

DON'T WAIT! our conferences sell out **EARLY**



C·O·N·F·E·R·E·N·C·E

FINGER LAKES • 2017

JUNE 1-4, 2017

CORNELL UNIVERSITY
Ithaca, New York



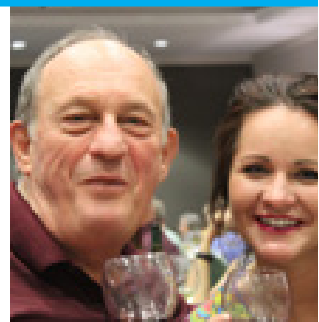
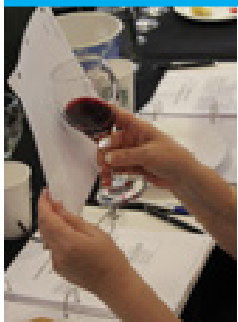
Winery Tours

Hands-On Workshops

NEW Boot Camps

JOIN fellow hobby winemakers from across North America in the heart of Finger Lakes, New York Wine Country for four full days packed with dozens of seminars and special events to help you make your own great wine.

WINEMAKERCONFERENCE.COM



New This Year!

- 9 New Boot Camps Added – Plus 4 Unique Opportunities to Learn at Cornell University's Teaching Winery and Vineyard Facilities
- New Interactive Hands-On Seminars and Workshops
- Two Winery Tour Options This Year - Pick Seneca Lake or Cayuga Lake
- Even More Sunday Boot Camps Now Offered plus Insider Winery Tours of the Finger Lakes

24 BIG SEMINARS Expert speakers will cover the full range of winemaking techniques, grape growing, special hands-on *WineMaker* workshops and lots more!

CONFERENCE BINDER

Each attendee will receive a binder packed with printouts of conference seminar presentation slides and room for note taking.

GROUP INTERACTIVE WORKSHOPS

Get an in-depth learning experience to improve your winemaking in our daily workshops and peer-to-peer group sessions.

TWO LUNCHESES WITH KEYNOTE ADDRESSES

Hear from Dr. Konstantin Frank Wine Cellar's Meaghan Frank on Friday and *WineMaker* Columnist Wes Hagen on Saturday.

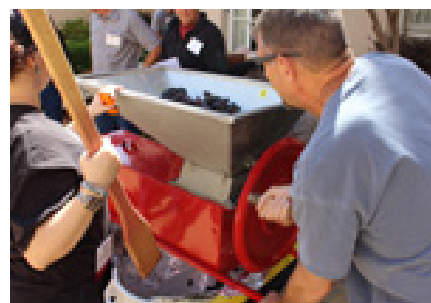
FRIDAY NIGHT WINE SHARE & TASTING PARTY

Here's a great chance to share wines and ideas with hobbyists from across North America. Taste each other's wines for feedback and fun. Plus, local Finger Lakes wineries will be pouring wines to sample and we'll have local foods and cheeses.



ADMISSION TO SPONSOR EXHIBITS

Check out the latest winemaking equipment, products, and supplies from leading vendors.



2017 WINEMAKER INTERNATIONAL AMATEUR WINE COMPETITION AWARDS DINNER

Find out first who the winners are in the world's largest competition for hobby winemakers. This awards dinner will unveil the top winners and any medalists in attendance will come forward to receive their awards. Note: All attendees who wish to attend this dinner will need to register in addition to the conference.

ONE-YEAR SUBSCRIPTION TO WINEMAKER MAGAZINE

Included with your full conference registration, a \$26.99 value!

WINEMAKING LEARNING TRACKS

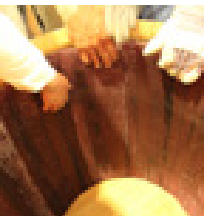


ADVANCED WINEMAKING



- Advanced SO₂ Management
- Advanced Troubleshooting Q&A: Ask the Experts
- Understanding pH & Acidity
- Yeast Nutrition

GENERAL WINEMAKING



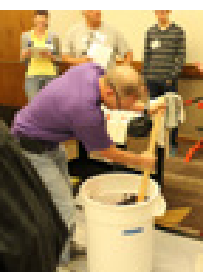
- Basics of Wine Analysis Testing
- Must Adjustments and Treatments
- To Oak or Not to Oak
- Making Great Wine from Juice
- Making Ice Wine
- Award-Winning Hybrid Grape Wine Roundtable
- Finger Lakes Winemaking
- General Troubleshooting Q&A: Ask the Experts
- Science of Food and Wine Pairing
- Bottling and Closures
- A Very Brief History of Wine
- Calibrating your Winemaking Equipment

GROUP INTERACTIVE WORKSHOPS



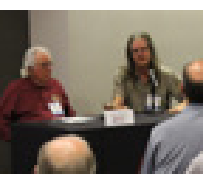
- 3 Ways To Rosé
- Winemaking Table Topics
- Wine Defects

