IT’S GOING TO BE BIG

BRAND NEW LOCATION

2020

CAL EXPO

FEB 4-6

COME SEE THE DIFFERENCE

REGISTRATION & PROGRAM GUIDE

February 4–6, 2020 at Cal Expo in Sacramento.
Exhibits run February 5 & 6.

unifiedsymposium.org
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 26 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 Regulatory issues to production package planning. 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 will be held at the Cal Expo, 1600 Exposition Blvd., Sacramento, California. Located five miles from heart of downtown Sacramento, Cal Expo is located close to fine restaurants, hotels, museums, and great shopping centers. The Sacramento International Airport is only 20 minutes away from the Cal Expo and many of our contracted hotels.
DAILY SCHEDULE

All sessions and other events will be held at Cal Expo in Sacramento and the Sheraton Grand unless noted otherwise.

MONDAY, FEBRUARY 3, 2020
1:00 pm–5:00 pm  Registration

TUESDAY, FEBRUARY 4, 2020
7:30 am–6:30 pm  Registration
8:00 am–5:00 pm  Speaker Ready Room
10:00 am–5:00 pm  Press Room
4:30 pm–6:30 pm  Welcome Reception

KEYNOTE SPEAKER LUNCHEON
11:30 am–1:30 pm  Jeff O’Neill, O’Neill Vintners & Distillers, California
Separate Registration Fee Required

BREAKOUT SESSIONS

Grapegrowing Regulatory Breakout Sessions
2:00 pm–3:00 pm  Sustainable Groundwater Management Act—What You Need to Know
3:15 pm–4:15 pm  MRLs & You: A Global Look at What your Strategy Could Be

Marketing/Public Relations Breakout Session
2:00 pm–4:00 pm  Innovation & Adaptation

Joint Grapegrowing & Winemaking Breakout Session
2:00 pm–4:00 pm  Thiols: They are in More than Sauvignon blanc! (includes tasting)

Business/Operations Breakout Session
2:00 pm–4:00 pm  Strategies for Managing through Oversupply

Winemaking Regulatory Breakout Session
2:30 pm–3:30 pm  Regulatory Compliance for a New Decade. What’s New, What’s Changing and When it’s Happening?

WEDNESDAY, FEBRUARY 5, 2020
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

THURSDAY, FEBRUARY 6, 2020
8:00 am–4:00 pm  Registration
8:00 am–4:00 pm  Speaker Ready Room
9:00 am–4:00 pm  Exhibits Open

PRESENTACIONES EN ESPAÑOL

Sesión General en español (Presentada en español)
9:00 am–10:30 am  Percepción de la Calidad, Mitos y Realidades (incluye degustación)

Sesiones de viticultura en español (Presentada en español)
10:45 am–12:00 pm  Temperaturas Extremas: Olas de Calor y Heladas
1:30 pm–3:30 pm  Nuevas Tecnologías Sostenibles Para el Manejo de Plagas y Enfermedades del Viñedo

Sesiones de enología en español (Presentada en español)
10:45 am–12:00 pm  Tecnologías Modernas “Detrás de Escena” para la Estabilización y Ajuste de Vinos Previo al Embotellado
1:30 pm–3:30 pm  Dále el toque final a tu vino y descubre los beneficios de los agentes enológicos
## DAILY SCHEDULE (CONTINUED)

### SESSIONS IN SPANISH

**General Session in Spanish (Presented in Spanish)**
- 9:00 am–10:30 am: Quality Perceptions, Myths, and Reality (includes tasting)

**Grape-growing Sessions in Spanish (Presented in Spanish)**
- 10:45 am–Noon: Weather: Heat Waves and Frosts
- 1:30 pm–3:30 pm: Sustainable New Technologies for Managing Vineyard Pests and Diseases

**Winemaking Sessions in Spanish (Presented in Spanish)**
- 10:45 am–Noon: Behind the Scenes Technologies Used for Wine Stabilization and Adjustment
- 1:30 pm–3:30 pm: Spice Up Your Wine and Discover the Benefits of Enological Additives

### BREAKOUT SESSIONS

**Grape-growing Breakout Sessions**
- 1:00 pm–2:15 pm: Weed Control in Vineyards: Sustainability and Consumer Perception
- 2:30 pm–3:45 pm: Innovations in Sustainable Pest Management

**Business/Operations Breakout Sessions**
- 1:15 pm–2:15 pm: Preparing for and Mitigating the Impact of Natural Disasters and Emergencies
- 2:30 pm–3:45 pm: Path to Market for Smaller Wineries beyond the Tasting Room

**Marketing/Public Relations Breakout Sessions**
- 1:15 pm–2:15 pm: It’s Not Generational, It’s Attitudinal
- 2:30 pm–3:30 pm: 20/20 Foresight—Wine’s Challenging Next Decade

**Winemaking Breakout Sessions**
- 2:45 pm–3:45 pm: Laboratory Best Practice: A Practical Guide to Analytical Method Selection, Method Performance Validation and Adoption of Effective Laboratory Quality Practices (SO2 case study)
3:15 pm–4:15 pm

**MRLs & You: A Global Look at What Your Strategy Could Be (CEUs available)**

Walk away with a working knowledge of the latest updates on how Maximum Residue Levels (MRLs) are being monitored and regulated in your backyard and abroad. Industry leaders will discuss how MRLs are set, regulatory updates, testing approaches and how to have a proactive approach while ensuring you still have a grape contract.

