



*The British Columbia Wine Grape Council  
Research & Development Committee*

*is proud to present the*

# *11th Annual Enology & Viticulture Conference and Tradeshow*

**July 19-20, 2010**

*At the Penticton Convention Centre 273 Power Street, Penticton*

**Sponsored by**



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# July 19 – Viticulture Day

## Main Conference – Salons B & C

08:00 **Registration – Tradeshow** (*Continental breakfast provided*)

**Morning Chair: Hans Buchler, BC Wine Grape Council**

08:30 **Welcome and Introduction**

*Hans Buchler, Chair, BC Wine Grape Council*

08:40 **Research Update: Identification, Biology and Host Preferences of Climbing Cutworm in Okanagan Valley Vineyards**

*Dr. Ayman Mostafa, Pacific Agri-Food Research Centre, Summerland, BC*

09:00 **Research Update: Pest Update and Management of the Grape Leaf Rust Mite**

*Dr. Tom Lowery, Pacific Agri-Food Research Centre, Summerland, BC*

09:30 **The Spotted Wing Drosophila (*Drosophila suzukii*) and Potential Damage to Grapes**

*Dr. Sheila Fitzpatrick, Pacific Agri-Food Research Centre, Agassiz, BC*

10:00 **Coffee Break – Trade Show**

10:30 **Research Update: Grape Sour Rot in British Columbia**

*Dan O’Gorman, Pacific Agri-Food Research Centre, Summerland, BC*

11:00 **Rolling Out the BC Sustainable Winegrowing Program**

**Self-Assessment and Guidebook for Vineyards**

*Kellie Garcia, Insight Environmental Consulting Kelowna, BC*

*The Honorable Steven Thompson will be giving a short address*

12:00 **Lunch – Trade Show**

**Afternoon Chair: Dr. Pat Bowen, Pacific Agri-Food Research Centre**

13:00 **Eco-Physiology of Grapevine Canopy Systems**

*Dr. Hans Schultz, Director, Geisenheim Research Centre, Geisenheim, DE*

14:00 **Balanced Mineral Nutrition in Wine Grape Vineyards**

*Stan Grant, Progressive Viticulture, Turlock, CA*

14:30 **Cover Crops for Sustainable Vineyards**

*Glenn McGourty, University of California, Davis, Farm Advisor, Ukiah, CA*

15:00 **Coffee Break – Trade Show**

15:15 **Vegetative Aromas: Methoxypyrazine Development and Degradation in Grape Berries**

*Dr. Kevin Usher, Pacific Agri-Food Research Centre, Summerland, BC*

15:45 **Research Update: New Findings on Vine, Fruit and Wine Responses to Irrigation Regimes**

