TEXAS WINE AND GRAPE GROWERS ASSOCIATION



The Texas Wine and Grape Growers
Association Board of Directors
wishes to offer sincere
appreciation to the
Title Sponsor of the 44th Annual Conference
and Trade Show



2020-2021 BOARD OF DIRECTORS

TEXAS WINE AND GRAPE GROWERS ASSOCIATION

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wine@weddingoakwinery.com bret@beckerwines.com

Dacota Haselwood, Executive Director dacota@twgga.org

A MESSAGE FROM OUR PRESIDENT

Welcome to the Irving Convention Center in Irving, Texas and the 2020 Texas Wine and Grape Growers Association Annual Conference and Trade Show. I hope you'll find the next three days of meetings, workshops and social activities informative, enlightening and rewarding.

The Association's staff and Education Committee, chaired by Glena Yates of Spicewood Vineyards, developed a curriculum for a wide range of industry members – from established commercial winery and vineyard operators, to emerging wine and grape business owners and even Texas wine enthusiasts. We hope that this conference will be a conduit for new ideas, thought starters and networking that will have a significant impact on your wine and grape business endeavors. We also hope you'll just have fun!



Patrick Whitehead, President Blue Ostrich Winery & Vineyard

My wife, Julie Fredrick-Whitehead, and I attended our first TWGGA conference nearly 10 years ago in San Marcos. I vividly remember attending my first general session on Thursday morning and wandering into the large exhibit hall with so many questions about winery and vineyard equipment, industry services and support. From that first conference, we took away not only information, but friendships that have lasted to this day.

I encourage those of you who are longtime members to reach out to those faces that aren't familiar and to encourage and support the "newbies" to our industry. The Texas wine industry is really only 40 years young, and it wasn't that long ago that many of us were newbies too!

I urge you to get involved with this fine organization. The Association has stood watch and acted swiftly when our livelihoods have been threatened by those who would strip us of the rights and privileges many wine and grape industry veterans have worked hard to secure.

Your board of directors has been charged with serving the membership. Get to know the board members serving your region and let them know how you feel about the issues of the day. Please consider attending the regional meetings taking place later in the year.

A special word of thanks to our executive director Dacota Haselwood who has a very deep and personal regard for this industry, or to be more specific, the people that constitute our industry. Dacota and her family have often sacrificed time away from each other so that she could serve our organization, and for that we are most appreciative.

I'd also like to thank our outgoing president Paul M. Bonarrigo for his thoughtful leadership during this past term. Salute!

The Whitehead and Fredrick families are honored to serve TWGGA and we are proud to be growing grapes and making wine alongside good folks just like you here in the greatest state in our country. The great state of Texas.

Cheers!

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AGENDA

<u>Toytoa Music Factory</u>

THURSDAY, FEBRUARY 20,2020

TIME	EVENT	LOCATION
8:00 AM	Registration Open	Irving Convention Center
8:30 AM	Annual Member Meeting	Irving Convention Center
9:30 AM	Break	Irving Convention Center
10:00 AM	Breakout Sessions	Irving Convention Center
11:00 AM	Break	Irving Convention Center
11:30 AM	Breakout Sessions	Irving Convention Center
12:30 PM	Annual President's Awards Luncheon	Irving Convention Center
	Sponsored by Dr. Richard Becker	Irving Convention Center
2:30 PM	Breakout Sessions	Irving Convention Center
3:30 PM	Break	Irving Convention Center
4:00 PM	Breakout Sessions	Irving Convention Center
5:00 PM	Regional Meetings and Wine Share	Irving Convention Center
6:00 PM	Dinner On Your Own	Toyota Music Factory
9:00 PM	Hospitality Suite Sponsored by	Omni Mandalay
	Brownfield Chamber of Commerce	Luna Vista/Valley Ranch

BREAKOUT PROGRAMMING ON NEXT PAGE

Vineyard Track Jr. Ballroom A

Winemaking Track Jr. Ballroom B

Sales Track Jr. Ballroom C

Business Operations Jr. Ballroom D

10:00AM

Effect of Nitrogen
Fertilization on
Aroma Compounds in
Grape Berry and wine by
Dr. Pierre Helwi, Texas
AgriLife Extension Service
(Includes Tasting)

