

# 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*

## 2012 Annual Meeting Agenda and Schedule

Friday, February 24, 2012 & Saturday, February 25, 2012

<i>Friday, Feb. 24, 2012</i>	<i>A – New Growers Workshop</i>	<i>B – Viticulture</i>	<i>C – Wine</i>
8:15-9 AM	Registration, Continental Breakfast, & Silent Auction to benefit <i>Supporters of Maryland Winegrowing Political Action Committee</i>		
9:00 – 10:30	New Grower Workshop: The Local Industry and Site Selection <i>Dr. Joe Fiola UME</i>	Harvest Measurements & Interventions – Getting Your Best Crop. <i>Ron Wates Boordy Vineyards</i>	Use of Oak and Oak Alternatives <i>(American/French/Hungarian /Chips/Staves) Comparison Chardonnay Tasting Ed Boyce Black Ankle</i>
10:30 – 10:45	Break		
10:45- Noon	Vineyard Economics: <i>Shannon Dill, UME</i> Grape Varieties by Region <i>Dr. Joe Fiola, UME</i>	Balancing Vineyard Economics: <i>Shannon Dill, UME Jennie Schmidt, MGGA</i>	Fermentation Options – Steel, Oak, Plastic, Cement <i>TBA</i>
Noon – 1 PM	Lunch Break & Silent Auction, bring wine to share		
1:00-2:30 p.m.	Equipment and Supplies <i>David Myers, UME</i> Site Prep, Trellis, and Establishment <i>Ben Beale, UME</i>	The Practical Limits of High Density Vineyards <i>Dr. Mark Chien Penn State</i>	New/Unique Maryland Wine Tasting <i>Dr. Kevin Atticks, MWA</i>
2:30 - 3:00 pm	Break		
3: – 4:30 p.m.	Disease, Insect, Weed, and Vertebrate Pest Management <i>Sudeep Mathew, UME Dr. Joe Fiola, UME</i>	“ <i>Grape Expectations Part I</i> ”: Improving Grower- Buyer Relations: Contracts & Agreements <i>Moderators: Kevin Atticks, Jan Rieke</i>	
4:30-4:45 p.m.	Conclusion & Announcement of Silent Auction Winners		
6-9 PM	Wine-Grape Industry Dinner & Commercial Wine Tasting ( <b><u>separate ticket</u></b> )		

<i>Saturday Feb. 25, 2012</i>	<i>A – Viticulture</i>	<i>B – Wine</i>	<i>C- Winery Start-Up</i>
8:15- 9:00 a.m.	Registration, Continental Breakfast, & Silent Auction to Benefit: <i>Supporters of Maryland Winegrowing Political Action Committee</i>		
9:00 – 9:30 a.m.	Call to Order & Introductions; MGGGA Business Meeting <i>Jennie Schmidt, MGGGA President &amp; Kevin Atticks, MWA Executive Director</i>		
9:30 – 10:30 a.m.	<b>Keynote Session:</b> The Road to Maryland Wine Identity: Achieving Respect & Recognition, <i>Dr. Mark Chien, Penn State</i>		
10:30-11:30 am	General Session: “Grape Expectations Part II” – Improving Grower-Buyer Relations: Expectations, Time Lines, & Communication. <i>Moderators: Jennie Schmidt &amp; Kevin Atticks</i>		
11:30 – 12:30 PM	Lunch Break, Industry Awards & Silent Auction; bring wine to share		
12:30-1:00 PM	Legislative Update – Staying Current on the 2012 Legislative Session		
1:00-2:00	Developing an Effective Spray Program <i>Dr. Anne DeMarsay</i>	Winery Startup: Where to Begin, How to Start <i>Dr. Kevin Atticks, MWA</i>	Winery Vendor Round-Table: Insurance, POS, Labels, & More
2:00- 2:15 p.m.	<i>break</i>		
2:15-3:15	Spraying 101: The Nuts & Bolts of Pesticide Application. <i>Ben Beale, UME</i>	UME Viticulture and Enology Research Update: Varieties, BMSB, and Ripasso. <i>Dr. Joe Fiola</i>	Winery Marketing, Promotion, & Branding: From Labels to Social Media <i>TBA</i>
3:15 – 3:30 p.m.	Break, Silent Auction closes		
3:30 – 4:30	Ask the Expert Round Table – <i>Drs. Joe Fiola, Anne DeMarsay &amp; Mark Chien</i>		
4:30-5:30	Silent Auction Winners Announced. Social Hour in Executive Board Room – bring wine to share, light hors d’oeuvres will be served.		

