

UNIFIED 2022

Registration & Program Guide

January 25-27, 2022

Exhibits run January 26-27

SAFE Credit Union Convention Center, Sacramento

unifiedsymposium.org

Unified

WINE & GRAPE

SYMPOSIUM®

PRESENTED BY ASEV & CAWG

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 28 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. 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 SAFE Credit Union 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

All sessions and other events will be held at SAFE Credit Union Convention Center (formerly Sacramento Convention Center), the Hyatt Regency and Sheraton Grand unless noted otherwise.

MONDAY, JANUARY 24, 2022

1:00 pm–5:00 pm Registration

TUESDAY, JANUARY 25, 2022

7:30 am–6:30 pm Registration
8:00 am–5:00 pm Speaker Ready Room
8:00 am–5:00 pm Press Room
4:30 pm–6:30 pm Welcome Reception

KEYNOTE SPEAKER LUNCHEON

11:30 am–1:30 pm Dr. Steven Ostoja, United States Department of Agriculture, California Climate Hub
Separate Registration Fee Required

BREAKOUT SESSIONS

Business/Operations Breakout Sessions

9:30 am–10:30 am Beyond Sustainability: Creating ROI by Combining People, Profit and Planet
2:00 pm–3:15 pm Recruiting and Retaining Talent

Grapegrowing Breakout Session

9:30 am–11:00 am Practical Concepts of Regenerative Agriculture
2:00 pm–3:30 pm Vineyard Adaptation in a Changing Climate

Marketing/Public Relations Breakout Session

9:30 am–11:00 am Breaking Ranks: Building the Market for Non-Traditional Grape Varieties
2:00 pm–3:15 pm New Frontiers in Wine Influence

Winemaking Breakout Session

9:30 am–11:15 am Managing Tannins and Astringency in Red Wine Production *(includes tasting)*
2:00 pm–4:00 pm Clearing the Smoke—Best Practices for Harvest, Evaluation, and Mitigation of Smoke Impact on Your Wines

WEDNESDAY, JANUARY 26, 2022

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

Business/Operations Breakout Session

1:00 pm–2:30 pm Global Supply Chain: Finding Solutions in a Changing Landscape
2:45 pm–4:15 pm Risk Management and Reinventing the Business Model

Grapegrowing Breakout Session

3:15 pm–4:15 pm Doing More with Less: Slowing the Spread of Vine Mealy Bug

Joint Grapegrowing & Winemaking

1:00 pm–3:00 pm Varietal Diversity in the Golden State: Exploring Viable Climate and Marketplace Alternatives *(includes tasting)*

Marketing/Public Relations Breakout Session

1:00 pm–2:00 pm Attracting and Retaining Professional and World-Class Marketers in the Industry
2:30 pm–3:45 pm Understanding the New Frontier—Post Pandemic (New Reality)

Winemaking Breakout Session

3:15 pm–4:15 pm Liquid Gold: Conserving Water in the Winery

DAILY SCHEDULE (CONTINUED)

THURSDAY, JANUARY 27, 2022

8:00 am–2:30 pm	Registration
8:00 am–2:30 pm	Press Room
8:00 am–2:30 pm	Speaker Ready Room
9:00 am–2:30 pm	Exhibits Open

SESIÓN GENERAL EN ESPAÑOL (PRESENTADA EN ESPAÑOL)

9:00 am–10:30 am	Convivir con el cambio climático: estrategias y adaptaciones sostenibles
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GENERAL SESSION IN SPANISH (PRESENTED IN SPANISH)

9:00 am–10:30 am	Living with Climate Change: Strategy and Sustainable Adaptations
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SESSIONS IN SPANISH | SESIONES EN ESPAÑOL

Sesión de viticultura en español (Presentada en español)

10:45 am–12:00 pm	Más calor y menos agua: estrategias para viñedos impactados por el cambio climático
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Grapegrowing Session in Spanish (Presented in Spanish)

