



2021 GRAPE CAMP & EXPO

Proudly Sponsored by Grayson College



#grapecamp #texaswine

A Message From the President

Dear Grape Camp Attendees, Speakers, Exhibitors and Sponsors:

Welcome to our first in-person event since February 2020! We are excited you are here. We have an exceptional two-day event planned which reflects the positivity of Texas' roots in the vineyard, and how that history (with some very smart PhD's from California!) has propelled us forward to today. We believe our future is bright, and the Texas Wine and Grape Growers Association (TWGGA) is determined to spur and promote this growth for the next generation of growers and winemakers.

First, our Educational Sessions have been thoughtfully planned with the focus on advances in vineyard management, but with a twist on how our past vineyard pioneers shaped the Texas Wine industry, and saved France!

Secondly, we expanded our Expo Hall to have twice as many Exhibitors who support the Texas Wine industry. Without these suppliers, our success would be...well...in question. Please take the time to visit our Expo Hall to meet the suppliers and learn something new.

Thirdly, Grape Camp would not be possible without our Sponsors' support, many of whom have booths in the Expo Hall. Please stop by and say 'thank you' for their continued support of the Texas Wine industry. Also, many Exhibitors and Sponsors have supplied promotional materials in your attendee tote bags and as well are promoted on our website, social media sites and newsletter. You are encouraged to visit their booth and/or website.

In closing, TWGGA is proud to present our 2021 Grape Camp & Expo. Enjoy yourselves and put all the past uncertainty behind you. Let TWGGA help you put down roots, make history (including quality wines!) and grow with passion and determination.

Cheers,
Roxanne Myers
President, TWGGA





Monday, November 8, 2021

2021 Grape Camp & Expo

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Dripping Springs Ranch Park and Event Center

1042 Event Center Dr.

Dripping Springs, Texas 78620

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Board of Director's Meeting

11:00 a.m. to 5:00 p.m

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Open to the Public

(Agenda and ZOOM Information Here)

Tuesday, November 9, 2021

Programming Proudly Sponsored by Producer Supply Co.

7:00 am – Registration Opens

9:00 am – Exhibit Hall Opens

8:30 am – Welcome

Roxanne Myers, President

Sabrina Houser Amaya, Director of Operations

9:00 am – The History of T.V. Munson

Grape Man of Texas is the first biography of Thomas Volney Munson (1843-1913), the internationally recognized horticulturist who developed over 300 new varieties of grapes, some of which are still grown today on almost every continent. The second edition introduces new insights into the phylloxera period, Munson's many papers and publications, and his far-sighted grasp of the needs of twentieth century agriculture and transportation. It details the continuing influence of both his research and his hybrid grapes on modern viticulture and new varieties of vitis that have been bred from them around the world.

Presenter: Sherrie S. McLeRoy

9:35 am – From Munson to Modernization

With over 700 active winery permits and vineyards located across the state, the Texas wine industry has come a long way since the days when legendary T.V. Munson helped saved the wine industry for France. This panel will discuss the rich history of Texas wine and highlight some of the pioneers that contributed to its many advances and successes.

Panel Discussion

Jim Kamas, Associate Professor & Extension Fruit Specialist – Moderator

Andy Allen, Professor of Viticulture and Enology, Grayson College

Jim Evans, Winemaker at Lost Oak Vineyards

Sherrie S. McLeRoy, Author, "T.V. Munson: The Grape Man of Texas"

10:30 am – Break with Exhibitors

Coffee Break Proudly Sponsored by Wonderful Nurseries

11:00 am – Pierce's Disease: Research and The Future

Andy Walker may not be a household name in the world of wine consumers, but his impact on wine is legendary. Dr. Andrew Walker, Louise Rossi Endowed Chair in Viticulture and Enology and professor in Viticulture and Enology, is without a doubt one of the most respected geneticists in the nation. He has made significant impacts in the industry, developing new grape varieties resistant to Pierce disease, which costs the industry upwards of \$100 million a year.