### **Speaker Biographies**

- **Mark L. Chien** – Mark was born in Wilmington, Delaware, grew up in New England, and received a psychology degree from Amherst College. He became interested in vines while traveling and studying in Europe. After returning to the U.S. he enrolled in the viticulture masters program at the University of California at Davis. He was the first wine maker and second vineyard manager at Pindar Vineyards, then and still the largest winery on Long Island. He managed Temperance Hill Vineyard in the Willamette Valley of Oregon for 16 years growing grapes, Christmas trees and timber products. In 1999 he joined Penn State Cooperative Extension as the first wine grape extension educator. His program is designed to provide educational opportunities such as meetings, workshops and information outlets via electronic media to the wine community to improve the quality of our wines. He is a long time member of the national American Society for Enology and Viticulture and a former secretary of ASEV Eastern Section. He also serves on the board of the National Grape and Wine Initiative and is an active participant in the National Clean Plant Network (NCPN) and the National Viticulture and Enology Extension Conference. In 1999 he earned his Master of Education in Agricultural Extension and Education from Penn State. His wife works at Franklin and Marshall College and they have a cat named Mandy. His community work includes acolyte master at church, math tutor at Carter and MacRae Elementary School, volunteer at the Strasburg Library, litter patrol on a local river road, and a 13 gallon and apheresis blood donor.

- Dr. Anne DeMarsay, is The Fruit Doctor™, a consultant who advises growers on improving the health and quality of wine grapes and other small fruits. She is the former Regional Extension Specialist in Fruit Pathology for UME. Dr. DeMarsay is the author of *Managing Wine Grape Diseases in Small-Scale Vineyards in Maryland*, and *The New Guidelines for Developing an Effective Fungicide Spray Program for Wine Grapes in Maryland, 2012*.
- Ben Beale is a Senior Agent and Extension Educator & County Extension Director for University of Maryland Extension of St. Mary's County in Leonardtown, MD. Areas of Expertise include Agricultural Sciences Business Management and production agriculture.
- 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–Boulder, and a Doctorate in Communication Design from the University of Baltimore. He is a regular contributor to the Maryland Beverage Journal and holds board positions on the Maryland Tourism Council and the Maryland Agriculture Resource Council.
- 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.
- Dave Myers currently serves as the Extension Educator for Agricultural Sciences with the University of Maryland Extension office in Anne Arundel and Prince Georges Counties. He focuses his programming efforts in sustainable methods for vegetable and fruit production systems, including integrated pest and judicious and prescriptive pesticide usage.
- Shannon Dill is currently the Agriculture Educator and County Extension Director for the University of Maryland Extension in Talbot County. She has a Bachelor of Science in Agriculture Business and a Master of Science in Agriculture Economics from the University of Wyoming. Shannon provides outreach and education to agriculture producers of Talbot and neighboring counties in farm business planning, sustainable small farm enterprises, marketing and livestock management.
- Sudeep Mathew is an Extension Agriculture Agent at University of Maryland Extension, Dorchester County, MD. His extension work includes commercial vegetable production, weed control, potato physiological disorder management, variety advancement, Good Agricultural Practices (G.A.P), risk management and high-value crops market development.
- Ed Boyce – is the founder, owner and winegrower for Black Ankle Vineyards, Mt. Airy, MD. Black Ankle Vineyards is dedicated to making great wine from estate grown fruit, including the red Bordeaux varieties, Syrah, Albarino, and Gruner Veltliner. Opened in 2008, Black Ankle Vineyards burst on the scene by winning the Governor's Cup in each of its first two vintages. In a previous life, Ed was a Management Consultant specializing in branding and innovation strategy primarily for consumer products companies such as Procter and Gamble, Kellogg's, and Ralston Purina. He has a degree in Mathematics from the University of Pennsylvania and a Master's in Management from MIT.
- Jennie Schmidt – Is current President of the Maryland Grape Growers Association, Chairman of the Maryland Farm Bureau Specialty Crops Committee, and Managing Partner of Schmidt Vineyard Management LLC managing in whole or in part 80+ acres of grapes in Cecil, Kent, Queen Anne's, and Caroline Counties. Her Bachelor's and Master's degrees are in Human Nutrition & Agriculture. She a licensed Commercial Pesticide Applicator and Nutrient Management Consultant. An "Ag-Vocate" for farming and a Registered Dietitian by profession, Jennie blogs as <http://thefoodiefarmer.blogspot.com>
- Ron Wates – A graduate of North Carolina State with a degree in horticulture and landscape design, Ron started managing vineyards in Maryland in 1999, and quickly became fascinated by the diversity of the grapevine and its interactions with the sun and soils. He has managed vineyards in the state's three major microclimates: Coastal Plain, Central Piedmont, and the Blue Ridge, and has worked with 16+ varieties of grapes. Ron became vineyard manager at Boordy in 2006, A long time board member for MGGA, Ron currently serves as an MGGA delegate to the Governor's Wine-Grape Commission.

# Maryland Wine & Grape Industry Annual Meeting - 2012

Friday & Saturday, February 24 & 25, 2012

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

For directions, the hotel website is [http://www.clarionhotel.com/hotel-oxon\\_hill-maryland-MD246](http://www.clarionhotel.com/hotel-oxon_hill-maryland-MD246).