10:45 am–Noon	More Heat and Less Water: Strategies for Climate Change Impacted Vineyards
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Sesión de enología en español (Presentada en español)

10:45 am–12:00 pm	Nuevos vinos y productos del vino; y empaquetado alternativo (<i>incluye degustación de vinos</i>)
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Winemaking Session in Spanish (Presented in Spanish)

10:45 am–Noon	New Wine Products and Alternative Packaging (<i>includes tasting</i>)
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GENERAL SESSION

9:00 am–11:30 am	Adaptation Strategies: What Can You Do Now?
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BREAKOUT SESSIONS

Joint Business/Operations and Grapegrowing Breakout Session

1:00 pm–2:30 pm	Managing Wildfire Smoke Risks in the Vineyard
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PROGRAM: TUESDAY, JANUARY 25

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

KEYNOTE SPEAKER LUNCHEON

11:30 am–1:30 pm

Welcome & Introductions

Dr. Steven Ostoja, *United States Department of Agriculture, California Climate Hub*

The 2022 Unified Symposium offers a luncheon featuring Dr. Steven Ostoja. Dr. Steven Ostoja is the Director of the U.S. Department of Agriculture's California Climate Hub, based at the Agricultural Research Services' Sustainable Agriculture Water Systems Research Unit and is Fellow at the John Muir Institute of the Environment at the University of California Davis in Davis.

As Director of the Hub, Dr. Ostoja is charged with leading the development and delivery of regional, science-based information that enables climate-smart agricultural and forestry decision-making for natural and working lands for the largest agricultural producing state in the nation. Dr. Ostoja earned his Ph.D. from Utah State University and both his M.S. and B.S. from California Polytechnic State University. Dr. Ostoja's research interests include applied natural resources management, human-environment interactions, and climate adaptation science, and his work has been published in over 50 peer-reviewed, government and technical publications and has contributed to numerous popular media outlets. He is a third generation Californian and resides in Sacramento.



BREAKOUT SESSIONS

Business/Operations Breakout Session

9:30 am–10:30 am

Beyond Sustainability:

Creating ROI by Combining People, Profit and Planet

Successful wine businesses focus on more than sustainability alone. Today's customers and investors are increasingly demanding transparency, good stewardship, and responsible governance. Luckily, "Better for we" can also mean "Better for me."

This session will explore triple bottom line (people, profit, planet) opportunities which create value for wine businesses and their stakeholders and customers. It is time to meet the moment where green is not only in the vineyard; it's in the bank.

Moderator:

Erin Kirschenmann, *Wine Business Monthly, California*

Speakers:

Monique Bell, *California State University, Fresno*

George Hamel, *Hamel Family Wines, California*

Eric Pooler, *Westchester Group Investment Management, Inc., Illinois*

2:00 pm–3:15 pm

Recruiting and Retaining Talent

The landscape for talent acquisition and retention has certainly shifted since we convened this popular panel in 2020. External factors have changed the way people work, where people work and what they expect in compensation.

Who is in the driver seat today may not be in the year ahead; will it be the talent, or will it be the employer? This question looms over the entire enterprise, from the vineyard through the cellar, into the office and tasting room and out into sales and distribution.

We will examine the levers that HR professionals are pulling now to keep the talent pipeline supplied for both current operations and areas of future growth.

Moderator:

Ray Johnson, *Sonoma State University, California*

Speakers:

Susan Flannery Adams, *BPM LLP, California*

Amy Gardner, *WineTalent, California*

Nora McAuley, *Trincher Family Estates, California*

Erica Thompson, *Jackson Family Wines, California*

Grapegrowing Breakout Session

9:30 am–11:00 am

Vineyard Adaptation in a Changing Climate

Grapegrowers and policy makers need to begin adapting to the reality of our changing environment and implement new practices that meet the situation, rather than mitigate the effects of it. Will the wine grape varieties we enjoy farming (and drinking) today adapt to seasonal maturation irregularities? What practices have we now adopted based on historical pain points? Join our forum as we discuss and learn how to implement positive practices to ensure we're securing a place in a growing market.

