DON'T WAIT! our conferences sell out EARLY

Winery Tours

Hands-On Workshops

**NEW Boot Camps** 

# Wine A A C A Z I N E CONFECTORE CONFECTOR SAN DIEGO • 2018

MAY 17-20, 2018 SAN DIEGO CROWNE PLAZA • San Diego, California



**JOIN** fellow hobby winemakers from across North America in beautiful San Diego for full days packed with dozens of seminars and special events to help you make your own great wine.



# HIGHLIGHTS

# **New This Year!**

- New Boot Camps Added Over Two Days
- New Interactive Hands-On Seminars and Workshops
- Two Days of Winery Tours Before & After the Conference

# 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 seminar presentation slides and room for note taking.

### **GROUP INTERACTIVE WORKSHOPS** Get an indepth learning experience to improve your winemaking in

our daily workshops and peerto-peer group sessions.

### TWO LUNCHES WITH KEYNOTE ADDRESSES

Hear from South Coast Winery's Award-Winning Winemaker Jon McPherson on Friday and the *WineMaker* Magazine Columnists 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 Southern California 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.







## 2018 WINEMAKER INTERNATIONAL AMATEUR WINE COMPETITION AWARDS DINNER Find out first who the win-

ners 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 \$27 value!

# WINEMAKING LEARNING TRACKS



### ADVANCED WINEMAKING



- Advanced Sulfite Testing & Management
- Advanced Tannin Management
- Lees Techniques & Effects

### GENERAL WINEMAKING



- Preventing a Stuck Fermentation
- Setting Up Bench Trials for Success
- Understanding, Testing & Adjusting pH
- Timing Decisions of MLF Additions
- Stabilizing Your Wine
- Award-Winning Red Blends Roundtable
- Meadmaking

- Advanced Troubleshooting Q&A: Ask the Experts
- Advanced Tips for Minimizing Oxygen
- General Troubleshooting Q&A: Ask the Experts
- WineMaker Columnists Q&A
- Winemaking Equipment TLC
- Making Great Wine Labels Roundtable
- Southern California Winemaking

### **GROUP INTERACTIVE WORKSHOPS**



- Side-By-Side Yeast Trials
- Wine and Cheese Pairing Strategies
- Winemaking Table Topics

### SMALL-CLASS WINEMAKER BOOT CAMPS



- Advanced Winemaking from Grapes
- Winemaking from Grapes
- Cidermaking
- Backyard Grape Growing
- Home Cheesemaking 101
- Home Cheesemaking 201

- Meadmaking
- Starting Up a Commercial Winery & Going Pro
- Home Wine Lab Tests
- Judging and Scoring Wines
- Wine Chem 101
- Temecula Valley Wineries Insider Tour

### GRAPE GROWING



- Pruning for Success
- Advanced Small-Scale Vineyard Techniques
- Grape Growing Q&A: Ask the Experts

### KIT WINEMAKING



- Award-Winning Red Kit Wines Roundtable
- •Award-Winning Dessert Wine Kits Roundtable

### DON'T MISS OUR POPULAR BOOT CAMPS 2 Big Days & NEW Camps!

### THURSDAY, May 17, 2018 & SUNDAY, May 20, 2018

Maximize your learning by taking two different Boot Camps. Full-day, small-class Boot Camps will run pre-conference on Thursday and post-conference on Sunday from 10 a.m. to 4 p.m. and include 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.

### **ADVANCED WINEMAKING FROM GRAPES - NEW**

### WITH Alex Russan (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



*WineMaker* Magazine's "Advanced Winemaking" Columnist and professional winemaker Alex Russan will go beyond the basics to explore more complex techniques to get the most from your winemaking using fresh grapes. This workshop intended for intermediate to expert home winemakers will tackle a range of tips: From dialing in extraction levels on the front end all the way to protecting your wine with advanced steps through bottling.

### WINEMAKING FROM GRAPES

### With Bob Peak (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Join *WineMaker*'s Technical Editor Bob Peak as he takes 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. Don't miss this opportunity to attend one of our most popular workshops.