*Dr. Pat Bowen, Pacific Agri-Food Research Centre, Summerland, BC*

16:15 **Wrap-up and Announcements**

**You have time to visit the Trade Show before the Social Dinner**

# Enology Workshops

## July 19 (Day 1)

- 09:00 ***Want to improve safety but don't know where to start?*** (Rooms 1-3)  
Join our roundtable discussion and learn who the experts are that can help you; identify gaps or areas of improvement; learn how to develop safety procedures you can use and be audit ready. Bring your plans, examples, concerns. Make your winery or vineyard safe and lower your costs. Panel: *Steve Marino, Steve McDonald, Darren McWatters, Sandra Oldfield, Carol Reid, and Terrence Thomas* – A swag bag with resources will be given to participants.
- 10:00 **Coffee Break – Tradeshow**
- 10:15 **Concurrent Workshops** (Choose one)
- A) Grape to Wine** – *Geoff McIntyre & Laura Cochrane, Meyers Norris Penny LLP* (Rooms 6-7)  
This session will help vineyard owners who are contemplating starting up their own Estate Winery to consider:
- The importance of a business plan in determining viability and financing needs
  - Financing – how much do you need, when will you need it and what are the alternatives?
  - Choosing the right business structure
  - Do you have the expertise? Can you get it?
  - Are you ready to own three businesses?
  - Your wine: what is your vision for your brand?
  - How and where will you sell it?
  - The regulatory environment
  - Future outlook for the BC Industry – Opportunities and Threats
- Visit *Meyers Norris Penny LLP* at Booth # 64
- B) Promoting Your Brand** – *Elizabeth Slater* (Limited to 60 - Rooms 5)  
Promoting your brand is an ongoing process created by a carefully crafted story and messages that resonate with your target audience. Explore the importance and discover the benefits of a compelling story and consistent messaging  
Visit *Elizabeth Slater* at *The Wine Industry Network* booth # 18
- 11:00 ***Fining Options from Static to Flotation*** – The technology and chemistry of must and wine fining  
– *Marco Bertaccini, AEB Biochemical* (Room 6-7)  
Must fining consists in separating solids from clear juice before the alcoholic fermentation of white musts. Wines obtained from fermentation of musts rich in solids may carry heavy aromas, vegetal characters, bitter flavours and an important phenolic fraction that can negatively affect color and contribute reductive smells. This seminar goes into the details of the different techniques of must and wine fining with particular focus on flotation technology.  
Visit *AEB Biochemical USA* at Booth # 37
- 12:00 **Lunch – Tradeshow**
- 13:00 **Succession planning: Is your wine glass half full, or half empty!**  
*David Braumberger* – *BDO Dunwoody* (Room 5)  
Many business owners find the idea of succession planning hard to face. In this workshop we'll take a look at reasons why business owners are hesitant to plan for the future of their business. We will also go through the process of a successful succession plan, including business strategies, retirement and estate planning considerations.  
Visit *BDO Dunwoody* at Booth # 55
- 14:15 **Highlight of the sapid role of certain peptides coming from the yeasts autolysis**  
– *Charlotte Gourraud, Laffort* (Rooms 6-7)  
Identification of the sweetening fraction – Identification of its origin – Optimization of the extraction process  
Visit *Laffort* at Booth # 9
- 15:00 **Coffee Break – Trade Show**
- 15:15 **Concurrent Workshops** (Choose one)
- A) Winery Software Options** – *Mecal Samkow, IVIS Software/Jeff Weidler, WineWare Software* (Rooms 6-7)  
Mecal will demonstrate how tracking production can affect the overall efficiency, procedures, and wine-history-visibility in your winery and Jeff will address “Maximizing Wine Club Operations - why everyone should start a wine club.” Visit *IVIS Innovative Vinology Information System* (Booth # 77) - *WineWare Software Corporation* (Booth # 6)
- B) How to Maximize Your Wine Sales through Social Media** (Limited to 60 - Rooms 5)  
Glenn Fawcett will moderate a panel of experts and players in the social media networking game.

# Sensory Workshops, July 19 (Day 1)

*(Sensory workshops are limited 50/session)*

09:30-12:00 **Riesling Tasting** – *Limited to 50* (Rooms 1-2-3)

*Conducted by Dr. Ulrich Fischer, Professor, DLR Rheinpfalz, Germany*

Workshop participants will experience a range of expressions and complexities of Riesling from Germany, Washington State, and Okanagan Valley.

13:30-16:00 **Riesling Tasting** – *Limited to 50* (Rooms 1-2-3)

*Conducted by Dr. Ulrich Fischer, Professor, DLR Rheinpfalz, Germany*

Workshop participants will experience a range of expressions and complexities of Riesling from Germany, Washington State, and Okanagan Valley.