Moderator:

Greg Jones, *Abacela, Oregon*

Speakers:

Mark Battany, *University of California Cooperative Extension, San Luis Obispo County*

Sadie Drury, *North Slope Management, Washington*

Ryan Scott, *Monterey Pacific Inc., California*

PROGRAM: TUESDAY, JANUARY 25 (CONTINUED)

2:00 pm–3:30 pm

Practical Concepts of Regenerative Agriculture

Regenerative Agriculture has recently become the buzz word synonymous with responsible farming practices, and ranges in practice from soil conservation to whole ecological systems improvement. The measurement of regenerative agricultural practices also ranges a wide base, from practical concepts with well-defined metrics to less tangible aspects.

Considering the wide base of concepts, applications and metrics for regenerative agriculture, this session with focus on the practical concepts of regenerative agriculture that can be implemented in wine grape vineyards with clearly measurable metrics and tangible outcomes. The concept of practical regenerative agriculture for vineyards will be presented with a deeper dive into vineyard cultural practices.

Moderator:

Matt Frank, *Trinchero Family Estates, California*

Speakers:

Laurel Marcus, *California Land Stewardship Institute*

Additional speakers to be announced

Marketing/Public Relations Breakout Session

9:30 am–11:00 AM

Breaking Ranks: Building the Market for Non-Traditional Grape Varieties

What drives the success of new varieties and regions? What does it take to build enduring consumer and trade enthusiasm for wines that go against the grain of dominant styles? A panel of authorities from production, retail, on-premise and media backgrounds share their triumphs and challenges of diversifying the field of play.

Moderator:

Susan Kostrzewa, *Susan Kostrzewa Consulting, New York*

Speakers:

Jason Haas, *Tablas Creek Vineyard, California*

Additional speakers to be announced

2:00 pm–3:15 pm

New Frontiers in Wine Influence

A new generation of influencers is changing the narrative around wine and reaching consumers in new ways. Influence marketing is more important than ever, but questions about ROI and paid vs. earned content are difficult to navigate.

A panel of influencers spanning the print and digital worlds will discuss how traditional ideas of authority and expertise are changing and how these changes impact your business

Moderator:

Dan Petroski, *Massican Wines, California*

Speakers:

Josh Entman, *Vinohead, California*

Additional speakers to be announced

Winemaking Breakout Session

9:30 am–11:15 am

Managing Tannins and Astringency in Red Wine Production (includes tasting)

This session will provide the audience a primer and update regarding the extraction of tannins during winemaking. We also have a winemaking panel to provide their practical approach to their red winemaking, from ripening to the outcomes. We will conclude the session with practical advice about how to manage phenolics in these changing times.

Moderator:

Leticia Chacón-Rodríguez, *University of California, Davis*

Speakers:

Federico Casassa, *California Polytechnic State University, San Luis Obispo*

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

Sally Johnson, *Pride Mountain Vineyards, California*

Darren Klein, *Delicato Family Wines, California*

Shane Moore, *Gran Moraine, Oregon*

2:00 pm–4:00pm

Clearing the Smoke—Best Practices for Harvest, Evaluation, and Mitigation of Smoke Impact on Your Wines

As fires become a steadier problem in our future, it's important for our industry to align on best practices evaluation and mitigation in the vineyard and winery.

This session should be an informative look into how to best perform sensory evaluation on micro-fermentations, demystification of all the analysis, as well as ideas on mitigation and harvest/fermentation practices.

Moderator:

Alisa Jacobson, *Turning Tide, California*

Speakers:

Cole Cerrato, *Oregon State University, Corvallis*

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

Elizabeth Tomasino, *Oregon State University, Corvallis*

PROGRAM: WEDNESDAY, JANUARY 26

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:

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 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:

Jeff Bitter, *Allied Grape Growers, California*

Danny Brager, *Brager Beverage Alcohol Consulting, California*

Steve Fredricks, *Turrentine Brokerage, California*

Mario Zeponi, *Zeponi & Company, California*

BREAKOUT SESSIONS

Business/Operations Breakout Session

1:00 pm–2:30 pm

Global Supply Chain: Finding Solutions in a Changing Landscape

Global and local supply chain disruptions continue to be a challenge for large and small wine businesses alike.