### **BACKYARD GRAPE GROWING**

### 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 plus more strategies to successfully grow your own great wine grapes.

### 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.

# THURSDAY, MAY 17 10AM - 4:00PM

### HOME CHEESEMAKING IOI | 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 with

this introduction into the fun world of home cheesemaking. Match this class up with Sunday's Home Cheesemaking 201 Boot Camp for two full days of hands-on learning to craft your own soft and hard cheeses at home.

### **MEADMAKING** With Jason Phelps (\$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. Instructor Jason Phelps is a professional meadmaker at his Ancient Fire Mead & Cider in New Hampshire. 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. This is a great opportunity to learn about meadmaking beginning to end so you'll be successful at home.

### **STARTING UP A COMMERCIAL WINERY & GOING PRO**

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



Ever think about going pro and opening up your own commercial winery? Lots of *WineMaker* readers say they've thought of making the jump and opening up their 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! This same workshop will also be offered on Sunday.

### **TEMECULA VALLEY WINERIES INSIDE TOUR** \$225 FOR ATTENDEES AND NON-ATTENDEES



Join us for a day of behind-the-scenes tours and tastings in the nearby Temecula Valley. You'll tour several 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 this scenic and educational wine tour will be provided roundtrip from our conference hotel, the San Diego Crowne Plaza.



# SMALL-CLASS WINEMAKER BOOT CAMPS

### WINE CHEM IOI | With Chik Brenneman (\$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. UC-Davis' Winery Manager and Wine-Maker Columnist Chik Brenneman 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.

### JUDGING AND SCORING WINES | With Bob Peak (\$225 FOR ATTENDEES / \$275 FOR NON-ATTENDEES)



Evaluating wine is a skill and tool you need in order to make the best wine you can at home. In this small-class, hands-on session you will learn how to evaluate your own and other wines in the same way as a trained wine judge. *WineMaker*'s Technical Editor 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.

### HOME CHEESEMAKING 201 - NEW | With Pamela Zorn (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



Pamela Zorn of Wine and Whey builds on the basics of home cheesemaking she covered in Thursday's Home Cheesemaking 101 Boot Camp and tackles more complex and advanced cheesemaking techniques in this small-class, full-day session. You will learn to make a broad variety of cheese styles – both hard and soft – in this workshop. Get hands-on lessons to take your home cheesemaking to a new level so you can make better hard and soft cheeses of many styles at home. Please note this Boot Camp assumes prior basic knowledge of home cheesemaking so is

recommended for people who attended Thursday's Home Cheesemaking 101 workshop or if you have some experience already making cheese.

### CIDERMAKING - NEW | With Jason Phelps (\$225 FOR ATTENDEES / \$275 for NON-ATTENDEES)



Hard cider is hot right now as popularity of this tasty beverage soars. Join professional cidermaker Jason Phelps of Ancient Fire Mead & Cider to learn all the steps you need to know to successfully craft your own hard cider, both still and carbonated, at home. Jason will have you roll up your sleeves and take you through the process of crushing, pressing, fermenting, all the way to bottling. You'll learn how

to choose apples and get to know cidermaking equipment and the tests you need to run on your cider.

### 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? Lots of *WineMaker* readers say they've thought of making the jump and opening up their 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! This same workshop will also be offered on Thursday.

### TEMECULA VALLEY WINERIES INSIDER TOUR | (\$225 FOR BOTH ATTENDEES & NON-ATTENDEES)

Join us for a day of behind-the-scenes tours and tastings in the nearby Temecula Valley. You'll tour several 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 this scenic and educational wine tour will be provided roundtrip from our conference hotel, the San Diego Crowne Plaza.

# FRIDAY, MAY 18, 2018 9:30 - 10:45AM

# **SEMINARS & EVENTS**

### ADVANCED TANNIN MANAGEMENT ADVANCED WINEMAKING

Managing tannins in your wine is one of the most important skills you need as a winemaker. Too much or too little in your wine results in obvious defects. Learn about ways to adjust your tannin levels with help from *WineMaker* Columnist Chik Brenneman of UC-Davis.

