



Nebraska VineLines Conference Edition

UNIVERSITY OF
Nebraska
Lincoln® | EXTENSION

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University of Nebraska Viticulture Program

**Editors: Dr. Paul Read, Professor of Horticulture & Viticulture and
Stephen J. Gamet, Department of Agronomy & Horticulture**

EXCITEMENT BUILDS FOR 15TH FORUM March 1-3 at the Kearney Holiday Inn

Nationally renowned marketing guru Laurie Forster (a.k.a., “The Wine Coach”) headlines an outstanding program that also features leading experts in enology (Dr. Stephen Menke) and viticulture (Dr. Horst Caspari). We are indeed fortunate to have the services of such talented and highly respected grape and wine professionals.

Laurie Forster will be presenting the Marketing workshop on Thursday afternoon, focusing on adding real value to your marketing efforts by “Using Technology to Connect with Consumers”. She will explore with participants the potential of high impact social media, newsletters, BLOG, videos and other electronic technologies which she has so successfully employed in her national and local educational programs. Laurie is in much demand for speaking engagements and has conducted seminars on marketing and promoting wines in several parts of the country. She has a wide following for her Saturday noon-hour radio program called “The Sipping Point”, advertised to “Discover the recipe for a delicious life with host Laurie Forster, The Wine Coach”.

Laurie will also present “Making the Tasting Room more Effective, Educating the Public and Selling Your Wines”. She will also moderate discussions on Marketing and will be our featured speaker at the Grand Awards Banquet on Saturday night. Laurie promises “an inspiring and entertaining talk after dinner”. I, for one am looking forward to becoming inspired and educated by “The Wine Coach”.

Dr. Steve Menke, State Enologist for the state of Colorado, has provided significant leadership in many areas of winemaking, most recently leading two days of evaluation of Nebraska wines last summer as the Nebraska industry progresses toward a Wine Quality Assurance program. We look forward to his Keynote presentation on this program and its potential for adding value to Nebraska’s grape and wine industry. On Thursday, March 1, Steve will conduct a workshop on improving technologies in winemaking and later during the conference will also be enriching the value for attendees by leading round tables as noted in the program. Steve has served stints as state enologist for the Illinois grape and wine industry, and later as the statewide Extension Enology Educator for the Pennsylvania industry, prior to being appointed at Colorado State University. Steve’s rich experience has included study of Pierce’s Disease at the University of Arizona and working as assistant winemaker at Sonoita Vineyards in Elgin Arizona. His educational messages at the Forum should continue to enhance Nebraska’s grape and wine industry.

See page 2, Excitement

This is a conference you won’t want to miss~! Register today by going directly to
<http://go.unl.edu/wine>

or by filling out the form found in this issue and mailing it to:

UNL CARI Registration Service
ATTN: Audrey George
University of Nebraska–Lincoln
103H Miller Hall
Lincoln, NE 68583-0711.

•Conference details inside—Register Now!



Extension is a division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the counties and the United States Department of Agriculture.

University of Nebraska–Lincoln Extension educational programs abide with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

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Dr. Horst Caspari will be this year's viticulture expert for the Forum, conducting a workshop on vineyard management on Thursday, providing a Keynote presentation on Friday, leading round tables on viticulture and presenting findings from his vineyard research in Colorado. Horst will be remembered as the featured speaker for the Fall Workshop on Irrigation and Water Management held eight years ago in Lincoln. He has vast experience, having worked in the New Zealand industry following obtaining his advanced degrees from Bonn University in Germany. In 2000, he began his service as Associate Professor and State Viticulturist at Colorado State University's research station near Palisade, Colorado. Horst's no-nonsense approach is refreshing and should contribute greatly to enriching experiences of Forum attendees.

The 15th Forum and Trade Show will be full of educational opportunities too numerous to mention here, but a few features include an outstanding lineup of vendors filling out the Trade Show and their presentations on Saturday, a grafting presentation by our Nebraska Pioneer winery owner and erstwhile grape breeder, Ed Swanson from Cuthills Vineyards, up-dates on the University of Nebraska Viticulture Program's research, Craig Romary from the Nebraska Department of Agriculture speaking about the improved version of the Pesticide Sensitive Crop Locator system, discussions on basics of vineyard establishment and management and much, much more to enhance your benefits from attending this outstanding Forum program. Of course there will be wine tastings ("The Other Big Red" and "White Night" wine receptions) and to top it all off, the Grand Awards Banquet will be held on Saturday night, featuring some of Nebraska's outstanding wines.

Be sure to **register now** for what perhaps may be the greatest Forum yet, the 15th Annual Nebraska Winery and Grape Growers Forum and Trade Show. Registration can be done online at <http://go.unl.edu/wine> or by completing the enclosed form (see inside). ♦

SUPPORT YOUR UNIVERSITY VITICULTURE PROGRAM . . . and Get a Tax Deduction too!