SMALL-CLASS WINEMAKER BOOT CAMPS



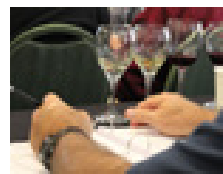
- Winemaking from Grapes at Cornell's Teaching Winery
- Winemaking Adjustments and Additions at Cornell's Teaching Winery
- Cidermaking at Cornell's Teaching Orchard
- Backyard Grape Growing with Cornell Vineyard Tour
- Hybrid Grape Winemaking
- Home Cheesemaking
- Meadmaking
- Starting Up a Commercial Winery & Going Pro
- All-Grain Brewing
- Home Wine Lab Tests
- Judging & Scoring Wines
- Wine Chem 101
- Wine Chem 201
- Seneca Lake Wineries Insider Tour
- Cayuga Lake Wineries Insider Tour

GRAPE GROWING



- Vine Balance
- What's the Right Grape to Grow on your Land?
- Grape Growing Q&A: Ask the Experts

KIT WINEMAKING



- Kit Wine First Aid
- Experimenting with Wine Kits
- Award-Winning Kit Winemaker Roundtable

SMALL-CLASS WINEMAKER **BOOT CAMPS**

DON'T MISS OUR POPULAR BOOT CAMPS
Now expanded to 2 Big Days & 9 NEW Camps!

THURSDAY, June 1 & SUNDAY, June 4, 2017

You can now take two different Boot Camps to maximize your learning. Boot Camps will run pre-conference on Thursday and post-conference on Sunday from 10 a.m. to 4:00 p.m. and includes lunch. Attendance is limited to just 35 attendees per session and do sell out. This add-on boot camp beyond the conference registration is a great opportunity to get an in-depth learning experience in a small audience setting and learn hands-on from experts.

THURSDAY, JUNE 1 | 10AM – 4:00PM

WINEMAKING FROM GRAPES AT CORNELL UNIVERSITY'S TEACHING WINERY - NEW

With Kathy Arnink (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Join Cornell Enology Lecturer Kathy Arnink a short walk from our conference hotel at Cornell's new state-of-the-art teaching winery facility on campus. She will take you through all the steps of making wines from grapes including crushing and fermenting all the way to bottling. Learn how to work with fresh grapes and operate the different pieces of equipment and the tests you'll have to run on your wine. This is a great opportunity to learn more about winemaking beginning to end so your experience back home will be more successful. You'll spend a memorable day learning from one of Cornell's winemaking professors right in their working winery classroom.

CIDERMAKING AT CORNELL UNIVERSITY'S TEACHING ORCHARD - NEW

With Chris Gerling (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Join Cornell University's Chris Gerling at Cornell's campus orchard and working classroom to learn all the steps you need to know to successfully craft your own hard cider, both still and carbonated, at home. Chris has helped hundreds of hobby and commercial cidermakers learn how to make their own cider throughout New York State as part of his outreach extension work. He'll have you roll up your sleeves and take you through all the steps of making hard cider from apples including crushing, pressing, fermenting, and all the way to bottling. You'll learn how to choose apples and also walk Cornell's own orchard right outside your classroom. Plus you'll get to know cidermaking equipment and the tests you need to run on your cider. This will be a very unique opportunity to learn about cidermaking from beginning to end at Cornell's own facility.

HYBRID GRAPE WINEMAKING - NEW

With Anna Katharine Mansfield (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



Within the last decade more and more interspecific hybrid wine grape cultivars are being released and grown successfully in cool- and cold-climate regions across the northern U.S. and Canada. Cornell University's Anna Katharine Mansfield will walk you through the more popular cultivars and the key winemaking techniques for diverse hybrid wine classes to allow you to take advantage of these various wine grapes that are rapidly gaining in popularity. Over the course of the full day, in this small-class environment, you'll discuss in detail the different winemaking challenges some of these grapes raise, such as controlling acidity and managing tannins, and how best to address those in your home winery to make the best wine possible. You'll also have a chance to taste finished examples of these hybrid grape varieties as you get to know these grapes from the vine to the home winery to the glass.

BACKYARD GRAPE GROWING WITH CORNELL VINEYARD TOUR - NEW

With Wes Hagen (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



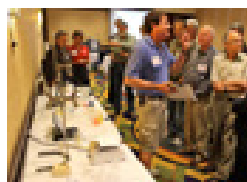
Former professional Vineyard Manager and *WineMaker's* "Backyard Vines" Columnist Wes Hagen will lead you through all the steps a small-scale grape grower needs to know: Site selection, vine choice, planting, trellising, pruning, watering, pest control, harvest decisions, and more strategies to successfully grow your own great wine grapes. Plus in the afternoon you'll get the chance to walk through Cornell University's nearby Teaching Vineyard to better understand what you've learned in the morning session so you can return home ready to better grow your own wine grapes.

ALL-GRAIN HOMEBREWING - NEW | With Bob Peak (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



For the first time we are offering a boot camp geared to brewing beer with our sister magazine, *Brew Your Own*. Homebrewing is a great hobby to enjoy when you aren't also making wine. Bob Peak has taught hundreds of brewers how to make their own great beer at his California shop The Beverage People. He'll take you through the full all-grain process from mashing, sparging, boiling, chilling, fermenting and onto bottling. You'll get to know the equipment and ingredients first-hand and you will learn all-grain brewing by doing in a small-class setting.