*Session receives 1 Integrated Pest Management CEU for Certified Crop Advisors & 1 hour CE for Pest Control Advisors

**Moderator:**  
Will Drayton, Treasury Wine Estates, California

**Speakers:**  
James Christie, Bryant Christie Inc., California  
Wiley Hall, Safe Food Alliance, California  
Brian Leahy, Consultant, California

**JOINT GRAPEGROWING & WINEMAKING BREAKOUT SESSION**

2:00 pm–4:00 pm

**Thiols: They are in More than Sauvignon blanc! (includes tasting)**

Varietal thiols are described as contributing tropical, citrus, green or blackcurrant aromas to wine. They are present in the precursor form in the grape and it is during the winemaking process that they are revealed. These compounds have been identified in Chardonnay, Chenin blanc, Pinot Gris, Riesling as well as Cabernet Franc and Sauvignon, Merlot, Grenache and Syrah and others. Join us as we review the current viticultural practices that are impactful, as well as the winemaking tools and techniques that can help to optimize their expression.

**Moderator:**  
Elizabeth Tomasino, Oregon State University, Corvallis

**Speakers:**  
Dimitra Cappone, The University of Adelaide, Australia  
Benoit Divol, Stellenbosch University, South Africa  
Shawna Miller, Luna Vineyards, California

**MARKETING/PUBLIC RELATIONS BREAKOUT SESSION**

2:00 pm–4:00 pm

**Innovation & Adaptation**

Untap the power of your story! A conversation with Madeline Puckette of Wine Folly. Learn the tactics and techniques behind successful communication strategies used in today’s marketplace.

For example:

- How does a business connect with customers in an authentic way?
- What do today’s wine consumer really care about?
- How does one craft stories with everyday marketing communications?
- How can you do it all on a limited budget?

**Speaker:**

David Gluzman, Folly Enterprises, Canada  
Madeline Puckette, Wine Folly, Washington

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**UNIFIED WINE & GRAPE SYMPOSIUM**

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BUSINESS/OPERATIONS BREAKOUT SESSION

2:00 pm–4:00 pm

Strategies for Managing through Oversupply
The current market environment is characterized by ample wine supply, which creates both challenges and opportunities for growers and vintners alike. This session will explore in detail the strategies growers and vintners can use to maximize their opportunities in today’s market and prepare for the next cycle of growth and profitability.

Moderator:
Heidi Scheid, Scheid Vineyards, California

Speakers:
Steve Dorfman, Ciatti Company, California
Matt Parker, Silverado Investment Management Co, California
Nicolas Quillé, Crimson Wine Group, California
Jim Regusci, Regusci Winery, California
Kryss Speegle, O’Neill Vintners & Distillers, California

WINEMAKING REGULATORY BREAKOUT SESSION

2:30 pm–3:30 pm

Regulatory Compliance for a New Decade.
What's New, What's Changing and When it's Happening?
Join us for this compliance and regulatory update session. Wine industry experts will highlight and navigate important changes to your winemaking operation as you head into the new decade.

Moderator:
Paul Huckaba, Bronco Wine Company, California

Speakers:
Tracy Genesen, Wine Institute, Washington D.C.
Mari Kirrane, Alcohol & Tobacco Tax and Trade Bureau, California
Tim Ryan, E. & J. Gallo Winery, California
PROGRAM: WEDNESDAY, FEBRUARY 5

Speakers are listed in alphabetical order unless noted otherwise. Visit unifiedsymposium.org for Speaker photos and bios.

GENERAL SESSION

8:30 am–11:00 am

Welcome & Introductions:
Kristen Barnhisel, President, American Society for Enology and Viticulture

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-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:
Jeff Bitter, Allied Grape Growers, California
Danny Brager, The Nielsen Company, California
Jean-Marie Cardebat, University of Bordeaux, France
Steve Fredricks, Turrentine Brokerage, California

BREAKOUT SESSIONS

MARKETING/PUBLIC RELATIONS BREAKOUT SESSIONS

1:00 pm–2:15 pm

Tapping into Consumer Trends (& Why They Matter for Wine)
This panel of experts has a global perspective on trends in wine, dining, hospitality and travel and will provide a roadmap to capitalizing on where we are heading as a culture. Offering insights on how to interpret and adapt the information to improve connections with consumers, wineries, growers and regions with limited time and budgets. Learn how to access and interpret these insights to inform decisions around sales and marketing and production. The next session, immediately following delves deeper into how to use data.