Many people make tax-deductible contributions to their favorite charities, but did you know that a tax-deductible contribution may be made to support the University of Nebraska Viticulture Program? A contribution can be made to the **University of Nebraska Foundation**, 1010 Lincoln Mall, Ste. 300, Lincoln, NE 68508. Provide the notation "Gift for the University of Nebraska Grape Cultivar Evaluation Fund #3017." In these days of tight budgets, every dollar counts—by your donation, you can help the research and education programs and at the same time, gain a tax deduction. Thanks for your support! ♦

The University of Nebraska Viticulture Program

Winegrapes left hanging longer in warm climates can produce inferior wines.

David Eddy reports that research by Professor Sanliang Gu found that the growers were absolutely right in their contention that 25 Brix was the upper limit for accumulating sugar. Wineries were calling for 28 to 30 Brix, mandating the fruit hang into fall, but they were only getting it because of dehydration, he says. "There's a reason why the raisin growers have their fruit out then," he says. "We're not just hanging fruit on the vine, we are toasting it." Gu is quick to add he's not a wine expert, and his conclusions are based on fruit quality. "Hanging fruit on the vine in cooler regions is totally different," he emphasizes.

Research Conclusions At-A-Glance

Here are the conclusions of a study led by California State University Fresno Professor Sanliang Gu titled "Influence of Berry Hydration on Berry Fresh Weight and Fruit Composition During Hang Time in Cabernet Sauvignon Grapes in a Warmer Region." Note: the study's co-authors were Yulin Fang, Guoqiang Du, Erik Mallea, Sean Jacobs, and Robert Wample.

- Berries without visual shriveling had similar weight and composition regardless of hang time, irrigation, and cluster location in the canopy.
- Shriveling berries had higher Brix, TA, and pH but reduced fruit fresh weight.
- Shriveling berries had much lower model wine extractable anthocyanins, phenolics, and tannins.
- Berry shriveling was associated with a greater number of dead pedicels.
- Berry shriveling associated with longer hang time reduced yield and fruit quality in warm regions.

David Eddy is editor of Western Fruit Grower, a Meister Media Worldwide publication. ♦

March 7, 2012 Fruit Brandy Distillation Workshop—Mt. Grove, MO

Hands-on distillation of brandy using a batch column still with reflux. A one hour lecture in the morning followed by a hands-on demonstration of a batch distillation of brandy using a 250 Liter still with a 3 plate column. Registration Fee \$100 which includes lunch. Limit: 12 participants. Full details at <http://mtngry.missouriastate.edu/mtnggrvcellars/> ♦

Drink wine and you will sleep well. Sleep and you will not sin. Avoid sin and you will be saved. Ergo, drink wine and be saved. –Medieval German saying. ♦

Dr. Stephen Menke, Associate Professor of Enology and State Enologist

Menke grew up on a four-generation, irrigated, mixed production farm in the Platte River Valley in central Nebraska. He earned a B.S. in agriculture from the University of Saskatchewan in 1980, and a Ph.D. in biochemistry/molecular biology from the University of Wyoming in 1992. He did postdoctoral work on Pierce's disease in grapes at the University of Arizona, and subsequently left academia to be manager/assistant winemaker for several years at Sonoita Vineyards in Elgin, Ariz.



Menke rejoined academia in 1999 as enology specialist in the Department of Food Science and Human Nutrition at the University of Illinois, funded as the first Illinois state enologist by the Illinois Grape and Wine Resource Council. There, after a comprehensive initial industry survey, he set up and administered both outreach and research programs, and taught classes on wine/food interactions. Most recently, Menke was the first statewide extension enology educator for Penn State University, where he focused on the establishment of tight linkages between grape vineyard quality, winery processing quality and market definitions of quality.

Dr. Horst Caspari, Professor and State Viticulturist

Dr. Caspari joined Colorado State University in July 2000 as an associate professor and state viticulturist. Born and educated in Germany, he studied Agricultural Science at the University of Bonn, Germany, and has a Diplom Agrar Ingenieur (equivalent to Agricultural M.S. degree) and Doctor of Agriculture (equivalent to PhD) from Bonn University.



He was a visiting scientist at the Department of Horticultural Science at Massey University, Palmerston North, New Zealand from 1990 to 1993. He held the position of Post-Doc (1994) and Research Scientist (1995 - 2000) with the Horticulture and Food Research Institute of New Zealand.

For more information about Colorado wines or the Colorado Wine Industry Development Board visit coloradowine.com, or call executive director Doug Caskey at 720.304.3406.

