JANUARY 29-31, 2019
Exhibits run January 30 & 31
Sacramento Convention Center
unifiedsymposium.org

WHOA!
IT'S ALMOST TIME FOR THE UNIFIED ... GLAD I GOT THIS REGISTRATION & PROGRAM GUIDE.
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 What Wine Marketers Need to Know about Cannabis to Technology Thursday. 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 friendship, 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

**Unified Wine & Grape Symposium**

All sessions and other events will be held at the Sacramento Convention Center (SCC), Hyatt Regency, and Sheraton Grand unless noted otherwise. Room assignments are tentative and subject to changes.

### Monday, January 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>1:00 pm-5:00 pm</td>
<td>Registration</td>
<td>SCC—3rd Floor</td>
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### Tuesday, January 29

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<th>Time</th>
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<tr>
<td>7:30 am-6:30 pm</td>
<td>Registration</td>
<td>SCC—3rd Floor</td>
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<tr>
<td>8:00 am-5:00 pm</td>
<td>Press Room</td>
<td>SCC—Room 305</td>
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<tr>
<td>8:00 am-5:00 pm</td>
<td>Speaker Ready Room</td>
<td>SCC—Room 303</td>
</tr>
<tr>
<td>4:30 pm-6:30 pm</td>
<td>Welcome Reception</td>
<td>Sheraton Grand Nave Ballroom</td>
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### Keynote Speaker Luncheon

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:30 am-1:30 pm</td>
<td>Lance Winters, St. George Spirits, California</td>
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### Breakout Sessions

**Marketing/Public Relations**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>What Wine Marketers Need to Know about Cannabis and the New Cannabis Consumer</td>
<td>Hyatt Regency Ballroom F</td>
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<td>3:15 pm-4:15 pm</td>
<td>Corks, Kegs and Koozies: Braving Blended Beverages</td>
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**Joint Grapegrowing & Winemaking**

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<tr>
<td>2:00 pm-4:00 pm</td>
<td>Rosé Revealed: Farming Reds and Making Whites (includes tasting)</td>
<td>Hyatt Regency Ballroom C</td>
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**Business/Operations**

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<tbody>
<tr>
<td>2:30 pm-4:30 pm</td>
<td>The Changing Regulatory Landscape</td>
<td>Sheraton Grand Nave Gardenia</td>
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### Wednesday, January 30

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<td>8:00 am-5:00 pm</td>
<td>Speaker Ready Room</td>
<td>SCC—Room 303</td>
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<tr>
<td>9:00 am-6:00 pm</td>
<td>Exhibits Open</td>
<td>SCC—1st, 2nd &amp; 3rd Floors</td>
</tr>
<tr>
<td>4:00 pm-6:00 pm</td>
<td>Regional Wine Tasting</td>
<td>SCC—1st, 2nd &amp; 3rd Floors</td>
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### Thursday, January 31

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<tr>
<td>11:30 am-1:00 pm</td>
<td>Hosted Buffet Luncheon</td>
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### General Session

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<tr>
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<tbody>
<tr>
<td>8:30 am-11:00 am</td>
<td>State of the Industry</td>
<td>Hyatt Regency Ballroom</td>
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### Breakout Sessions

**Winemaking**

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<td>FSMA—What to Know to Be in Compliance and Improve Your Winery</td>
<td>SCC—Room 204</td>
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<tr>
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<td>Laboratory Quality Systems—What Does It Really Mean?</td>
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**Grapegrowing**

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<td>Alternative Route to the Retail Market</td>
<td>Hyatt Regency Ballroom C</td>
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**Marketing Exhibits Tour**

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<thead>
<tr>
<th>Time</th>
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<th>Location</th>
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</thead>
<tbody>
<tr>
<td>3:00 pm-4:00 pm</td>
<td>Marketing Exhibits Tour</td>
<td>Hyatt Regency Ballroom D</td>
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<td>State of the Industry</td>
<td>Hyatt Regency Ballroom C</td>
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</table>
## Daily Schedule (Continued)

### Presentaciones en Español

<table>
<thead>
<tr>
<th>Session in Spanish</th>
<th>Time: 9:00 am - 10:30 am</th>
<th>Description: La Industria del Vino en la Era de la Información, la automatización y la Diversidad en el lugar de Trabajo (Sesión integrada presentada en español e incluye degustación de vino)</th>
<th>Location: Hyatt Regency Ballroom F</th>
</tr>
</thead>
</table>

| Session in Spanish | Time: 10:45 am - Noon | Description: Impacto de nuevas tecnologías y mecanización en el diseño de viñedos (Taller presentado en español) | Location: Hyatt Regency Ballroom D |

| Session in Spanish | Time: 10:45 am - Noon | Description: Prácticas Enológicas y Características Sensoriales de las Variedades Emergentes en el Nuevo Mundo (Taller presentada en español e incluye degustación de vino) | Location: Hyatt Regency Ballroom E |

