiple hoops to navigate. In this session, we will provide a review of the key elements of the program and more importantly, provide feedback on the common pitfalls experienced with the H2A program.

Moderator:
Amy Wolfe, AgSafe, California

MARKETING/PUBLIC RELATIONS BREAKOUT SESSION
1:30 pm – 3:30 pm

Direct to Consumer: The Big Picture
What are you doing to get a piece of the pie? Direct to consumer channels continue to experience rapid growth, not to mention the best margins in the business. Learn more about successful approaches to identifying, attracting and retaining customers that build your business. From traditional wine club models and onsite events, to offsite events that connect with your target audiences, this session is sure to be information packed, fast paced, and full of actionable information to help build your bottom line.

Moderator:
Amy Hoopes, Wente Vineyards, California
Speakers:
Sandra Hess, DTC Wine Workshops, California
Nina Leschinsky, Justin Vineyards & Winery, California
Angelica de Vere Mabray, Cornerstone Cellars, California

Speakers:
Carlos Castaneda, Castaneda & Sons, California
Steve Dutton, Dutton Ranch, California
Rubin Lugo, USDAG Wage and Hour, California
Jeanne Maltiz, Maltiz Law, California

BUSINESS & OPERATIONS BREAKOUT SESSION
1:15 pm – 3:15 pm

Be Ready, Disaster Preparedness and Recovery
A catastrophic disaster can take many forms, human caused or natural, and strike at any time, without warning. Basic planning and preparation can promote greater resiliency among communities and businesses who are able to recover more quickly. This session, set for Thursday, will look at basic principles of planning and preparation, insurance claims and insights gained from experience on how to recover from different types of disasters that can affect your business.

Moderator:
Karissa Kruse, Sonoma County Winegrape Commission, California
Speakers:
Christina Curry, Cal OES, California
Glenn Pomeroy, Cal-Quake, California
Eric Sanders, QBE NAU, California
Thursday, January 25 — CONTINUED

TECHNICAL EXHIBIT TOURS (ENGLISH)

Space is limited to 25 attendees per tour. Registration for tours will be onsite only, located in the designated room from where tours will start, 30 minutes before each tour begins. Enrollment onsite is on a first-come, first-served basis. However, only two representatives per company may enroll in the same tour. Selecting a tour during the registration process does not guarantee enrollment. You must be one of the first 25 attendees to show up in the designated room on-site for each tour.

Note: Tours available in English and Spanish

GRAPEGROWING TOUR IN ENGLISH
1:15 pm – 3:15 pm

Water Technology
The need to increase our water use efficiency is tremendous and timely, and doing so on our own right requires labor and resources we simply don’t have. This is where technology comes into play, and there is new and improved technologies that aim to improve our water use efficiency through monitoring, application and analysis. This walking tour will visit suppliers whose technology can change and improve your use of water and how you view your current practices.

Tour Leader:
Lise Asimont, VinSense LLC, California

WINEMAKING TOUR IN ENGLISH
1:15 pm – 3:15 pm

Sensory and Aromas
Our technical tour will visit vineyard equipment manufacturers, wine laboratories and providers of enzymes and starter cultures. We will speak to equipment manufacturers and experts in wine aroma and flavor analysis and learn about products and services to enhance sensory impact from harvest and fermentation through ageing.

Tour Leader:
Torey Arvik, Whole Vines Products, California

TOURS EN ESPAÑOL

El cupo es limitado a 25 personas por tour. El registro a los tours se realizará únicamente en el lugar, en un salón designado, donde se iniciarán los tours. Registrarse a los tours 30 minutos antes que de empezen. Se dará el lugar a las primeras personas que se registren. Sin embargo, solo dos personas de la misma empresa podrán inscribirse al mismo tour. El hecho de seleccionar un tour durante su registro no garantiza su lugar. Usted debe ser uno de los primeros 25 asistentes en llegar al lugar de inicio de cada tour.

Nota: Tours disponibles en inglés y español

TOUR EN ESPAÑOL DE ENOLOGIA
1:30 pm – 3:30 pm

Sensorial y aromas
Nuestro tour técnico visitará fabricantes de equipos para viñedos, laboratorios para vinos y proveedores de enzimas y cultivos microbiológicos. Hablaremos con los fabricantes de equipos y expertos en análisis de aroma y sabores de vinos; y aprenderemos acerca de los productos y servicios para mejorar el impacto sensorial en los vinos, desde la cosecha y fermentación, hasta su añejamiento.