HOME WINE LAB TESTS | With Chik Brenneman (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



It is very difficult to make great wine if you don't know how to properly and accurately test your wine. Chik Brenneman of University of California-Davis will take you step-by-step teaching you how to properly test your wine for sulfites, malolactic, acidity, and pH. You'll have the chance to run these different tests yourself to give you a valuable hands-on learning experience so you can accurately run these tests on your own wine at home.

HOME CHEESEMAKING | With Pamela Zorn (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



You make your own wine so now it's time to learn how to make your own cheese to pair with it in this boot camp offering. Instructor Pamela Zorn has been teaching people how to make cheese for years from her shop Wine and Whey. You'll learn hands-on to craft soft cheeses as well as be introduced to the world of making your own hard cheese plus understand the keys to making the best cheese from a variety of different milks. Get ready to roll up your sleeves and dive into the fun world of home cheesemaking.

WINE CHEM IOI | With Daniel Pambianchi (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



Understanding the basics of wine chemistry will make you a better winemaker, but not everyone can remember back far enough to the chemistry you might have been taught years before in school classes. *WineMaker's* Technical Editor Daniel Pambianchi will break down what you need to know – and why you need to know it – so you will leave with a firm grasp of wine chemistry and how it will help you make improved wines at home.

SENECA LAKE WINERIES INSIDER TOUR / CAYUGA LAKE WINERIES INSIDER TOUR

(\$200 FOR BOTH ATTENDEES & NON-ATTENDEES)



This year with easy proximity to two Finger Lakes' wine regions we are offering two different tour options. Each will be a day of behind-the-scenes tours and tastings. You'll tour wineries and have plenty of opportunities to ask their professional winemakers your grape growing and winemaking questions. You'll be served a picnic lunch and have tastings of their award-winning wines as well. Transportation for these two scenic and educational wine tours will be provided.

SMALL-CLASS WINEMAKER BOOT CAMPS

SUNDAY, JUNE 4 | 10AM – 4:00PM

PRE- AND POST-FERMENTATION ADJUSTMENTS & ADDITIVES AT CORNELL UNIVERSITY'S TEACHING WINERY – NEW



With Kathy Arnink (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)

Join Cornell Enology Professor Kathy Arnink a short walk from our conference hotel at Cornell's new state-of-the-art teaching winery facility on campus. She will take you through the wide world of adjusting your wines both pre- and post-fermentation with an eye on acid, sulfite, tannins, enzymes, and much more. Learn how to address a broad range of different winemaking scenarios to make the best possible wine. You'll spend a memorable day learning in Cornell's working winery classroom.

MEADMAKING – NEW | With Chik Brenneman (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Interest in mead is on the rise throughout North America. Now you can learn all the steps you need to successfully craft your own homemade honey wines. *WineMaker's* "Style Profile" Columnist Chik Brenneman is also an experienced meadmaking teacher leading mead classes for the University of California-Davis. He'll take you through the keys to making great mead at home including important techniques, yeast selection, fermentation strategies, and more. Learn how to select and work with different honey varieties as well as best practices for adding additional ingredients such as fruits and spices to your mead.

JUDGING & SCORING WINES – NEW | With Bob Peak (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Evaluating wine is a skill and tool you need as a winemaker. Learn how to evaluate your own and other wines in the same way as a trained wine judge. *WineMaker's* "Techniques" Columnist Bob Peak is also an experienced wine, cider, and beer judge. He'll carefully lead you through the same 20-point UC-Davis evaluation sheet that forms the foundation of most wine judging events including the WineMaker International Amateur Wine Competition. You'll also better understand

why wines receive the scores they do and how scoring your own wines with a critical palate will result in you becoming a better winemaker.

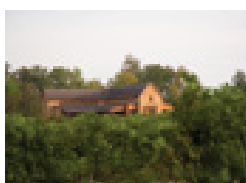
WINE CHEM 201 – NEW | With Daniel Pambianchi (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



WineMaker's Technical Editor Daniel Pambianchi builds on the basics of wine chemistry knowledge he covered in Thursday's Wine Chem 101 Boot Camp and tackles more complex and advanced wine chemistry topics in this small-class, full-day session. As always he will break down what you need to know – and why you need to know it – so you will leave with a firm grasp of advanced wine chemistry and how it will help you make improved wines at home.

STARTING UP A COMMERCIAL WINERY AND GOING PRO

With Tom Payette (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Ever think about going pro and opening up your own commercial winery? Tom Payette travels the country consulting with commercial winery start-ups and we're lucky to have him join us to lead this boot camp that will walk you through the steps, planning decisions, and key financial numbers you'll need to know if you want to open up a successful commercial winery. Learn from his expertise and wide range of experience to help you better achieve your goals and go pro!

