# TRADE SHOW



# February 17–19, 2022

Embassy Suites by Hilton Denton Convention Center Denton, Texas THE TEXAS DEPARTMENT OF AGRICULTURE'S WINE MARKETING PROGRAM IS THRILLED TO BE BACK IN PERSON FOR THE 2022 TWGGA CONFERENCE.

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TEXAS DEPARTMENT OF AGRICULTURE



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# TRELLIS to**TABLE** 2022 ANNUAL

CONFERENCE & TRADE SHOW



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# Welcome

Welcome to the 2022 Texas Wine and Grape Growers Association Annual Conference & Trade Show. We 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 has developed a curriculum for a wide range of industry members—from established commercial winery and vineyard operators, to emerging wine and grape business owners,



Glena Yates President

Roxanne Myers Past President

and even Texas wine enthusiasts. We hope that this conference will reunite friendships and connect you with colleagues and like-minded Texas wine enthusiasts for years to come.

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 your issues.

We urge you to get involved. We have education, legislative, and grower advocacy committees that need to hear from everyone in the industry. We have worked closely with our university partners—Texas Tech, Texas A&M, and Grayson County College—to accomplish our educational goals. Through our advocacy efforts, we are in close contact with TABC and all representatives in the House and the Senate to conserve our privileges and advocate for our Members.

With a virtual 2021 conference, we did not get an opportunity to connect as in years past. This year will be unique, given the most recent COVID developments, but as Texas farmers have so often proven, we are resilient and determined, and thus we'll apply these same principles to drive the Texas wine industry forward.

Salud!

Glena Yates, Spicewood Vineyards President, Texas Wine and Grape Growers Association

**Roxanne Myers,** Lost Oak Winery Past President, Texas Wine and Grape Growers Association

#### **Health & Safety**

Your health and safety is important to TWGGA. See our health and safety information at **bit.ly/twggahealth** or visit the TWGGA Health & Safety booth in the Exhibit Hall at **Booth 806**.



# **Board of Directors**

#### 2022-2023

## **Executive** Commitee

President Glena Yates Spicewood Vineyards

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**President Elect** Monty Dixon Bar Z Winery

#### Secretary

Karen Bonarrigo Messina Hof Estate Winerv

Treasurer Julie Herbort Grape Creek Vinevards/ Heath Sparkling Wines

#### **Directors at Large**

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Joe Riddle Uma Movado Vinevards

## **Regional Directors**

**Region 1 High Plains** 

Jim Irwin The Triple D Winery

Tv Wilmeth Cerro Santo Vineyards

**Region 2** North Texas

**Region 3** Gulf Coast

**Region 4** West Texas

**Region 5 Hill Country**  John Matthews Cassaro Wines

Diane Lyn Zimmerman Teysha Vineyards

> Kalyn Hodges Los Nopales Wines

**Jason Englert** Grape Creek Vineyards/ Heath Sparkling Wines



Meredith Eaton **Firelight Vineyards** 

**Ricardo Rubiano** Rubiano Vinevards

**Dustin Walker** Cathedral Mountain Vineyards

Barbara Lecouna Siboney Cellars

# Wednesday at-a-Glance Schedule

12:00 PM-5:00 PM	<b>Board of Directors Meeting</b> Denton/Fort Worth   Open to the Public
2:00 PM-6:00 PM	Early Bird Check-In for Attendees Universities Grand Foyer
2:00 PM-6:00 PM	Early Bird Check-In for Exhibitors Exhibit Hall
6:00 PM-7:30 PM	<b>"Trellis to Table" Kick-Off Reception</b> Universities Grand Foyer Proudly Sponsored by <b>JSC Agriculture Supply</b>
7:00 PM-9:00 PM	Past Presidents' Dinner (By Invitation Only) Denton/Fort Worth   Proudly Sponsored by Sommer Logistics & Knights Grapevine Nursery

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# **Source Report**

# Thursday at-a-Glance Schedule

6:30 AM-5:00 PM	<b>Attendee Check-In</b> Universities Grand Foyer
8:00 AM-9:30 AM	General Membership Meeting   Appaloosa/Quarter
9:00 AM-5:00 PM	Exhibit Hall Open
9:00 AM-6:00 PM	<b>WSET Level 1 Award in Wines Course</b> O'Reilly, 2nd Floor
9:30 AM-10:00 AM	Regional Breakout Sessions   Appaloosa/Quarter
10:00 AM-10:30 AM	<b>Coffee With Exhibitors/Dedicated Exhibit Hall Time</b> Proudly Sponsored by <b>Novavine</b>
10:30 AM-11:30 AM	Breakout Sessions
11:30 AM-12:00 PM	Dedicated Exhibit Hall Time
12:00 PM-1:15 PM	<b>Keynote Speaker and Annual Awards Luncheon</b> Appaloosa/Quarter/Palomino Proudly Sponsored by <b>Terry County Tractor</b>
12:00 PM-4:00 PM	Beer Dudes Canning Ticketed Field Trip Proudly Sponsored by Beer Dudes Mobile Canning
1:30 PM-2:30 PM	Breakout Sessions
2:30 PM- 3:00 PM	<b>Coffee With Exhibitors/Dedicated Exhibit Hall Time</b> Proudly Sponsored by <b>Novavine</b>
3:00 PM-4:00 PM	Breakout Sessions
4:15 PM-5:00 PM	<b>Legislative Update With Q&amp;A</b> Appaloosa/Quarter
5:00 PM-6:30 PM	Hospitality Reception: Explore the Wines of North Texas Equestrian Foyer Proudly Sponsored by North Texas Wine Association



