

December 2011

## 2012 Membership Renewal & Winter Technical Meeting & Trade Show Registration

Hello fellow grape-growers and wine lovers,

It's hard to believe but it's time to renew your membership to the VVA and register for the 2012 Winter Technical Meeting & Trade Show.

### ***This year's features:***

- There will be two offerings on Thursday afternoon. The Vineyard Establishment and Operation Primer will be led by Dr. Tony Wolf and features a group of industry experts' whose discussions will range from vineyard marketing and economics, to viticulture logistics.

The Sensory Evaluation for Grape Grower program, designed to highlight and illustrate the impact of viticultural winemaking and the importance of growers and winemakers working closely together, will be presented by Dr. Bruce Zoecklein. The space for this program is limited and will include a tasting.

The VVA has received a grant from the Virginia Wine Board to help with the expense of our meeting, which allows us to offer the **Thursday workshops at a separate registration fee of \$20.00 to all VVA members and all interested Virginia residents.** Normally this workshop's registration fee is \$50.00.

- **Virginia Grape Grower of the Year Award.** The VVA Board of Directors will again present the Virginia Grape Grower of the Year Award during the annual business meeting. Please take a moment to make a nomination for this prestigious award. Detailed information is enclosed.  
*NOTE: The due date for all nominations is January 2<sup>nd</sup>, 2012*

## Membership

Membership in the Virginia Vineyards Association is open to all who share an interest in commercial grape production in Virginia. The VVA is a non-profit organization whose goal is to further that interest via:

1. Exchange of information relative to grape growing and winemaking.
2. Promotion of the Virginia wine industry,
3. Representation of the local wine industry before government agencies and the public.

### Benefits of membership include:

- Annual Winter Technical Meeting and Trade Show.
- Annual Summer Technical Meeting.
- Social events.
- Quarterly e-newsletter "The Grape Press".
- VVA website which includes online classified ads for members, events calendar, links to the trade, and membership information.
- Access to the Community Bulletin Board on the Virginia Wine Marketing Office website which allows members to post grapes for sale or purchase.



**Membership fee:** Each VVA membership fee of \$60 covers up to two people per vineyard or company. Associate members can be added to a membership for \$10 each. Students can become members at a greatly-reduced rate of \$15. The Grape Press newsletter is sent electronically and can be sent to all members and associate members.

## Annual Meeting

The 2012 Annual Technical Meeting and Trade Show will be held Thursday, February 2<sup>nd</sup>, through Saturday, February 4<sup>th</sup> at the Omni Hotel in Charlottesville, Virginia. The *tentative* agenda for the meeting is enclosed.

### Meeting Registration Fees:

**Vineyard Establishment and Operation Primer OR Sensory Evaluation for Grape Growers on Thursday, February 2<sup>nd</sup> 1:00pm - 5:00pm.**

*The fee for this session is \$20 per VVA member and Virginia residents /\$100 for non-members.*

**Technical Meeting and Trade Show, February 3<sup>rd</sup>-4<sup>th</sup>:**

Registration fee is \$195.00 per member/\$275 for non-members. To avoid a \$50 late fee, registrations must be postmarked by January 26, 2012. The fee covers:

- Educational sessions on Friday and Saturday.
- Morning and afternoon coffee breaks.
- Trade show with exhibitors.
- Wine reception on Friday evening with the vendors.
- Continental breakfast on Saturday.
- Buffet lunch on Saturday in the Hotel Atrium

### Cancellation Policy:

Registration cancellations received by January 19, 2012 will be fully refunded. No refunds will be made after that date.

### Hotel Reservations:

Registrants are responsible for their own room reservations. Call the OMNI at 1-800-THE-OMNI (1-800-843-6664) and specify that you are attending the Virginia Vineyards Association meeting. The hotel has blocked a limited amount of rooms for us. These rooms go quickly, so make your reservations early. **Reservations must be made by 5:00 pm on the Omni's cut-off date of January 12, 2012, to receive the special pricing.**

Hotel location: The Omni Hotel's physical location is 212 Ridge McIntire Rd. | Charlottesville, Virginia, 22903. It can be reached via McIntyre Street from Route 250 Bypass (east), or from the 5<sup>th</sup> Street exit off Interstate 64. Parking is available at the hotel for a nominal fee, if you are not staying overnight.

Questions?

Contact Katie Meeks at 434-946-5374  
Email: [vavineyardsassoc@gmail.com](mailto:vavineyardsassoc@gmail.com)

Enclosures:

Grower of the Year Award Nomination  
Membership Form  
Winter Technical Registration Form  
Agenda



December 2011

Last February at our annual meeting, the Virginia Vineyard Association's Grower of the Year Award was presented to John H. "Rock" Stephens of The Vineyards at Pointe Breeze. Nominations will be accepted from members for this prestigious award through January 2, 2011.

