

Uncork new knowledge at the 2012 IWGA Annual Conference

Friday, March 16 & Saturday, March 17

The Hotel at Kirkwood Center
Cedar Rapids, Iowa



IOWA WINE
GROWERS
ASSOCIATION

Education, Networking and Fun!

*Attendee Drawing for
an IPAD*

*Sponsored by the
Wine & Beer Promotion Board*



IWGA Annual Conference Information!

All 2012 IWGA Annual Conference events will take place at The Hotel at Kirkwood Center. IWGA has secured a reduced room rate of \$89 per night (plus tax) for members attending the conference. Call 319-848-8700 in order to reserve your room at The Hotel.

THE  HOTEL

There are also two other hotels within minutes of The Hotel at Kirkwood Center where IWGA members can make room reservations, they are: Country Inn & Suites (319-363-3789) or AmericInn (319-632-1800).



2012 IWGA Annual Conference Agenda



Friday, March 16, 2012

10:00 a.m.
10:30 a.m. - Noon
Noon
1:00 - 2:45 p.m.

Registration Opens
FREE Attendee Pruning Clinic to Optimize Yields & Open House at Kirkwood Vineyards and Winery
Lunch on your own
General Session

- Industry Marketing Update - Colleen Murphy, Iowa Economic Development Authority
- IA ABD Update - Steve Larson, ABD
- Federal Regulation Update - Scott Abeyta, TTB
- Iowa's VQA Program - Murli Dharmadhikari, Iowa State University

2:45 - 3:00 p.m.
3:00 - 5:20 p.m.

BREAK
Concurrent Sessions

Marketing

- *Get the Most Out of Your Offsite Tastings - Natalie Johansen, TAG Communications*
- *Eating, Drinking and Marketing - Picking Two Won't Work, Rich Collins, The Bearings Group*
- *Speaker Q&A*

Viticulture

- *Vineyard Pesticide Use and Vine Smith Poster Information - Jeanette Smith, VineSmith, Inc.*
- *Crop Estimation and Crop Load Management - Dr. Paul Domoto, Iowa State University*
- *Efficient Vineyard Mechanization for Small Vineyards - Dr. Thomas Zabadal, Michigan State University*

5:30 - 6:00 p.m.
6:00 - 8:00 p.m.

IWGA Annual Meeting
Iowa Wine Reception in Vendor Area

Saturday, March 17, 2012

8:00 - 9:00 a.m.
9:00 - 9:30 a.m.
9:30 a.m. - Noon

General Session

- Welcome - Mike Pence, IWGA President
- James Arthur Vineyards Success Story - Jim Ballard, James Arthur Vineyards

Visit with Vendors and Break

Concurrent Sessions #1

Enology

- *Wine Fining and Finishing - Katie Cook, University of Minnesota*
- *Elmaro Vineyards and Their Mobile Bottling Line Operation - Todd Roessler, Precision Wine Bottling/Elmaro Vineyard*
- *Wine Flaws, How to Prevent or Fix Them - Katie Cook, University of Minnesota*

Viticulture

- *Managing Vigor in Vineyard - Dr. Tom Zabadal, Michigan State University*
- *Canopy Management for Quality Winegrapes - Dr. Paul Domoto, Iowa State University*
- *VA Wine Industry - Jeannette Smith, VineSmith, Inc.*

Noon - 1:30 p.m.
1:30 - 3:30 p.m.

Lunch and Visit with Vendors

Concurrent Sessions #2

Enology

- *Sluggish Fermentation - Mike Jones, Scott Laboratories*
- *Yeast Selection for Making Aromatic White Wines - Murli Dharmadhikari, Iowa State University & Mike Jones, Scott Lab*

Viticulture

- *Crown Gall Management - Mike White, Iowa State University Extension & Outreach*
- *Barrel Options - Dan Brick, Brick Packaging (invited)*

3:30 - 4:30 p.m.
4:30 p.m.
5:30 - 9:00 p.m.

Panel Discussion with Iowa Wineries & Vineyards Discussing Financial Issues

- *Jeff Quint, John Guinan & Jim Ballard*

IPAD Drawing - Sponsored by Iowa Wine & Beer Promotion Board/ADJOURN
Wine Banquet at The Hotel at Kirkwood Center



IOWA WINE
GROWERS
ASSOCIATION

The Iowa Wine Growers Association invites you to join them for what is expected to be an exciting 2012 Annual Conference. The 2012 conference will focus on the needs of the Midwest grape and wine industry. This year's convention will be held March 16 - 17, 2012. The main events will be held at The Hotel at Kirkwood Center in Cedar Rapids.

The main events are as follows:

Pruning Clinic to Optimize Yields and Open House

Friday, March 16, 2012

10:30 a.m. - Noon

Participants can attend a pruning clinic and open house at the Kirkwood Vineyards & Winery.

Conference Sessions

Friday, March 16, 2012

1:00 p.m. - 5:20 p.m.

Friday's conference sessions begin at 1:00 p.m. with general sessions and are followed by concurrent sessions in the areas of marketing and viticulture. Please refer to the agenda to see a list of scheduled sessions and speakers.

IWGA Annual Meeting Forum

Friday, March 16, 2012

5:30 p.m. - 6:00 p.m.

All current members are welcome and encouraged to attend this meeting.

Exhibitor Visits

Friday, March 16 & Saturday, March 17, 2012

Please spend this time visiting with exhibitors at the 2012 IWGA Annual Conference. Their support of the conference helps IWGA to hold a fun and educational annual event. Exhibitors will be available from 2:45 -9:00 p.m. on Friday and from 9:00 a.m. - 3:30 p.m. on Saturday.

Conference Sessions

Saturday, March 17, 2012

8:00 a.m. - 4:30 p.m.

Conference sessions will begin at 8:00 a.m. on Saturday. Following the morning keynote session, presentations will be given in concurrent sessions in the areas of viticulture and enology. The conference sessions will wrap-up with a panel discussion on financial issues with growers and winemakers. Please refer to the agenda to see a list of scheduled sessions and speakers. Vendors will be set up from 9:00 a.m. - 3:30 p.m. during these conference sessions.

Wine Banquet

Saturday, March 17, 2012

5:30 p.m. - 9:00 p.m.

The Saturday night wine banquet will be held at The Hotel at Kirkwood Center. Wines will be provided by wineries from around the state of Iowa and paired with a four-course gourmet meal. Attire for the evening is festive casual.

Win an IPAD from the Iowa Wine & Beer Promotion Board!

IWGA Members: Bring additional people from your company at a reduced rate!

IWGA members can bring additional people from their companies at a reduced rate. Register your first employee for the conference sessions at the standard member rate of \$125 and each additional employee is only \$95!

Please note, this value is only for IWGA members and prices will increase after the pre-registration deadline of March 2, 2012.