Enzymatic Management of pH in the Winery by Dr. Andreea Botezatu, Texas AgriLife Extension Service Expanding Sales through Distributors and Retail Trade by Ron Janowczyk, Independent Consultant Creating an AVA - Harry Peterson-Nedry, RR Winery & Ridgecrest Vineyards

11:30AM

All About Acidity: Vineyard Practices That Affect Acidity and New Research in Texas by Dr. Justin Scheiner, Texas AgriLife Extension Service Texas and Oregon Rhone Variety Whites by Dr. Carl Hudson, 4.0 Cellars and Dr. Bryan White, Troon Vineyards (Includes Tasting)

Using Behavioral
Science to Increase
Tasting Room Revenue
by Dr. Marco Palma and
Jeff Pool, Texas A&M
University's Human
Behavior Lab

Regulatory Panel
Discussion: Moderated by
Kimberly Frost featuring
Thomas Graham and
Jared Staples, TABC

2:30PM

Are vines also bigger in Texas? Understanding and managing vine vigor to optimize crop yield and quality by Dr. Cain Hickey, University of Georgia

Sponsored by Scott Labs Increasing Shelf Life; controlling Volatile Sulfur Compounds, and Minimizing Spoilage

Sulfur Compounds, and Minimizing Spoilage through Cellar Practices by Luke Holcombe A Sommelier's Approach to Restaurant Sales, Jason Hisaw, Republic National Distributing Company Federal Legislative Update by Michael Kaiser, WineAmerica

4:00PM

Precision Viticulture by Agroprecision and Sergio Cuadra, Fall Creek Vineyards Texas and Oregon Rhone Variety Whites by Dr. Carl Hudson, 4.0 Cellars and Dr. Bryan White, Troon Vineyards (Includes Tasting) Are you Ready To Host Events: A Panel Discussion Moderated by Patrick Whitehead, Blue Ostrich Winery & Vineyard featuring, Roxanne Meyers, Lost Oak, John Matthews, Cassaro, Rebecca Conley Brennan Vineyards and Jennifer McInnis, Bending Branch Winery Brewery and Distillery Permitting by Kimberly Frost of Martin, Frost and Hill Attorneys at Law

5:00PM

Region 1 & 4 Meeting

Region 2 Meeting

Region 3 Meeting

Region 5 Meeting



AGENDA

FRIDAY, FEBRUARY 21,2020

EVENT	LOCATION
Registration Open	Irving Convention Center
Exhibit Hall Open	Irving Convention Center
Breakout Sessions	Irving Convention Center
Lunch & Wine with Exhibitors	Irving Convention Center
Sponsored by Rush Truck Centers	Irving Convention Center
Breakout Sessions	Irving Convention Center
Exhibit Hall Closes	Irving Convention Center
Reception & Silent Auction	Irving Convention Center
Sponsored by Carlsen and	Irving Convention Center
Associates	Irving Convention Center
Industry Celebration & Gala with Live	Irving Convention Center
Auction, Sponsored by Terry	
County Tractor	
Hospitality Suite Hosted by Patrick	Omni Mandalay
Whitehead, Blue Ostrich Winery & Vineyard	Windsor Ridge
	Registration Open Exhibit Hall Open Breakout Sessions Lunch & Wine with Exhibitors Sponsored by Rush Truck Centers Breakout Sessions Exhibit Hall Closes Reception & Silent Auction Sponsored by Carlsen and Associates Industry Celebration & Gala with Live Auction, Sponsored by Terry County Tractor Hospitality Suite Hosted by Patrick Whitehead, Blue Ostrich Winery &

Vineyard Track Jr. Ballroom A

Winemaking Track Jr. Ballroom B

Sales Track Jr. Ballroom C

Social Media Track Jr. Ballroom D

10:30AM

Sponsored by Enartis Improving Wine Quality Starting in the Vineyard by JT Jaeger

Sponsored by AEB Managing New Winemaking Challenges with Non-

Conventional Yeasts by

Federico Tondini

Training Tasting Room Staff by Kathleen Thomas, Training Manager, Hakkasan Group Sponsored by Big Thirst Marketing Featuring Matt McGinnis & Tara Guthrie