### Breakout Sessions

<table>
<thead>
<tr>
<th>Breakout Session</th>
<th>Time: 1:15 pm - 2:15 pm</th>
<th>Description: How to Understand, Improve and Deepen Customer Relationships with Journey Mapping</th>
<th>Location: Hyatt Regency Ballroom F</th>
</tr>
</thead>
</table>

| Breakout Session | Time: 2:30 pm - 3:30 pm | Description: Marketing Technologies: Apps and Services That Won’t Break the Bank | Location: Hyatt Regency Ballroom F |

### Sessions in Spanish

| Integrated Session in Spanish | Time: 9:00 am - 10:30 am | Description: The Wine Industry in the Age of Information, Automation and Diversity in the Workplace (Integrated Session presented in Spanish and includes tasting) | Location: Hyatt Regency Ballroom F |

| Grape-growing Workshop in Spanish | Time: 10:45 am - Noon | Description: Vineyard Design considerations in Light of New Technologies and Mechanization (Presented in Spanish) | Location: Hyatt Regency Ballroom D |

| Winemaking Workshop in Spanish | Time: 10:45 am - Noon | Description: Winemaking Practices and Taste Profile of Varieties Emerging in the New World (Workshop presented in Spanish and includes tasting) | Location: Hyatt Regency Ballroom E |

### Technical Exhibits Tours

| Winemaking Technical Exhibits Tour #1 | Time: 1:15 pm - 3:15 pm | Description: Food Safety Modernization Act (FSMA) | Location: SCC—Room 203 |

| Grape-growing Technical Exhibits Tour #2 | Time: 1:15 pm - 3:15 pm | Description: Nurseries | Location: SCC—Room 203 |

| Joint Grape-growing and Business/Operations Breakout Session | Time: 1:30 pm - 3:30 pm | Description: The Cost of Technology Adoption in the Vineyard: A Fiscal Discussion on Taking the Tech Leap | Location: Hyatt Regency Ballroom B |

| Tour técnico de viticultura en español #3 | Time: 1:30 pm - 3:30 pm | Description: Ley sobre la Modernización de la Inocuidad Alimentaria (FSMA) | Location: SCC—Room 203 |

| Tour técnico de enología en español #4 | Time: 1:30 pm - 3:30 pm | Description: Automatización | Location: SCC—Room 203 |
PROGRAM: TUESDAY, JANUARY 29

Tuesday, January 29

Speakers are listed in alphabetical order unless noted otherwise. Room assignments are tentative and subject to changes.

KEYNOTE SPEAKER LUNCHEON

11:30 am–1:30 pm
Sheraton Grand Nave Ballroom

Welcome & Introductions:
John Thorngate, President, American Society for Enology and Viticulture

Lance Winters, master distiller at St. George Spirits, will open the 2019 Unified Wine & Grape Symposium as the Keynote Speaker during the luncheon on Tuesday, January 29.

Lance is the creative force that has expanded St. George’s brand and portfolio from a dedicated eau de vie distillery into one of the most prolific and innovative craft distilleries in the nation.

Speaker:
Lance Winters,
St. George Spirits, California
(Refer to our website for full press release.)

JOINT GRAPEGROWING & WINEMAKING BREAKOUT SESSION

2:00 pm–4:00 pm
Hyatt Regency Ballroom C

Rosé Revealed: Farming Reds and Making Whites (includes tasting)
Are you a rosé BAE? No? Great, you’re invited. Join us as we dive deep into four unique growing regions and taste how the rosé market has influenced our farming practices and winemaking techniques. Or has it? Are we chasing consumers or training their palettes? Winemakers and viticulturists jointly share their techniques in managing desired crop loads, color choice and price points in a competitive market. Hear about the latest trends in packaging and what’s moving fastest off the shelf.