## Important Meeting Notes:

**Hotel Reservations:** Meeting attendees can stay at the Clarion Hotel for \$79 per night plus tax. Call the Oxon Hill Clarion direct line at 301-749-9400. We do not have a block of rooms reserved so make any reservations early.

A **Silent Auction** will be held to benefit the new “*Supporters of Maryland Winegrowing Political Action Committee*”. If you have any item you would like to donate, please notify Regina McCarthy at 410-252-9463 or [info@smwpac.org](mailto:info@smwpac.org). Items can be of any value and do not necessarily have to represent the industry - crafts, art, gift certificates and items of general interest are also welcome. There will be two separate auctions – items specifically auctioned on Friday, and different items auctioned Saturday.

**Lunch Meals:** On both Friday and Saturday, 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.

A **WineGrape Industry Dinner** will be held Friday, February 24th starting at 6 pm. It is a separate ticket that should be pre-purchased. Very limited walk-in reservations will be accepted for the evening dinner on Friday. Please plan to stay after the meeting to join us for some fine wines, great food, and lively conversation.

**Pesticide Re-Certification Credits:** Private & Commercial Applicator recertification credits are pending.

### Registration Fees:

<b>**Early Bird**</b>	<b>-Late/At the Door-</b>
If received by	If received after
<u>Feb. 18, 2012</u>	<u>Feb. 18, 2012</u>

register on-line at:

**[www.marylandgrapes.org](http://www.marylandgrapes.org)**

(credit card / PayPal accepted)

#### **Friday, Feb 24<sup>th</sup> Workshop Registration:**

Members	\$75/person	\$85/person
Non-Members	\$85/person	\$95/person

#### **Wine-Grape Industry Dinner (Friday, Feb. 24 6-9 PM)**

Members:	\$60/person	\$75/person
Non-Members:	\$75/person	\$90/person

#### **Saturday, Feb 25<sup>th</sup> Workshop Registration (Includes social hour)**

Members:	\$95/person	\$105/person
Non-Members:	\$105/person	\$115/person

#### **Two Day (Feb 24 & 25<sup>th</sup>) Workshop Registration (does NOT include industry dinner)**

Members:	\$150/person	\$170/person
Non-Members	\$170/person	\$190/person

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Friday & Saturday, February 24 & 25, 2012  
Clarion Hotel, 6400 Oxon Hill Road, Oxon Hill, MD 20745**

**You may register on-line at: [www.marylandgrapes.org](http://www.marylandgrapes.org)**

(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:

<b>Friday</b>	<b>A</b>	<b>B</b>	<b>C</b>
9 - 10:30			
10:45 - Noon			
1 - 2:30			
3 - 4:30			n/a
<b>Saturday</b>	<b>A</b>	<b>B</b>	<b>C</b>
1- 2 PM			
2:15 - 3:15			

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

**REGISTRATION FEES: (# of registrations x registration fee = total)**

**By February 18, 2012**

**After Feb 18, 2012 & At Door**

Friday Fee - Member \_\_\_\_\_ @ \$75/person = \$ \_\_\_\_\_

Member \_\_\_\_\_ @ \$95/person = \$ \_\_\_\_\_

Friday Fee Non-member \_\_\_\_\_ @ \$85/person = \$ \_\_\_\_\_

Non-Member \_\_\_\_\_ @ \$95/person = \$ \_\_\_\_\_

Saturday Fee Member \_\_\_\_\_ @ \$95/person = \$ \_\_\_\_\_

Member \_\_\_\_\_ @ \$105/person = \$ \_\_\_\_\_

Saturday Fee Non-member \_\_\_\_\_ @ \$105/person = \$ \_\_\_\_\_

Non-Member \_\_\_\_\_ @ \$115/person = \$ \_\_\_\_\_

Two-Day Fee Member \_\_\_\_\_ @ \$150/person = \$ \_\_\_\_\_

Member \_\_\_\_\_ @ \$170/person = \$ \_\_\_\_\_

Two-Day Fee Non-Member \_\_\_\_\_ @ \$170/person = \$ \_\_\_\_\_

Non-Member \_\_\_\_\_ @ \$190/person = \$ \_\_\_\_\_

Friday Dinner (Member) \_\_\_\_\_ @ \$60/person = \$ \_\_\_\_\_

Member \_\_\_\_\_ @ \$75/person = \$ \_\_\_\_\_

Friday Dinner (Non Member) \_\_\_\_\_ @ \$75/person = \$ \_\_\_\_\_

Non-Member \_\_\_\_\_ @ \$90/person = \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_**

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

**MGGA  
11505 Bethesda Church Road  
Damascus, MD 20872**

Dues are just \$40 per year payable on-line at [marylandgrapes.org](http://marylandgrapes.org).  
For questions on dues or registration contact [treasurer@marylandgrapes.org](mailto:treasurer@marylandgrapes.org).

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