2:30PM

2019 Season in Review and a Look ahead to 2020 by Dr. Pierre Helwi,Texas AgriLife Extension Service Texas and Oregon Big Reds by Dr. Carl Hudson, 4.0 Cellars and Dr. Bryan White, Troon Vineyards (Includes Tasting) National Wine Club Trends by Hannah Wallace, Portlandbased freelance writer for food politics, wine, cannabis, sustainable agriculture and travel Story, Design,
Technology: Using the
essentials of modern
marketing to accelerate
the Brands of Tomorrow
by Crystal Anderson,
3headed Monster



Explore the URBAN WINE TRAIL

The Grapevine Urban Wine Trail is the epicenter of wine culture in North Texas. Surrounded by delectable dining, exciting attractions and luxurious resort and boutique-style hotels, the trail features a unique variety of tasting rooms ranging from rustic to contemporary. Gather your friends and family for a quick getaway and discover award-winning crisp whites, fruit-forward rosés and complex red wines.

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GrapevineTexasUSA.com/Wine

2020 Wine-related events

Sweetheart Wine Trail Februaru 8

Jazz Wine Trains

March 20 & 21

New Vintage Wine and Gallery Trail & Blessing of the Vines April 18

Texas Wine Tribute
September 12

GrapeFest®—
A Texas Wine Experience
September 17, 18, 19 & 20

HalloWine Trail
October 24

Grapevine Wine Festival November 14

Christmas Wine Trains December

Shop at unique boutiques, dine at locally-owned bistros and cafés and spend the weekend at one of our great hotels!

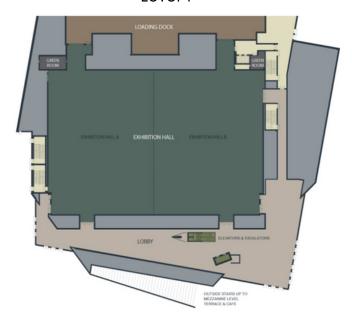




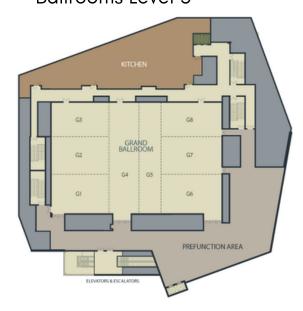
VENUE MAPS

IRVING CONVENTION CENTER

Irving Convention Center Registration & Exhibit Hall Level 1



Irving Convention Center
Ballrooms Level 3



Irving Convention Center Meeting Rooms Level 2



OUR ROOTS ALSO RUN DEEP IN TEXAS.



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AGENDA

SATURDAY, FEBRUARY 22, 2020

TIME	EVENT	LOCATION
8:30 AM	Registration Opens	Irving Convention Center
9:00 AM	Exhibit Hall Opens	Irving Convention Center
9:00 AM	Breakout Session	Irving Convention Center
10:00 AM	Break	Irving Convention Center
10:30 AM	Breakout Session	Irving Convention Center
11:30 AM	Break	Irving Convention Center
Noon	Exhibit Hall Closes	Irving Convention Center
Noon	"Food and Wine Pair Like a	Irving Convention Center
	Winemaker" moderated by Patrick	Irving Convention Center
	Whitehead and Daniel Kelada	
	including featured Winemakers,	
	Sponsored by O-I Packaging	
2:00 PM	Breakout Session	Irving Convention Center
3:00 PM	Break	Irving Convention Center
3:30 PM	Breakout Session	Irving Convention Center
6:30 PM	Uncork Texas Wines	Omni Mandalay
9:30 PM	Hospitality Suite Hosted by Roxanne	Mandalay Ballroom
	Meyers, Lost Oak Winery	Omni Mandalay
		Windsor Ridge

BREAKOUT PROGRAMMING ON NEXT PAGE

Emerging Vineyard Track Jr. Ballroom A

Emerging Winery Track Jr. Ballroom B

Business Operations Jr. Ballroom C

9:00AM

Starting a Vineyard: A Panel
Discussion Moderated by Paul M
Bonarrigo, Messina Hof Winery
featuring Keith and Brenna
Burch, Burch Family Vineyards
and Anthony Ferguson,
Farmhouse Vineyards and Robb
and Dilek Parr, Parr Vineyards

Exhibit Hall Open

Social Media for Emerging Wineries by Dr. Julie Kuhlken, Pedernales Cellars and Matt McGinnis, Big Thirst Marketing