Moderator:
Nick Dokoozlian, E. & J. Gallo Winery, California

Speakers:
Hugh Chappelle, Quivira Vineyards, California
Chelsea Franchi, Tablas Creek Vineyard, California
Jason Haas, Tablas Creek Vineyard, California
Brian Maloney, Boisset Collection, California
Katie Nelson, Columbia Crest, Washington

BREAKOUT SESSIONS

MARKETING/PUBLIC RELATIONS BREAKOUT SESSION

2:00 pm–3:00 pm
Hyatt Regency Ballroom F

What Wine Marketers Need to Know about Cannabis and the New Cannabis Consumer
With its new, legalized status and its range of formats—from teas to edibles, vapes to infusions—how does cannabis appeal to the educated, affluent consumer who favors wine? And what will its impact be on the wine business? This session will explore the cannabis consumer and the new wave of entrepreneurs reaching out to them with events and activities modeled on wine marketing. It also will cover the legal and regulatory landscape to help wineries and growers assess the challenge and opportunity of this newly legitimized industry. Expect a lively discussion and come with your questions.

Moderator:
Rebecca Stamey-White, Hinman & Carmichael LLP, California

Speakers:
Cynthia Salarizadeh, Salar Media Group, California
Liz Stahura, BDS Analytics, Colorado

3:15 pm–4:15 pm
Hyatt Regency Ballroom F

Corks, Kegs and Koozies: Braving Blended Beverages
Will a new hybrid of canned rosés and stout-infused Cabernets cannibalize the traditional wine market or usher in a new generation of consumers to the wine category? Coffee, wine, beer and spirits are all finding ways onto the consumer palate—sometimes in the same swallow. As a marketer, how do you decide when/if blending your wine with a product from another category is right for your brand? What insights drive those decisions? Is it consumer preference or market pressure to preserve share that’s ceding to other beverages and buzzables? Hear from producers who’ve braved the gray areas between categories.

Moderator:
Ziggy Eschliman, The Wine Gal, California

Speakers:
Chip Forsythe, Rebel Coast Winery, California
Ami Opisso, Bridge Lane Wine, New York
Jean-Claude Tetreault, Trillium Brewing, Massachusetts

Tuesday, January 29
BUSINESS/OPERATIONS BREAKOUT SESSION
2:30 pm–4:30 pm
Sheraton Grand Nave Gardenia

The Changing Regulatory Landscape
Regulatory changes for 2019 have already gone into law; regulations that we have grown to understand and manage are evolving in real time and the biggest disruptions to our long-term planning are on the horizon in 2022. Managing transportation has changed dramatically with the passage of ELD, or the electronic logging of truckers’ hours. Regulations managed by TTB are not static. Changes in tax policy are befuddling small business owners. H2A is a program being used by more businesses in California yet the implementation poses changing hurdles for those who adopt this labor solution. 2022 will seek the full implementation of $15 minimum wages and 8-hour workdays, exerting even more pressure on ever shrinking margins and necessitating a plan to mitigate and manage this severe disruption in the wine and grape business as we know it.

Moderator:
Yvonne Sams, G3 Enterprises, California

Speakers:
Eric Sauer, California Trucking Association
Seth Stodder, Holland & Knight, California
Wednesday, January 30

Speakers are listed in alphabetical order unless noted otherwise. Room assignments are tentative and subject to changes.

**GENERAL SESSION**

Session sponsored by: **WINE BUSINESS MONTHLY**

8:30 am–11:00 am

**Hyatt Regency Ballroom**

Welcome & Introductions:

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

**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 2 1/2 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 order of presentation)

Danny Brager, The Nielsen Company, California (Part 1)

Glen Proctor, Ciatti Wine Company, California

Jeff Bitter, Allied Grape Growers, California

Marissa Lange, LangeTwins Family Winery and Vineyards, California

Danny Brager, The Nielsen Company, California (Part 2)

**BREAKOUT SESSIONS**

**WINEMAKING BREAKOUT SESSION**

1:00 pm–2:15 pm

**SCC—Room 204**

**FSMA—What to Know to Be in Compliance and Improve Your Winery**

The Food Safety Modernization Act (FSMA) has been around for a few years now, and whether you’re working to get your program up to speed or needing to put some finishing touches on it, this session will have something for you.

This session will include a “workshop-style” portion where you’ll learn what you really need to do to be compliant, and how you can be prepared for an inspection visit. You will also hear about the new regulations coming into force, as well as picking up compliance tips as you hear how inspections have been going for the industry. There will also be a Q&A session where experts will answer your questions regarding this important piece of legislation.

**Moderator:**

**Paul Huckaba,** Bronco Wine Company, California

**Speakers:**

Charles Breen, EAS Consulting Group, Virginia

Melissa Duggan, Treasury Wine Estates, California

Tracy Genesn, Wine Institute, Washington, D.C.