Laurie Forster, The Wine Coach®

Laurie Forster, The Wine Coach® is a wine educator, dynamic speaker and author of the award winning book *The Sipping Point: A Crash Course in Wine*. Laurie's specialty is creating unique corporate keynotes, team building events and group tasting seminars where she can deliver on her mission to demystify wine one glass at a time. Laurie is also a regular contributor to several magazines including *Baltimore Style* magazine; a sought after guest expert on radio stations across the country and has her own weekly radio show entitled *Something to Wine About®* on WBAL 1090AM.



Laurie has delivered wine edu-tainment to thousands of corporate clients and everyday wine lovers with her fresh (and fun) approach to wine. Laurie began her wine career in Manhattan in 2002 where she studied with the American Sommelier Association to obtain her certificate in Viticulture and Vinification. Laurie has since earned an Advanced Certificate with the Wine & Spirits Education Trust (WSET), completed her first step towards certification with the Court of Master Sommeliers and has trained at the Culinary Institute of America in Napa Valley.

Witty and entertaining, Laurie has been described as a sparkling presenter, highly skilled at engaging every wine lover--from beginners to wine enthusiasts. To receive Laurie's FREE audio CD "The 7 Secrets to Flawlessly Ordering Wine" Visit: <http://www.thewinecoachsecrets.com>

	15 th Annual Nebraska Winery and Grape Growers Forum and Trade Show <i>“Place Matters Taste for Yourself Nebraska Wines”</i>		
Time	Thursday, March 1 st		
10A	Registration Opens		
9-11A	NWGGA Winery Council Meeting		
11-12A	NWGGA Board Meeting		
12-1P	Lunch on your own		
	Concurrent Workshops		
1-4P	Viticulture Horst Caspari <i>“Vineyard Management”</i>	Enology Stephen Menke <i>“Improving Technologies in Winemaking”</i>	Marketing Laurie Forster <i>“Using Technology to Connect with Consumers”</i>
4-7P	Dinner on your own		
7-9P	<i>“The Other Big Red”</i> Wine Reception Hors d’oeuvres Pre-Function Area		

Time	Friday, March 2 nd		
8A	Registration Opens		
9:30-10:30A	NWGGA General Business Meeting		
10:30-11:30A	NWGGA Growers Council Meeting		
11A	Trade Show Opens		
11:30-12:30	Lunch (Provided)		
1P	Opening of Conference Welcome and Introductions		
1:15-2:15P	Stephen Menke <i>“Nebraska’s Wine Quality Assurance Program”</i>		
2:15-3:15P	Horst Caspari <i>“The Colorado Grape Industry; Lessons for Nebraska”</i>		
3:15-4P	Break Visit Trade Show		
4-4:45P	Viticulture Round Table	Enology Round Table	Marketing Round Table
4:45-5:30P	Viticulture Round Table	Enology Round Table	Marketing Round Table
5:30-7P	Break Dinner on your own		
7-9:30P	<i>“White Night”</i> Wine Reception Hors d’oeuvres Trade Show Area Silent Auction Opening in Trade Show		

Time	Saturday, March 3 rd		
8A	Registration Opens		
8A	Trade Show Opens		
8:30-9:30A	Viticulture <i>"Beginning Viticulture"</i> UNL Staff		
9:30-10A	Break Trade Show		
10-10:45A	Viticulture <i>"Pesticide Sensitive Crop Locater"</i> Craig Romary	Viticulture <i>"Grafting"</i> Ed Swanson	Marketing Vendors Presentations
10:45-12A	Viticulture Horst Caspari	Enology Stephen Menke	
12-1:30P	Lunch (Provided) Trade Show		
1:30-2:30P	Viticulture Pruning in the Field (if weather permits 1-3P Otherwise in house 1:30-2:30P)	Enology George Johnson <i>"Nebraska's Quality Vinegars"</i>	Marketing Laurie Forster <i>"Making the Tasting Room more Effective, Educating the Public and Selling Your Wines"</i>
2:30-3:15P	Growers Panel Review of Vintage 2011		Winery Panel Review of Vintage 2011
3:15-4P	Break		
3:30-5P	Wrap Up Discussion Forum Wrap Up Questions and Answers		
6:30-10P	Aperitif In Pre-Function Area 6:30-7P Grand Awards Banquet Banquet Speaker Laurie Forster, <i>"The Wine Coach"</i> Ballroom 7-10P Close of Silent Auction Announcement of Amateur Wine Competition Winners Silent Auction Winners Background Music		

Agenda is subject to change and is most likely going to.