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

### WINEMAKING EQUIPMENT TLC GENERAL WINEMAKING

Many pieces of winemaking equipment are not used too frequently and a lack of proper care can cause big problems for your winemaking. Learn how to maintain and fix your winemaking equipment so it is ready for your next batch. You'll not only make better wine, but also extend the life of your equipment. Gear guru John Blichmann gives you the advice and tips you need to take the best care possible of your winemaking equipment.

John Blichmann | President, Blichmann Engineering

### PRUNING FOR SUCCESS GRAPE GROWING

Grape vines require careful pruning to promote balanced growth and better fruit quality. Understand the basic pruning styles, including cane pruning and spur pruning, and how to properly space shoots to gain the right amount of exposure to sun and air circulation in your home vineyard.

Wes Hagen | Winemaker and Brand Ambassador, J. Wilkes Wines

"Backyard Vines" Columnist, WineMaker Magazine

### AWARD-WINNING DESSERT WINE KITS ROUNDTABLE KIT WINEMAKING

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

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

### TIMING DECISIONS OF MLF ADDITIONS GENERAL WINEMAKING

There are many different thoughts about when you should add your malolactic bacteria during the fermentation process and what impacts on the final wine will be. Neva Parker of White Labs will walk you through the debate and give you advice on how best to decide when to introduce your ML culture to the party.

Neva Parker Director of Laboratory Operations, White Labs, Inc.

### 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 Chik Brenneman.

Bob Peak | Technical Editor and "Techniques" Columnist, WINE MAKER Magazine

Chik Brenneman | Winery Manager & Winemaker, UC-Davis

"Varietal Focus" Columnist, WineMaker Magazine

1:15AM

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2:15PN

## ADVANCED TIPS FOR MINIMIZING OXYGEN ADVANCED WINEMAKING

Oxidation is one of the most common faults found in homemade wine. Oxygen can negatively impact your wine's color, aroma, and flavor. Professional winemaking consultant Tom Payette will help you understand what you can do as a winemaker to take key steps and prevent or at least minimize the possibility of your wine becoming oxidized.

Tom Payette | Winemaking Consultant

# AWARD-WINNING RED BLENDS ROUNDTABLE

### GENERAL WINEMAKING

Year after year the most popular categories in the WineMaker Competition are red blends. But getting just the right percentages to make a blend better and not worse than its parts is a real challenge. We've gathered fellow home winemakers who have recently made medal-winning wine blends to share their specific blending tips and techniques with you.

LUNCH & KEYNOTE ADDRESS GENERAL WINEMAKING

Jon will discuss the winemaking scene in Southern California.

South Coast Winery in Temecula has won the California Winery of the Year title from the California State Fair Wine Competition four

times thanks to the efforts of their winemaker Jon McPherson. Be-

fore coming to South Coast he helped put another Temecula Valley winery – Thornton – on the map producing award-winning sparkling wines. As one of the best known pro winemakers in the region,









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



Jon McPherson Winemaker, South Coast Winery



2:15 - 1:45PM

1:45

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2:15PM

### UNDERSTANDING, TESTING & ADJUSTING pH GENERAL WINEMAKING

The more you understand the role of pH in your homemade wine the better it will end up in the bottle. Learn why you should test for pH, how and when to test for pH, and what to when you need to tweak the numbers up or down so you can produce the best wine possible.

Bob Peak | Technical Editor and "Techniques" Columnist, WineMaker Magazine

### LEES TECHNIQUES & EFFECTS ADVANCED WINEMAKING

When handled properly aging wine on the lees can give it more mouthfeel, body, and aromatic complexity. But you need to know the right ways to take full advantage of this traditional French technique of keeping your wine in contact with the lees. Learn the proper strategies and what wines will benefit the most from *WineMaker*'s "Advanced Winemaking" Columnist Alex Russan.