Tim Ryan, E. & J. Gallo Winery, California

**GRAPEGROWING BREAKOUT SESSION**

1:00 pm–2:15 pm

**SCC—Room 202**

**Virus in Vineyards and a Protocol for Best Management Practices: Managing Leaf Roll and Red Blotch Associated Diseases**

Leaf Roll, Red Blotch associated viruses, and efficient virus vectors are the wildcards for wine grape growers in their pursuit of quality and sustainability. What methods and standard operating procedures have vineyard management companies adopted to ensure clean plant materials? How do viticulturists manage virus in vineyard and what protocols have they adopted to ensure early detection and successful management? What are the data points needed for quality and economic threshold analysis of an infected vineyard and how do you collect them? Experienced vineyard managers will discuss their approach with viruses and their best management practices in an effort to develop an industry-wide protocol and grower-community based cooperation.

**Speakers:**

Speakers to be confirmed.

2:30 pm-3:45 pm

**SCC—Room 204**

**Laboratory Quality Systems—What Does It Really Mean?**

This session will provide an overview of the essential elements of a modern laboratory quality assurance program. The session will also feature discussions from Laboratory Quality Managers, Proficiency testing expertise and a practical look over several years of US wine producer laboratory performance metrics.

**Moderator:**

**Steve Tallman,** E. & J. Gallo Winery, California

**Speakers:**

Scott Granish, Collaborative Testing Services, Virginia

Patricia Howe, Constellation Brands, California

Debra Orozco, ETS Laboratories, California

Sonia Parmar, E. & J. Gallo Winery, California
Hot Off the Vine: Strategies and Tools for Vineyard Heat Mitigation & Maintaining Quality

Globally, 2018 was the 4th hottest year according to NOAA. Just behind 2017, 2015 and 2016 which stands as the hottest year on record. With pressure to maintain quality in a competitive marketplace, grape growers and winemakers face an additional challenge as heat continues to pressure our vineyards and winemaking style goals.

It’s important to explore new ideas and best practices to plan for ongoing heat events from the West Coast and global wine regions facing similar challenges. Our panelists each bring perspective and deep experience from top California AVA’s and key varietals along with their work in Washington, Oregon, Australia, Chile, Argentina, Spain and beyond.

Panelists will share their global perspective and success stories on optimizing quality in the vineyard while battling record heat. The conversation will also inform us about effects of successful (and not so successful) mitigation once fruit enters the winery. Take home strategies including how to plan for heat events and applicable tools for you to consider.

Moderator:
Jean Dodson Peterson, Cal Poly, California

Speakers:
Nick Goldschmidt, Goldschmidt Vineyards, California
Nathalie Jure, Opus One, California
David Parrish, Parrish Family Vineyards, California
Jean Dodson Peterson, Cal Poly, California

MARKETING/PUBLIC RELATIONS BREAKOUT SESSION

1:00 pm–2:45 pm
Hyatt Regency Ballroom F

The Powerhouse Appeal of Chardonnay: An Epic Tale of Continuous Evolution (includes tasting).

The popularity of wine grapes come and go, but the queen of white grapes—Chardonnay—continues to command more market share than any other variety, comprising a quarter of all wines sold in the United States. So what’s driving this vinous dominance? The answer is clear: in each sector of the global wine marketplace, Chardonnay is being produced in a range of styles and price points with a level of quality that has never been better—or more interesting.

From the vinegrowing side, we’ll examine replanting and plant material trends as well as alternative approaches that have met with critical success, such as natural and neutral vessel bottlings. From a marketplace perspective, we’ll look at the new Chardonnay mix in retail and restaurants as well as journalistic insights into what’s driving the latest renaissance. Chardonnay may wear many disguises, but by the time this session ends, you’ll walk away with a better understanding of why this revered and oft controversial wine grape continues to drive both creative expression and profitability in the world of fine wine.

Moderator:
Ray Isle, Food & Wine Magazine, New York

Speakers:
Greg Brewer, Brewer-Clifton Winery, California
Mimi Casteel, Bethel Heights Vineyard, Oregon
Gary Fisch, Wine and Marketplace, New Jersey
Shaunt Oungoulian, Populis Wine, California
Virginia Philip, The Breakers Palm Beach, Florida

BUSINESS/OPERATIONS BREAKOUT SESSION

1:30 pm–3:30 pm
Hyatt Regency Ballroom C

Alternative Route to the Retail Market

Private labeling and/or control label offerings is another route to market which differs from the traditional route (winery à distributor à retailer). This approach provides a supplier with another option to bring their product to market while conforming to their desired third-party logistics partners who handle all of the necessary Import & Domestic logistics from cellar to retailer while also orchestrating the state distribution platform based on the retailer requirements. Panelists will provide their insight and intimate knowledge of this strategic approach from four important and unique perspectives—retailer, producer/winery, brand development and logistical execution.