**15th Annual Nebraska Winery and Grape Growers Forum & Tradeshow
Holiday Inn
Kearney, Nebraska
March 1st – 3rd, 2012**

Main Registrant

First Name: _____
Last Name: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-Mail: _____
Special Needs: _____

Main Registration Information

Package Options Available

Full Conference Package	NWGGA Member	\$250.00 <input type="checkbox"/>
	Non Member	\$300.00 <input type="checkbox"/>

Includes:

- Thursday Workshop
- Thursday's "The Other Big Red" Wine Reception
- Friday & Saturday Programs (Including Lunches & Refreshment breaks)
- Friday's "White Night" Wine Reception
- Trade Show Pass
- Saturday's "Grand Awards Banquet"

Forum Package (Fri. & Sat.)	NWGGA Member	\$225.00 <input type="checkbox"/>
	Non Member	\$260.00 <input type="checkbox"/>

Includes:

- Thursday's "The Other Big Red" Wine Reception
- Friday & Saturday Programs (Including Lunches & Refreshment breaks)
- Friday's "White Night" Wine Reception
- Trade Show Pass
- Saturday's "Grand Awards Banquet"
(Does not include Thursday's Workshop)

Thursday's Workshops (Thurs. ONLY)	NWGGA Member	\$60.00 <input type="checkbox"/>
	Non Member	\$75.00 <input type="checkbox"/>

Includes:

- Thursday's Workshop
- Thursday's "The Other Big Red" Wine Reception

A la Carte Options for Main Registrant

(If you selected the FULL Package skip A la Carte Section)

Thursday's "The Other Big Red" Wine Reception.....	\$35.00 <input type="checkbox"/>
Friday Day Pass Only (includes lunch, breaks, trade show, & wine reception).....	\$125.00 <input type="checkbox"/>
Friday Lunch Only (this does not include Friday Program).....	\$30.00 <input type="checkbox"/>
Friday's "White Night" Wine Reception.....	\$35.00 <input type="checkbox"/>
Saturday Day Pass Only (includes lunch, breaks, & trade show).....	\$125.00 <input type="checkbox"/>
Saturday Lunch Only (this does not include Saturday Program).....	\$30.00 <input type="checkbox"/>
Saturday's "Grand Awards Banquet".....	\$60.00 <input type="checkbox"/>
Trade Show Pass (Fri & Sat).....	\$20.00 <input type="checkbox"/>

Guest Registration

Guest Name: _____ (First/Last Names please)

Full Conference Package NWGGA Member \$250.00
Non-Member \$300.00

Forum Package (Fri. & Sat.) NWGGA Member \$225.00
Non-Member \$260.00

Thursday’s Workshops (Thurs. Only) NWGGA Member \$ 60.00
Non-Member \$ 75.00

**A la Carte Options for Guest Registrant
(If you selected the FULL Package skip A la Carte Section)**

Thursday’s “The Other Big Red” Wine Reception Guest.....\$35.00
Friday Day Pass Only Guest *(includes lunch, breaks, trade show, & wine reception)*.....\$125.00
Friday Lunch Only Guest *(this does not include Friday Program)*.....\$30.00
Friday’s “White Night” Wine Reception Guest.....\$35.00
Saturday Day Pass Only Guest *(includes lunch, breaks, & trade show)*.....\$125.00
Saturday Lunch Only Guest Only *(this does not include Saturday Program)*.....\$30.00
Saturday’s “Grand Awards Banquet” Guest.....\$60.00
Trade Show Pass (Fri & Sat) Guest.....\$20.00

Payment Options

Total: \$ _____

- Check (Make Payable to University of Nebraska-Lincoln)
- Visa MasterCard Discover

Cardholder: _____

Card Number: _____

Exp. Date: _____ / _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Send Payments/Registrations to:

UNL CARI Registrations Services
Attn: Audrey George
103H Miller Hall
Lincoln, NE 68583-0711

Questions: 1-800-328-2851
Or Register Online: <http://go.unl.edu/wine>



Nebraska VineLines Calendar of Events

•27th Midwest Grape & Wine Conference
February 9-12, 2012
St. Charles Convention Center, St. Charles, MO
<http://www.midwestgrapeandwineconference.com/>

•Minnesota Grape Growers Assn's Cold Climate Conference
February 23-25, 2012
Crowne Plaza Riverfront, St Paul, MN
<http://mngrapegrowers.com/conference>

•Iowa Wine Growers Association's Annual Conference
March 16-17, 2012
Hotel at Kirkwood , Kirkwood Community College,
Cedar Rapids, IA.
<http://www.iowawinegrowers.org>

•National Small Food Manufacturers Conference
April 2-3, Omana, NE
Contact: Jill Gifford, Food Processing Center
University of Nebraska-Lincoln,
143 H.C. Filley Hall
Lincoln, NE 68583-0928, phone (402) 472-2819
Email: jgifford1@unl.edu,
Conference Web site: <http://www.fpc.unl.edu/nsfmc>

Future Nebraska Winery & Grape Growers Forums

- 2012 – March 1-3, Holiday Inn, Kearney
- 2013 – February 28, March 1 & 2, Holiday Inn, Kearney
- 2014 – February 27-28, March 1, Holiday Inn, Kearney

• **Please be sure to visit us on the Web for information
and updates at:**

<http://agronomy.unl.edu/viticulture>.