Presenter: Andy Walker, PhD

Louise Rossi Endowed Chair in Viticulture and Enology

12:00 pm – Lunch with Exhibitors

Proudly Sponsored by JSC Supply

Tuesday, November 9, 2021

Programming Proudly Sponsored by Producers Supply Co.

(continued)

1:00 pm - Man Versus Machine: Deciding What to Mechanize When Labor is Scarce

With a dwindling supply of affordable labor, mechanization becomes increasingly important to vineyards. This panel will offer a grower's perspective on mechanization options for small vineyards that range in size from just a few acres up to hundreds of acres of vines.

Panel Discussion

Meredith Eaton, Owner, Firelight Vineyards - Moderator

Krista & Scott Hartman, Owners, Hartman Vineyards

Dan & Maura Sharp, Owners, Vineyard at Blue Mountain

Neal Newsom, Owner, Newsom Family Vineyards

Todd Webster, Winemaker, Brennan Vineyards

2:00 pm - Break with Exhibitors

Coffee Break Proudly Sponsored by Wonderful Nurseries

2:30 pm - Texas Sized Vineyard Mistakes to Avoid

Grape growing in Texas does not come without its challenges, but many mistakes and pitfalls can be avoided. This presentation will highlight the most common and most costly mistakes of establishing and managing a vineyard in Texas.

Presenter

Michael Cook, Texas A&M AgriLife Extension Regional Viticulturalists

3:30 pm - TWGGA Meeting - Open to Public

State of the Union for TWGGA - Roxanne Myers, President

Legislative/TABC Update - Kyle Frazier, Lobbyist for TWGGA

4:15 pm - Regional Breakout Meetings

5:00 pm - Wine & Cheese Reception - Exhibit Hall

Proudly Sponsored by Novavine

6:30 pm - Wine & Dinner at Fall Creek Vineyards @ Driftwood**

Proudly Sponsored by Searchers Survey and Engineering

*All Educational Sessions are held at the Dripping Springs Ranch Park and Event Center, Main Hall

**Wine and Dinner is SOLD OUT.

Wednesday, November 10, 2021

Programming Proudly Sponsored by Inland Desert Nursery.

7:00 am – Registration Open

8:00 am – Exhibit Hall Opens

8:30 am – Welcome

Roxanne Myers, President

Pam Owens, President/CEO of Dripping Springs Visitor Bureau

9:00 am – Aftermath & Moving Forward: Report of Damage Across Texas

The 2021 growing season started off with bang when February temperatures reached record lows in many areas of the state. Damage from Winter Storm Uri ranged from trunk injury and total crop loss to no injury at all. This presentation will review observations and survey results of winter injury reported by region and by grape variety.

Presenter

Pierre, Helwi, Ph. D., Assistant Professor and Extension Viticulture Specialist

10:00 am – Break with Exhibitors

Coffee Break Proudly Sponsored by Gearmore, Inc.

10:30 am – Replant, Retrain, or Let it Remain:

The Economics of Vineyard Renewal from Coast to Coast

Damage from winter injury, trunk disease, and other causes of grapevine decline can leave a grower wondering if it's time to replant, retrain, or just ride it out. This presentation will discuss vineyard renewal from an economic perspective with examples from regions where winter injury is a common occurrence

Panel Discussion

Fritz Westover – Westover Vineyard Advising, LLC & Virtual Viticulture Academy – Moderator

Tim Martinson, Ph.D., Senior Extension Associate, Cornell University and

Jonathan Kaplan, Ph.D., Professor of Economics, Sacramento State University

11:30 am – Public Water Systems and Dealing with TCEQ:

What Wineries and Vineyards Need to Know

If you're going to grow grapes, you're going to need water. Everybody knows that, but one of the often-overlooked aspects of owning a winery is taking into account the need for a public water system. If your venue has at least 25 people on-site 60 days out of the year or more and you aren't already serviced by a public utility, you are a public water system. Does this affect my business? Do I need another permit? Will I have to drill a new well? How much will this cost? All of these questions and many others will be addressed.