Moderator:
Bryan Foster, Turrentine Brokerage, California

Speakers:
Karen Burkhart, Latitude Wines, Inc., California
Lisa Ehrlich, Lisa Ehrlich Consulting, California
Robert Trone, Total Wine, California
Doug Walker, Plata Wine Partners, California

MARKETING EXHIBITS TOUR

3:00 pm–4:00 pm
Hyatt Regency Ballroom D

Marketing Exhibits Tour

Space is limited to 25 attendees. Registration for this tour will be onsite only, located in a designated room from where tour will start, 30 minutes before the tour begins. Enrollment onsite is on a first-come, first-served basis. However, only two representatives per company may enroll in this tour. Selecting this 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 to register for this tour.

From new packaging innovations to customer management software, apps and digital media engagement tools, vendors are constantly creating new ways to help wine marketers engage with their customers. You’ll see some of these new offerings employed in Unified talks this year. Now stroll the Unified show floor to meet the companies behind some of the newest ways to differentiate your product and manage your message.

Tour Leaders:
Donnell Brown, National Grape Research Alliance, California
Honore Comfort, Sonoma State University, California
Thursday, January 31

Speakers are listed in alphabetical order unless noted otherwise. Room assignments are tentative and subject to changes.

**GENERAL SESSION**

9:00 am–11:30 am

*Hyatt Regency Ballroom C*

**Welcome & Introductions:**

Tom Collins, Chair, UW&GS Program Development Committee

**Technology Thursday: From Drones to Chatbots; How the Wine Industry is Embracing Digitalization**

Digital technology is revolutionizing the wine industry. Drones are assisting with our vineyard management decisions, sensors are impacting our winemaking and processing decisions, chatbots and digital somms are interacting with our consumers and predictive analysis is overthrowing our business practices—we can't ignore the exciting impact that technology is having on our industry. This TED style session will examine how the digital world is influencing today's decisions and how it will impact our industry tomorrow and where the future can take us. This session will be fast paced and has been developed for Unified attendees from all tracks. Join us as we examine this revolution and leave excited to meet your industry of tomorrow.

**Moderators:**

Mike Veseth, *The Wine Economist, Washington*

L. Federico Casassa, *Cal Poly, California*

**Speakers:**

L. Federico Casassa, *Cal Poly, California*

Bob Coleman, *Treasury Wine Estates, California*

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

David S. Ebert, *Purdue University, Indiana*

Nick Goldschmidt, *Goldschmidt Vineyards, California*

Liz Mercer, *WISE Academy, California*

Miguel Pedroza, *California State University, Fresno*

Will Thomas, *Ridge Vineyards, California*

**PRESENTACIONES EN ESPAÑOL**

**SESIÓN INTEGRADA EN ESPAÑOL**

9:00 am–10:30 am

*Hyatt Regency Ballroom F*

La Industria del Vino en la Era de la Información, la automatización y la Diversidad en el lugar de Trabajo

(Sesión integrada presentada en español e incluye degustación de vino)

Esta Sesión integrada se basa en asistencia en un taller de enología o de viticultura (10:45 am–12:00 pm) y una sesión integrada en español (9:00 am–10:30 am). 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.

Esta sesión tratará la recopilación de datos y los sistemas de uso de datos y la automatización tanto en el viñedo como en la bodega. Esta sesión también incluirá el uso de los medios sociales y las plataformas digitales para la comercialización del vino y cómo promover y mantener la diversidad en el lugar de trabajo.

**TALLER DE VITICULTURA EN ESPAÑOL**

10:45 am–12:00 pm

*Hyatt Regency Ballroom D*

Impacto de nuevas tecnologías y mecanización en el diseño de viñedos

(Taller presentado en español)

Este taller se basa en asistencia en un taller de enología o de viticultura (10:45 am–12:00 pm) y una sesión integrada en español (9:00 am–10:30 am). 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.

Que impacto tendrán las tecnologías emergentes en la forma en que se establecen nuevos viñedos? En este taller, discutiremos aspectos del diseño de viñedos a tener en cuenta a la luz de la incorporación de tecnologías innovadoras como la automatización y prácticas mecanizadas como la poda, manejo de canopia, cosecha y desarrollo de variedades resistentes a enfermedades.