# **Thursday Breakout Sessions**

#### 10:30 AM-11:30 AM

The Story of the Bonarrigos' Succession BUSINESS/FINANCIAL Planning Process Denton/Fort Worth Paul V. Bonarrigo and Merrill Bonarrigo, Founders, Messina Hof Winery

**Becoming a Sustainable Winegrower and** Why It Matters Arabian Monique Studak, Principal, Thirst for Knowledge

Stopping the Stink Before It Starts: Wine Faults and Tools for Prevention Palomino Maureen Qualia, M.S., Instructor of Enology

#### 1:30 PM-2:30 PM

Demystifying Compliance Reporting for Wineries: Who, What, When, and How Denton/Fort Worth Eric C. Sigmund, Esq., CS, CSW, Chief Operating Officer, Reddy Vineyards

How to Sell Wine Online Like a Pro Arabian (Virtual Presentation) Ben Salisbury, Founder, Salisbury Creative Group

Spicing Things Up in the Tasting Room: The Breakthrough of Ciders, Cysers, Mead, and More! Palomino

Moderator: Michael Cook, Texas A&M AgriLife Extension Service–North Texas; Panelists: Lauren McLaughlin, Hye Cider Co.; Mark Germany, Ralvin Cidery; Wendy Rohan, Rohan Meadery; David Tindol, Specialty Blends



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Protecting the Ones You Love: EPA Worker **Protection Standards in Vineyards** 

Appaloosa/Quarter

Don Renchie, Ph.D., Professor and Extension Pesticide Safety Education Specialist, Texas A&M University

#### 3:00 PM-4:00 PM

Supply Chain Issues and Solutions Denton/Fort Worth **Bill Vvenielo.** Senior Business Consultant. Moss Adams

#### How to Keep Your Festival From Becoming a **Circus! A Panel of Experience Both Large** and Small

Arabian

Moderator: Meredith Eaton, Owner, Firelight Vineyards; Panelists: Chuck Tordiglione, Owner, Bull Lion Ranch & Vineyard; Shari Richter, Eden Hill Vineyard; Mike McHenry, Owner, Wedding Oak Winery; Paul W. McCallum, Executive Director, Grapevine Convention and Visitor's Bureau

#### Succession Planning: A Case Study

Palomino Daniel Kelada, Sommelier and Négociant, Vinovium Winery

#### The ABCs of GTDs: A Global Perspective on **Grapevine Trunk Disease and Options for** Control

Appaloosa/Quarter

Bri Crowley, Texas A&M AgriLife Extension Service; Jose Urbez-Torres Ph.D., Research Scientist, Plant Pathology, Summerland Research and Development Centre (Virtual Presenter)

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GROWERS ASSOCIATION

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# Friday at-a-Glance Schedule

7:30 AM-2:00 PM	<b>Attendee Check-In</b> Universities Grand Foyer
9:00 AM-5:00 PM	Exhibit Hall Open
9:00 AM-10:00 AM	Breakout Sessions
10:00 AM-10:30 AM	<b>Coffee With Exhibitors/Dedicated Exhibit Hall Time</b> Proudly Sponsored by <b>Novavine</b>
10:30 AM-11:30 AM	Breakout Sessions
11:45 AM-1:00 PM	<b>Lunch With Exhibitors</b> Exhibit Hall Proudly Sponsored by <b>Inland Desert Nursery</b>
1:30 PM-2:30 PM	Breakout Sessions
2:30 PM-3:00 PM	<b>Coffee With Exhibitors/Dedicated Exhibit Hall Time</b> Proudly Sponsored by <b>Novavine</b>
3:00 PM-4:00 PM	Breakout Sessions
6:00 PM-7:00 PM	<b>Gala Reception</b> Universities Grand Foyer Proudly Sponsored by <b>Wonderful Nurseries</b>
7:00 PM-10:00 PM	<b>Gala Dinner</b> Appaloosa/Quarter/Palomino Proudly Sponsored by <b>Johnson &amp; Associates</b>

# Heads & Tails

Get ready for for the fan-favorite Gala Dinner fundraising event.

