



18<sup>th</sup> Annual Nebraska  
Winery and Grape Growers  
Forum and Trade Show

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*Discover Nebraska Wines*



## Thursday, March 5<sup>th</sup>

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**10am** Registration opens

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**Noon-1pm** Lunch on your own

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**1-4pm** Concurrent Workshops

**Viticulture** (Salon A)  
*Developing a Sustainable  
Vineyard Management Plan*

**Andy Allen**  
Department Chair,  
Viticulture and Enology  
Program, Arkansas Tech  
University-Ozark,  
Ozark, Ark.

**Enology** (Salon C)  
*Wine Flaws and How to  
Prevent Them*

**Murli Dharmadhikari**  
Director, Midwest Grape  
and Wine Industry  
Institute, Iowa State  
University, Ames, Iowa

**Promotion** (Salon B)  
*Tasting Room Techniques  
to Build Sales and the  
Importance of Consumer  
Education*

**Donnie Winchell**  
Executive Director,  
Ohio Wine Producers  
Association,  
Grand River, Ohio

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**4-7pm** Dinner on your own

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**7-9pm** **“White Night” Wine Reception** (Opex A-B)  
Hors d’oeuvres



## Friday, March 6<sup>th</sup>

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<b>8am</b>	Registration opens
<b>8:30–11am</b>	<b>NWGGA General Business Meetings</b> (Juni A-B)
<b>11am</b>	<b>Trade Show Opens</b> (Salon B-C-D-E)
<b>11:30am–12:30pm</b>	Lunch provided (Juni A-B)
<b>1:30–1:45pm</b>	<b>Welcoming Remarks</b> (Juni A-B) <b>Dr. Paul Read</b> University of Nebraska Viticulture Program, Agronomy and Horticulture
<b>1:45–2:30pm</b>	<b>First Keynote Address</b> <i>Observations on the Status of the Wine Industry In the Midwest</i> <b>Murli Dharmadhikari</b>
<b>2:30–3:15pm</b>	<b>Second Keynote Address</b> <i>Using Social and Traditional Media to Share Your Story and Build A Brand</i> <b>Donnie Winchell</b>
<b>3:15–4pm</b>	Break–Visit Trade Show
<b>4–5pm</b>	<b>Dr. Roch Gaussoin</b> Department Head, Agronomy and Horticulture, University of Nebraska–Lincoln <b>Max MacFarland</b> <i>Announcing VitiNord, Nebraska City, Neb., November 11-14, 2015</i> <b>Third Keynote Address</b> <i>Avoiding Success — Observations on Some of the More Common Mistakes in the Grape and Wine Industry</i> <b>Andy Allen</b>
<b>5–5:30pm</b>	<b>Round Table Discussion</b>
<b>5:30–7pm</b>	Dinner on your own
<b>7–9:30pm</b>	<b>“The Other Big Red” Wine Reception</b> (Salon B-C-D-E) Hors d’oeuvres

# Saturday, March 7<sup>th</sup>

<b>8am</b>	Registration opens		
<b>8:30am–1:30pm</b>	<b>Trade Show</b> (Salon B–C–D–E)		
<b>8:30–9:15am</b>	<b>Viticulture</b> (Salon A) <i>Vineyard Management for Quality Wine</i> <b>Andy Allen</b>		
<b>9:15–9:30am</b>	<i>Northern Grapes Project</i> (Salon A) <b>Harlene Hatterman-Valenti</b> Assistant Department Head and Professor, High Value Crop Production, Department of Plant Sciences, North Dakota State University, Fargo, N.D.		
<b>9:30–10am</b>	Break–Visit Trade Show		
<b>10–10:50am</b>	<b>Concurrent Sessions</b>		
	<b>Viticulture</b> (Salon A) <i>Loess Hills AVA</i> <b>Andy Hrasky</b> Loess Hills AVA Prairie Crossing Vineyard and Winery, Treynor, Iowa	<b>Viticulture</b> (Nuez) <i>Grape Insurance Options for          Nebraska Producers</i> <b>Patrick Laird</b> RMA Crop Insurance Risk Management Agency	<b>Enology</b> (Opex A–B) <i>Addressing Research          Issues Facing the Midwest          Wine Industry</i> <b>Murli Dharmadhikari</b>
<b>10:50–11:15am</b>	Break–Visit Trade Show		
<b>11:15am–Noon</b>	<b>Concurrent Sessions</b>		
	<b>Viticulture</b> (Salon A) <i>Ozone in the Vineyard</i> <b>Seth McFarland</b> Mac’s Creek Winery, Lexington, Neb.	<b>Value Added</b> (Nuez) <i>Grape Seed Oil Production</i> <b>Doug Grave</b> President, Western Iowa Grape Growers Association, Bodega Victoriana Winery, Glenwood, Iowa	<b>Enology</b> (Opex A–B) <i>Wine Filtration</i> <b>Maria Peterson</b> Filtration Specialist, Scott Laboratories, Petaluma, Calif.
<b>Noon–1:30pm</b>	Lunch provided (Valnod–Orah–Nogal)		
<b>1:30–2:45pm</b>	<b>Concurrent Sessions</b>		
	<b>Viticulture</b> (Salon A) <i>Growing Degree Days          and Harvest Times</i> <b>Paul Read</b>  <i>Ground Covers and          Vineyard Establishment</i> <b>Ben Loseke</b> University of Nebraska Viticulture Program	<b>Promotion</b> (Nuez) <i>Special Events to Drive          Traffic, Build ‘Street Cred’          Among the ‘Influentials’</i> <b>Donnie Winchell</b>	<b>Enology</b> (Opex A–B) <i>TTB’s Position on Social          Media and it’s use as it          Relates to Regulations for          Advertising Alcohol</i> <b>Scott Abeyta</b> Investigator, Alcohol & Tobacco Tax and Trade Bureau
<b>2:45–3pm</b>	Break		
<b>3–4pm</b>	<b>Viticulture</b> (Salon A) Round Table	<b>Enology</b> (Nuez) Round Table	<b>Grape Business</b> (Opex A–B) Round Table
<b>4–4:15pm</b>	Break		
<b>4:15–5:15pm</b>	<b>Wrap-up Discussion</b> (Salon A) Featured Speakers		
<b>6:30–7pm</b>	<b>Aperitif</b> (Hallway Outside Salon B–C–D–E)		
<b>7–9pm</b>	<b>Grand Awards Banquet</b> (Salon B–C–D–E) Comments by <b>Charles “Chuck” Hibberd</b> , Dean and Director of UNL Extension Comments by <b>Senator Jerry Johnson</b> , District 23, Chair, Agriculture Committee Special Guest Speaker - <b>Jerry Lohr</b> , Founder and Proprietor of J. Lohr Vineyards and Wines Awards Presentations Close of Silent Auction		