Moderator:
Cathy Huyghe, Enolytics, Georgia

Speakers:
Lynn Carpenter, Visit California
Andrew Freeman, af&co, California
Dale Stratton, Five Points Consulting, Georgia

2:30 pm–3:45 pm

Data Matters—It’s Not Your Size, It’s How You Use It
All businesses, especially small businesses, need to pay attention to the trends and use data to drive strategic decisions. But what meaningful and affordable data is available to growers and wineries, and how can they draw insights to put to use in marketing and sales? The second of a two-part series on trends and data, this session explores how large and small wine organizations use data and metrics to improve the bottom line and will leave you inspired and equipped to do “data duty” to benefit your projects and organization.

Moderator:
Liz Thach, Sonoma State University, California

Speakers:
Cathy Huyghe, Enolytics, Georgia
Christian Miller, Full Glass Research, California
Jennifer Jo Wiseman, E. & J. Gallo Winery, California

BUSINESS/OPERATIONS BREAKOUT SESSIONS

1:00 pm–2:30 pm

Three Biggest Technology Moves that Paid Off Big Time
Session details coming soon.

Moderator:
Geni Whitehouse, Brotemarkle, Davis & Co. LLP, California

Speakers:
Kristen Barnhisel, J. Lohr Vineyards & Wines, California
Remi Cohen, Clif Lede Vineyards, California

2:45 pm–4:00 pm

Recruiting and Retaining Talent in an Era of Talent Shortages
Today the shortage of labor extends beyond grape and wine production. Low unemployment, the cost of living in states like California and the lure of wages and salaries in competitive industries such as cannabis and construction, among others.

Moderator:
Ray Johnson, Sonoma State University, California

Speakers:
Mark Brown, Constellation Brands, California
Amy Gardner, Wine Talent, California
Cristina Holloway, Kenwood Investments, California
Nora McAuley, Trinchero Family Estates, California
Erica Thompson, Jackson Family Wines, California
WINEMAKING BREAKOUT SESSIONS

1:00 pm–2:30 pm

**Potassium Tartrate Stability: Strategies for Stabilizing Potassium Tartrate Salts in White, Red and Rosé Wines** *(includes tasting)*

Potassium tartrate stability can be achieved using traditional methods like chilling which make the crystals grow and fall out of solution, by using tartrate inhibitors that interfere with crystal formation keeping them in solution or by using various technologies. During this session we will evaluate the options available, as well as the analysis which is specific to each method used. This will be a highly informative session and will include a technical tasting.

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

**Speakers:**
Patricia Howe, University of California, Davis
Boyd Morrison, E. & J. Gallo Winery, California
Stephan Sommer, California State University, Fresno

3:00 pm–4:00 pm

**New Technologies in Cap Management and Red Fermentation Monitoring and Controls**

Many wineries have begun automatic cap management with hopes of reducing labor costs. However, the greater control found by automating this process has more than just cost saving implications. We will be examining the newest technologies being used for Cap Management/Red Fermentation Control and how they affect wine quality, fermentation health, and energy use. This session will review automatic pump-over devices, multi-level temperature probes to monitor tank stratification, in tank Brix monitors, and novel techniques in tank temperature controls.

**Moderator:**
Lee Morse, WX Brands, California

**Speakers:**
David Block, University of California, Davis
Bob Coleman, Treasury Wine Estates, California
Nate Weis, Silver Oak Cellars, California

GRAPEGROWING BREAKOUT SESSION

1:30 pm–3:30 pm

**Vineyard Mechanization: Innovations for Successful Grapegrowing and Winemaking** *(includes tasting)*

Vineyards are rapidly adopting mechanization to deal with the reduced availability of labor. What are the impacts of this new direction by the industry on vineyards and wineries? This Session is designed to address how innovative growers and winemakers are adjusting to the reality of producing high quality fruit with reduced labor inputs. Growers and winemakers across regions land price points will provide information on vineyard and winery practices used for grapes from mechanized vineyards. In addition, wines produced from hand-farmed vs machine-farmed grapes will be presented for evaluation.

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

**Speakers:**
Melinda Costigan, Trinchero Family Estates, California
Casey DiCesare, Scheid Family Wines, California
Debbie Juergenson, E. & J. Gallo Winery, California
Randy Kazarian, Kazarian Vineyard Development LLC, California
Alison Moore, Trinchero Family Estates, California
Dave Terry, Scheid Family Wines, California
Speakers are listed in alphabetical order unless noted otherwise. Visit unifiedsymposium.org for Speaker photos and bios.

