

Winery
Establishment
Conference
2009



Michigan Winery Establishment Workshop

February 17-19
2009

Application Form

Workshop participant(s): _____

Business name: _____

Mailing address: _____

E-mail address: _____

Telephone: _____

Shirt Size (S - XXL): _____

Participant food allergies/dietary needs _____

Banquet Options

Dinner guest option (\$75 per guest per banquet)

Guest name _____

Guest food allergies/dietary needs _____

Interest in banquet transportation between Holiday Inn Express (Exit 29) and:

(Indicate number of guests) _____ Bistro, St. Joseph (Tuesday)

_____ Tabor Hill Winery (Wednesday)

Payment

_____ Participant fee includes banquets - \$325 by January 7th
- \$350 by February 6th

_____ Guest banquet Total

_____ Bistro (\$75) _____ Tabor Hill (\$75)

_____ Total - Make payable to: Michigan State University



Send to: Diane Miner
MSU SWMREC
1791 Hillandale Road
Benton Harbor, MI 49022

269-944-1477 X 201 voice
269-944-3106 fax

MICHIGAN STATE
UNIVERSITY
EXTENSION

Winery
Establishment
Conference
2009



February 17-19, 2009

Jordan Tatter Conference Center
Southwest Michigan
Research and Extension Center
1791 Hillandale Road
Benton Harbor, MI 49022
269-944-1477 X203
dingsd@msu.edu

Wine is a growing part of American culture. With that interest has come the increase in growing fine wine grapes and producing quality wines in the Midwest. Michigan's wine industry capitalizes on the State's agricultural and tourism strengths.

Those who have interest in starting a winery will acquire considerable knowledge about:

- ☞ The legal and regulatory process
- ☞ The business aspects of wineries
- ☞ Equipping a winery
- ☞ Start-up procedures for wineries
- ☞ Market factors for the sale of wine in the Midwest



MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Persons with disabilities may request accommodations by calling 269-944-1477 by February 3rd to ensure sufficient time to make arrangements. Requests received after this date will be met when possible.

Speakers

This conference features esteemed professionals in wine production and marketing in addition to those mentioned here. They have presented at numerous conferences, many internationally, and bring a wealth of information and experience.

Dr. Bruce Zoecklein

Professor and Enology Specialist and Head, Wine/Enology-Grape Chemistry Group Department of Food Science and Technology Department of Virginia Polytechnic Institute in Blacksburg, Virginia. Dr. Zoecklein's career has been dedicated to the production of quality wines through research, extension and teaching. The editor of Enology Notes and numerous other articles, Dr. Zoecklein is a much sought-after speaker on wine making the world over. Virginia Tech's Enology-Grape Chemistry Group, headed by Dr. Zoecklein, trains prospective industry members through undergraduate, graduate and internship programs.

Linda Jones

Executive Director of the Michigan Grape and Wine Industry Council, a program of the Michigan Department of Agriculture, since 1998. She has a Masters Degree in Food Science from the University of British Columbia and worked in Technical Service and Marketing positions in the food and tourism industries in Canada.

Speakers (cont.)



Doug Welsch

Owner and Wine Maker, Fenn Valley Winery, established 1973.

Dr. Thomas Zabadal

Professor, Department of Horticulture, Michigan State University and Coordinator of the 350-acre Southwest Michigan Research and Extension Center. Dr. Zabadal has statewide Extension responsibility for viticulture and is the author of numerous articles on viticulture.

Dr. Gerald White

Professor Emeritus, Applied Economics and Management Department at Cornell University.

Michael Shaps

Wine Maker and Partner, Virginia Wineworks, LLC. Michael has been making wine for 18 years, the past thirteen in Virginia and Meursault, France. Over the past eight years Michael has consulted for over a dozen start-up wineries and has created many award-winning wines for his clients. The Michael Shaps wines have been recognized by several regional and national publications as some of the best wines made in Virginia. In 2004 Michael joined his friend and former mentor, Michel Roucher-Sarrazin, to create Maison Shaps & Roucher-Sarrazin in Meursault, France where they produce small lots of high-end Burgundy wines.



Lisa Van de Water

Formerly director of The Wine Lab, now consults worldwide through The Vinotec Group. Van de Water consults worldwide on microbiology and wine quality, primarily in USA, New Zealand, Chile, and South Africa. Known internationally for her knowledge of fermentation, wine microbiology and spoilage, she is often called "The Bad Wine Lady". For 30 years, Lisa has taught numerous seminars and classes in wineries and universities.