SENECA LAKE WINERIES INSIDER TOUR / CAYUGA LAKE WINERIES INSIDER TOUR (\$200 FOR BOTH ATTENDEES & NON-ATTENDEES)

Two different tours offered to two great wine regions of the Finger Lakes. See prior page for more details on the tours. Transportation provided roundtrip from Statler Hotel.

SEMINARS & EVENTS

FRIDAY, JUNE 2 | 9:30 – 10:45AM

ADVANCED SO₂ MANAGEMENT | ADVANCED WINEMAKING

Managing sulfite levels in your wine is one of the most important skills you need as a wine-maker. Too much and your wine has an obvious defect and not enough means a high potential for spoilage. Learn about new research into sulfite as well as new ways to test and adjust your sulfite levels with help from *WineMaker*'s Technical Editor Daniel Pambianchi.

Daniel Pambianchi | Technical Editor and "Advanced Winemaking" Columnist, *WINEMAKER* MAGAZINE

MUST ADJUSTMENTS AND TREATMENTS | GENERAL WINEMAKING

A balanced must is critical for making good wine. Learn how to get your must's pH, Brix, tannins, and other structural elements in harmony before you start fermentation with Cornell University's Dwayne Bershaw.

Dwayne Bershaw | Enology Lecturer, Cornell University

THE VINE BALANCING ACT | GRAPE GROWING

Having the vines in your home vineyard in balance will produce better grapes leading of course to better wine. Understand the keys to vine balance including canopy management (shoot thinning, leaf pulling) and long-term vine health concepts (taking care of renewal shoots and next year's buds) in addition to the appropriate ratio of canopy to fruit with Cornell University's Gillian Trimber.

Gillian Trimber | Viticulture Community Educator | Cornell University Cooperative Extension

AWARD-WINNING KIT WINEMAKER ROUNDTABLE | KIT WINEMAKING

Listen in as top award winners from past WineMaker International Wine Competitions share their tips and secrets for making great wine from kits. Find out from your fellow kit winemakers about their keys to success and techniques for creating your own award-winning kit wines.

WINEMAKER EXHIBITS – Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

TO OAK OR NOT TO OAK | GENERAL WINEMAKING

To oak or not to oak – that is a winemaker's dilemma. Discover how wine style is created in a barrel or fermenter and the impact of the different key winemaking decisions you'll make that will determine the final wine in your glass. Plus how to craft your wines to best take advantage of their oak or stainless environments.

Chik Brenneman | Winery Manager & Winemaker, UC-Davis | "Varietal Focus" Columnist, *WINEMAKER* Magazine

GENERAL TROUBLESHOOTING Q&A: ASK THE EXPERTS | GENERAL WINEMAKING

You've got winemaking questions? Our WineMaker Columnists have answers. Here's your chance to figure out what went wrong with that last batch of wine or answer any other wine question from two of our columnists – Bob Peak and Daniel Pambianchi. Bob and Daniel have decades of winemaking knowledge and will answer your winemaking questions as you also learn from the answers to your fellow attendee questions in this interactive session geared toward beginner and intermediate hobby winemakers.

Bob Peak | "Techniques" Columnist, *WINEMAKER* Magazine

Daniel Pambianchi | Technical Editor and "Advanced Winemaking" Columnist, *WINEMAKER* Magazine

10:45 – 11:15AM

11:15AM – 12:15PM

FRIDAY, JUNE 2 | 11:15AM – 12:15PM

MAKING ICE WINE | GENERAL WINEMAKING

In the Finger Lakes and other northern-based wine regions, Mother Nature has to really cooperate for the traditional production of desert ice wine. From harvesting and processing frozen grapes to the special challenges of a high-sugar fermentation, making ice wine is not easy, but the rewards can be well worth it. Learn ice wine tips and techniques from a Finger Lakes award-winning producer and also how you can best capture that magic of making ice wine at home.

Dave Breeden | Winemaker | Sheldrake Point Winery

AWARD-WINNING HYBRID GRAPE WINE ROUNDTABLE | GENERAL WINEMAKING

More and more hybrid grape varieties are being released resulting in a boom of new winemaking opportunities in cool-climate regions of the US and Canada. But making wine from hybrid grapes is not always the same as *vinifera* grapes with lower tannins, higher acidity, and lower sugar levels as a rule. We've gathered fellow home winemakers who have recently make medal-winning wine from hybrid grapes to share their specific hybrid grape winemaking tips and techniques with you.



12:15 – 1:45PM

LUNCH & KEYNOTE ADDRESS | GENERAL WINEMAKING

Dr. Konstantin Frank is widely credited for changing the face of winemaking in the Finger Lakes when he planted the region's first *vinifera* grapes more than 50 years ago. Meaghan Frank is the fourth generation to carry on her great-grandfather's legacy at their family's winery on Keuka Lake. Learn more from Meaghan about the history of winemaking in the Finger Lakes and where it is headed.

Meaghan Frank | General Manager | **DR. KONSTANTIN FRANK WINE CELLARS**



1:45 – 2:15PM

WINEMAKER EXHIBITS

Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

2:15 – 3:30PM

UNDERSTANDING PH & ACIDITY | ADVANCED WINEMAKING

pH and acidity are two intertwined keys to better wines. The more you know about the important impact of pH and acidity on the quality of wine in your glass, the better a winemaker you can be when faced with critical decisions. Gain a great understanding of pH and acidity with *WineMaker* Columnist Chik Brennemann of UC-Davis.