PROGRAM: THURSDAY, FEBRUARY 6

GENERAL SESSION
9:00 am–11:30 am

Welcome & Introductions
Nichola Hall and Keith Striegler, Co-chairs, UW&GS
Program Development Committee

A Rising Tide Lifts All Boats—Perspectives on Growing the Market for Wine through Brand Development
This breakthrough session features wine and adult beverage industry leaders who have established track records and repeated successes in navigating the complex challenges of the fragmented adult beverage market. Learn their insights on mining for opportunities and their approaches to making wine the adult beverage of choice. Our panel will discuss diverse strategies for winning in the wine market’s evolving, competitive and fragmented playing field and keys to the building winning brands with an eye on financial and overall sustainability.

Whether you are a grapegrower, winemaker or are on the business and marketing side of the business, whether your wine brand or portfolio is location, varietal, style or label based, this highly focused session will provide valuable lessons that you can integrate into your business right away!

Moderators:
Remi Cohen, Lede Family Wines, California

Speakers:
Jordan Kivelstadt, Free Flow Wines, California, California
Pat Roney, Vintage Wine Estates, California
Rick Tigner, Jackson Family Wines, California

GENERAL SESSION IN SPANISH
9:00 am–10:30 am

Percepción de la Calidad, Mitos y Realidades
(incluye degustación) (Presentada en español)
Esta sesión se basa en la asistencia a un taller de enología o viticultura (9:00 am–10:30 am) y dos sesiones integradas en español (10:45 am–Noon y 1:30 pm–3:30 pm). Tienes que asistir a tres sesiones para recibir un certificado. Se enviarán certificados de asistencia después de la conferencia.

El concepto de la calidad del vino ha tenido diferentes puntos de vista y puede resultar un tema difícil tanto para la industria del vino como para los consumidores. Durante esta session nuestro panel hablará sobre varios aspectos de la calidad del vino, sus mitos y realidades: el papel tan importante que juega la economía para ofrecer vinos de alta calidad a precios razonables; desde elaboración de vinos en forma tradicional hasta nuevas técnicas de vinificación; desde el rendimiento de los viñedos y cómo se traducen en calidad de uvas/vinos; y el aspecto sensorial de vinos ligados a las prácticas de viticultura y enología y su relación con los consumidores finales.

Moderador:
Leticia Chacón-Rodríguez, University of California, Davis

Ponentes:
Leti Catoira-Rice, Jackson Family Wines, Oregon
Juan Muñoz-Oca, Columbia Crest Winery, Washington
Natalia Loscos Lupini, E. & J. Gallo Winery, California
Rodrigo Soto, Quintessa, California

SESIÓN GENERAL EN ESPAÑOL
9:00 am–10:30 am

Quality Perceptions, Myths and Reality
(includes tasting) (Presented in Spanish)

This session is based on attending an enology or viticulture workshop (9:00 am–10:30 am) and two sessions in Spanish (10:45 am–Noon and 1:30 pm–3:30 pm). You have to attend three sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Wine quality has been approached from different points of view and can be challenging for the wine industry and the consumers. During this session our panel will discuss the various aspects of wine quality, the myths and the reality: how economics play an important role to provide high quality wines at affordable prices; from traditional winemaking to new winemaking techniques; from the yield on the vineyards and how this translates to the quality of the grapes/wines; and the sensory study of the wines linked to the vineyard and winemaking practices and the final consumers.

Moderator:
Leticia Chacón-Rodríguez, University of California, Davis

Speakers:
Leti Catoira-Rice, Jackson Family Wines, Oregon
Juan Muñoz-Oca, Columbia Crest Winery, Washington
Natalia Loscos Lupini, E. & J. Gallo Winery, California
Rodrigo Soto, Quintessa, California

unifiedsymposium.org
**SESIONES DE VITICULTURA EN ESPAÑOL**

**10:45 am-12:00 pm**

**Temperaturas Extremas: Olas de Calor y Heladas (Presentado en español)**
Esta sesión se basa en la asistencia a un taller de enología o viticultura (9:00 am-10:30 am) y dos sesiones integradas en español (10:45 am-12:00 pm y 1:30 pm-3:30 pm). Tienes que asistir a tres sesiones para recibir un certificado. Se enviarán certificados de asistencia después de la conferencia.

El cambio climático puede causar efectos importantes en las condiciones climáticas y en las estaciones de crecimiento de los viñedos. En esta sesión, se discutirá específicamente el impacto de temperaturas extremas: olas de calor y heladas. También se presentarán estrategias de manejo para proteger a las plantas de vid en estas situaciones límite.