Lider del Tour:
Maria Cortez, Trinchero Family Estates, California

TOUR EN ESPAÑOL DE VITICULTURA
1:30 pm – 3:30 pm

Tecnología del Agua
La necesidad de incrementar nuestra eficiencia de uso del agua es de suma urgencia e importancia y el hacerlo por cuenta propia requiere trabajadores y recursos que simplemente no tenemos. Aquí es donde la tecnología juega un papel clave ya que existen nuevas y mejoradas tecnologías que apuntan a incrementar nuestra eficiencia de uso del agua a través del monitoreo, aplicación y análisis. Esta caminata visitara expositoros cuyas tecnologías pueden cambiar y mejorar el uso del agua e inducirle a re-evaluar sus actuales prácticas.

Lider del Tour:
Francisco Araujo, Atlas Vineyard Management, California
2 Ways to Pre-Register

1. ONLINE
www.unifiedsymposium.org

2. TELEPHONE
(888) 559-9530 (within USA) or
(781) 688-8229 6:00 am to 5:00 pm (PT),
Monday through Friday

PRE-REGISTRATION DEADLINE
January 16, 2018
Fees will be up to $200 higher after this date, including on-site in Sacramento.

Exhibitor Information
Visit www.unifiedsymposium.org to view the floor plan or search for exhibitors by company name or product.

Parking
WX Parking lots (free parking & shuttle)
(Wednesday, January 24 and Thursday, January 25)
W St. & 8th St.
Sacramento, CA 95818

Shuttle Schedule
Wednesday, January 24 — 7:00 am – 7:00 pm
Thursday, January 25 — 7:00 am – 7:00 pm
Shuttles will run to and from the WX Parking Lots and the Sacramento Convention Center approximately every 20 minutes.

Downtown Sacramento
Lot D
(12th & I streets)
$10 per car/day
Memorial Garage
(14th & H streets)
$11.25/car/day (on-line price at https://reserve.sacpark.org/)
OR $1.50 per ½ hour or $15 max (Standard rate parking at the door)
No longer doing pre-pay cash only.
Capitol Garage
(10th & L streets)
$15 (on-line price at https://reserve.sacpark.org/)
OR $1.50 per ½ hour or $20 max (Standard rate parking at the door)
City Hall Garage
(10th & I streets)
$15 (on-line price at https://reserve.sacpark.org/)
OR $1.50 per ½ hour or $20 max
(Standard rate parking at the door)

Visit our website for additional parking garages/lots and online parking reservations.

Registration Rates

<table>
<thead>
<tr>
<th></th>
<th>PRE-REGISTRATION ENDS JAN 16, 2018</th>
<th>THROUGH JAN 16</th>
<th>AFTER JAN 16</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keynote Speaker Luncheon (Tuesday)</strong> (includes plated lunch and wine)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASEV Member/CAWG Member/Exhibitor</td>
<td>$75</td>
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<tr>
<td>ASEV Industrial Affiliate</td>
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<td>ASEV Student Member</td>
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<tr>
<td>Non-member</td>
<td>$125</td>
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**3-Day General Registration**
(includes Tuesday Breakout Sessions and Welcome Reception, Wednesday and Thursday General and Breakout Sessions and exhibits, and Thursday Spanish Sessions and Technical Exhibit Tours)

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 3-Day General Registration.

<table>
<thead>
<tr>
<th></th>
<th>ASEV/CAWG Member</th>
<th>ASEV Industrial Affiliate</th>
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<tr>
<td>ASEV/CAWG Member</td>
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<td>$515</td>
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<td>$250</td>
<td>$715</td>
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**1-Day General Registration**
(includes your choice of Tuesday Breakout Sessions and Welcome Reception and Wednesday exhibits or Wednesday General and Breakout Sessions and Wednesday exhibits, or Thursday General and Breakout Sessions and Thursday exhibits and Technical Exhibit Tours)

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 1-Day General Registration.

<table>
<thead>
<tr>
<th></th>
<th>ASEV/CAWG Member</th>
<th>ASEV Industrial Affiliate</th>
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<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEV/CAWG Member</td>
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<td>$465</td>
<td>$200</td>
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**Exhibits Only (Wednesday and Thursday)**
Note: Session registration above is not required

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Member/Non-member</td>
<td>$35</td>
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</table>

**Spanish Sessions Only**
(includes Wednesday & Thursday exhibits, Spanish sessions Thursday morning, and Technical Exhibit Tours Thursday afternoon)
Note: Session registration above is not required or included.

<table>
<thead>
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<th></th>
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<tbody>
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<td>Member/Non-member</td>
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</tbody>
</table>

*After January 16, the late fee will only be applied once if you are registering for multiple events.

Scan the QR code on your smartphone for program, trade show details, and more!