



Nebraska VineLines

UNIVERSITY OF
Nebraska
Lincoln® EXTENSION

University of Nebraska Viticulture Program

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

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2016 FALL WORKSHOP November 5th, HERBICIDE DRIFT AND VOLATILIZATION: IMPACT AND RECOVERY

Southern Heights Presbyterian Church, South 40th Street
and Old Cheney Road, Lincoln, Nebraska

Tentative Agenda:

- 8:30 - 9:00 Registration
- 9:00 – 9:10 Introduction, setting the stage
Paul E. Read, University of Nebraska Viticulture
Program
- 9:10 – 10:00 Development of Herbicide tolerant
Crops Donald Weeks, Professor of Biochemistry,
UNL
- 10:00 – 10:45 Case studies of commercial vineyard
experiences
- 10:45 – 11:00 Break
- 11:00 – 12:00 Driftwatch – Craig Romary, Nebraska
Department of Agriculture.
What to do when impacted by a spray drift event –
Tim Creger, Nebraska Dept. of Agriculture
- 12:00 – 12:30 Lunch (included in registration fee)
and networking with attendees
- 12:30 – 1:30 Drift Experiences in Iowa and Beyond
– Mike White, Iowa State University Viticulture
Specialist
- 1:30 – 2:30 Keeping Vines Healthy, (possible
remedial measures?) - Larry Shafer, Agro-K
Enterprises
- 2:30 – 3:15 NE-1020 Results; Round-table
("Town Hall?") Discussion
- 3:15 – 3:30 Final words, discussion and adjourn

Who should attend? Anyone whose vines have been
impacted by herbicide drift or are concerned about
related vineyard problems

Cost? \$20.00 (includes lunch) RSVP by Thursday,
November 3 (pread@unl.edu, 402-472-5136;
sgamet@unl.edu, 402-416-9763)
(\$25.00 at the door, if not pre-registered)

Be sure to put this timely topic on your calendar and
join your fellow grape growers on November 5th!

20th ANNUAL NEBRASKA WINERY AND GRAPE GROWERS FORUM AND TRADE SHOW – MARCH 2- 4, 2017

Omaha Marriott, Omaha, Nebraska

The excitement is building for this **20th Anniversary**
event! Great speakers have been lined up to provide
you with cutting edge information that will enhance
your enterprise, be it growing grapes, making wine or
promotion and marketing:

- **Paolo Sabbatini**, Michigan State University
Viticulture Specialist will be our featured
vineyard speaker and will provide research
information on grape nutrition, soils, and
vineyard management issues.
- **Drew Horton**, Enology Specialist at the
University of Minnesota will bring us up to date
on the latest and best practices for making
great wines from cold climate grapes.
- **Karen Purves**, internationally acclaimed
motivational speaker, will address promotion
and marketing topics that will be relevant for

anyone selling wine and related products (see below for details of her topics).

- **Stan Howell** famed Professor Emeritus from Michigan State University and Advisor to the VESTA program will entertain us with his insights borne of his role in establishing Michigan's top quality grape and wine industry.
- Additional informative and exciting speakers will be announced soon.
- Local and regional experienced growers will provide ideas and experiences that will be shared as part of presentations and round table discussions.

This is a “**can't miss**” event that will be both educational and fulfilling, enabling up-to-date information from our outstanding **Trade Show** vendors and provide great networking opportunities with colleagues and friends, both old and new. As the program continues to evolve, more details will be available through the Nebraska VineLines and on the University of Nebraska Viticulture Program web site <http://viticulture.unl.edu>

Three Sessions by Karen Purvis:

Communicate With Strength - Key Words To Enhance Your Effectiveness - Got the right words? Laugh and learn in this high energy, fun-filled, humorous session offering the latest solutions in effective communication for wineries and growers alike.

Communicate With Strength - Key Words To Enhance Nebraska Wineries Marketing and Promotion Effectiveness – Part 2! There's a lot more to add on to Friday's session. We'll have an opportunity to focus on proven communication techniques to respond to tasting room inquiries, get visitors to return, and to help entice people to purchase wine!

This is How You Do It – Proven Marketing Email Tips and Tricks - Do you know the four letter word that instantly increases the response rate to your emails? Find out the answer plus laugh as you learn in this cutting edge, jam packed, interactive session filled with proven email tips.

Reminder Calendar:

November 5, 2016 Fall Workshop, Lincoln, Nebraska, **see above for details**

January 5-6, 2017 Inaugural Grower and Brewer Conference and Trade Show, University of Nebraska-Lincoln, Innovation Campus, Lincoln, Nebraska Details at www.growbrewnebraska.com

January 21, 2017 “Recipe to Reality” seminar, University of Nebraska Food Processing Center, Pre-registration required, space is limited. Registration deadline is January 1, 2017. Contact Jill Gifford at 402-472-2819 or jgifford1@unl.edu for an information packet.

March 2-4, 2017 Annual Nebraska Winery and Grape Grower Forum and Trade Show. Mark your calendars for an exciting, landmark conference.



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