**Moderador:**
Cecilia Agüero, University of California, Davis

**Ponentes:**
Mark Battany, University of California Cooperative Extension, San Luis Obispo County
Marina Galeano, University of California, Davis
Esther Hernández-Montes, Washington State University, Prosser

**1:30 pm-3:30 pm**

**Nuevas Tecnologías Sostenibles Para el Manejo de Plagas y Enfermedades del Viñedo (Presentado en español) (CEU disponibles)**
Esta sesión se basa en la asistencia a un taller de enología o viticultura (9:00 am-10:30 am) y dos sesiones integradas en español (10:45 am-12:00 pm y 1:30 pm-3:30 pm). Tienes que asistir a tres sesiones para recibir un certificado. Se enviarán certificados de asistencia después de la conferencia.

Múltiples factores imponen nuevos retos para el control de plagas y enfermedades en los viñedos. La globalización del intercambio de productos hortícolas y el cambio climático han impactado la distribución y la biología de muchos organismos vivientes. Las nuevas herramientas de diagnóstico y monitoreo, que deberá ser más numerosas y mejores, necesitarán apoyarse sobre la extraordinaria capacidad comunicacional de la actualidad, ayudando así a sobrellevar los continuos cambios a los que estemos expuestos. Un ejemplo de esta integración tecnológica es la reciente erradicación de la Polilla Europea de la Vid que amenazó a la industria de la uva en California. Esta sesión persigue incentivar el pensamiento crítico más allá del uso convencional de pesticidas de la actualidad. Ejemplos de prácticas nuevas y sostenibles serán presentados y discutidos por reconocidos especialistas.

*La sesión recibe 2 CEU de Manejo Integrado de Plagas para Asesores Certificados de Cultivos y 2 horas CE para Asesores de Control de Plagas y Asesores Certificados de Cultivos*

**Moderador:**
Francisco Araujo, Atlas Vineyard Management, Inc., California

**Ponentes:**
Monica Cooper, University of California Cooperative Extension, Napa County
Gabriel Torres, University of California Cooperative Extension, King & Tulare Counties

**GRAPEGROWING SESSIONS IN SPANISH**

**10:45 am-Noon**

**Weather: Heat Waves and Frosts (Presented in Spanish)**
This session is based on attending an enology or viticulture workshop (9:00 am-10:30 am) and two sessions in Spanish (10:45am-Noon and 1:30 pm-3:30 pm). You have to attend three sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Climate change can cause important changes in cultural conditions and growing seasons in the vineyards. In this session, we will focus on heat and cold extremes, and their impact on fruit and winemaking decisions. Information presented at the symposium will provide growers with information that will help them manage vineyards under these variable conditions.

**Moderator:**
Cecilia Agüero, University of California, Davis

**Speakers:**
Mark Battany, University of California Cooperative Extension, San Luis Obispo County
Marina Geleano, University of California, Davis
Esther Hernández-Montes, Washington State University, Prosser

**1:30 pm-3:30 pm**

**Sustainable New Technologies for Managing Vineyard Pests and Diseases (Presented in Spanish) (CEUs available)**
This session is based on attending an enology or viticulture workshop (9:00 am-10:30 am) and two sessions in Spanish (10:45am-Noon and 1:30 pm-3:30 pm). You have to attend three sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Many factors impose new challenges for the control of pests and diseases in vineyards. The globalization of markets and trading of horticultural products and climate change have impacted the distribution and biology of many living organisms. More and better monitoring and diagnostic tools will need the support of nowadays’ extraordinary communicational capacity to help coping with our ever-changing world. An example of this technological integration is the recent eradication of the European Grapevine Moth that threatened the California Grape Industry. This session aims inducing critical thinking beyond the conventional use of pesticides. Examples of novel sustainable practices will be presented and discussed by qualified vineyard specialists.

*Session receives 2 Integrated Pest Management CEU for Certified Crop Advisors & 2 hour CE for Pest Control Advisors and Certified Crop Advisors*

**Moderator:**
Francisco Araujo, Atlas Vineyard Management, Inc., California

**Speakers:**
Monica Cooper, University of California Cooperative Extension, Napa County
Gabriel Torres, University of California Cooperative Extension, King & Tulare Counties
WINEMAKING SESSIONS IN SPANISH

10:45 am–Noon

**Behind the Scenes Technologies Used for Wine Stabilization and Adjustment** *(Presented in Spanish)*

This session is based on attending an enology or viticulture workshop (9:00 am-10:30 am) and two sessions in Spanish (10:45am-Noon and 1:30 pm-3:30 pm). You have to attend three sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Different physical and chemical methods are used to adjust and prepare the wine for bottling. From filtration and separation processes to alcohol adjustment and resins, modern winemakers have an array of tools at their disposal. During this session a panel of winemakers will discuss how they decide what is the appropriate use of tools, its advantages and disadvantages.