The candidate should meet the following qualifications:

- Nominated by an active member of the VVA.
- Managed or operated a vineyard in Virginia for at least seven years.
- Contributed to the Virginia Viticulture Industry.
- Have a minimum of five acres of vineyard.
- Be an active member of the VVA.

A list of our current members can be found on our website.

Nominations should be sent to [vavineyardsassoc@gmail.com](mailto:vavineyardsassoc@gmail.com) or mailed to the VVA at Post Office Box 91, Clifford VA, 24533 by January 3, 2012. All nominations should be in letter form, signed, and should demonstrate how the nominee meets all requirements for the award.





## 2012 Membership Renewal Form

Post Office Box 91 | Clifford, VA 24533  
 vavineyardsassoc@gmail.com | (434) 946-5374

Vineyard/Company Name: \_\_\_\_\_

Primary Business Type:  Bonded Winery  Independent Grower  Student  Other

Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_-\_\_\_\_\_  
 County: \_\_\_\_\_

Acres Of Planted Vineyard: \_\_\_\_\_  
 Main Varieties Planted: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 AVA (appellation, if applicable): \_\_\_\_\_

### Vineyard/Company Representative

Legibly print names as you would like to have them on your membership card(s). Grape Press will be sent directly to all members that we have email addresses for. Official correspondence (voting, etc.) will go to address marked accordingly. List additional associates on the back.

Member	Official Correspondence	Email	Dues
			\$60
			Included
			\$10 Associate
			\$10 Associate
			\$15 Student

**Total** \_\_\_\_\_

Payment may be made by check or credit card.

Mail your registration form and check made payable to "VVA": Virginia Vineyards Association | Post Office Box 91 | Clifford, VA 24533

**Visa and MasterCard Welcome:**

Name on card \_\_\_\_\_ Signature \_\_\_\_\_  
 Card number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Office Use Only

Date Rec'd _____	Check # _____	Database { } Email { }
Postmark _____	Check Date _____	Card _____



## 2012 Winter Technical Registration Form

Post Office Box 91 | Clifford, VA 24533  
 vavineyardsassoc@gmail.com | (434) 946-5374

Vineyard/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

Name	Thursday Workshop Please Check One <input type="checkbox"/> Track A Vineyard <i>Establishment and            Operation Primer</i> <input type="checkbox"/> Track B Sensory <i>Evaluation for Grape            Growers (Limited Space)</i>	Fri. & Sat.	Late Fee <i>(After Jan. 26)</i>	Additional Ticket for Wine Reception <i>(Friday Evening)</i>	TOTAL
	<input type="checkbox"/> Members & Virginia Residents, \$20 <input type="checkbox"/> Nonmember, \$100	<input type="checkbox"/> Members, \$195 <input type="checkbox"/> Nonmembers, \$275	\$50.00	\$35.00 each additional guest.	
<b>Subtotal:</b>					

Payment may be made by check or credit card.

Mail your registration form and check made payable to "VVA": Virginia Vineyards Association | Post Office Box 91 | Clifford, VA 24533

**Visa and MasterCard Welcome:**

Name on card \_\_\_\_\_ Signature \_\_\_\_\_  
 Card number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Office Use Only

Date Rec'd _____	Check # _____	Database { }
Postmark _____	Check Date _____	Card _____

2012 Annual Technical Meeting | *Tentative* Agenda  
Omni Hotel, Charlottesville | February 2<sup>nd</sup>- 4<sup>th</sup>, 2012

Thursday February 2, 2012 Separate \$20.00 registration fee required for either Thursday track

12:00 pm Registration opens (Please don't forget to note which Track you would prefer on your registration form.)

**Track A: Vineyard Establishment and Operation Primer**

1:00 pm

- Market opportunities  
*Tony Wolf*
- Establishment and operational costs and returns  
*Jim Benefiel*
- Vineyard site evaluation and environmental challenges  
*Tremain Hatch*

3:00 pm **Break**

- Vineyard design and installation basics  
*Tony Wolf*
- Variety/clone/rootstock considerations  
*Tony Wolf*
- Fundamentals of vine management  
*Tremain Hatch*
- Fundamentals of IPM  
*Mizuho Nita and Tom Kelly*

**Track B: Sensory Evaluation for Grape Growers**

**(Limited to 70 participants.)**

1:00 pm

*Dr. Bruce Zoecklein*

- Wines tasted will illustrate some of the fruit compositional features noted in the 2011 vintage.
- Evaluations and discussions will include the impacts of:
  - low Brix
  - high malic acid
  - immature tannins
  - low color
  - fruit rots
  - uneven ripening
  - spray residues on red wine sensory features

3:00 pm **Break**

- Sensory Evaluation for Grape Growers (cont.)