Alex Russan | President, Alexander Jules Import Company & Metrick Wines

"Advanced Winemaking" Columnist, WineMaker Magazine

### MEADMAKING GENERAL WINEMAKING

Mead, or honey wine, is one of the oldest fermented beverages in civilization. Now with the help of commercial meadmaker Jason Phelps, this ancient drink can be a part of your regular winemaking. Learn how to make a variety of different style meads and leave with some award-winning tips to try at home.

Jason Phelps | Founder, Ancient Fire Mead & Cider

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

Bring your best backyard grape growing questions to this session featuring viticulture experts Peter Brehm and Wes Hagen. 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 | Winemaker and Brand Ambassador, J. Wilkes Wines | "Backyard Vines" Columnist, WineMaker Magazine

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







### WINEMAKER WORKSHOP: SIDE-BY-SIDE YEAST TRIALS GROUP INTERACTIVE WORKSHOP Join the staff from White Labs, San Diego's own yeast and fermentation company, to explore the impact different yeast strains have in wine. You'll have the opportunity to sample side-by-side wines made with the same base must but different strains as well as other yeast trials. You'll gain a better understanding of how your yeast choices can impact the final wine in the glass. Staff of White Labs Inc.

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**GRAPE GROWING** 

### 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 Southern California commercial wineries will be pouring wines to sample. Add a buffet highlighting California foods and it is the perfect opportunity to get to know speakers and attendees as you talk winemaking all evening.

### ADVANCED SULFITE TESTING & MANAGEMENT Advanced Winemaking

Managing sulfite levels in your wine is one of the most important skills you need as a winemaker. Too much and your wine has an obvious defect and not enough means a high potential for spoilage. Learn about the latest sulfite research and new ways to test and adjust your sulfite levels.

### Chik Brenneman

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

### STABILIZING YOUR WINE GENERAL WINEMAKING

Wine is a living thing and as a winemaker you need to do what you can to protect it against longer term microbiological changes. *Wine-Maker*'s "Advanced Winemaking" Columnist Alex Russan will walk you through specific steps to counter these negatives and properly protect your pride and joy from heat, cold, and much more.

Alex Russan | President, Alexander Jules Import Company & Metrick Wines "Advanced Winemaking" Columnist, *WineMaker* Magazine

### ADVANCED SMALL-SCALE VINEYARD TECHNIQUES GRAPE GROWING

Our "Backyard Vines" Columnist Wes Hagen spent over a decade as a professional vineyard manager walking rows of vines every day. Over the years he's learned quite a few tricks on his own and from other pros on how to get the most out of wine grapes. Learn his advanced techniques you can put to use in your backyard vineyard.

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









### MAKING GREAT WINE LABELS ROUNDTABLE GENERAL WINEMAKING

Your great wine deserves a great label. Each year our office is flooded with entries to our annual *WineMaker* Label Contest. There are always some great labels and also some not-so-great labels. We're bringing together three label experts to give advice on what makes a great wine label and how to get your vision of your label from your head to the front of the bottle.

Ginny Fulton | Chief of Operations, CrushTag

David Noone | Owner, Noontime Labels

Steve Worth | Creative Director and Co-Founder, CrushTag

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

### WINEMAKER WORKSHOP: WINE & CHEESE PAIRING STRATEGIES GROUP INTERACTIVE WORKSHOP

Wine and Cheese – it's a classic combination. But many people don't understand how to pair wine with cheese properly. We've lined up an expert in both cheesemaking and winemaking – Pamela Zorn of Colorado's Wine and Whey – to lead us through how to do it right. And of course you'll have the chance to taste and sip your way through this learning process!

Pamela Zorn | Owner, Wine and Whey

### LUNCH & KEYNOTE ADDRESS: WINEMAKER COLUMNISTS LIVE: HOT BUTTON TOPICS General Winemaking

We'll have four of our magazine columnists on stage to offer their opinions – and the occasional bad joke – on a variety of winemaking topics.