Purchase your glow sticks in advance at the Registration desk or during any reception to participate!

All proceeds benefit the Texas Wine Foundation.





# **Friday Breakout Sessions**

#### 9:00 AM-10:00 AM

What Texans REALLY Want to Drink! **BUSINESS/FINANCIAL** Denton/Fort Worth Natalia Velikova, Ph.D., Professor, Hospitality and Retail Management, Texas Tech University

Positive Innovations as a Result of COVID: What We Did and Will Keep Doing in Our **Tasting Rooms: A Panel of Owners** 

MARKETING/ADVERTISING

Arabian Meredith Eaton, Owner, Firelight Vineyards; KK Hartman, Owner, Hartman Vineyards; Bob Landon, Owner, Landon Winery; Julie and Patrick Whitehead, **Owners, Blue Ostrich Winery & Vineyard** 

Tannat Is Hot! From Being a Behind-the-Scenes Blender to Becoming a "Lone Star" Varietal Wine in Texas

Palomino

Moderator: Amie Nemec, Sommelier; Panelists: Michael McClendon, Owner, Sages Vintage; Sherah Mills, Owner, Rustic Spur Vineyards; Mike Nelson, Winemaker, Ab Astris Winery; Drew Tallent, Owner, Tallent Vineyards; Jennifer McInnis Fadel, General Manager, Bending Branch Winery

#### Genome Editing and the Future of Viticulture

VINEYARD Appaloosa/Quarter Amit Dhingra, Ph.D., Professor/Department Head, Horticultural Sciences, Texas A&M Universitv

10:30 AM-11:30 AM

**Affordable Winery Automation** Denton/Fort Worth Kelly Graves, CEO/Owner, VinWizard Proudly Sponsored by VinWizard

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# 12

#### Friday Breakout Sessions. continued

Ancient Wine Is the Hit of Our Time: The Rise to Fame of "Pét-Nat" in Texas Palomino

Andreea Botezatu, Ph.D., Assistant Professor and Extension Enology Specialist, Texas A&M University; Pat Hale, Owner, En Gedi Winery and Vineyards; Julie Kuhlken, Owner, Pedernales Cellars; Christa Halliburton, Brennan Vineyards; Reagan Sivadon, Ron Yates Wines

Winemaking Foundations: Back to Basics Arabian Tyler Franzen, Sales Manager, Enartis USA

Working Smarter Not Harder: The Mechanics of Mechanizing Your Vineyard

Appaloosa/Quarter

Moderator: Danny Hillin, Viticulture Program Specialist, Texas A&M University Panelists: John Essler, Vineyard Manager, Hidden Hangar Vineyard and Winery; Walt Roper, Owner, 4R Ranch Vineyards & Winery; Penny Adams, Proprietor, VineCo LLC; Dusty Timmons, Lost Draw Cellars

#### 1:30 PM-2:30 PM

#### Kink in the Chain: Dealing With Supply Chain **Challenges and Logistics**

Denton/Fort Worth Peggy and Les Mauldin, Owners, Sommelier Logistics

Choosing the Right Glassware for a Superior **Tasting Experience** Arabian

MariBeth Baumberger, Regional Territory Manager, Riedel

From Cork Taint to Consumerism: New Updates About the Big Headaches That Wineries Face Palomino

Andreea Botezatu, Ph.D., Assistant Professor and Extension Enology Specialist, Texas A&M University

**Being Good Stewards of Your Soil:** Soil Management for Texas Viticulture

Appaloosa/Quarter

Jake Mowrer, Ph.D., Associate Professor/Extension Specialist, Texas A&M University





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#### 3:00 PM-4:00 PM

Ask an Agent: Current Topics With TABC

Denton/Fort Worth

Roxanne Myers, Past President, TWGGA; TABC Representatives: Jared Staples, Director of External Affairs; Tana Davis, Region 2 Licensing Supervisor; Thomas Graham, Director of Excise Tax and Marketing Practices; Segbe Golanyon, Region 2 Audit and Investigations Manager; David Doggett, Region 2 Law Enforcement Major

The Business of Bubbles MARKETING/ADVERTISING Arabian Michael Domínguez, Owner and Founder, Michael Domínguez Consulting

**Bioprotection and Biocontrol: Using Biology** Versus Chemistry to Improve Wine Quality Palomino | Proudly Sponsored by Laffort USA Matt Ridge, Winemaking Consultant and Technical Representative, Laffort USA

Land of Extremes: Grape Growing in a **Consistently Inconsistent Climate** 

Appaloosa/Quarter Jim Kamas, Associate Professor and Extension Fruit Specialist, Texas A&M University

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# Saturday at-a-Glance Schedule