This panel will analyze today's supply chain issues and look at near and long-term solutions for taking control. Shifts in labor, materials, consumer behavior and new threats like cyberattacks are demanding we re-think models and assumptions. Learn how to adapt your operations and continue to innovate around today's challenges.

Speakers to be announced

2:45 pm–4:15 pm

Risk Management and Reinventing the Business Model

From field to table, change has never been faster across all parts of the wine industry. Regardless of if you're a boutique winery, grape grower, a big vertically integrated multi-channel wine brand, or part of related industry services, we all have to adapt and grow to meet this moment in a highly fluid marketplace with increased risks.

Our panel will explore their different, ongoing journeys from assessing and managing risks, to rolling up their sleeves to pivot quickly, reinventing their plans and business models.

Get inspired in your own process of surviving and thriving with our strong focus on the future and lively discussion about strategic resets to win in the new grape and wine marketplace.

Moderator:

Julie Lumgair, *Winemaker/Consultant, California*

Speakers:

Corey Beck, *Delicato Family Wines, California*

Roy Martinez, *Exit Strategies Group, Inc., California*

Rob McMillan, *SVB Financial Group, California*

Nicolas Quillé, *Crimson Wine Group, Oregon*

Joint Grapegrowing & Winemaking Breakout Session

1:00 pm–3:00 pm

Varietal Diversity in the Golden State: Exploring Viable Climate and Marketplace Alternatives (includes tasting)

In the wine business, timing is everything; and sometimes requires a leap of faith. What we plant, the styles of wine we make and how we go to market are complicated and dependent on a number of different factors.

This panel of experts will review three new and potentially suitable wine varieties for California, from the lens of the grower, the winemaker and the marketer. Can varieties like Chenin Blanc, Vermentino and Grenache add a new layer of commercial success to the big four? We'll explore this question and more with an eye to grower risk-management, stylistic range and marketplace flex power in this dynamic tasting session.

Moderator:

Gilian Handelman, *Jackson Family Wines, California*

Speakers:

Greg Jones, *Abacela, Oregon*

Liz Thach, *Sonoma State University, California*

Marketing/Public Relations Breakout Sessions

1:00 pm–2:00 pm

Attracting and Retaining Professional and World-Class Marketers in the Industry

Attracting and retaining key marketing professionals has never been an easy task having only been exacerbated by The Great Resignation. The industry needs top talent to propel itself forward and grow market share in an ever increasing competitive (alc.) beverage landscape.

Learn from leaders who know what it takes to find and keep marketers who know how to build brands, speak to current consumers, and bring in new ones.

Moderator:

Doug Allan, Consultant, Pennsylvania

Speakers:

Jean-Francois Coget, Sonoma State University, California

Additional speakers to be announced

2:30 pm–3:45 pm

Understanding the New Frontier—Post Pandemic (*New Reality*)

The new frontier of wines sales is here—digital commerce (aka three-tier ecommerce). Because of the shutdown in 2020, wine consumers' ad option of digital commerce platforms like Instacart, GoPuff, Drizly, and Wine.com increased at a pace that most wine brands were not prepared for. While growth rates have softened, gross sales through this channel are still increasing. Innovation in this space is unlike anything this industry has seen and the pace is not slowing down. Learn from experts on how to engage and optimize your brand in this emerging new channel.