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

Wes Hagen | Winemaker and Brand Ambassador, J. Wilkes Wines | "Backyard Vines" Columnist

Bob Peak | Technical Editor and "Techniques" Columnist

Alex Russan | President, Alexander Jules Import Co. and Metrick Wines | "Advanced Winemaking" Columnist

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

### PREVENTING A STUCK FERMENTATION

One of the most common problems hobby winemakers run into is a stuck fermentation. Find out how to prevent a stuck fermentation in the first place and if you do have one, what options you have to fix your problems. Neva Parker of White Labs will help you conquer this classic challenge for winemakers.

**GENERAL WINEMAKING** 

**Neva Parker** Vice President of Operations, White Labs Inc.







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

Home winewmakers 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 experts-Chik Brenneman and Tom Payette – your most puzzling winemaking questions. Chik and Tom 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

Tom Payette Winemaking Consultant

### SETTING UP BENCH TRIALS FOR SUCCESS GENERAL WINEMAKING

Learn how to accurately adjust your full batch of wine by first using bench trials to test different additions and blends. Understanding the process of running a solid bench trial will open up new creative possibilities without putting your entire batch at risk due to a wrong assumption.

Bob Peak Technical Editor and "Techniques" Columnist, WineMaker Magazine

### AWARD-WINNING RED KITS WINES ROUNDTABLE

Red wine entries account for the vast majority of the total wines entered in the WineMaker International Wine Competition. Learn from top award winners from past competitions as they share their tips and secrets for making great red wine from kits. Find out from your fellow kit winemakers about their keys to success and techniques for creating your own red wines.

### WINEMAKER EXHIBITS

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



**KIT WINEMAKING** 

# 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. We'll have table moderators to make sure conversations remain helpful, relevant, and on subject. 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!)

### 2018 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 2018? 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:** 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.

3:30 - 4<sub>PM</sub>

**IO**PM



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 Grand Hanalei Foyer.

# **THANKS TO OUR SPONSORS!**



# GREAT CONFERENCE HOTEL IN BEAUTIFUL SAN DIEGO!

## San Diego Crowne Plaza • San Diego, California

The 2018 WineMaker Magazine Conference is being held at the Crowne Plaza in beautiful San Diego. San Diego is a great location for exploring the city's growing number of urban wineries, nearby Temecula Valley wine country, as well as the emerging wine region of Baja, Mexico just across the border. All of our workshops, seminars, and events will take place at the hotel's onsite conference center. We've arranged a specially discounted block of hotel rooms for attendees.

### Telephone Reservations: 866-257-7930

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

Web Reservations: Winemakermag.com/conference/hotel

**Group Discounted Room Rate:** \$139 per night for a room with either one king/queen bed or two double beds.



**Hotel Information:** Hotel Information: We have reserved a limited number of rooms at a special discounted rate of \$139 per night for attendees. Contact the hotel directly for your room reservations. When making your reservations make sure to say you are attending the "Wine-Maker Magazine Conference" or "WMC" 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, May 17, 2018

10AM - 4:00PM	Winemaking from Grapes	Starting up a Commercial Winery & Going Pro	Home Wine Lab Tests	Temecula Valley Wineries Tour
10AWI - 4.00PW	Advanced Winemaking from Grapes	Meadmaking	Backyard Grape Growing	Home Cheesemaking 101

### Day #I Friday • May 18, 2018

7:30 - 9AM	BREAKFAST & REGISTRATION				
9 - 9:I5AM	WELCOME & INTRODUCTION				
9:30 - 10:45AM	Advanced Tannin Managment	Winemaking Equipment TL	Winemaking Equipment TLC Pruning for Success		
11:15AM - 12:15PM	Timing Decisions of MLF Additions	General Troublshooting Q&A Ask the Experts	: Advanced Tips for Minimizing Oxygen	Award-Winning Red Blends Roundtable	
12:15 - 1:45PM	LUNCH & KEYNOTE ADDRESS   Jon McPherson, South Coast Winery				
2:15 - 3:30PM	Understanding, Testing, & Adjusting pH	Lees Techniques & Effects	Meadmaking	Grape Growing Q&A: Ask the Experts	
4 - 5PM	WINEMAKER WORKSHOP: Side-By-Side Yeast Trials				
6:30 - 10PM	WINEMAKER TASTING & WINE SHARING PARTY				

