

2012 TWGGA ANNUAL CONFERENCE AGENDA

THURSDAY, FEBRUARY 16, 2012

8:00 AM – 7:00 PM	Registration Open in Conference Center			
9:00 AM – 10:00 AM	Conference Welcome Member Meeting Spring Lake Salons A & B			
10:00 AM – 11:00 AM	<p style="text-align: center;"><u>Wine Making</u></p> <p style="text-align: center;">“Microbial Analysis: Theory & Concepts”</p> <p style="text-align: center;">Dr. Ken Fugelsang</p> <p style="text-align: center;">Spring Lake C</p>	<p style="text-align: center;"><u>Grape Growing</u></p> <p style="text-align: center;">“Rootstock Evaluation – A Midwest Perspective”</p> <p style="text-align: center;">Dr. Keith Striegler</p> <p style="text-align: center;">Chautauqua</p>	<p style="text-align: center;"><u>Wine Marketing</u></p> <p style="text-align: center;">“Wine Club Success”</p> <p style="text-align: center;">Elizabeth Slater</p> <p style="text-align: center;">San Marcos River Room</p>	<p style="text-align: center;"><u>Compliance</u></p> <p style="text-align: center;">Carmen Cates, TTB Amy Harrison and Thomas Graham, TABC</p> <p style="text-align: center;">Comptroller</p> <p style="text-align: center;">Veramendi C</p>
11:00 AM – 11:15 AM	Networking Break – Ballroom Foyer Sponsored by Classic Wine Storage & Services			
11:15 AM – 12:15 PM	<p style="text-align: center;"><u>Wine Making</u></p> <p style="text-align: center;">“Microbial Analysis: Theory & Concepts”</p> <p style="text-align: center;">Dr. Ken Fugelsang</p> <p style="text-align: center;">Spring Lake C</p>	<p style="text-align: center;"><u>Grape Growing</u></p> <p style="text-align: center;">“Rootstock Evaluation – A Midwest Perspective”</p> <p style="text-align: center;">Dr. Keith Striegler</p> <p style="text-align: center;">Chautauqua</p>	<p style="text-align: center;"><u>Wine Marketing</u></p> <p style="text-align: center;">“Wine Club Success”</p> <p style="text-align: center;">Elizabeth Slater</p> <p style="text-align: center;">San Marcos River Room</p>	<p style="text-align: center;"><u>Compliance</u></p> <p style="text-align: center;">Carmen Cates, TTB Amy Harrison and Thomas Graham, TABC</p> <p style="text-align: center;">Comptroller</p> <p style="text-align: center;">Veramendi C</p>
12:15 PM – 1:45 PM	Luncheon Presentation by The Hahn Group and TEXSOM Spring Lake Salons A & B Sponsored by Amorim Cork America			
2:00 PM – 3:00PM	<p style="text-align: center;"><u>Wine Making</u></p> <p style="text-align: center;">“Microbial Analysis: Theory & Concepts”</p> <p style="text-align: center;">Dr. Ken Fugelsang</p> <p style="text-align: center;">Spring Lake C</p>	<p style="text-align: center;"><u>Grape Growing</u></p> <p style="text-align: center;">“Rootstock Evaluation – A Midwest Perspective”</p> <p style="text-align: center;">Dr. Keith Striegler</p> <p style="text-align: center;">Chautauqua</p>	<p style="text-align: center;"><u>Wine Marketing</u></p> <p style="text-align: center;">“Wine Club Success”</p> <p style="text-align: center;">Elizabeth Slater</p> <p style="text-align: center;">San Marcos River Room</p>	<p style="text-align: center;"><u>Compliance</u></p> <p style="text-align: center;">Carmen Cates, TTB Amy Harrison and Thomas Graham, TABC</p> <p style="text-align: center;">Comptroller</p> <p style="text-align: center;">Veramendi C</p>

2012 TWGGA ANNUAL CONFERENCE AGENDA

THURSDAY, FEBRUARY 16, 2012 (CONTINUED)

3:15 PM – 4:15 PM	"Top 10 Secrets to Selling Grapes and Wine" – Paul Wagner Spring Lake Salons A & B
4:30 PM- 6:00 PM	Legislative Issues and Proposed Check-Off Program Dacota Haselwood, Lou Bright, Gabe Parker, Cord Switzer Spring Lake Salons A & B
6:00 PM – 9:00 PM	Dinner On Your Own
9:00 PM – 11:00 PM	President's Reception Chautauqua Room Sponsored by Arton Products



2012 TWGGA ANNUAL CONFERENCE AGENDA

FRIDAY, FEBRUARY 17, 2012

8:00 AM – 6:00 PM	Registration Open in Conference Center		
9:00 AM – 10:30 AM	“Tasting Room Design & Management” – Elizabeth Slater Spring Lake Salons A & B		
10:30 AM – 11:30 AM	<p><u>Wine Making</u></p> <p>“Best Practices: Sanitation”</p> <p>Dr. Ken Fugelsang</p> <p>Spring Lake C</p>	<p><u>Grape Growing</u></p> <p>“Myth Busters: Debunking Popular Grape Growing Misconceptions”</p> <p>Dr. Ed Hellman</p> <p>Chautauqua</p>	<p><u>Wine Marketing</u></p> <p>“Strategic Positioning & Marketing”</p> <p>Paul Wagner</p> <p>San Marcos River Room</p>
11:30 AM – 1:45 PM	EXHIBIT HALL OPEN with Buffet Lunch Veramendi Salons E - J		
2:00 PM – 3:00 PM	<p><u>Wine Making</u></p> <p>“Best Practices: Sanitation”</p> <p>Dr. Ken Fugelsang</p> <p>Spring Lake C</p>	<p><u>Grape Growing</u></p> <p>“Myth Busters: Debunking Popular Grape Growing Misconceptions”</p> <p>Dr. Ed Hellman</p> <p>Chautauqua</p>	<p><u>Wine Marketing</u></p> <p>“Strategic Positioning & Marketing”</p> <p>Paul Wagner</p> <p>San Marcos River Room</p>
3:00 PM – 5:00 PM	<p>EXHIBIT HALL OPEN Veramendi Salons E – J Wine & Cheese Reception</p> <p>Sponsored by Borra Vineyards</p>		
5:30 PM – 9:30 PM	<p>Duchman Family Winery Dinner Transportation Provided</p>		
9:00 PM – 11:00 PM	<p>President’s Reception Chautauqua</p> <p>Sponsored by Ultrapure & Industrial Services, LLC.</p>		

2012 TWGGA ANNUAL CONFERENCE AGENDA

SATURDAY, FEBRUARY 18, 2012

8:00 AM – 4:00 PM	Registration Open in Conference Center	
9:00 AM – 12:00 PM	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  GANAU </div> <div style="text-align: center;"> <p>EXHIBIT HALL OPEN Veramendi Salons E – J Passport to Prizes at 11:30 PM Sponsored by First American Payment Systems Ganau America Vitro Packaging Winery Pak Insurance Programs</p> </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;">   </div>	
12:00 PM – 1:45 PM	<p>Learning Luncheon “Lessons Learned for Marketing Texas Wines” Dr. Lisa Morano “The Wineslinger Chronicles: Texas on the Vine” Dr. Russ Kane Spring Lake Salons B & C</p> <div style="text-align: right; margin-right: 50px;">  </div> <p style="text-align: center;">Sponsored by Chris's Stuff</p>	
1:45 PM – 2:45 PM	<p><u>Wine Making</u></p> <p>“Optimizing Wine Flavors: Vineyard and Winery Practices”</p> <p>Mike Sipowicz Dusty Timmons Penny Adams</p> <p>Chautauqua</p>	<p><u>Grape Growing</u></p> <p>“Top Vineyard Management Problems in 2011 and How to Avoid in 2012”</p> <p>Fritz Westover & Fran Pontasch</p> <p>San Marcos River Room</p>
2:45 p.m. – 3:00 p.m.	<p style="text-align: center;">Networking Break – Ballroom Foyer Sponsored by Classic Wine Storage & Services</p> <div style="text-align: right; margin-right: 50px;">  </div>	
3:00 PM – 4:00 PM	<p><u>Wine Making</u></p> <p>“Optimizing Wine Flavors: Vineyard and Winery Practices”</p> <p>Mike Sipowicz Dusty Timmons Penny Adams</p> <p>Chautauqua</p>	<p><u>Grape Growing</u></p> <p>“Top Vineyard Management Problems in 2011 and How to Avoid in 2012”</p> <p>Fritz Westover & Fran Pontasch</p> <p>San Marcos River Room</p>
6:00 PM – 11:00 PM	<p style="text-align: center;">Annual Vintner's Gala & Auction Wine Reception: 5:30 p.m. Dinner: 6:30 p.m. The Freeride Band: 8:30 p.m. – 11:00 p.m. President's Reception: 9:00 p.m. – 11:00 p.m. Spring Lake Ballroom</p> <p style="text-align: center;">Sponsored by Carlsen & Associates</p> <div style="text-align: right; margin-right: 50px;">  </div>	