**Please – no colognes, perfumes or lipstick**

# July 20 – Enology Day

## Main Conference – Salons B & C

08:00 **Registration—Tradeshow** (*continental breakfast provided*)

**Morning Chair: Dr. Kevin Usher, Pacific Agri-Food Research Centre**

08:30 **Welcome and Introduction**

*Kathy Malone, Chair, BCWGC Research and Development Committee*

08:35 **Current Status of Research Funding: Developing Innovative Agricultural Product--DIAP**

*Hans Buchler, Chair, BCWGC, Oliver, BC*

08:45 **H<sub>2</sub>S Production during Fermentation**

*Dr. Linda Bisson, Professor, University of California, Davis, CA*

09:30 **Effect of mixed *Saccharomyces cerevisiae* strains on Pinot noir wine complexity**

*Emily Terrell, M.Sc. Student, UBC-Vancouver, Wine Research Centre, Vancouver, BC*

10:15 **Coffee Break – Tradeshow**

11:00 **Use of Fermentation Nutrients . . . Science or Secrets?**

*Dr. Charlie Edwards, Professor, Washington State University, Pullman, WA*

11:45 **BC Sustainable Winegrowing Program Self-Assessment and Guidebook for Wineries**

*Kellie Garcia, Insight Environmental Consulting, Kelowna, BC*

12:00 **Lunch – Tradeshow**

**Afternoon Chair: Senka Tennant, Terravista Vineyards**

13:00 **British Columbia's Geographic Appellations and the Process to Create Sub-Appellations**

*John Nixon, BC Wine Authority, Penticton, BC*

13:30 **How to Lure Consumers to the Premium Price Point**

*Elizabeth Slater, In Short Direct Marketing, Windsor, CA & Wine Industry Network, Healdsburg, CA*

14:00 **Terroir and Skin Contact Influences on Riesling Aroma**

*Dr. Ulrich Fischer, Professor, DLR Rheinpfalz, Germany*

14:45 **Coffee Break – Tradeshow**

15:15 **Riesling Panel**

*Drs. Ulrich Fischer and Hans Schultz will be joined by local Riesling growers and winemakers to discuss pleasures, perils and pitfalls of producing memorable wines.*

16:20 **Wrap-up and Announcements**

# Viticulture Workshops

## July 20 (Day 2)

09:00 **Concurrent Workshops** (*Choose one*)

**A) Want to improve safety but don't know where to start?** (*Rooms 1-3*)

Join our roundtable discussion and learn who the experts are that can help you; identify gaps or areas of improvement; learn how to develop safety procedures you can use and be audit ready. Bring your plans, examples, concerns. Make your winery or vineyard safe and lower your costs. Panel: *Steve Marino, Steve McDonald, Darren McWatters, Sandra Oldfield, Carol Reid, and Terrence Thomas* – A swag bag with resources will be given to participants.

**B) Evaluating sustainable practices in your vineyard using the new self-assessment and guidebook** (*Room 5*)

Be the first to use the newly launched *Sustainable Practices for BC Vineyards self-assessment and guidebook*! This informative new program was developed with extensive input from BC viticulturists, industry experts and researchers. It contains practices that will help you reduce water and energy consumption, minimize chemical use, build healthy soil, protect air and water quality, maintain biodiversity, and enhance relationships with employees, neighbours and the broader community. You may already be doing many of the practices outlined in the self-assessment and guidebook—take this opportunity to identify the areas where you are doing well and areas where improvements can be made. Panel: *Kellie Garcia, Joe Larivière, Hans Buchler, Gary Strachan* – Visit Booth #87

10:00 **Coffee Break – Tradeshow**

10:15 **Compost Utilization in Vineyards**

*Matt Mavety, Blue Mountain Vineyard and Cellars, Okanagan Falls, BC  
Glenn McGourty, University of California, Davis, Farm Advisor, Ukiah, CA  
Graham O'Rourke, Mission Hill Family Estate, Kelowna, BC*

11:00 **Cover Crop Selection**

*Mike Watson, Chair, BCWGC Clean Plant Committee  
Glenn McGourty, University of California, Davis, Farm Advisor, Ukiah, CA  
Orion Kendricks, Sagebrush Nursery, Oliver, BC  
Tom Lowery, PARC, Summerland, BC*