Moderator:

Bourcard Nesin, Rabobank, New York

Speakers:

Chris Horvath, Jackson Family Wines, California

Nick Serjeant, Instacart, Canada

Grapegrowing Breakout Session

3:15 pm–4:15 pm

Doing More with Less: Slowing the Spread of Vine Mealy Bug

Growers are facing tightening restrictions and have less tools in their toolboxes to fight increasing pressure from pests and disease. Vine Mealy Bug is a vector of Leaf Roll and continues to gain ground so what are growers to do? Listen in to find out what our area experts are doing.

Moderator:

Monica Cooper, University of California Cooperative Extension, Napa County

Speakers:

Kent Daane, University of California, Berkeley

Randy Kazarian, Kazarian Vineyard Development LLC, California

Aaron Lange, LangeTwins Winery and Vineyards, California

Winemaking Breakout Session

3:15 pm–4:15 pm

Liquid Gold: Conserving Water in the Winery

Conserving water in winery operations is becoming an increasingly crucial endeavor as our industry looks to face future challenges. Our panel will explore the big picture of regulation, technologies to help conserve, strategies for changing behavior in the cellar, and the true cost of water while also sharing real-world techniques and systems implemented to reduce water use in the winery and conserve a precious natural resource.

Moderator:

Susanne Zechiel, Jackson Family Wines, California

Speakers:

Richie Allen, Rombauer, California

Aaron Stainthorp, Jackson Family Wines, California

Nate Weis, Silver Oak Cellars, California

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

SESSIONS IN SPANISH SESIONES EN ESPAÑOL

Esta sesión se basa en asistir a una sesión de enología o viticultura en español (10:45 am-12:00 pm) y la Sesión General en español. Debe asistir a dos sesiones para recibir un certificado. Se enviará un certificado de asistencia después de la conferencia.

This session is based on attending an enology or viticulture session in Spanish (10:45 am-noon) and the General Session in Spanish. You must attend two sessions to receive a certificate. A certificate of attendance will be sent after the conference.

Sesión General en Español

9:00 am–10:30 am

Convivir con el cambio climático: estrategias y adaptaciones sostenibles *(Presentada en español)*

El cambio climático no es nada nuevo. A pesar de años intentando mitigarlo y frenarlo, la tierra se está calentando más rápido que nunca y los patrones climáticos extremos están ocurriendo con más frecuencia y en más áreas.

California no es la única región vinícola afectada, científicos, académicos y empresas de todo el mundo están analizando las tendencias y buscando formas de adaptarse y convivir con estos rápidos cambios mientras implementan iniciativas de mitigación para empresas de todos los tamaños.

Un panel de expertos cubrirá estrategias y proporcionará herramientas para afrontar el cambio climático que se pueden aplicar a viñedos y bodegas. Abarcando formas de adaptación como gestión del agua, diversificación y sustitución de variedades, y ejemplos de adaptaciones enológicas.

Moderador:

Eva Bertran, *Eva Bertran Business Consulting LLC*

Ponentes:

Jaume Gramona, *Gramona, Spain*

Ignacio Morales-Castilla, *Universidad de Alcalá, Spain*

Samuel Sandoval Solis, *University of California, Davis*

General Session in Spanish

9:00 am–10:30 am

Living with Climate Change: Strategy and Sustainable Adaptations *(Presented in Spanish)*

Climate change is nothing new. Despite years of attempts to mitigate and slow it down, the earth is warming faster than ever, and extreme weather patterns are happening more often and in more areas.

California is not the only wine region affected, Scientists, scholars, and businesses from around the world are analyzing the trends and looking for ways to adapt and to live with these rapid changes while implementing mitigation initiatives for businesses of all sizes.

A panel of experts will cover strategies and provide tools to cope with climate change that can be applied to vineyards and wineries. Covering ways to adapt such as water management, diversifying and replacing varieties, examples of winemaking adaptations.

