



2013 Schedule

1st Annual Chenin Blanc & Petite Sirah Conference

November 14-15, 2013

Old Sugar Mill, Clarksburg, California

Day 1: November 14, 2013

7:00am–9:30am

**REGISTRATION & NETWORKING CONTINENTAL BREAKFAST
TRADE SHOW OPENS**

9:30am – 9:40am

Moderator: Rick Kushman, New York Times best-selling author, the wine commentator for Capital Public Radio, Sacramento's NPR station and an award-winning journalist who was a longtime columnist for The Sacramento Bee

Welcome

**Clarksburg Wine Growers & Vintners Association
Dan Garcia, incoming President (*invited*)**

9:40am – 11:00am

**Engaging Today's Connected Consumers:
What Chenin Blanc and Petite Sirah Producers Need to Know**

Are you curious about wine trends shaping the future, what's important to wine editors and how to play an active role in conversations that increase your brand popularity, market share and customer recommendations?

- Sara Schneider, Wine editor, Sunset Magazine
- Christian Miller, Research Director, Wine Opinions
- Paul Mabray, Chief Strategy Officer, Vintank

Moderator: Rick Kushman

11:00am – 12:30pm

Catch a Rising Star: Chenin Blanc

**How do wines made from Chenin Blanc express their unique regionality?
Can Chenin Blanc produce some of the most nuanced wines in the world?
Do the meaning and pleasure of a wine lie in the context of its origin and in the concurrence of where, how, and with whom we enjoy it?**

- Michael Beaulac, General Manager and winemaker, Pine Ridge

- Grant Hemingway, co-founder/winemaker, Picnic Wine Company
- Darrell Corti, Corti Brothers Market, Sacramento
- Stacy Clark, winemaker, Charles Krug Winery
- Larry Dizmang, winemaker/co-founder, Rendez-vous

Moderator: Steve Heringer, Sr., Heringer Estate Vineyards

12:30pm – 2:30pm

Farm to Fork Networking Seated Lunch

Sacramento's Farm-to-Fork status is expanding and award winning Chef Adam Pechal, Tuli Bistro with his passion for farm to table cuisine will create a menu that is definitively local.

Barrel Room

Special Tribute to Gerald Asher, wine author, *A Vineyard in My Glass*, and wine columnist for 30 years, *Gourmet Magazine*, who wrote of Chenin Blanc in Clarksburg: "The Right Grape in the Right Place".

- Darrell Corti, Corti Brothers Market, Sacramento
- Jon Bonne, Wine editor, *San Francisco Chronicle*

3:00pm – 4:00pm

Why You Like the Wines You Like

Confident consumers are the foundation of a healthy and more vibrant wine community. Join Tim Hanni, MW, internationally recognized wine expert and professionally trained chef, in an exploration of palatal preferences. Gain insights about your personal wine preferences, how to find and enjoy wines on your terms and how to match wine to the diner, not the dinner.

4:00 - 6pm

6:00 - 9pm

Media & Trade Tasting

Consumer Welcome Wine Tasting

Old Sugar Mill

Day 2: Friday, November 15, 2013

7:00am – 9:30am

NETWORKING CONTINENTAL BREAKFAST AND TRADE SHOW

9:30am – 10:45am

Challenges & Opportunities Confronting Today's Wine Marketing Decision-makers

What are best practices? How do you strengthen your brand presence? What are key touch points of communications to break through the clutter? Learn some new approaches to increase your value proposition and drive sales.

- Christine Lilienthal, VP, Marketing, Delicato Family Vineyards
- Will Wardo, Portfolio Manager, Epic Wines
- Craig Root, Craig Root and Associates
- Matt Eshoo, co-founder, Thumbs Up Wine (*invited*)

Moderator: Rick Kushman

10:45 -12:15PM

Anything but Petite: The Underdog American Varietal Thinks Big

Long in California history, but short on mainstream success, the Petite Sirah grape has been disdained and misunderstood, playing a hidden role in the blends of many popular wines, but, rarely a star on its own. Never one to follow trends, these experts fell in love with the grape's flavor intensity, wide range of expression, age-worthiness and old vine American history. Why does Petite Sirah intrigue and what is the potential to showcase a new style: vineyard driven, food-friendly yet age-worthy, nuanced, handcrafted and perhaps elegant.

- **Karen J Wood, Cedar Creek Ranch Wines**
- **Miro Tcholakov, Trentadue Winery and Miro Cellars**
- **Jose Diaz, PS I LOVE YOU**
- **Ken Wilson, Wilson Wines**

Moderator: Jo Diaz, Executive Director, PS I LOVE YOU

12:15-1PM

The Self-Sustaining Winery at UC- Davis: What we've learned

**Roger Boulton, Ph.D., Professor
Stephen Sinclair Scott Endowed Chair in Enology**

This \$4 million state-of-the art structure, when fully equipped, will enable the adjacent teaching and research winery, brewery and food-processing facility to operate in a self-sustainable manner through onsite capture of energy and water. It was made possible by a \$3 million pledge from the late Jess Jackson and his wife, Barbara Banke, proprietor of Jackson Family Wines.

1PM – 2:30PM

Farm to Fork Networking Lunch

Created by Sacramento Chef Adam Pechal, Tuli Bistro with his passion for farm to table cuisine will showcase the fare of local producers.

Barrel Room

Special Tribute to James Concannon, 3rd generation vintner, Concannon Vineyard and father, America's First Petite Sirah

Closing Remarks: Rick Kushman

Note: Program may change