12:00 **Lunch and Tradeshow**

13:00 **All Speakers Q&A**

*Pat Bowen, PARC, Summerland, BC  
Sheila Fitzpatrick, PARC, Agassiz, BC  
Kelly Garcia, Insight Environmental Consulting, Kelowna, BC  
Stan Grant, Progressive Viticulture, Turlock, CA  
Tom Lowery, PARC, Summerland, BC  
Glenn McGourty, University of California, Davis, Farm Advisor, Ukiah, CA  
Ayman Mostafa, PARC, Summerland, BC  
Dan O'Gorman, PARC, Summerland, BC  
Hans Schultz, Director, Geisenheim Research Centre, Geisenheim, DE  
Kevin Usher, PARC, Summerland, BC*

14:00 **Coffee Break and Tradeshow**

14:15 **Irrigation Water Supply and Demand in the Okanagan and Similkameen Valleys**

*Hans Buchler, Chair, BC Wine Grape Council  
Mike Watson, Vincor Canada, Oliver, BC  
Denise Neilsen, Pacific Agri-Food Research Centre, Summerland, BC*

16:20 **Wrap-up and Announcements** (in main conference room)

# ***Social Dinner***

*Join us for an informal dinner with the speakers and exhibitors*

**Location:** Penticton Lakeside Resort & Casino  
21 Lakeshore Drive W., Penticton

**Date:** Monday, July 19, 2010

**Time:** Cocktail 5:00 Dinner 6:00-9:00 pm

## ***Buffet Menu***

Fresh Baked Rolls with Butter – Tossed Field Greens with Assorted Dressings  
Fresh Crisp Vegetable Basket with Sesame Dip – Grainy Dijon Potato Salad  
Traditional Greek Salad – Tri-Colour Cabbage Slaw – Corn on the Cob  
Fresh Sautéed Vegetable Medley – Herb Roasted Potatoes  
Oven-Baked Salmon in a Creamy White Wine & Dill Sauce – Roast Baron of Beef  
Fresh Sliced Seasonal Fruit Tray – Assorted Cookies & Dessert Squares  
Warm Fruit Cobbler with Fresh Whipped Cream  
Coffee, Decaffeinated Coffee and Assorted Teas

**Cost: \$42 Cdn + Taxes**

## **Accommodation**

Blocks of rooms are reserved at:

- **The Penticton Lakeside Resort** – 1-800-663-9400, email: lakeside@rpbhotels.com, Fax: 1-250-493-0607. Special rate for standard (Parkview) is \$163, (Beachview \$173) & (Lakeview) \$183 + applicable taxes. Parking is \$5/day. Check-in: 4 pm; check-out: Noon. **Register before June 19**
- **The Ramada Inn** – 1-800-665-4966, email: reservations@pentictonramada.com, Fax: 1-250-492-2778. Show rate for upper level room (2 Queen-beds) \$169 or ground level \$189+ applicable taxes. Free parking. All rooms are non-smoking – all rooms have a balcony. **Register before June 19**
- **The Days Inn** – 1-888-999-6616. Show rates (including continental breakfast) range from \$144 + applicable taxes. Free parking. Check-in: 3 pm; check-out: 11 am. All rooms are non-smoking. Guests who smoke should request room with patio or balcony. **Register before June 19**

**NOTE:** You must state that you are with the **BC Wine Grape Council** conference to receive these special rates

You can also make accommodation reservations through the **BC Interior's Central Reservation Service** Tel: 1-800-663-1900