10:30AM

Exhibit Hall Open

Texas and Oregon Big Reds by Dr. Carl Hudson, 4.0 Cellars and Dr. Brian White, Troon Vineyards (Includes Tasting) 99 Problems But A Vine Ain't One, by Daniel Pate, Apical Texas

2:00PM

Site Selection by Jim Kamas, AgriLife Extension Service and Bobby Cox, Pheasant Ridge Winery Start Up Winery Equipment by Chris Hornbaker and Clark Hornbaker, Eden Hill Winery How to Start a Wine Club Moderated by Hannah Wallace, Freelance Writer, Featuring, Karen Bonarrigo, Messina Hof Winery, Julie Kuhlken, Pedernales Cellars, Julie Fredrick Whitehead, Blue Ostrich Winery and Vineyard

3:30PM

Young Vine Training by Penny Adams, Wedding Oak Winery Starting a Winery: A Panel Discussion Moderated by Paul M. Bonarrigo, Messina Hof Winery featuring Patrick and Julie Fredrick Whitehead, Blue Ostrich Winery and Vineyard, Amy Sterling & Howard Davies, Arche', Susan & Ed Auler, Fall Creek Vineyards

Regulatory Compliance Reporting Panel Moderated by, Karen-Bonarrigo, Messina Hof Winery featuring Bob Landon, Landon Winery and Pat Brennan, Brennan Vineyards

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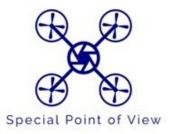


KERIAL Videography Photography

Promotional packages, aerial and ground material to showcase your grounds, tasting room, and production facilities. Also, we can produce 2D and 3D mapping.







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<u>Exclusive Drone Videographer for the 2020 Annual Conference</u> <u>and Trade Show.</u> **Visit us at Booth 823**

2020 EXHIBITORS

106 ACIC Corks and Closures

225 AEB Biochemical

617 Agajanian Vineyards & Wine

Company

304 AgrioZein International, LLC

417 All American Containers

124 Ameritrellis

612 Amorium Cork America

220 Ample Industries

624 Ardagh Group

506 ATP Group/Stolze

512 Barrel Associates International

811 Bayer Crop Science

407 Beer Dudes Mobile Canning

107 Bingham Family Vineyards

316 BioMicrobics, Inc

614 Biotechnology Services and

Consulting, Inc.

616 Bird Control Group

706 Bleyhl Co-Op

406 BSG Craft

813 Bucher Vaslin North America

812 Buena Suerte Vineyards

312 Canton

Cooperage/XtraChene

403 Carlsen & Associates

514 Ceres Imgaging

110 Certis, USA

321 Collinwood Grape & Grape

Juice Co.