**Moderator:**

Cecilia Agüero, *University of California, Davis*

**Ponentes:**

Joaquín Fraga, *Reitan Vineyard, California*

Karla Huerta, *University of California, Davis*

**TALLER DE ENOLOGÍA EN ESPAÑOL**

10:45 am–12:00 pm

*Hyatt Regency Ballroom E*

Prácticas Enológicas y Características Sensoriales de las Variedades Emergentes en el Nuevo Mundo

(Taller presentado en español e incluye degustación de vino)

Este taller se basa en asistencia en un taller de enología o de viticultura (10:45 am–12:00 pm) y una sesión integrada en español (9:00 am–10:30 am). 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.

Durante esta sesión enólogos presentaran su pasión por las variedades emergentes en el Nuevo Mundo, desde su viticultura, cómo lugar de origen y donde se cultivan actualmente en Estados Unidos, hasta el detalle de las prácticas enológicas y su perfil sensorial. Esta sesión incluirá degustación de vinos y la experiencia de los enólogos con respecto a las tendencias de los consumidores.

**Moderator:**

Leticia Chacón-Rodríguez, *Safe Harbor Wine Storage, California*

**Ponentes:**

Pamela Solis, *Joseph Phelps Vineyards, California*

Luciana Turkovich, *Turkovich Wines, California*
SESSIONS IN SPANISH

INTEGRATED SESSION IN SPANISH
9:00 am–10:30 am  
Hyatt Regency Ballroom F

The Wine Industry in the Age of Information, Automation and Diversity in the Workplace  
(Integrated Session presented in Spanish and includes tasting)

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

This session will discuss data collection and data use systems and automation both in the vineyard and in the winery. This session will also include the use of social media and digital platforms for wine marketing and how to promote and sustain diversity in the workplace.

Moderator:  
Gaspar Roby, Advanced Beverage Technologies, California

Speakers:  
Monica Cooper, University of California Cooperative Extension, Napa County  
Carlos Danti, Domaine Moët Chandon, California  
Lupe Muñoz, Trinchero Family Estates, California  
Lucila Pescarmona, Bodega Lagarde, Argentina

GRAPEGROWING WORKSHOP IN SPANISH
10:45 am–Noon  
Hyatt Regency Ballroom D

Vineyard Design Considerations in Light of New Technologies and Mechanization  
(Workshop presented in Spanish)

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

Will emerging technologies impact the way new vineyards are established? This workshop will address aspects of vineyard design that will be affected by the incorporation of innovative technologies, like automation; mechanized farming practices such as pruning, canopy management and harvest and the development of disease resistant varieties.

Moderator:  
Cecilia Agüero, University of California, Davis

Speakers:  
Joaquín Fraga, Reitan Vineyard, California  
Karla Huerta, University of California, Davis

WINEMAKING WORKSHOP IN SPANISH
10:45 am–Noon  
Hyatt Regency Ballroom E

Winemaking Practices and Taste Profile of Varieties Emerging in the New World  
(Workshop presented in Spanish and includes tasting)

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

During this session we will have winemakers presenting their passion for the varieties emerging in the New World, from the viticulture details, such as place of origin and where they are planted in the US, to the detailed winemaking practices and tasting profile. This session will include a tasting and consumer trends will be discussed.

Moderator:  
Leticia Chacón-Rodríguez, Safe Harbor Wine Storage, California

Speakers:  
Pamela Solis, Joseph Phelps Vineyards, California  
Luciana Turkovich, Turkovich Wines, California

BREAKOUT SESSIONS

MARKETING/PUBLIC RELATIONS BREAKOUT SESSION
1:15 pm–2:15 pm  
Hyatt Regency Ballroom F

How to Understand, Improve and Deepen Customer Relationships with Journey Mapping

Journey mapping—visually depicting the customer experience from the first interaction with your brand through (hopefully) an ongoing relationship—is a powerful tool to understand and drive your business from a customer perspective. This how-to session will cover the basics of creating a customer journey map and using it to enhance the experience at each touchpoint in the customer journey. Map your way to fostering more relevant, creative and meaningful engagement with potential, first-time and long-time customers.

Moderator:  
Jennifer Leitman, Francis Ford Coppola Presents, California

Speakers:  
Gary Finnan, Juice Box Direct, California  
Sandra Hess, DTC Wine Workshops, California  
Bill Smart, Lambert Bridge, California
2:30 pm–3:30 pm
**Hyatt Regency Ballroom F**

**Marketing Technologies: Apps and Services That Won't Break the Bank**

A wealth of technologies are on the market today, promising to transform customer data into actionable information for wine marketers. New apps and digital services leverage point-of-sale data, demographics, buying trends, patterns of use/consumption of social media to help grow reach, segment customer communications, automate and augment marketing messages, and more. Are they within your budget? In this session, we'll explore some of the solutions tech-savvy wineries are using, and the price points and ROI you can expect from each. You may be surprised how affordable innovation can be!