Paolo Sabbatini

Assistant Professor, Department of Horticulture, Michigan State University.

Ellen M. Butz

Co-founder of Vintage Winery Consultants. Based in Bloomington, Indiana., the firm aims to support onsite vintner efforts in pursuit of efficiently and effectively producing quality wines to meet contemporary consumer demand. Butz recently retired from Purdue University as an extension specialist in enology.



MICHIGAN STATE
UNIVERSITY
EXTENSION

Winery
Establishment
Conference
2009



Program for Winery Establishment

Tuesday, February 17

8:30 A.M. - 4:45 P.M.

Jordan Tatter Conference Center

Registration and visit exhibits

Opening comments and program overview - Bruce Zoecklein

Overview of the U.S., Midwest and Michigan wine market - Linda Jones

Sourcing grapes: current supply and demand and the winery/grower relationship
- Doug Welsch and Tom Zabadal

Establishing a business plan - Bruce Zoecklein

Lunch (included)

Winery partnerships - How to blend contributions of talent and capital to the winery enterprise - David Leslie

A timeline and strategies for investment in a winery - Gerald White

Winery design and design components - Bruce Zoecklein

Attracting investors to a winery

7:00 P.M.

Bistro on the Boulevard, St. Joseph

Wine hospitality and banquet

Wednesday, February 18

8:30 A.M. - 4:50 P.M.

Jordan Tatter Conference Center

Winery design case studies - Bruce Zoecklein

Equipping a winery, the basics - Michael Shaps

Equipping the winery, beyond the basics - Michael Shaps

Lunch (included)

Planning to avoid microbial problems from the start - Lisa Van de Water

The regulatory path to become a licensed winery - Tom Zabadal, Paolo Sabbatini and Diane Miner

The experiences of newly-established wineries - Panel of people from wineries 5 years old or less

7:00 P.M.

Tabor Hill Winery

Wine hospitality and banquet

Thursday, February 19

8:30 - 11:45 A.M.

Conference Center

Marketing wine - The three tier system and successful tasting room strategies

A wine marketing plan for a new winery that supports cash flow - Gerald White

Winery sanitation - Ellie Butz

Putting it all together, a time line and other concluding remarks - Zoecklein

Box Lunch

MICHIGAN STATE
UNIVERSITY
EXTENSION

*Winery
Establishment
Conference
2009*



Supplemental Info

Lodging Options

Holiday Inn Express & Suites--located at Exit 29 of I-94, Benton Harbor. King and double rooms at available at \$89.90 each night when reservations are made by January 16. Deluxe continental breakfast, high-speed Internet, and indoor pool and spa included. 269-927-4599.

Rabbit Run Inn--bed and breakfast located near Exit 12 of I-94, Sawyer. Four queen-bed rooms available \$155-175 each night, two-night minimum. WiFi and plasma TV featured. Call 269-405-1050 for details.

Conference Center

All workshop activities will be conducted at the Jordan Tatter Conference Center located at the Southwest Michigan Research and Extension Center, 1791 Hillandale Road, Benton Harbor, MI 49022. Telephone: 269-944-1477 X203. E-mail: dingsd@msu.edu.

The Jordan A. Tatter Conference Center is located off Napier Avenue, approximately 1.5 miles east of Exit 30 of I-94.

Registration Deadlines

The early registration fee of \$325 will apply until January 7, 2009. Thereafter, the full fee of \$350 is payable with registration by February 6. Space is limited; registration is available on a first-come, first-serve basis.

Meals

Lunches and dinners are included each day of the conference. Banquet meals Tuesday and Wednesday evenings will feature local wines and food pairings at area fine-dining restaurants. Additional banquet tickets may be purchased for \$75 per person depending upon availability.

Exhibit Program

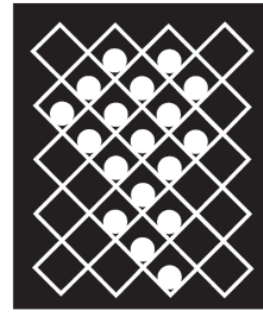
The partner organizations and businesses that make this conference possible will be available at the conference center Tuesday and Wednesday.

**MICHIGAN STATE
UNIVERSITY
EXTENSION**

Winery
Establishment
Conference
2009



Michigan Winery Conference Sponsors



MICHIGAN
Grape & Wine
INDUSTRY
COUNCIL

MICHIGAN STATE
UNIVERSITY
EXTENSION