Presenter: Jason Ferguson, Project Manager, Searchers Surveying & Engineering LLC

12:00 pm – Lunch with Exhibitors

Proudly Sponsored by Sunridge Nurseries

Wednesday, November 10, 2021

Programming Proudly Sponsored by Inland Desert Nursery
(continued)

1:00 pm - Managing your Winery or Vineyard Growth

From the cost of sales to accounting for grape growing and the wine making process, there are a number of things to consider as your grapes grow and your vineyard expands. Do I need GAAP accounting or can I just keep operating with my cash basis books? Once you're established and producing wine, what is your brand's story and why? How will the decision of my brand affect future valuations and growth opportunities?

Presenters:

Alex Cotter, CPA, Senior Manager
Derek Groff, ASA, CFE, Director
Jeff Gutsch, CPA, Partner

2:00 pm - Break with Exhibitors

Coffee Break Proudly Sponsored by Gearmore, Inc.

2:30 - 3:30 pm - Move Over, Cabernet:

Winery Tries Out New, Disease-Resistant Grapes!

Wine Tasting of Whitehall Lane's 2019 Paseante Noir & 2019 Camminare Noir

Whitehall Lane Winery in Napa Valley, CA, planted some of the Pierce's Disease resistant grape varieties developed by Professor Andy Walker at UC-Davis. A representative of Whitehall Lane will join the Wine Tasting presentation via ZOOM to discuss these Pierce's Disease resistant grape varieties and lead a tasting of two of their commercial bottlings.

Presenters:

Carl Hudson, CSW
Jason Moulton, Winemaker, Whitehall Lane Winery

Wednesday, November 10, 2021

Programming Proudly Sponsored by Inland Desert Nursery
(continued)

3:35 pm - Variety & Trend Surveys of the Texas Vineyard Industry

Texas growers produce over 60 different varieties of grapes and over the last decade, many lesser-known and even obscure varieties have been planted. This grower panel will review the latest trends in grape acreage and discuss the merits and shortcomings of varieties that have recently become popular.

Panel Discussion

Justin Scheiner, Ph. D., Associate Professor and Extension Viticulture Specialist - Moderator

Jet Wilmeth, Proprietor, Diamante Doble Vineyard

Penny Adams, Proprietor, VineCo LLC

Kimbrough Jeter, Proprietor, Threshold Vineyards

Missy Gudal, Proprietor, Burning Daylight Vineyards

4:15 pm - AgriLife Q&A

The Texas A&M AgriLife Extension viticulture team works with new and experienced grape growers across the state. This Q&A panel will give audience members an opportunity to ask questions about grape growing in the Lone Star State.

Panelists

Bri Crowley - Texas A&M AgriLife Extension Service - Hill Country

Michael Cook, Texas A&M AgriLife Extension Service - North Texas

Fran Pontasch - Texas A&M AgriLife Extension Service - Gulf Coast

Danny Hillin - Texas A&M AgriLife Extension Service - High Plains and West Texas

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and the Texas Wine industry**

