



The Southern Oregon Wine Institute

at  UCC
UMPUQA COMMUNITY COLLEGE

Presents **Wine Cluster Conference II**

Tuesday, December 14 • 8:30 am to 3:00 pm

The Lodge at Riverside, Grants Pass, OR

Registration: www.sowicellars.com or (541) 440-4629 Cost: \$ 48

Agenda:

8:30-9:00 Registration, coffee and continental breakfast

9:00-9:15 Welcome & Introductions

Beverly Brandt, VP/Administrative Services, UCC

Chris Lake, Director, Southern Oregon Wine Institute/UCC

Jeanette Morgan, Director of the Oregon Wine Board, Oregon Winegrowers Association and Tower.

9:15-10:15 “Building a First-Class Wine Region: Infrastructure and Resources Required to Create a Successful Wine Region.” Nick Frey, president, Sonoma County Winegrape Commission; Santa Rosa, Calif.

10:15-11:00 “Advanced, Region-Specific Vineyard Practices.” What standards must growers use to judge themselves? How to determine what to grow, where and why? Patty Skinkis, Ph.D., Viticulture Extension Specialist and Assistant Professor, OSU, Corvallis.

11:00-11:45 “Building a Base of Fault-Free, Consumer-Friendly Wines.” Against what standards must Southern Oregon winemakers judge themselves? What does the market demand now and in the future? Joe Dobbles, Dobbles Family Estate and Wine By Joe; Dundee, Oregon.

11:45-1:00 “A Destination Story” during Luncheon

“Walla Walla Wisdom: Years in the Making.” Elizabeth Martin-Calder, past executive director, Walla Walla Valley Wine Alliance.

1:00-2:30 Idea Sharing - Two Forty-five minute sessions

Discussion Session I (select Viticulture, Enology or Business/ Marketing)

Discussion Session II (select Viticulture, Enology or Business/ Marketing)

2:30-3:00 Wrap-Up, Q&A and Next Steps. Chris Lake

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