**Moderator:**
Gaspar Roby, Advanced Beverage Technology, California  

**Speakers:**
Silvia Cedeño Daguerre, ConeTech Iberica, Spain  
Harry Hansen, Sterling Vineyards, California  
Marcia Torres Forno, Matanzas Creek Winery, California

1:30 pm–3:30 pm

**Spice Up Your Wine and Discover the Benefits of Enological Additives** *(Presented in Spanish)*

This session is based on attending an enology or viticulture workshop (9:00 am-10:30 am) and two sessions in Spanish (10:45am-Noon and 1:30 pm-3:30 pm). You have to attend three sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Fining agents are a winemaking tool to improve the wine sensory attributes, in this session we will discuss the most common fining agents and how to use them. In addition, the panelists will explain the use of tannins as supplements for the wines a few weeks before bottling, and how to use them and what are their benefits.

**Moderator:**
Susana Rodriguez Vassquez, Peltier Winery, California  

**Speakers:**
Federico Casassa, California Polytechnic State University, San Luis Obispo  
Silvia Cedeño Daguerre, ConeTech Iberica, Spain

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**SESIONES DE ENOLOGÍA EN ESPAÑOL**

10:45 am–12:00 pm

**Tecnologías Modernas “Detrás de Escena” para la Estabilización y Ajuste de Vinos Previo al Embotellado** *(Presentada en español)*

Esta sesión se basa en la asistencia a un taller de enología o viticultura (9:00 am-10:30 am) y dos sesiones integradas en español (10:45 am-12:00 pm y 1:30 pm-3:30 pm). Tienes que asistir a tres sesiones para recibir un certificado. Se enviará un certificado de asistencia después de la conferencia.

Distintos métodos físicos y químicos son utilizados para ajustar e imprimir los vinos previo al embotellado. Desde filtración y separación con membranas hasta ajustes del contenido de alcohol por destilación al vacío y el uso de resinas de intercambio iónico, son todas técnicas a disposición del enólogo. En esta sesión un panel de enólogos experimentados discutirán las consideraciones que tienen en cuenta al momento de usar estas herramientas, cuáles son sus ventajas y cuáles sus desventajas.

**Moderador:**
Gaspar Roby, Advanced Beverage Technologies, California  

**Ponentes:**
Silvia Cedeño Daguerre, ConeTech Iberica, Spain  
Harry Hansen, Sterling Vineyards, California  
Marcia Torres Forno, Matanzas Creek Winery, California

1:30 pm–3:30 pm

**Dále el toque final a tu vino y descubre los beneficios de los agentes enológicos** *(Presentada en español)*

Esta sesión se basa en la asistencia a un taller de enología o viticultura (9:00 am-10:30 am) y dos sesiones integradas en español (10:45 am-12:00 pm y 1:30 pm-3:30 pm). Tienes que asistir a tres sesiones para recibir un certificado. Se enviará un certificado de asistencia después de la conferencia.

Agentes clarificantes representan una herramienta importante para la elaboración de vinos para mejorar sus atributos sensoriales, en esta sesión se presentarán los agentes clarificantes más comunes en enología y cómo utilizarlos. Además se explicará el empleo de taninos como suplementos en vinos, semanas antes del embotellado; como usarlos y cuáles son los beneficios.

**Moderador:**
Susana Rodriguez Vassquez, Peltier Winery, California  

**Ponentes:**
Federico Casassa, California Polytechnic State University, San Luis Obispo  
Silvia Cedeño Daguerre, ConeTech Iberica, Spain

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BREAKOUT SESSIONS

GRAPEGROWING BREAKOUT SESSIONS
1:00 pm–2:15 pm

Weed Control in Vineyards: Sustainability and Consumer Perception (CEUs available)

Recently weed management, especially chemical weed control with glyphosate, has become controversial with consumers questioning the methods, and in some cases the need for weed control in vineyards because often their only experience with weed control is for aesthetics. Weed control has always been an important component of vineyard management. Disease and insect management are usually a much higher priority in most vineyards. Weed management inputs are often minimized when pest management budgets are reduced. “Acceptable” weed management was still achievable because effective, relatively inexpensive herbicides were available to combat weeds in the short-term.

Organic, Sustainable, Conventional: What weed control options are available to growers? Why is weed control important? How will grapegrowers adapt to a new paradigm for weed control? How do they balance the economics of a “sustainable” vineyard with the perceptions and demands of the consumer. In this session we hope to explore these questions with a combination of university research and grower perspective. Our hope is that the presentations will kindle open discussion by attendees to address the issue.