Chik Brenneman Winery Manager & Winemaker | UC-Davis
"Varietal Focus" Columnist | *WineMaker* Magazine



MAKING GREAT WINE FROM JUICE **GENERAL WINEMAKING**

Sayre Fulkerson not only runs an award-winning commercial winery on Seneca Lake, but he also sells fresh juice each harvest to home winemakers – enough for the hobbyists to make the equivalent of 13,000 cases of homemade wine annually. He'll share his key tips and techniques he's learned first-hand over the decades being the region's top juice supplier to home winemakers how you can craft your own great wine at home from juice.

Sayre Fulkerson | Winemaker | Fulkerson Winery

SCIENCE OF FOOD AND WINE PAIRING **GENERAL WINEMAKING**

There is much more to wine and food pairing than what conventional wisdom tell us how to match. Join Bob Peak as he explores the science behind complementary and contrasting taste. To better understand the subject he'll lead a real-life case study of the actual foods being served later that day at Friday night's Tasting Party and how to approach matching different wines to each of these foods.

Bob Peak | "Techniques" Columnist | *WineMaker Magazine*

GRAPE GROWING Q&A: ASK THE EXPERTS **GRAPE GROWING**

Bring your best backyard grape growing questions to this session featuring three viticulture experts: Commercial vineyard owner Peter Brehm, *WineMaker* Columnist Wes Hagen, and Cornell's Gillian Trimber. They will field your growing questions for 75 minutes and help you troubleshoot your home vineyard problems as you learn from their decades worth of hands-on grape growing knowledge.

Peter Brehm | President | Brehm Vineyards

Wes Hagen | Consulting Winemaker and Brand Ambassador | J Wilkes Wines

"Backyard Vines" Columnist, *WineMaker Magazine*

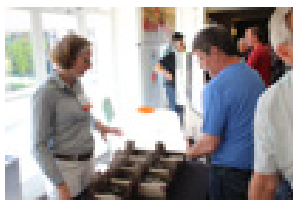
Gillian Trimber | Viticulture Community Educator | Cornell University Cooperative Extension

WINEMAKER EXHIBITS – Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

WINEMAKER WORKSHOP: 3 WAYS TO ROSÉ **GROUP INTERACTIVE WORKSHOP**

An exciting world of rosé wines beyond White Zin is being rediscovered across North America and right here in the Finger Lakes. Join local rosé winemaker Dave Breeden as he discusses the three main techniques to make rosé – saignée, blending, and early pressing – along with local rosé samples produced using each of the three techniques discussed.

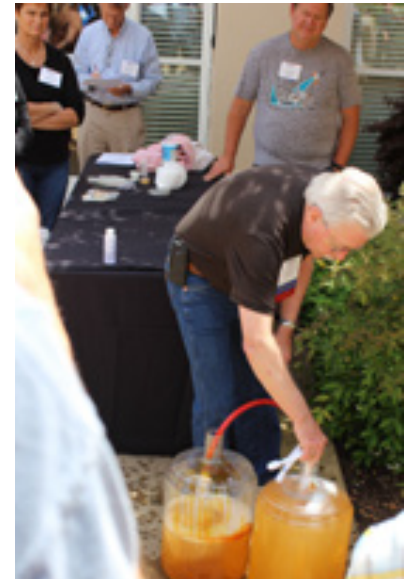
Dave Breeden Winemaker | Sheldrake Point Winery



6:30 – 10PM

WINEMAKER TASTING & WINE SHARING PARTY WINEMAKING SOCIAL EVENT

Pack up some of your favorite homemade wines for the conference because here's a great chance to share wines and ideas with fellow hobbyists from across North America. Bring a bottle of your own wine to pour with fellow attendees and try someone else's wine at our Wine Sharing area. Plus local Finger Lakes commercial wineries will be pouring wines to sample. Add a buffet highlighting Finger Lakes foods and it is the perfect opportunity to get to know speakers and attendees as you talk winemaking all evening.

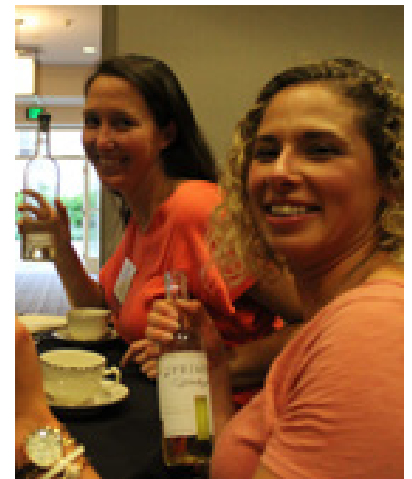


SATURDAY, JUNE 3 | 9:30 – 10:45AM

YEAST NUTRITION ADVANCED WINEMAKING

Keeping your yeast healthy results in better wine. Cornell University's Anna Katharine Mansfield walks you through an often overlooked and misunderstood key to a healthy fermentation for home winemakers: yeast nutrition. Knowing when and how to add yeast nutrients – or not at all – will be covered in detail. You'll also learn more about why yeast need certain nutrients to avoid an incomplete fermentation in your home winery and what you can do to help those critters do their job properly so your finished wine will be the best it can be. Anna Katharine will also share the latest research about nutrient additions so your yeast stays happy.