211 Cooperage 1912 Napa

507 Criveller Group

212 Curtis 1000, Inc.

414 Custom Ink

817 Custom Wine Packaging

611 Dan Humphries Sales Company

606 Della Toffola USA

416 D'Marie Inc.

415 DNV GLBusiness Assurance

425 Dueamori, Inc

517 Enartis USA

103 Enchanted Vine Winery

402 Englander DZignPak

411 Euro-Machines, Inc.

717 Fermentis

323 Filter Process & Supply

810 FlexTank USA

613 Fortis Solutions Group

111 Four Feathers Wine Estates

511 G & D Chillers, Inc

603 G3 Enterprises, Inc.-DIAM

Bouchage

404 Ganau America

116 Gearmore, Inc.

102 General Implement Waco

306 Glass Tech/C&C Marketing and

Sales

703 GoFermenter

721 GrandStand

802 Grapevine Convention and Visitor's

Bureau

311 Gusmer Enterprises, Inc.

221 Hanna Instruments

320 Hart Label

302 Heritage Land Bank

605 Herrick Grapevines

204 Hill Country Distillers

203 Hoover Ferguson

120 Hotsy Carlson Equipment Co

505 Inland Desert Nursery, Inc.

205 Innovint Production Software

215 Irrigation-Mart

213 JHBiotech, Inc.

806 JSC Agricultural Supply

421 Kawasaki Motors Corp, USA

207 Laffort USA

412 Lafitte Cork and Capsule

217 Lakeview Vineyard Equipment Inc.

216 MAS Labor H-2A

325 McClain Ozone

516 Microworks Wine Software

515 Mirabelle Travel

202 Miramont Estate Vineyards

820 Multi-Color Corporation

210 Nano-Purification Solutions

804 Novavine Grapevine Nursery

310 Oak Solutions Group

315 O-I Packaging Solutions

510 OrderPort Winery Solutions

816 Palo Alto College

513 Parker Hannifin

610 PolarClad Tank Insulation

607 PortoCork

423 Process2Wine

715 Producer Supply Company

303 Prospero Corporation

314 Quality Stainless Tanks

313 Reddy Vineyards

604 Redox Chemicals

214 Renewal By Anderson

413 Riedel Crystal

424 Rozell Sprayer Manufacturing

Company Tyler

702 Rush Truck Centers

317 Sage's Vintage

705 Sara Nelson Design

504 Scott Laboratories, Inc

115 Senspoint

324 Shaw Vineyards

707 ShellIt Grow Tubes (Mariplast North

America, Inc.)

522 SHRINK3D

805 Sommelier Logistics

620 SouthShore Travel

823 Special Point of View

713 Spectrum Wine Specialities

322 Sprint

815 Stokes Vineyards

305 Sunridge Nurseries

814 Swain and Baldwin, Insurance and

Risk Management

621 Terry County Tractor

525 Texas A & M AgriLife Extension

105 Texas Plant Disease Diagnostic Lab

Texas A & M Agrilife Extension Service

615 Texas Ag Plus

502 Texas Department of Agriculture

704 Texas Tech University Viticulture

and Enology

723 Texas Wine Company

307 The Barrel Mill

807 The Bracero Group

711 Truly Texas Grown Wine Cellars, PBC

117 Trysk Print Solutions

117 Trysk Print Solutions

825 Unitech Scientific

521 Vance Metal Fabricators

824 VESTA (Viticulture & Enology

Science Technology Alliance)

121 Vincard Generation 7

821 VinNow LLC

410 Vinotive 503 Vintner's Vault

523 WineCub

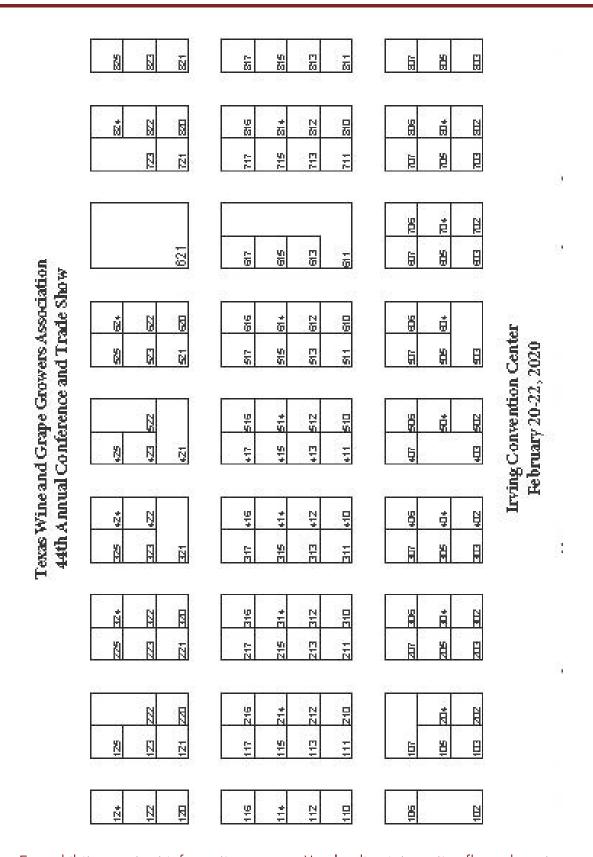
422 Wine-Tapa

112 WinStar Insurance Group

222 Womack Nursery

803 Wonderful Nurseries

EXHIBIT HALL FLOOR PLAN



For exhibitor contact information see our New! online interactive floor plan at: https://www.txwines.org/annual-conference-2020/ under exhibitor floor plan





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WINEAMERICA

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How Federal Policy Affects You

Federal Legislative Update

Thursday, February 20th

2:30 PM - Business Operations

Michael Kaiser, Vice President

Handles public affairs for WineAmerica and actively works the halls of Congress. Michael is a regular fixture at industry trade shows and conferences throughout the country. He is the main point of contact with the TTB and handles general regulatory concerns for WineAmerica's members. A board member of Drink Local Wine and Free the Grapes.