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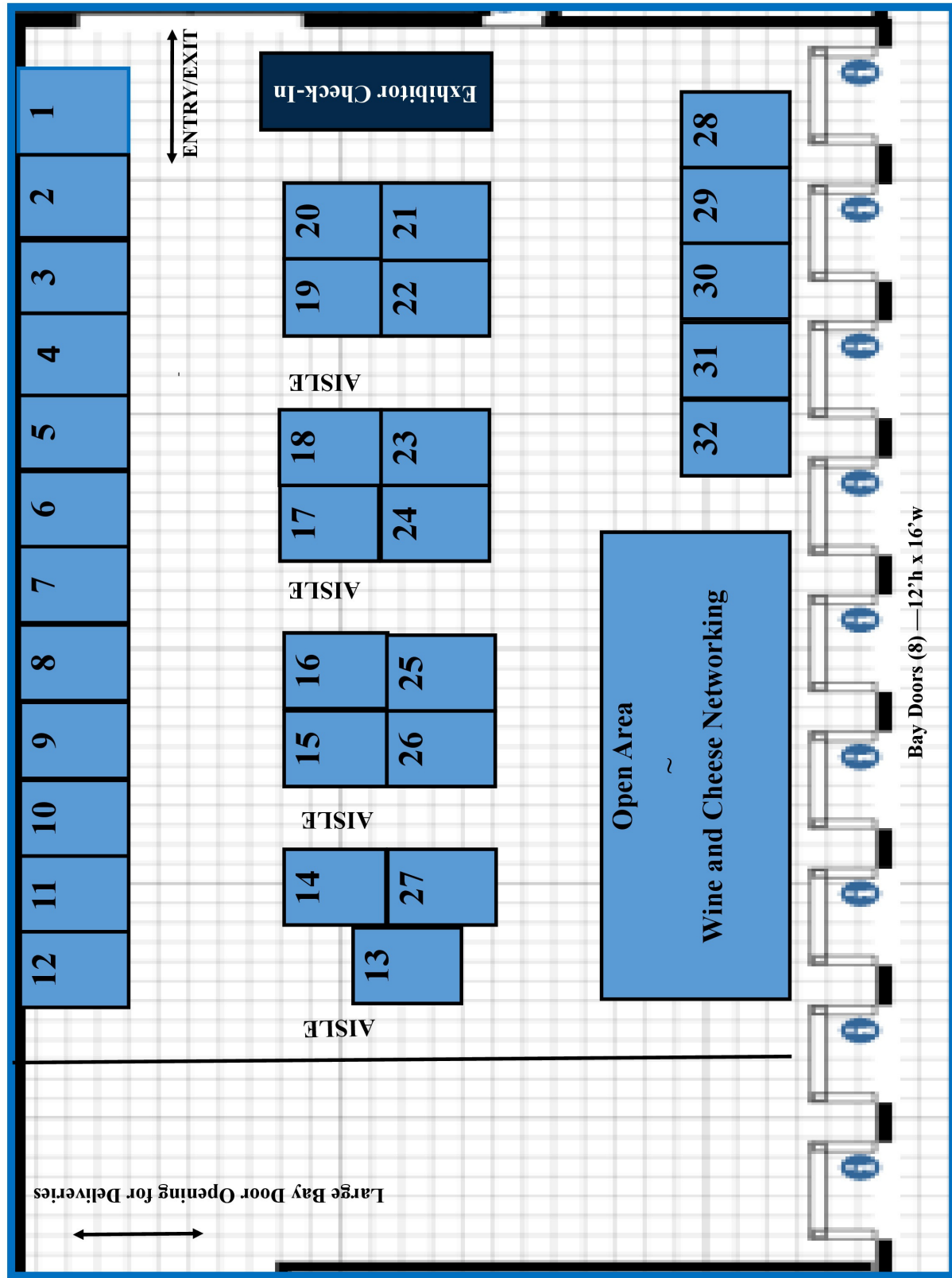
Womack Nursery

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EXPO HALL

(As of 11/1/21. Subject to change. Online version will be the final Exhibitor List and Layout)

2021 GRAPE CAMP EXPO HALL



SAVE THE DATES

TRELLIS
TO TABLE

2022
ANNUAL CONFERENCE
& TRADE SHOW

TEXAS WINE & GRAPE  GROWERS ASSOCIATION

SAVE THE DATES

FEBRUARY 17 - 19, 2022

EMBASSY SUITES BY HILTON
DENTON CONVENTION CENTER

TEXAS WINE & GRAPE  GROWERS ASSOCIATION

Registration Opens in December