Anna Katharine Mansfield
Associate Professor of Enology | Cornell University



BOTTLING AND CLOSURES GENERAL WINEMAKING

Join *WineMaker's* Technical Editor Daniel Pambianchi to learn how to choose the right bottle and closure for your wine. You'll learn about glass bottle types, how bottle color impacts your wine, and the oxygen characteristics of different closures. This seminar will also discuss bottling and how to manage oxygen, SO₂ and CO₂, and then discuss oxidative effects in bottled wine due to bottle and stopper characteristics.

Daniel Pambianchi | Technical Editor and "Advanced Winemaking" Columnist, *WineMaker Magazine*



WHAT'S THE RIGHT GRAPE TO GROW ON YOUR LAND? GRAPE GROWING

Wine starts in the vineyard, but your vineyard starts with the type of grape you want to grow. And that decision will determine the success of your backyard vineyard and ultimately the quality of your homemade wine made from that fruit. Understand the key factors to consider on grape choice for your vineyard before you lift a shovel or any other tool.

Wes Hagen | Consulting Winemaker and Brand Ambassador | J Wilkes Wines
"Backyard Vines" Columnist | *WineMaker Magazine*



WINE KIT FIRST AID **KIT WINEMAKING**

Even though wine kits provide an easy and consistent way to make wine, problems do sometimes pop up. From color and clarity issues to off-odors, from stuck fermentations to fermentations that won't stop, your kit winemaking can veer off course. Chris Holman of RJS Craft Winemaking will help you better diagnose and fix these common problems as well as learning how to avoid them in the future.

Chris Holman | Product Support Advisor | RJS Craft Winemaking

10:45 – 11:15AM

WINEMAKER EXHIBITS – Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

WINEMAKER TOPIC TABLE TALKS **GROUP INTERACTIVE WORKSHOP**

Peer to peer learning from your fellow home winemakers at its best. We'll have dozens of tables each assigned a different winemaking topic. For 20 minutes you will trade advice and tips with the other hobbyists at your table on that specific topic. Then you'll switch tables to another subject of interest to you. In all you'll have the chance to gain knowledge on three different winemaking subjects of interest to you (and maybe make some new winemaking friends and contacts along the way!)

11:15AM – 12:15PM

LUNCH & KEYNOTE ADDRESS **GENERAL WINEMAKING**

WineMaker's longtime Columnist Wes Hagen will present "The History of Wine in 20 Minutes," a rollicking, entertaining summation of the research of Dr. Patrick McGovern, ethnobotanist and forensic anthropologist at University of Pennsylvania, who focuses on ancient fermentation history. From Pangaea to Pasteur, strap in to hear the greatest wine story ever told!

Wes Hagen | Consulting Winemaker and Brand Ambassador | J Wilkes Wines
"Backyard Vines" Columnist | *WineMaker Magazine*

12:15 – 1:45PM

WINEMAKER EXHIBITS – Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

BASICS OF WINE ANALYSIS **GENERAL WINEMAKING**

What tests do you really need to perform on your homemade wines to keep them on track and headed in the right direction? Learn all the skills, procedures, equipment, and what tests you need to master for an accurate analysis of your homemade wine in a small-scale environment with Cornell University's Chris Gerling.

Chris Gerling | Enology Extension Associate | Cornell University

1:45 – 2:15PM

2:15 – 3:30PM



2:15 – 3:30PM

ADVANCED TROUBLESHOOTING Q&A: ASK THE EXPERTS **ADVANCED WINEMAKING**

Home winemakers have lots of questions and many can get quite technical with so much science involved in winemaking. Here's your chance to get as geeky as you want and ask two of our expert columnists – Chik Brenneman and Daniel Pambianchi – your most puzzling winemaking questions. Chik and Daniel have decades of technical winemaking knowledge and will answer your questions as you also learn from the answers to your fellow attendee questions in this session geared toward seasoned winemakers.

Chik Brenneman

Winery Manager & Winemaker | UC-Davis | "Varietal Focus" Columnist | *WineMaker Magazine*

Daniel Pambianchi

Technical Editor and "Advanced Winemaking" Columnist | *WineMaker Magazine*

CALIBRATING YOUR WINE EQUIPMENT **GENERAL WINEMAKING**

Home winemakers take a variety of measurements as you make your wine. But those measurements from pH to sugar content are only as good as your equipment is calibrated. You could be making poor winemaking decisions based on bad numbers. Learn how to properly calibrate the most important winemaking tools with *WineMaker* "Techniques" Columnist Bob Peak.