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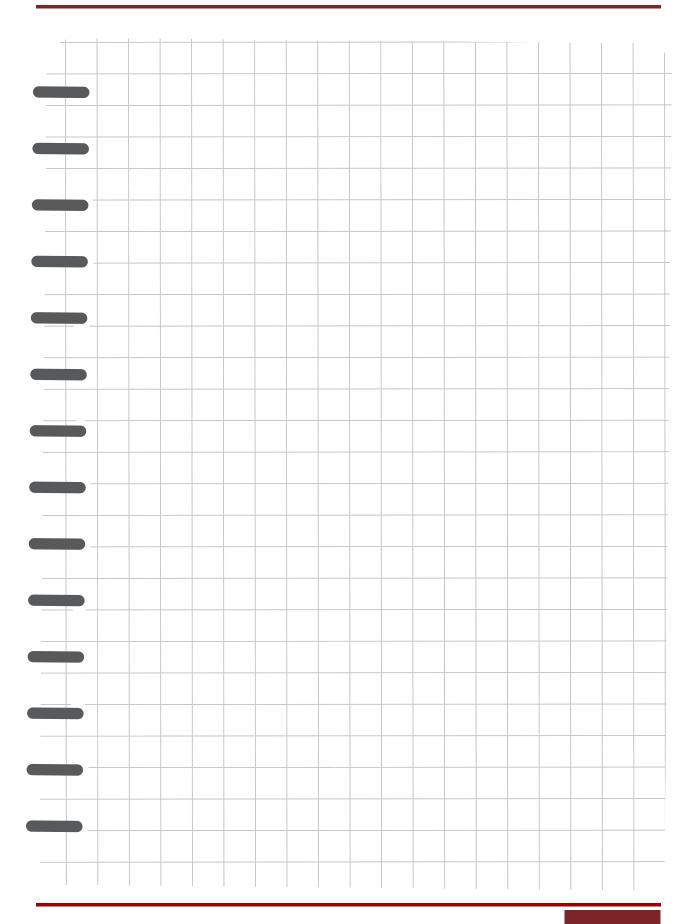
- a) Less than 10,000 gallons = \$500 Minimum Dues
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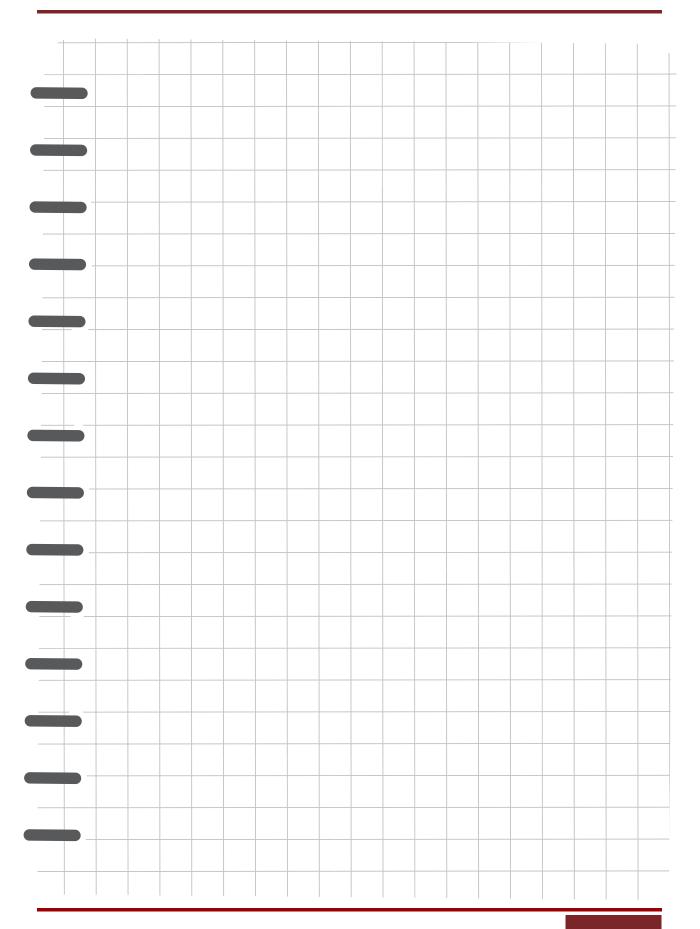
Questions? Contact Tara Good at tgood@wineamerica.org



NOTES...



NOTES...







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