*Session receives 1 Crop Management CEU for Certified Crop Advisors & 1 hour CE for Pest Control Advisors

Moderator:
John Roncoroni, University of California Cooperative Extension, Napa County

Speaker:
Luca Brilliante, California State University, Fresno
Chris Storm, Vino Farms, California

2:30 pm–3:45 pm

Innovations in Sustainable Pest Management (CEUs available)

Breakthroughs in Sustainable Pest Management—earn your continuing education credits while learning about major research and development breakthroughs from the industry’s leading Universities. Explore the advancements in protecting new stock with in-field LRV detection testing, major developments in mealybug control (yes it’s organic), and how UV light looks to have a bright future on combating mildew resistance as a new way to control powdery mildew.

*Session receives 1 Crop Management CEU for Certified Crop Advisors & 1 hour CE for Pest Control Advisors

Moderator:
Greg Gonzalez, Scheid Vineyards, California

Speakers:
Marc Fuchs, Cornell University, New York
Steven Lindow, University of California, Berkeley
Michelle Moyer, Washington State University, Prosser

BUSINESS/OPERATIONS BREAKOUT SESSIONS
1:15 pm–2:15 pm

Preparing for and Mitigating the Impact of Natural Disasters and Emergencies

The U.S. West Coast at large has been forced to react to a seemingly endless series of year-round threats. Being prepared, having a plan to implement the best practices of wine businesses who are staying ahead of the next event will all be discussed.

Moderator:
Ray Johnson, Sonoma State University, California

Speaker:
Judith Ford, Sonoma State University, California

2:30 pm–3:45 pm

Path to Market for Smaller Wineries beyond the Tasting Room

With fewer personnel, limited resources and consolidated distribution channels; small wineries can face an uphill battle in getting to market and brand building. In this session, owner/winemakers and experts that successfully broken through beyond their small winery tasting rooms, will share their detailed approaches. We will explore strategies small wineries can adopt to maximize their sales potential: brand building, direct-to-consumer marketing, off-premises events, strategic use of distribution, direct-to-trade and third party providers.

Moderators:
Julie Lumgair, J. Moss Winery, California
John Trinidad, DPF Law, California

Speakers:
Sandra Hess, DTC Wine Workshops, California
Dan Petroski, Massican Winery, California
Alison Smith-Story, Smith Story Wine Cellars, California
Hardy Wallace, Dirty & Rowdy Family Winery, California

MARKETING/PUBLIC RELATIONS BREAKOUT SESSIONS
1:15 pm–2:15 pm

It’s Not Generational, It’s Attitudinal

Wine has developed a reputation as being a Mom and Dad drink, and the concern is that new consumers prefer to drink anything else. By emphasizing wine’s timeless appeal by overwhelming competing consumer goods categories, we show how to attract customer attention by focusing on customizing the message for today’s savvy customer.

Moderator:
Liz Mercer, WISE Academy, California

Speakers:
Vinnie Cilurzo, Russian River Brewing Company, California
Emilie Eliason, Crimson Wine Group, California
Réka Haros, Reframe Wine, Italy
Amy Hoopes, Wente Family Estates, California
2:30 pm–3:30 pm

**20/20 Foresight—Wine’s Challenging Next Decade**

2020 marks the first year that the US wine sector is likely to deal with a market contraction since 1993. The reaction to this change is going to determine how well the wine sector recovers and adapts to the challenges faced in light of this market contraction. A number of key protagonists like Cannabis, Health, Lifestyle brands and Millennials offer insight into what wine needs to do in order to adapt to the new order. This session conveys wisdom from leading experts in these categories to look at how wine can cope with those challenges head-on in the coming decade.

**Moderator:**
Damien Wilson, Sonoma State University, California

**Speakers:**
Juliana Colangelo, Colangelo & Partners Public Relations, California
Rebecca Hopkins, A Balanced Glass, California
Sarah Montague, John Anthony Family of Wines, California
Bill Silver, Canna Craft, California

**WINEMAKING BREAKOUT SESSIONS**

1:00 pm–2:15 pm

**What Happened to My Wine? Production and Package Planning for Canned and Bag-in-the-Box Wines**

Alternative packaging of wine is here to stay. Join us for some anecdotes and a panel discussion about some of the potential issues, production concerns, and quality control parameters that should be addressed if you are considering or currently utilizing alternative packaging.