**July is tourist season – book early!**

**Remember to bring a sweater – Convention rooms can be cold!**

# General Information

**Location:** The Penticton Convention Centre - 273 Power Street, Penticton BC

**Deadline for Registration: July 1, 2010**

**Cancellation Policy:** Registration fees will be refunded less 25% administration fee until July 1.

**No refund will be given after July 1**

**\* We suggest you bring a sweater or jacket as the rooms may be cold \***

**Due to allergies we ask that you not wear any perfumes or aftershave lotions**

## Registration Information

	Conference/Workshops Tradeshow ( <i>Tasting not included</i> )	Sensory Tastings Only	Social Dinner
<b>BCWGC Members, UBC, OC faculty, PARC, and VQA Stores</b>			
- Before July 1	\$ 100 Cdn per day	\$ 50 Cdn each	\$42 Cdn
- After July 1	\$ 120 Cdn per day	\$ 70 Cdn each	
- At Door	\$ 155 Cdn per day	\$ 90 Cdn each	
<b>Non-Members</b>			
- Before July 1	\$ 140 Cdn per day	\$ 90 Cdn each	
- After July 1	\$ 165 Cdn per day	\$ 110 Cdn each	\$42 Cdn
- At Door	\$ 195 Cdn per day	\$ 130 Cdn each	
<b>Students</b>	\$ 70 Cdn per day		\$42 Cdn

**Continental Breakfast, coffee breaks, and lunches included in fee**

**Tradeshow pass only** \$5 Cdn per day (does not include access to sessions or coffee/food)

**NEW Sustainable Practice Guidebook** - \$ 10 Cdn

The *Sustainable Practices for BC Vineyards* assessment and guidebook is a component of the BC Sustainable Winegrowing Program. It provides tried and true practices that will help growers to increase quality while cutting operating costs, protect natural resources, and enhance quality of life for employees and the broader community.

**12% Harmonization Sales Tax applies to all fees**

**Note:** All fees are quoted in Canadian dollars

**It is best for US delegates to register as conversion will be done for you**

***On-line registration is available at [www.bcwgc.org](http://www.bcwgc.org)***

**Contact:** Louise Corbeil  
BC Wine Grape Council  
PO Box 1218, Peachland, BC V0H 1X0  
Tel: (250) 767-2534 E-mail: [bcwgc@telus.net](mailto:bcwgc@telus.net)

# Registration Form

11<sup>th</sup> Annual Enology & Viticulture Conference & Workshops  
July 19-21, 2010

**PLEASE PRINT** – *On-line registration available at [www.bcwgc.org](http://www.bcwgc.org)*

Name: \_\_\_\_\_

Vineyard/Winery: \_\_\_\_\_

Occupation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_ Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

I would like to register for:

**Monday – July 19**

**Enology Concurrent Workshops – July 19** (Please circle preference)

Morning Sessions     A) Grape to Wine     B) Promoting your Brand

Afternoon Sessions     A) Winery Software Options     B) How to Maximize Your Sales

**Sensory Tasting – July 19**

**Morning** – 9:30 am (Max 50)     **Afternoon** – 13:30 (Max 50)

**Tuesday – July 20**

**Viticulture Concurrent Workshops – July 20** (Please circle preference)

A) Want to improve safety but don't know where to start?

B) Evaluating sustainable practices in your vineyard using the new self-assessment and guidebook

**Social Dinner** at the Penticton Lakeside Resort & Casino – July 19 (5:00-9:00)

I would like to order the new **Sustainable Practice Guidebook** for \$10 (To pick up at registration)

I have special dietary needs: (specify) \_\_\_\_\_

My payment of \$\_\_\_\_\_ (*includes 12% HST*) is enclosed

**Note: All fees are quoted in Canadian dollars**

**It is best for US delegates to register on-line as conversion will be done for you**

Please complete your registration form, make cheque payable to the BCWGC, and forward to:

Ms. Louise Corbeil - BC Wine Grape Council, PO Box 1218 Peachland BC V0H 1X7

***Credit Cards accepted with on-line registration only at [www.bcwgc.org](http://www.bcwgc.org)***

**Payment must accompany registration to be confirmed**

**Wineries with group registrations can be invoiced**