**Moderator:**
Erin Kirschenmann, *Wine Business Monthly, California*

**Speakers:**
Robert Breedlove, *Alpha Omega Collective, California*

Tanya Zumach, *Argyle Winery, Oregon*

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**JOINT WINEMAKING AND BUSINESS/OPERATIONS BREAKOUT SESSION**

1:15 pm–3:15 pm
**SCC—Room 202**

**Outsourcing Success Stories: Leveraging Custom Crush and Processing Services for Growth and Profitability**

Whether launching, expanding or repositioning a brand, the variety of custom services and outsourcing options available to the wine industry has never been greater. Our expert panel will share their experience in the worlds of custom winemaking, mobile bottling, sales and hospitality. Whether your company is small or large, nationally-distributed or hyper-local, we’ll show you how to avoid pitfalls and enhance quality while leveraging custom services to drive business success.

**Moderator:**
Alison Crowe, *Plata Wine Partners, California*

**Speakers:**
Ronald Du Preez, *Sugarloaf Crush, California*

Marty Peterson, *Vintage Wine Estates, California*

Alison Smith, *Smith Story Wine Cellars, California*

John Trinidad, *DPF Law, California*

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**WINEMAKING BREAKOUT SESSION**

1:30 pm–2:30 pm
**SCC—Room 204**

**Managing the Halo-Anisoles (TBA, TPA, TCA) and Halo-Phenols**

Did you know that wine can have “cork taint” without a cork? Come hear experts discuss the newest information about all of the ways wines can get “cork taint,” as well as strategies to avoid the dreaded wine fault and mitigate the problem.

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

**Speakers:**
Gordon Burns, *ETS Laboratories, California*

Tom Collins, *Washington State University, Tri-Cities*

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**JOINT GRAPEGROWING AND BUSINESS/OPERATIONS BREAKOUT SESSION**

1:30 pm–3:30 pm
**Hyatt Regency Ballroom B**

**The Cost of Technology Adoption in the Vineyard: A Fiscal Discussion on Taking the Tech Leap**

Does investment in high-tech products like vineyard monitoring systems, aerial imagery, or costly database programs really return the ROI in both short-and long term? At what scale does it make most sense and what are the tipping points?

Technology is ever advancing for vineyards and wineries; adding to our efficiency and streamlining the wine industry. Yet this comes at a cost, and adoption can sometimes resemble a leap of faith.

This session will discuss the cost of technology and when it makes fiscal sense to adopt new technology. Financial investors and growers will share their viewpoints, decision processes, and experiences on their decision to adopt technology. Does investment in high tech products like vineyard monitoring systems, aerial imagery, or costly database programs really return the ROI in both the short-and long term? At what scale does it make most sense and what are the tipping points? What is an acceptable ROI for new technology, and when does it make sense to take that leap?

**Speakers:**
Speakers to be confirmed

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**TECHNICAL EXHIBITS 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*

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**WINEMAKING TECHNICAL EXHIBITS #1 TOUR IN ENGLISH**

1:15 pm–3:15 pm
**SCC—Room 203**

**Food Safety Modernization Act (FSMA)**

FSMA regulations for the wine industry dictate that we are compliant in good manufacturing practices, record keeping and winery hygiene. This tour was developed to compliment the oral session and will visit with suppliers who are experts in winery cleaning and sanitation. During the tour we will visit those who can give guidance on FSMA compliance and audits, cleaning and sanitation equipment options, as well as process validation. The tour is limited to several vendors and we encourage you to visit others afterwards.