**Moderator:**
Darren Michaels, Big River Laboratories, Washington

**Speakers:**
George Crochiere, Crochiere & Associates, California
Hal Landvoigt, Precept Wine, Washington
Cheney Vidrine, Union Wine Company, Oregon

2:45 pm–3:45 pm

**Laboratory Best Practice: A Practical Guide to Analytical Method Selection, Method Performance Validation and Adoption of Effective Laboratory Quality Practices (SO2 case study)**

Within the realm of modern laboratory practices, the selection of suitable methods of analysis with proper execution is essential toward the generation of accuracy and repeatable data. This presentation will outline the steps to consider when choosing the most suitable method with step-by-step techniques to determine method performance and ensure the generation of consistent and accurate data through appropriate laboratory QA/QC policies.
2 WAYS TO PRE-REGISTER

1. ONLINE
unifiedsymposium.org

2. PHONE
(888) 529-9272 or (415) 604-3525
The call center is open from 6:00 am to 6:00 pm, Monday through Friday.

PRE-REGISTRATION DEADLINE
January 28, 2020
Fees will be up to $200 higher after this date, including on-site. Visit our Housing & Hotels page for hotel reservation information.

EXHIBITOR INFORMATION
Visit unifiedsymposium.org to view the floor plan or search for exhibitors by company name or product.

PARKING
Parking at Cal Expo
Lots B and C are available for parking at Cal Expo. Parking is $10/day (cash only). See map below for details.

Click here for additional details for arriving at Cal Expo.

Transportation
Transportation (shuttles and Uber vouchers) to/from our contracted hotels courtesy of Visit Sacramento.

Downtown Hotel Shuttle Service:
Hotel shuttle pickup/drop-off will be located at the Cal Expo Main Entrance.

Shuttle Schedule:
Tuesday, February 4 7:00 am–6:00 pm
Wednesday, February 5 7:00 am–7:00 pm
Thursday, February 6 7:00 am–7:00 pm

Uber Voucher Rides
Uber vouchers are available at select hotels. See unifiedsymposium.org/parking for details.

REGISTRATION / EXHIBITS / PARKING

REGISTRATION DATES

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<tr>
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<th>PRE-REGISTRATION ENDS JAN 28, 2020</th>
<th>THROUGH JAN 28</th>
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<tr>
<td><strong>Keynote Speaker Luncheon (Tuesday)</strong> (Includes plated lunch and wine)</td>
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<td>ASEV Member/CAWG Member/Exhibitor</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.
Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 3-Day General Registration.

|                               | 3-Day General Registration | | |
| ASEV Member/CAWG Member/Exhibitor | $345 | $545 |
| ASEV Industrial Affiliate | $345 | $545 |
| ASEV Student Member | $50 | $250 |
| Non-member | $565 | $765 |

1-Day General Registration
Includes your choice of Tuesday Breakout Sessions, Welcome Reception, and Wednesday exhibits or Wednesday General and Breakout Sessions, Wednesday exhibits or Thursday General and Breakout Sessions, and Thursday Spanish Sessions.
Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in Tuesday 1-Day General Registration.

|                               | 1-Day General Registration | | |
| ASEV Member/CAWG Member/Exhibitor | $230 | $430 |
| ASEV Industrial Affiliate | $230 | $430 |
| Non-member | $290 | $490 |

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

|                               | Exhibits Only (Wednesday and Thursday) | | |
| Member/Non-member | $35 | $70 |

Spanish Sessions Only
Includes Wednesday & Thursday exhibits, and Spanish sessions Thursday morning and afternoon.
Note: Session registration (3-Day or 1-Day) is not required or included.

|                               | Spanish Sessions Only | | |
| All Attendees | $55 | $55 |

TERMINACIÓN PREVIA AL REGISTRO 28 DE ENERO DE 2020 HASTA EL 28 DE ENERO DESPUÉS DEL 28 DE ENERO

Sesiones en español solamente
Incluye exhibiciones de miércoles y jueves, sesiones en español los jueves por la mañana y por la tarde.
Nota: El registro de sesiones (3 días o 1 día) no es obligatorio ni está incluido.

|                               | Sesiones en español solamente | | |
| Todos los participantes de la conferencia | $55 | $55 |
THANK YOU SPONSORS!

DEDICATED ENTERTAINING SPACE (WEDNESDAY)

TUESDAY KEYNOTE SPEAKER LUNCHEON (PRESENTING SPONSOR)

WELCOME RECEPTION PRESENTING

SILVER

WELCOME RECEPTION HORS D'OEUVRES

WEDNESDAY GENERAL SESSION COFFEE BREAK

WEDNESDAY GENERAL SESSION

WEDNESDAY WINEMAKING BREAKOUT SESSION

WELCOME RECEPTION SPARKLING WINE

WINE BUSINESS MONTHLY

OENOLOGIA

Rack & Riddle

WINEMAKING SOLUTIONS

REGIONAL WINE TASTING

TUESDAY KEYNOTE SPEAKER LUNCHEON—TABLE

BENEFACTOR

American AgCredit | Farm Credit West CoBank | Northwest Farm Credit Service

UNIFIED WINE & GRAPE SYMPOSIUM, LLC
SOLE LLC MEMBERS ARE: