

2018 TWGGA Annual Conference and Trade Show Schedule of Events

Time	Topic	Speaker	Session Description
Thursday, Feb. 22			
7:00 am - Conference Registration			
7:30 am - Continental Breakfast			
8:30 am - Member Meeting & General Session		Speaker - Kimberly Frost	This session is the annual TWGGA membership meeting. Kimberly Frost will update members on laws impacting the Texas wine and grape industry.
Education 9:45-11:00	Variety Focus - Roussanne	Dr. Justin Scheiner (Moderator); Chris Hornbaker (Eden Hill), Grayson Davies (Arche'), Seth Martin (Perissos Vineyards)	A panel of Texas winemakers and grape growers discussing the techniques and quality of growing Roussanne grapes that produce award-winning wine. Attendees of this session will taste Roussanne from Eden Hill Vineyards, Arche' and Perissos Vineyards.
Education 9:45-11:00	Winery - Lessons Learned - a Panel	Dr. Ed Hellman (Moderator), Meredith Eaton (Firelight Vineyards), Patrick Whitehead (Blue Ostrich Winery & Vineyards), Paul V Bonarrigo (Messina Hof Winery)	A panel of Texas winery owners discussing the lessons learned opening and operating a winery in Texas. Come hear from winery owners whose experience ranges from less than 5 years to more than 40 years.
Education 9:45-11:00	Open Forum with the TABC Executive Director	Bentley Nettles, Executive Director, Texas Alcoholic Beverage Commission (TABC)	Meet the new Executive Director of the Texas Alcoholic Beverage Commission and hear his vision for the agency.
Education 9:45-11:00	Winery Event Management	Merrill Bonarrigo and Garrett Gomez (Messina Hof Winery); Angela Chapman and Miriam Copeland (Lost Oak Winery)	Join Messina Hof and Lost Oak Wineries in discussing winery-specific events and event management. Both private and public events can yield many benefits from boosted revenue to an increase in a loyal customer base. Participants are encouraged to bring their own ideas and expertise to this session.
Education 9:45-11:00	Clean Grapevine Nursery Stock	Jim Kamas	What is and what is not possible in terms of growers having access to clean grapevine nursery stock

Time	Topic	Speaker	Session Description
Education 11:15-12:30	Maximizing Texture & Flavor in Red Wines From Grape to Barrel	Jillian Johnson DeLeon	Winemaking decisions during harvest can define the style and quality of your finished wine. In this session, we will define two different styles of red wines - fruit forward early to release wines vs. full bodied longer aging wines.
Education 11:15-12:30	Vineyard Mechanization: Update on Current Practices in California	Keith Strigler, E&J Gallo Winery	Innovative growers and manufacturers are developing equipment and cultural practices to increase efficiency while maintaining or improving yield and fruit/wine composition. Consequently, major changes are occurring how winegrape vineyards are established and managed.
Education 11:15-12:30	Understanding the Key Financial Metrics of Your Winery	Bill Vyenielo, Moss Adams	Every area of business has specific performance metrics that could, and should, be monitored. To be effective, business metrics should be compared to established benchmarks or business objectives. Attend this session to learn how to interpret and understand the financial and other important metrics which can affect your operations. We will discuss some practical tactics to keep your winery on track and in the black.
Education 11:15-12:30	Build & Strengthen Your Tasting Room Dream Team! - Part I: Hiring and Building a Strong Team	Susie Tucker, Business Development, VingDirect	This session will focus on how to identify tasting room talent, what to look for in a resume and how to build a strong, cohesive team.
Education 11:15-12:30	Creating Marketing Content That Builds Your Brand	Travis Matheny, Digital Brand Makeover	In this marketing session, Travis Matheny, with Digital Brand Makeover, will discuss the types of content that demand attention for your brand. Drawing on the latest trends and technology, we will pull the curtain back and discover the tips and tricks that pros use to quickly create attention grabbing social media content.
Texas Wine Lunch 12:30 - 2:00	Will Texas Be Known For Wine?	Vicky Scharlau, Washington Winegrowers Association	Vicky Scharlau will ask where does the Texas industry see themselves in ten years from now and more importantly, what do they want ten years from now. She will provide insights into Washington State's wine industry and their growth.

Time	Topic	Speaker	Session Description
Education 2:15-3:30	Total Wine Stabilization: Innovative Approach to Stabilization	Eglantine Chauffour, Enartis USA	Today's wine market requires wines to be visually appealing to customers, meaning that wines need to be clear and free of sediment with no off colors or aromas. Wine stabilization is an important part of winemaking. For quality wine production, it is crucial to identify instabilities and understand how to treat each of them prior to bottling. This presentation will focus on the method available to prevent protein, tartrate, color and microbial instabilities.
Education 2:15-3:30	Vineyard Mechanization: A Panel Discussion on Practices in Texas	Keith Strigler, E&J Gallo Winery (Moderator) with Ron Yates (Spicewood Vineyards), Neal Newsom (Newsom Vineyards), Dusty Timmons (Lost Draw Vineyards) as panel members	With Keith Strigler as the session moderator, he will lead the panel in discussing vineyard mechanization practices and challenges in Texas.
Education 2:15-3:30	From Corks to Cans: Ask the Experts	Michael Kolsky (Ganau America) and David Randall (Ball Corporation)	This session will begin with a presentation on natural corks, growing cork trees, the production of natural and agglomerated corks and the branding of corks. As the session continues, we will focus on wine in cans, a product that is picking up speed and showing no signs of slowing down. You will walk through the when, the how and they why for wine in cans.
Education 2:15-3:30	Build & Strengthen Your Tasting Room Dream Team! - Part II: Managing Your Team	Susie Tucker, Business Development, VingDirect	This session will focus on identifying leadership styles, discovering ways to motivate your team and effectively managing your team.

Time	Topic	Speaker	Session Description
Education 2:15-3:30	Things You Need to Know About Accounting...But Probably Don't	Drs. Janet Butler, Linda Campbell & Cecily Raborn, Texas State University	Just as there are many different types of wine, there are many different types of accounting. This session provides an introduction to several important types of accounting (tax, financial and cost) and why each is important for business success. Additionally, some basic accounting concepts are introduced so that you can better communicate your ideas and concerns with your accountant, and determine whether your operations are as efficient as they can be.
Education 3:45-5:00	Wine Mouthfeel Workshop	Eglantine Chauffour, Enartis USA	Join Enartis USA for a hands-on sensory workshop to better understand wine mouthfeel and the tools to improve wine balance. The workshop will focus on identification and origin components of wine mouthfeel; understanding mouthfeel component interactions; discussion of finishing tannins and polysaccharide properties; and trial tastings.
Education 3:45-5:00	Growing Grapes-Lessons Learned	Jim Kamas (Moderator) with Jim Brooks (Cat Spring Vineyards), Missy Gudal (Burning Daylight Vineyards), Bill Blackmon (William Chris Vineyards) as panel members	A panel of Texas grape growers discussing the lessons learned starting and operating a vineyard in Texas. Come hear from vineyard owners whose experience ranges from less than 5 years to more than 40 years.
Education 3:45-5:00	Measuring Economic Impacts of Individual Wineries	Pati Mamardashvili, Dr. Tim Dodd and Natalia Velikova, Texas Wine Marketing Research Institute at Texas Tech University	While there have been numerous studies of state or national economic impacts of the wine industry, there has been very little work concerning the impacts of individual wineries. This presentation describes the methods used to determine the impacts on three "model" wineries (small, medium and large) and presents a possible way to customize for the circumstances of a particular winery and vineyard operation.
Education 3:45-5:00	How Grapevine Became a Wine Town	Paul W. McCallum, Executive Director, Grapevine Convention and Visitors Bureau	Trace the evolution of Grapevine from an agricultural town to a city that cultivates and encourages visitors to enjoy its charm. From the establishment of the first wine tasting room, the wine industry has experienced a warm reception to Grapevine. The wine industry continues to evolve and grow through exposure at various annual festivals and wine-related events.

Time	Topic	Speaker	Session Description
Education 3:45-5:00	What is Working in Texas Viticulture - Practices that Pay in Winegrape Quality	Fritz Westover, Westover Vineyard Advising	Trial and error, or "copy and paste" methodology are common approaches for learning what vineyard practices work best in newer growing regions such as Texas. Wine quality improvements have been recognized in Texas in recent years and the vineyard practices behind these improvements are the topic of this talk. Each region across the state offers unique soil and climate considerations that dictate the best vine management practices. In this session, growers can expect to learn about vineyard management practices that can raise the bar on wine quality.
General Session 5:15-6:15	Legislative Session: TABC Sunset and Preparing for the 2019 Texas Legislative Session	Kyle Frazier and Kimberly Frost	A review of the TABC Sunset Process and an open discussion of the issues impacting the Texas wine and grape industry. This session will be led by the TWGGA lobbyist and General Counsel.
Welcome Reception 6:30-8:30			
Friday, Feb. 23			
7:00 am - Conference Registration			
7:30 am - Continental Breakfast			
9:00 am - Exhibit Hall			
9:30 am - Exhibit Hall Mini Session - "Using Adobe Lightroom to Take Stunning Images on Your Smartphone" - Travis Matheny, Digital Brand Makeover			
10:30 am - Exhibit Hall Mini Session - "SWOT: A Key to Long-Term Success" - Dr. Cecily Raiborn, Texas State University			
11:30 am - Buffet Lunch			
1:45 pm - Exhibit Hall Mini Session - "Hackers Want Your Data! Ways to Protect Your Business from Data Loss" - Dr. Janet Butler, Texas State University			
2:30 pm - Exhibit Hall Mini Session - "Take Your Social Posts to the Next Level With Canva" - Travis Matheny, Digital Brand Makeover			
3:00 pm - Wine & Cheese Reception			
6:30 pm - Texas Wine Foundation Reception & Dinner			
Saturday, Feb. 24			
7:00 am - Conference Registration			
7:30 am - Continental Breakfast			

Time	Topic	Speaker	Session Description
9:00 am - Exhibit Hall			
9:30 am - Exhibit Hall Mini Session - "Use Adobe Spark to Create Social Marketing Videos Fast" - Travis Matheny, Digital Brand Makeover			
10:30 am - Exhibit Hall Mini Session - "It's a Business - Never a Hobby: Guidance For Staying in Line With the IRS" - Dr. Linda Campbell, Texas State University			
11:30 am - Buffet Lunch			
Education Session 2:15-3:30	Variety Focus-Aglianico	Dr. Justin Scheiner (Moderator); Chris Hornbaker (Eden Hill), Mike Batek (Hye Meadow Winery, Seth Martin (Perissos Vineyards)	A panel of Texas winemakers and grape growers discussing the techniques and quality of growing Aglianico grapes that produce award-winning wine. Attendees of this session will taste Aglianico from Eden Hill Vineyards, Hye Meadow Winery and Perissos Vineyards.
Education Session 2:15-3:30	Selling Local Wine to Local Restaurants	Helena Williams, Natalie Velikova and Dr. Tim Dodd, Texas Wine Marketing Research Institute at Texas Tech University	The 50% national decline in restaurant wine sales (2014-2016) prompted a multi-state marketing field study focused on local wineries and restaurants. The study, which involved 61 wineries across eight states, uncovered attributes associated with three levels of winery-restaurant engagement - under enthused, engaged and committed. This presentation describes these relationship levels and the innovative practices and strategies of both wineries and local food establishments.
Reception and Gala Dinner at the Omni Mandalay Hotel 6:00 - 10:00			