**Tour Leader:**
Torey Arvik, *Whole Vine Products, California*
GRAPEGROWING TECHNICAL EXHIBITS #2
TOUR IN ENGLISH
1:15 pm–3:15 pm
SCC—Room 203
Nurseries
Information to come.
Tour Leader:
Lise Asimont, VinSense, LLC, 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 iniciaran los tours. Regístrarse a los tours 30 minutos antes que de empiecen. 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 VITICULTURA #3
1:30 pm–3:30 pm
SCC—Room 203
Ley sobre la Modernización de la Inocuidad Alimentaria (FSMA)
La ley sobre la Modernización de la Inocuidad Alimentaria (FSMA) para la industria del vino dictan que cumplan con las buenas prácticas de manufactura, el mantenimiento de registros y la higiene de las bodegas. Este recorrido fue desarrollado para complementar la sesión oral presentada en inglés y se visitará a proveedores que son expertos en limpieza y saneamiento de bodegas. Durante el recorrido visitaremos a quienes pueden brindar orientación sobre el cumplimiento de FSMA y las auditorías, las opciones de equipos de limpieza y saneamiento, así como la validación de procesos. El recorrido está limitado a algunos proveedores por lo que los invitamos a visitar más proveedores después del tour.
Tour Leader:
Maria Cortez, Trinchero Family Estates, California

TOUR EN ESPAÑOL DE ENOLOGÍA #4
1:30 pm–3:30 pm
SCC—Room 203
Automatización
Información por venir.
Tour Leader:
Enrique Herrero, Inglenook Winery, 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 (PST),
   Monday through Friday

**PRE-REGISTRATION DEADLINE**
January 22, 2019
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 30 and Thursday, January 31)
W St. & 8th St.
Sacramento, CA 95818

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<td>Wednesday, January 30 — 7:00 am–7:00 pm</td>
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<tr>
<td>Thursday, January 31 — 7:00 am–7:00 pm</td>
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<td>Shuttles will run to and from the WX Parking Lots and the Sacramento Convention Center approximately every 20 minutes.</td>
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**Downtown Sacramento Parking Lots**
Online Parking Reservations
Reserve your parking space online at Reserve.Sacpark.org.
Select “Browse All Event Parking” to find the Unified Wine & Grape Symposium. Under that selection, choose the day you wish to reserve a parking space.

**Capitol Garage**
(10th & L streets)
$20 (Online price at https://reserve.sacpark.org/)
OR $25 max or $1.50 per 1/2 hour (Standard rate parking at the door)

**City Hall Garage**
(10th & I streets)
$20 (Online price at https://reserve.sacpark.org/)
OR $25 max or $1.50 per 1/2 hour (Standard rate parking at the door)

**Lot D**
(12th & I streets)
$10 per car/day (Note: Online reservations not available.)

**Memorial Garage**
(14th & H streets)
$11.25 per car/day (Online price at https://reserve.sacpark.org/)
$15 max or $1.50 per 1/2 hour (at the door)

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

REGISTRATION RATES

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**Keynote Speaker Luncheon (Tuesday)**
Includes plated lunch and wine

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**3-Day General Registration**
Includes Tuesday Breakout Sessions and Welcome Reception, Wednesday and Thursday General and Breakout Sessions and exhibits, Exhibit Tours, and Thursday Spanish Sessions.

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

<table>
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**1-Day General Registration**
Includes your choice of Tuesday Breakout Sessions, Welcome Reception, and Wednesday exhibits or Wednesday General and Breakout Sessions, Wednesday exhibits and Marketing Exhibit Tour or Thursday General and Breakout Sessions, Thursday exhibits and Technical Exhibit Tours.

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

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**Exhibits Only (Wednesday and Thursday)**
Note: Session registration (3-Day or 1-Day) is not required.

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**Spanish Sessions Only**
Includes Wednesday & Thursday exhibits, Spanish sessions Thursday morning, and Technical Exhibit Tours Thursday afternoon.

Note: Session registration (3-Day or 1-Day) is not required or included.

|                        | All Attendees                          | $55            | $55          |

**Sesiones en español solamente**
Incluye exhibiciones de miércoles y jueves, sesiones en español el jueves por la mañana y tours técnicos de las exhibición el jueves por la tarde.

Nota: El registro de sesiones (3 días o 1 día) no es obligatorio ni está incluido.

|                        | Todos los participantes de la conferencia | $55            | $55          |
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WEDNESDAY GENERAL SESSION
WINE BUSINESS MONTHLY

WEDNESDAY GENERAL SESSION
COFFEE BREAK
SUISUN VALLEY
vintners & growers association

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REGIONAL WINE TASTING
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Farm Credit West

ZEPPONI
& Company
Mergers & Acquisitions

BRONZE
CIATTI
GLOBAL WINE & GRAPES INGREDIENTS

WELCOME RECEPTION SPARKLING WINE
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WIFI HOTSPOT

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TUESDAY KEYNOTE SPEAKER
LUNCHEON—TABLE

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AMERICAN SOCIETY FOR
ENOLOGY AND VITICULTURE
SINCE 1906

CALIFORNIA
ASSOCIATION
OF WINEGRAPES
GROWERS