

Maryland Wine & Grape Industry



Annual Meeting

SPONSORED BY THE MARYLAND GRAPE GROWERS ASSOCIATION
AND MARYLAND WINERIES ASSOCIATION
in cooperation with the University of Maryland Extension

2010 Annual Meeting Agenda and Schedule

	<i>A – Grower</i>	<i>B – Winery</i>	<i>C – Alternative</i>
8:00 - 8:30 a.m.	Registration & Continental Breakfast		
8:30 – 8:45 a.m.	Call to Order, Introductions, Administrative Matters – MGGGA and MWA <i>Jennie Schmidt, MGGGA President & Kevin Atticks, MWA Executive Director</i>		
8:45-9:15 a.m.	Maryland Grape Growers Association business meeting		
9:15 – 10:15 a.m.	Keynote Session: “Quality Soils for Quality Wines”, <i>Peter Gristina Vineyard Manager, Duckwalk Vineyards, Long Island, NY</i>		
10:15-10:30	Break		
10:30 – 11:30 a.m.	Using soil tests and leaf blade analysis to improve your vineyard performance <i>Peter Gristina, Vineyard Manager, DuckWalk Vineyards</i>	Winery Label Law & Label Design <i>Michael Kaiser, Manager of Regulatory Affairs, WineAmerica</i>	Winery Start Up and Licensing Process <i>Kevin Atticks, Executive Director of the Maryland Wineries Association</i>
11:35 – 12:20 p.m.	Concepts and Components of a Vineyard Integrated Pest Management Program <i>Dr. Joe Fiola, University of Maryland Extension</i>	Public Relations and Social Marketing <i>Andrew Krebs-Smith, Director of Word of Mouth, The Cyphers Agency</i>	Starting a Commercial Vineyard <i>Bob White, Quail Vineyards, Manchester, MD</i>
12:30 – 1:30 p.m.	Lunch and Maryland Wineries Association Legislative Update		
1:45 – 2:45 p.m.	Sensitive Crops & Chemical Volatility-managing 2-4D and other volatile chemicals. <i>Dennis Howard, Chief of Pesticide Division, Maryland Department of Agriculture</i>	Designing your winery tasting room. <i>Speaker to be announced.</i>	What we are learning about regional Maryland grape performance from our R&D Vineyards <i>Dr. Joe Fiola, University of Maryland Extension</i>

2:45 – 3:30 p.m.	Grower – Winery Panel: The Art of Communication - Developing relationships, establishing parameters and expectations, utilizing growing contracts. <i>MGGA & MWA</i>
3:30 – 4:15 p.m.	A tasting of UME R&D Wines, <i>Dr. Joe Fiola, UME</i>
4:15 – 5:00 p.m.	Guided Tasting of Wines from Maryland Wineries – <i>Facilitated by Kevin Atticks</i>
5:00 – 7:00 p.m.	Maryland Wine Reception with heavy hors d'oeuvres. <i>Wines from UMD, MD Wineries and Home Winemakers</i>