Bob Peak | Partner | The Beverage People | "Techniques" Columnist | *WineMaker Magazine*

EXPERIMENTING WITH WINE KITS **KIT WINEMAKING**

Just because wine kits provide a clear and easy way to make wine doesn't mean you can't experiment. Learn how to properly experiment with different yeast strains, oak, blending, and more as you explore a world of different options outside "the box."

Chris Holman | Product Support Advisor | RJS Craft Winemaking

3:30 – 4PM

WINEMAKER EXHIBITS

Check out the latest in winemaking equipment, gear, ingredients, and supplies from dozens of the hobby's top vendors.

4 – 5PM

WINEMAKER WORKSHOP: WINE DEFECTS **GROUP INTERACTIVE WORKSHOP**

The only way to truly get to know wine faults is to experience them in person. Cornell University's Kathy Arnink will lead all conference attendees through doctored samples of wine so you can have the opportunity to smell defects like hydrogen sulfide, oxidation, cork taint, and others you hope you'll never meet in your own winemaking.

Kathy Arnink | Enology Lecturer | Cornell University

7 – 10PM

2017 WINEMAKER INTERNATIONAL AMATEUR WINE COMPETITION AWARDS DINNER

WINEMAKING SOCIAL EVENT (\$75 attendees, \$100 non-attendees)

Find out first who is a medalist in the world's largest competition for hobby winemakers. What wines will be judged the best for 2017? The official results will be revealed for the very first time during this awards dinner and any winners in attendance will be recognized and come up to receive their medals.

Full Conference Attendees Please Note: For the 2017 Conference, if you wish to attend the Saturday night awards dinner, you will also need to sign up to reserve this dinner event in addition to the main conference. Guests of attendees are still welcome to this event and must also register. This special ticketed awards dinner will have a limited number of seats and is expected to sell out.



As an attendee, you'll have the opportunity to check out the **latest equipment, products & supplies** from many of these **leading winemaking vendors** Friday & Saturday in the Park Atrium.

THANKS TO OUR SPONSORS!

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CONFERENCE SPONSORS



SUPPORTING SPONSORS

THE BEVERAGE PEOPLE • GRAPE EXPECTATIONS
WINE AND WHEY • WINEGRAPESDIRECT.COM • XPRESSFILL SYSTEMS

GREAT CONFERENCE HOTEL & FINGER LAKES LOCATION!

Cornell University's Statler Hotel • Ithaca, New York

The 2017 WineMaker Magazine Conference is being held at the Statler Hotel on the campus of Cornell University, home to one of North America's leading viticulture and enology programs. In fact, some of our pre-and post-conference boot camps will be taking place at Cornell's Winemaking Teaching Facilities on campus and Cornell's winemaking faculty will be among our featured program speakers. Plus with over 100 Finger Lakes wineries a short drive away from the Ithaca, New York campus, the Statler Hotel is the ideal location to host our big 10th annual conference. The hotel offers free shuttle service from the nearby Tomkins County Airport and is within a half-day drive from major cities such as New York City, Toronto, Philadelphia, Boston, Cleveland, and Pittsburgh.

Telephone Reservations: [800-541-2501](tel:800-541-2501)

Mention group name "WineMaker Magazine Conference" to receive a special discounted rate.

Web Reservations: Winemakermag.com/conference/hotel

Group Discounted Room Rate: **\$199 per night** for a room with either one king/queen bed or two double beds.



Hotel Information: We have reserved a limited number of rooms at a special discounted rate for attendees. Contact the hotel directly for your room reservations. When making your reservations make sure to say you are attending the "WineMaker Magazine Conference" to receive the special discounted group rate for your room. Rooms are available on a first-come, first-served basis. The special discounted rate will be available until the conference group block of rooms is sold out (which has happened the past several years), so reserve your room right after registering for the conference.

**Please make sure you have already successfully registered for the conference before making your hotel room reservations or any other travel plans.*

SCHEDULE AT-A-GLANCE

Pre-Conference WineMaker Boot Camps • Thursday, June 1, 2017

10AM - 4:00PM	Hybrid Grape Winemaking	Winemaking from Grapes at Cornell's Teaching Winery	Seneca Lake Wineries Insider Tour
	Home Wine Lab Tests	Backyard Grape Growing with Cornell Vineyard Tour	
	Home Cheesemaking	Cidermaking at Cornell's Teaching Orchard	Cayuga Lake Wineries Insider Tour
	All-Grain Brewing	Wine Chem 101	

Day #1 Friday • June 2, 2017

8:00 - 9AM	BREAKFAST & REGISTRATION			
9 - 9:15AM	WELCOME & INTRODUCTION			
9:30 - 10:45AM	Advanced SO ₂ Management	Must Adjustments & Treatments	Achieving Vine Balance	Award-Winning Wine Kits Roundtable
11:15AM - 12:15PM	To Oak or Not to Oak	General Troubleshooting Q&A: Ask the Experts	Making Ice Wine	Award-Winning Hybrid Wines Roundtable
12:15 - 1:45PM	LUNCH & KEYNOTE ADDRESS Meaghan Frank, Dr. Konstantin Frank Wine Cellars			
2:15 - 3:30PM	Understanding pH & Acidity	Making Great Wine from Juice	Science of Food and Wine Pairing	Grape Growing Q&A: Ask the Experts
4 - 5PM	WINEMAKER WORKSHOP: 3 Ways to Rosé			
6:30 - 10PM	WINEMAKER TASTING & WINE SHARING PARTY			