Moderator:

Eva Bertran, *Eva Bertran Business Consulting LLC*

Speakers:

Jaume Gramona, *Gramona, Spain*

Ignacio Morales-Castilla, *Universidad de Alcalá, Spain*

Samuel Sandoval Solis, *University of California, Davis*

PROGRAM: THURSDAY, JANUARY 27 (CONTINUED)

SESSIONS IN SPANISH

Sesión De Viticultura En Español

10:45 am–12:00 pm

Más calor y menos agua: estrategias para viñedos impactados por el cambio climático (Presentada en español)

Los viticultores se enfrentan a nuevos desafíos frente al cambio climático y la escasez de agua, y necesitan adaptarse a nuevos escenarios para mantener la producción y la calidad de la fruta. En esta sesión, discutiremos algunas prácticas e ideas que pueden ayudar a mitigar los impactos del calentamiento global a través de la reducción del uso de agua, secuestro de carbono y mejoras en la salud del suelo y la posible reducción de la contaminación por humo.

Moderadors:

Francisco Araujo, Atlas Vineyard Management Inc., California
Enrique Herrero, Inglenook, California

Ponentes:

Miguel Garcia, Napa County Resource Conservation District, California
Cristina Medina Plaza, University of California, Davis
Rory Williams, Frog's Leap Winery, California

Grapegrowing Sessions In Spanish

10:45 am–12:00 pm

More Heat and Less Water: Strategies for Climate Change Impacted Vineyards (Presented in Spanish)

As the climate changes and water becomes scarcer, grape-growers are faced with new challenges and need to adapt to sustain fruit production and quality. In this session, we will discuss some practices and new ideas that may help mitigate the impacts of global warming through the reduction of water use, soil carbon sequestration and soil health improvements and the potential reduction of smoke taint.

Moderators:

Francisco Araujo, Atlas Vineyard Management Inc., California
Enrique Herrero, Inglenook, California

Speakers:

Miguel Garcia, Napa County Resource Conservation District, California
Cristina Medina Plaza, University of California, Davis
Rory Williams, Frog's Leap Winery, California

Sesión De Enología En Español

10:45 am–12:00 pm

Nuevos vinos y productos del vino; y empaquetado alternativo (incluye degustación de vinos) (Presentada en español)

La industria del vino esta experimentando un cambio en las preferencias del consumidor por vinos y productos derivados del vino que sean organicos, limpios, sostenibles y faciles de beber. Con un empaquetado en contenedores alternativos que son mas amables con el medio ambiente, estamos viendo un crecimiento en la opciones de envasado de estos nuevos vinos, con inclusion de ingredientes en la etiqueta y produccion de nuevos productos. Nuestros expertos explicaran durante esta sesion los procesos enologicos de produccion de estos nuevos vinos y productos derivados asi como las opciones mas sostenibles para su envasado.

Moderadors:

Laura Díaz Muñoz, Ehlers Estate, California
Susana Rodriguez Vasquez, Peltier Winery, California

Ponentes:

Sebastian Donoso, Bonterra Organic Vineyards, California
Juan Carlos López de Lacalle, Artadi Wines, Spain
Juan Muñoz-Oca, Ste. Michelle Wine Estates, Washington

Winemaking Session In Spanish

10:45 am–12:00 pm

New Wine Products and Alternative Packaging (includes tasting) (Presented in Spanish)

The wine industry is experiencing a shift in consumer preference towards organic, clean/zero waste, sustainable and easy to drink wines and its products. With the packaging in alternative containers that are more environmentally friendly we are seeing an increase in new wine packaging options, ingredients labeling and new wine products. Our speakers will explain in this session the winemaking behind these new wines and wine products; and its alternative and more sustainable packaging options.

Moderators:

Laura Díaz Muñoz, Ehlers Estate, California
Susana Rodriguez Vasquez, Peltier Winery, California

Speakers:

Sebastian Donoso, Bonterra Organic Vineyards, California
Juan Carlos López de Lacalle, Artadi Wines, Spain
Juan Muñoz-Oca, Ste. Michelle Wine Estates, Washington

PROGRAM: THURSDAY, JANUARY 27 (CONTINUED)

GENERAL SESSION

9:00 am–11:30 am

Welcome & Introductions

Leticia Chacón-Rodríguez and Mike Boer, *Co-chairs, UW&GS Program Development Committee*

Adaptation Strategies: What Can You Do Now?