Speaker Biographies

- **Peter Gristina**- has been growing wine grapes for 26 years on Long Island. He was vineyard manager and general manager for Gristina Vineyards for 16 years. In those 16 years Gristina Vineyards had 3 - 90 point ratings from the Wine Spectator magazine. Currently, he is vineyard manager for Duckwalk Vineyards overseeing 130 acres in 5 different locations on both forks of Long Island, including 16 different varieties. Five years ago he created Peter J Gristina Consulting, a vineyard consulting company.
- **Michael Kaiser** - is WineAmerica's Manager of Regulatory Affairs. In this capacity, he manages the WineAmerica label approval program and is the main point of contact between the organization and the Alcohol and Tobacco Tax and Trade Bureau (TTB). Michael also handles general regulatory issues of concern to members. Michael also is responsible for handling the planning and logistics for WineAmerica biannual Board of Directors and Membership Meetings as well as representing WineAmerica at various wine trade shows in a marketing capacity.
- **Dr. Kevin Atticks** - is the executive director of the Maryland Wineries Association, the industry trade group representing Maryland's wineries. He holds a Bachelors degree in Communication from Loyola College, an MA in Environmental Journalism and Communications Research from the University of Colorado at Boulder, and a Doctorate in Communication Design from the University of Baltimore. He is a regular contributor to the Maryland Beverage Journal and was the founding host of Word on Wine – a weekly show that explores the history and culture of wine WBJC-FM in Baltimore.
- **Dr. Joseph Fiola** - is the Viticulture and Small Fruit Specialist for the University of Maryland Extension, a position he has held since 2001. He holds a B.S. in Horticulture from Cook College, an M.S. in Horticulture from Rutgers University, and a Ph.D. from the University of Maryland. Dr. Fiola has over 20 years of academic and industry experience in research and extension in viticulture and enology.
- **Andrew Krebs-Smith**- doesn't like it when people call him a "Social Media Expert," because he considers himself a perpetual student in this ever-changing medium. However he does have a wealth of experience in the Word of Mouth Marketing and Social Media arena. From working for clients like Pfizer and Texas Instruments to consulting for small start-ups, Andrew has quickly developed an impressive repertoire and prides himself in his ability to deliver strategic insight that helps clients achieve their marketing goals. As Word of Mouth Director at The Cyphers Agency in Annapolis Maryland, Andrew consistently provides and implements word of mouth marketing plans to get people talking about his clients.
- **Robert White** – is owner of Quail Vineyards in Carroll County. Bob has been an MGGA member since 1998 and has served on the board of directors in many capacities and has been an instructor for many of MGGA's education events. He is the 2007 recipient of the Michael Di Simone Award, which is awarded to MGGA members who have made significant contributions to the Maryland grape industry.
- **Dennis Howard** - has been with MDA's pesticide regulation section for over 30 years. He began his work in 1977 at Symons Hall in College Park as the State's only pesticide inspector, then moved to an entomologist position coordinating the pesticide enforcement program. In 2005, Howard was named Chief of the Pesticide Regulation Section. He is responsible for overseeing the Maryland's pesticide program and regulations, enforcing federal laws on the sale and use of pesticides, and investigating pesticide accidents or incidents and consumer complaints on pesticide misuse. Howard received a B.S. in Biology from Towson University with a minor in Botany.

Maryland Wine & Grape Industry Annual Meeting - 2010
Saturday, March 6, 2010

Clarion Hotel
6400 Oxon Hill Road
Oxon Hill, MD, US, 20745

Meeting Notes:

Hotel Reservations: Meeting attendees can stay at the Clarion Hotel for \$79 per night plus tax if they make their reservations by February 28th. Call the Clarion at 301-749-9400 or 1-877-424-6423 and state that you are attending the Maryland Wine and Grape Industry Annual Meeting.

A wine reception will be held starting at 5 pm with heavy hors d'oeuvres served. The cost of the reception is included in this year's registration fee. Please plan to stay after the meeting and join us for some fine wines, great food, and lively conversation.

All attendees are invited to bring some of their finest vintages to share for both the lunch and the wine reception, bragging rights encouraged. Moderation is always strongly recommended.

Registration Fees:

	Early Bird If received by <u>Feb. 28, 2010</u>	-Late/At the Door- If received after <u>Feb. 28, 2010</u>
Members	\$79.00	\$90.00
Non-members	\$89.00	\$100.00

register on-line at:
www.marylandgrapes.org
(credit card / PayPal accepted)

Directions:

The Clarion Hotel is located at 6400 Oxon Hill Road, Oxon Hill, MD 20745.

For directions, the hotel website is http://www.clarionhotel.com/hotel-oxon_hill-maryland-MD246.

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(pay by credit card or PayPal account)

PRE-REGISTRATION (please list all registrants)

Name(s): _____

Address: _____

Phone: _____ **email:** _____

Please estimate the number of registrants attending each multi-track session:

Schedule Time	A	B	C
10:30 – 11:30 am			
11:35-12:20 pm			
1:45-2:45 pm			

This is for planning purposes; you are not obligated to attend the specific sessions you indicate here.

REGISTRATION FEES

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Members	\$79.00	\$90.00
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Pre-Registration – Member _____ @ \$79.00 each = \$_____

Pre-Registration – Non-member _____ @ \$89.00 each = \$_____

Registration – Member (after 2/28/10) _____ @ \$90.00 each = \$_____

Registration – Non-member (after 2/28/10) _____ @ \$100.00 each = \$_____

TOTAL AMOUNT ENCLOSED \$_____

Please make your check payable to **Maryland Grape Growers Association** and mail to:

MGGA
11505 Bethesda Church Road
Damascus, MD 20872

Save a stamp and time,
 register on-line at:
www.marylandgrapes.org
 (credit card / PayPal accepted)

Dues are just \$40 per year payable on-line at marylandgrapes.org.
 For questions on dues or registration contact treasurer@marylandgrapes.org.