Day #2 Saturday • June 3, 2017

8:15 - 9:15AM	BREAKFAST			
9:30 - 10:45AM	Yeast Nutrition	Bottling & Closures	What's the Right Grape to Grow on your Land?	Wine Kit First Aid
11:15AM - 12:15PM	WineMaker Topic Table Talks			
12:15 - 1:45PM	LUNCH & KEYNOTE ADDRESS Wes Hagen on The Brief History of Wine			
2:15 - 3:30PM	Basics of Wine Analysis	Advanced Troubleshooting Q&A: Ask the Experts	Calibrating Your Wine Equipment	Experimenting with Wine Kits
4 - 5PM	WINEMAKER WORKSHOP: Wine Defects			
7 - 10PM	2017 WINEMAKER INTERNATIONAL WINE COMPETITION AWARDS DINNER			

Post-Conference WineMaker Boot Camps • Sunday, June 4, 2017

10AM - 4:00PM	Winemaking Adjustments & Additions at Cornell's Teaching Winery	Starting Up a Commercial Winery & Going Pro	Wine Chem 201	Judging & Scoring Wines	Meadmaking	Cayuga Lake Wineries Insider Tour	Seneca Lake Wineries Insider Tour
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REGISTRATION

4 WAYS TO REGISTER

WEB PAGE:
winemakerconference.com

MAIL THIS FORM WITH PAYMENT TO:
WineMaker Conference
5515 Main Street
Manchester Center, VT
05255

PHONE:
802-362-3981 ext. 106

FAX THIS FORM TO:
802-362-2377

Name _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____

E-mail _____

SAVE \$100 BY REGISTERING EARLY!

EARLY BIRD DISCOUNT*- March 1

- \$549 Full Conference
- \$774 Full Conference plus one Boot Camp (choose one):
- \$999 Full Conference plus two Boot Camps (choose one each day):

REGULAR

- \$649 Full Conference
- \$874 Full Conference plus one Boot Camp (choose one):
- \$1,099 Full Conference plus two Boot Camps (choose one each day):
- \$275 Boot Camp Only (choose one):

THURSDAY, JUNE 1, 2017 OPTIONS

- Cidermaking
- Winemaking From Grapes
- Home Cheesemaking
- Hybrid Grape Winemaking
- Backyard Grape Growing
- Home Wine Lab Tests
- Wine Chem 101
- All-Grain Homebrewing

SUNDAY, JUNE 4, 2017 OPTIONS

- Pre- and Post-Fermentation Adjustments & Additives
- Meadmaking
- Judging and Scoring Wines
- Wine Chem 201
- Starting Up a Commercial Winery and Going Pro

DINNER MEAL OPTIONS

- Attendee Saturday Night \$75
- Guest Saturday night \$100
- Guest Friday night \$50
- Guest Friday & Saturday nights \$150

SENECA & CAYUGA LAKES WINERIES INSIDER TOUR

**open to attendees and their guests*

- | Seneca Lake | Cayuga Lake |
|---|---|
| <input type="checkbox"/> Thurs. \$200
Quantity _____ | <input type="checkbox"/> Thurs. \$200
Quantity _____ |
| <input type="checkbox"/> Sun. \$200
Quantity _____ | <input type="checkbox"/> Sun. \$200
Quantity _____ |

» PLEASE NOTE A SEPARATE REGISTRATION FORM & FEE IS REQUIRED FOR EACH CONFERENCE ATTENDEE »

REGISTRATION FOR FULL CONFERENCE INCLUDES:

- » Admission to the conference's full schedule of seminars
- » Two Continental Breakfasts
- » Two Lunches with Keynote Addresses
- » Admission to Friday Night Wine Tasting Party
- » Admission to Sponsor Exhibits
- » Conference Welcome Bag with Binder Containing Seminar Presentations
- » One Year (6 issues) Subscription/Renewal to WineMaker magazine

(Hotel room needs to be reserved directly with the Statler Hotel, go to winemakermag.com/conference/hotel)

Have you also registered for Saturday Night's WineMaker International Amateur Wine Competition awards dinner?

PAYMENT METHOD

- Check Enclosed (payable to WineMaker magazine)
- Credit Card Visa MasterCard

Card # _____ 3-Digit CCV# _____ Exp. Date _____

Name on card: _____

Signature: _____

By registering for the conference, I give permission for the free use of my name and photo in any media account of this event. I also certify that I am 21 years of age or older. Cancellation policy: For a refund, less a \$100 administrative charge per person, send written notice by April 30, 2017. Refund requests received after April 30, 2017 will not be refunded. All refund requests will be processed post-conference. Early Bird Discount registration must be received and paid for by March 1, 2017.