8:00 AM-10:00 AM	Attendee Check-In Universities Grand Foyer
9:00 AM-12:00 PM	Exhibit Hall Open
9:00 AM-10:00 AM	Breakout Sessions
10:00 AM-10:30 AM	<b>Coffee With Exhibitors/Dedicated Exhibit Hall Time</b> Proudly Sponsored by <b>Novavine</b>
10:30 AM-11:30 AM	Breakout Sessions
12:00 PM	End of Conference

# **Saturday Breakout Sessions**

#### 9:00 AM-10:00 AM

The Farm Labor Drought: Using the H-2A Program to Solve Your Workplace Woes Denton/Fort Worth Sabrina Houser Amaya, Founder, The Bracero Group Proudly Sponsored by The Bracero Group

**Planting on a Firm Foundation:** The Process for Starting a Vineyard in Texas Arabian Michael Cook, Texas A&M AgriLife Extension Service—North Texas Regions; Bri Crowley, Texas A&M AgriLife Extension Service—Hill Country: **Danny Hillin**, Texas A&M AgriLife Extension Service—High Plains & West Texas; Fran Pontasch, Texas A&M AgriLife Extension Service–Gulf Coast

Selecting Barrels or Staves for Distinct Wine Styles Palomino Yuri DeLeon, Account Manager, World Cooperage



**BUSINESS/FINANCIAL** 

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#### Saturday Breakout Sessions, continued

#### The Professor Is In: Viticulture and Enology Education and Research Programs in Texas

Appaloosa/Quarter

Andy Allen, Viticulture/Enology Professor, Grayson College; Ed Hellman, Ph.D., Professor of Viticulture and Enology, Texas Tech University; Justin Scheiner, Ph.D., Associate Professor and Extension Viticulture Specialist, Texas A&M University

#### 10:30 AM-11:30 AM

Who Moved My Grapes? Denton/Fort Worth Peggy and Les Mauldin, Owners, Sommelier Logistics

Move Over for Mourvèdre: Why This Wine Deserves a Space at Every Texas Wine Counter Arabian

Moderator: Amie Nemec, Sommelier; Panelists: Michael Barton, Winemaker, Horn Winery; Michael Bilger, Owner, Adega Vinho Winery; Daniel Pate, Owner, Apical Texas; Reagan Sivadon, Winemaker, Sandy Road Vineyards; Patrick Whitehead, Owner, Blue Ostrich Winery & Vineyard

#### Foundations for New Winery Success

Palomino Seth Urbanek, Winemaker, Wedding Oak Winery

Time for a Rebuild? Vine Retraining Techniques for Trunk and Cordon Replacement

Appaloosa/Quarter

*Justin Scheiner, Ph.D.,* Associate Professor and Extension Viticulture Specialist, Texas A&M University; Penny Adams, Proprietor, VineCo LLC

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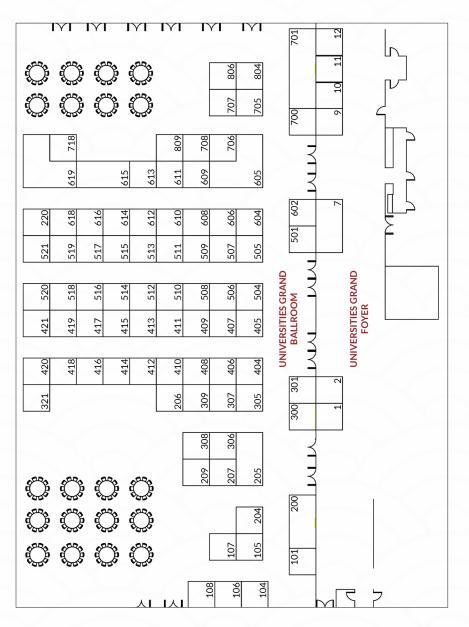
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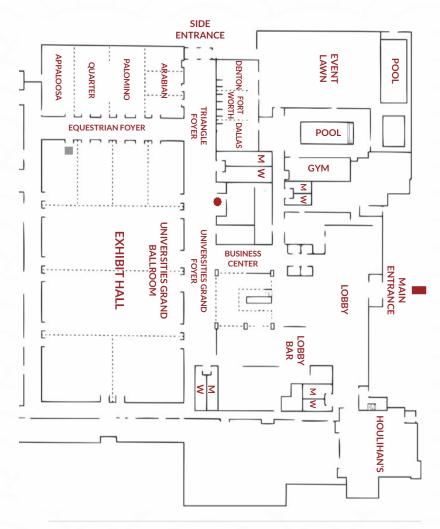
# **Exhibit Hall Floor Plan**





# **Venue Map**

#### EMBASSY SUITES BY HILTON DENTON CONVENTION CENTER



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Texas Wine and Grape Growers Association