**2012 Vendors**

**All American Containers, Tampa, FL** | Wine bottles, corks, capsules;  
Warehouse in PA to better serve the East Coast!

**Arton Products, Lively, VA** | Custom decorated glassware, and ceramics.

**Balmat Law, PLLC, Charlottesville, VA** | Balmat Law: Trademark counseling and registration services.

**Bayer Crop Science, Glen Allen, VA** | Fungicides, insecticides, herbicides.

**BDI Machinery Sales, Inc., Macungia, PA**

**Carolina Wine Shop, Yadkinville, NC** | Winemaking equipment and supplies.

**Euro-Machines, Fairfield, CA** | Euopress, Harvesters, Destemmer-crushers, pumps, mixers.

**Farm Family Casualty Insurance, Charlottesville, VA** | Insurance: Property, Casualty

**Hauser Packaging, Inc., Norfolk, MA** | Bottles and corks

**Helena Chemical Company, Harrisonburg, VA** | Crop production chemicals, and fertilizers.

**Hermann J. Wiemer Vineyard, Dundee, NY** | Grafted grapevines.

**Label Gallery, Inc., Norwich, NY** | Digital & Flexographic Label Printing

**M.G. Newell Corporation, Greensboro, NC** | Winery equipment.

**Pratt Industries, Ashland, VA** | Boxes, packaging materials.

**Scott Laboratories, Petaluma, CA** | **Spec Trellising, Ivyland, PA** | Trellising, materials, vineyard products.

**Stovall, Smith, Neyman, & Association, Germantown, MD** | Architectural Design

**Vin Table, LLC, Ambler, PA** | Stoppers, blings tasting room treasures.

**Virginia Wine Bottling, LLC, Orlean, VA**

**Watermark Design, Charlottesville, VA** | Watermark: Branding, design, web design.

**Weller & Associates, Glen Allen, VA** | Property, Casualty, and Crop Insurance

**Winchester Equipment Company, Winchester, VA** | Tractor/sprayer

**Wright Labels, Thomasville, NC** | Label printers and designers.



## **Friday, February 3, 2012**

- 7:30 am Registration and Continental Breakfast.
- 8:30 am Welcome, *Bill Tonkins*, VVA President
- 8:40 am **Botrytis research and management options**  
Bryan Hed, The Pennsylvania State University
- 9:20 am **Fungal disease updates and advance planning for the 2012 season**  
Mizuho Nita, Virginia Tech
- 10:15 am **Break.** Trade Show opens
- 10:40 am **Grapevine yellows disease updates**  
Tony Wolf, Virginia Tech
- 11:15 am **Industry updates**
  - Virginia Wine Board, Virginia Wine Marketing, Virginia Wine Council, Virginia Wineries Association representatives
- 11:45 am **VVA Business Meeting and Presentation of Grower of the Year Award**  
Bill Tonkins, President  
Committee Reports
- 12:30 pm Break for lunch (on your own).
- 1:45 pm **Lessons learned from the 2011 season**  
Moderator: Tony Wolf
  - Chris Hill
  - Lucie Morton
  - Jim Benefiel
  - Dean Triplett
  - Rock Stephens
- 3:00 pm ± **Break**
- 3:30 pm **In-depth research report: Monitoring and management of grape root borer**
  - Chris Bergh, Jhalendra Rijal, and Doug Pfeiffer
- 4:20 pm **Emerging grape insect pest issues**
  - Monitoring grape insect pests, Tim Jordan
  - Spotted-wing drosophila (fruit fly), Doug Pfeiffer
- 5:00 pm Adjourn
- 6:30 pm Wine Reception with Trade Show Vendors



**Saturday, February 4, 2012**

- 7:30 am Continental Breakfast and registration
- 8:30 am **Sustainable Vineyard Practices Panel Discussion**  
Tremain Hatch, moderating
- Al MacDonald, Chemeketa Community College, Salem Oregon
  - Additional speakers TBD
- 10:15 am **Break**
- 10:45 am **Pesticide safety**  
(Fulfills a requirement for Private Pesticide Applicator's Recertification (speaker TBD))
- 11:15 am **Vineyard management considerations for high wine quality potential**  
Al MacDonald, CCC, Salem OR
- 12:00 pm Buffet Lunch in the Atrium (provided)
- 1:30 pm **Belmont Vineyard archeological project, Shenandoah National Park**  
Carole Nash, James Madison University
- 2:00 pm **The Importance of Clones and Cabernet Franc Clonal Tasting**  
Lucie Morton moderating
- Luca Paschina, Barboursville Vineyards
  - Ed Boyce, Black Ankle Vineyards
  - Adam McTaggart, Boxwood Vineyards
  - Diego Barison, Novavine Nursery
- 4:00 pm **Closing remarks and adjourn**  
Bill Tonkins