As our climate continues to change, our industry's health will be increasingly dependent on adaptation strategies. These future proofing measures will be essential for all areas of winegrowing, including the management of essential resources and processes such as water, labor, vineyard practices and winemaking. Join our panel of experts from within the wine world as well as adjacent industries areas such as public health, water management agencies and Regenerative farming experts as we discuss the measures you can consider now in order to remain healthy and nimble in the face of challenges.

Moderator:

Karissa Kruse, *Sonoma County Winegrowers, California*

Speakers:

Anna Brittain, *Napa Green, California*

Will Drayton, *Treasury Wine Estates, California*

Sandra Taylor, *Sustainable Business International, LLC, Washington D.C.*

BREAKOUT SESSIONS

Joint Business & Grapegrowing Breakout Session

1:00 pm–2:30 pm

Managing Wildfire Smoke Risks in the Vineyard

Growers remain highly vulnerable to economic losses due to wildfire smoke events, but researchers are actively working to understand how and when quality losses occur in winegrapes and deliver practical solutions to prevent or mitigate smoke damage.

This session will explore the latest research findings on wildfire smoke and the best available tools to manage smoke related risks.

Moderator:

John Trinidad, *Dickenson Peatman & Fogarty, California*

Speakers:

Mike Boer, *Grow West, California*

Kristine Fox, *Pan American Insurance Services, California*

Anita Oberholster, *University of California, Davis*

REGISTRATION / EXHIBITS / PARKING

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 18, 2022

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.

New Location—Free Parking and Shuttle Service at Cal Expo

Lot A at Cal Expo

1600 Exposition Blvd, Sacramento, CA 95815

Shuttle Schedule

Wednesday, January 26 — 7:00 am–7:00 pm

Thursday, January 27 — 7:00 am–7:00 pm

Shuttles will run from Cal Expo and the SAFE Credit Union Convention Center approximately every 20 minutes.

Downtown Sacramento Parking*

Lot D (12th & I streets)

\$10 per car/day

Memorial Garage (14th & H streets)

\$18 per car/day

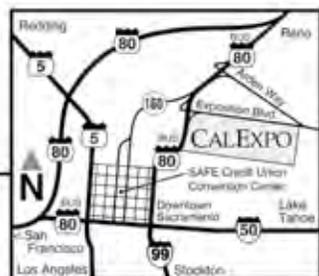
Capitol Garage (10th & L streets)

\$25 per car/day

City Hall Garage (10th & I streets)

\$25 per car/day

*Rates may vary



Registration Dates

PRE-REGISTRATION ENDS JAN 18, 2020	THROUGH JAN 18	AFTER JAN 18
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Keynote Speaker Luncheon (Tuesday) (Includes plated lunch and wine)

ASEV Member/CAWG Member/Exhibitor	\$75	\$75
ASEV Industrial Affiliate	\$75	\$75
ASEV Student Member	\$50	\$50
Non-member	\$125	\$125

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.

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 Tuesday Welcome Reception and Wednesday and Thursday exhibits.

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in Tuesday 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.

Member/Non-member	\$35	\$70
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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.

All Attendees	\$55	\$55
TERMINACIÓN PREVIA AL REGISTRO 18 DE ENERO DE 2020	HASTA EL 18 DE ENERO	DESPUÉS DEL 18 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.

Todos los participantes de la conferencia	\$55	\$55
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VIP Suite



Tuesday Keynote Speaker Luncheon
(Presenting Sponsor)



Welcome Reception Presenting



Wednesday General Session

WINE BUSINESS MONTHLY

Wednesday General Session Coffee Break



Website & Electronic Communications



Welcome Reception
Sparkling Wine



Regional Wine Tasting



Tuesday Keynote Speaker Luncheon—Table



Bronze Sponsor - Ciatti



Benefactor



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