### Day #2 Saturday • May 19, 2018

8:15 - 9:15AM	BREAKFAST				
9:30 - 10:45AM	Advanced Sulfite Testing & Management	Stabilizing Your Wine Advanced Small-Scale Vineyard Techniques		Making Great Wine Labels Roundtable	
11:15AM - 12:15PM	WineMaker Workshop: Wine & Cheese Pairing Strategies				
12:15 - 1:45PM	LUNCH & KEYNOTE ADDRESS   WineMaker Magazine Columinists Q&A				
2:15 - 3:30PM	Preventing a Stuck Fermentation	s contraction of the second se		Award-Winning Red Kit Wines Roundtable	
4 - 5PM	WineMaker Table Topics				
7 - 10PM	2018 WINEMAKER INTERNATIONAL WINE COMPETITION AWARDS DINNER				
	2010 WINEMAKER INTERNATIONAL WINE COMPLITION AWARDS DINNER				

### Post-Conference WineMaker Boot Camps • Sunday, May 20, 2018

10AM - 4:00PM	Wine Chem 101	Judging and Scoring Wine	Cidermaking	Home Cheesemaking 201	Starting up a Commercial Winery & Going Pro	Temecula Valley Wineries Tour
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# REGISTRATION

Name		
Address		
City	State/Province	

Zip/Postal Code \_\_\_\_\_\_ Country\_\_\_\_\_

Phone \_\_\_\_\_

E-mail

## **SAVE \$100** BY REGISTERING EARLY!

### EARLY BIRD DISCOUNT\*- March I S549 Full Conference

Boot Camp (choose one):

**\$999** Full Conference plus two **Boot Camps** (choose one each day):

### THURSDAY, MAY 17, 2018 OPTIONS

- □ Advanced Winemaking from Grapes
- □ Home Cheesemaking 101

Backyard Grape Growing

□ Home Wine Lab Tests

□ Meadmaking

□ Starting up a Commercial Winery and Going Pro

one Boot Camp (choose one):

\$1,099 Full Conference plus two

Boot Camps (choose one each day):

\$275 Boot Camp Only (choose one):

SUNDAY, MAY 20, 2018 OPTIONS

Judging and Scoring Wines

□ Home Cheesemaking 201

□ Starting Up a Commercial

□ Cidermaking

□ Wine Chem 101

Winery and Going Pro

### REGULAR S649 Full Conference \$874 Full Conference plus

¬ \$774 Full Conference plus one

□ Winemaking from Grapes

### **DINNER MEAL OPTIONS** Attendee Saturday Night \$75

Guest Saturday night \$100

☐ Guest Friday night \$50

Guest Friday & Saturday nights \$150

### TEMECULA VALLEY WINERIES INSIDER TOUR

\*open to attendees and their quests

Thursday, May 17 \$225

Quantity \_\_\_\_ Sunday, May 20 \$225

Quantity \_\_\_\_

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

REGISTRATION FOR FULL » Admission to the confere » Two Continental Breakfar » Two Lunches with Keynor » Admission to Friday Nigh » Admission to Sponsor Ex » Conference Welcome Bag » One Year (6 issues) Subso (Hotel room needs to be reserved go to winemakermag.com/confer	ns	Have you also registered for Saturday Night's WineMaker International Amateur Wine Competition awards dinner?		
PAYMENT METHOD	Check Enclosed (paya	able to <i>WineMaker</i> □ Visa		erCard
Card #		3-Digit CO	CV#	_ 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, 2018. Refund requests received after April 30, 2018 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, 2018.

### 4 WAYS TO REGISTER

### WEB PAGE:

winemakerconference.com

### MAIL THIS FORM WITH PAYMENT TO:

WineMaker Conference

PHONE:

802-362-3981 ext. 106

FAX THIS FORM TO: 802-362-2377