



WineMaker[®]

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SAN LUIS OBISPO - PASO ROBLES • 2020

Save \$100 for
Limited Time

Hands-On Workshops

Home Winemaking Seminars

Special Wine Events

Winery Tours

DON'T WAIT! Our conferences sell out EARLY



May 28-31, 2020

San Luis Obispo-Paso Robles, California

WineMakerConference.com



JOIN fellow hobby winemakers from across North America on California's beautiful Central Coast for full days packed with dozens of seminars, workshops, and special events to help you make your own great wine.



Join us for our first conference in the beautiful and wine-loving San Luis Obispo-Paso Robles region of California. This Central Coast region of California is home to over 250 wineries located both directly south of San Luis Obispo in the Edna Valley as well as to the north of the city in the Paso Robles wine region. San Luis Obispo is also home to Cal Poly – one of the leading winemaking universities in the country. We will feature an all-star cast of winemaking speakers pulled from this region as well as *WineMaker* writers delivering seminars and workshops to help you make better wine.

DON'T MISS OUT ON:

- 18 Big Seminars
- Group Interactive Workshops
- Tasting Party
- 12 Hands-On Winemaking Boot Camps
- Winery Tours
- WineMaker Competition Awards Dinner
- Sponsor Exhibits

WINEMAKER LEARNING TRACKS

ADVANCED WINEMAKING



- Advanced Fermentation Management
- Advanced Winemaking Q & A
- Impact of Different Maceration Techniques
- Advanced Wine Chemistry
- Sulfide Causes & Cures

GENERAL WINEMAKING



- Finding & Choosing the Best Grapes
- Picking the Right Yeast Strain
- Managing pH & Acid
- Pairing Yeast & Bacteria
- Making Sparkling Wine at Home
- Cleaning for Better Wine
- Crushable: Making Carbonated, Lower-Alcohol Meads & Ciders

KIT WINEMAKING



- Picking the Right Wine Kit for You
- Kit Troubleshooting

GRAPE GROWING



- Home Vineyard Diseases & Pests
- 10 Ways to Improve Wine in the Vineyard
- Backyard Grape Growing Q & A

GROUP INTERACTIVE WORKSHOPS



- Enhancing White Wine Aromas
- Wine Wizard Live!
- Central Coast Winemaking
- *WineMaker* Columnist Hot Topic Panel

WINEMAKER BOOT CAMPS



- Advanced Winemaking from Grapes
- Winemaking from Grapes
- Meadmaking
- Backyard Grape Growing
- Home Cheesemaking
- Advanced Home Cheesemaking
- Commercial Winery Start-Up
- Home Wine Lab Tests
- Judging & Evaluating Wines
- Wine Chem 101
- Edna Valley Winery Tours
- Paso Robles Winery Tours

SMALL-CLASS WINEMAKER BOOT CAMPS

2 BIG DAYS & NEW CAMPS!

THURSDAY, MAY 28, 2020 & SUNDAY, MAY 31, 2020

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 people 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-class setting and learn hands-on from experts.

STARTING UP A COMMERCIAL WINERY

WITH GENEVIEVE RODGERS (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



Ever think about going pro and opening your own commercial winery? Lots of *WineMaker* readers say they've dreamed about making the jump and opening their own commercial winery. Genevieve Rodgers runs her own successful winery consulting business specializing in start-ups and consults every day with people opening up wineries. Were lucky to have her join us to lead you through the steps, planning decisions, and key financial numbers you need to know if you want to open your own smaller-scale commercial winery. Learn from her expertise and wide range of experience to help you better achieve your dream of going pro! Please Note: This same Boot Camp will also be offered on Sunday, May 31 in addition to Thursday, May 28.

ADVANCED WINEMAKING FROM GRAPES

WITH ALEX RUSSAN (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



WineMaker's "Advanced Winemaking" Columnist and professional winemaker Alex Russan will go beyond the basics to explain more complex techniques to get the most from your winemaking using fresh grapes. This workshop intended for intermediate and 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 advance tips through bottling. Please Note: This same Boot Camp will also be offered on Sunday, May 31 in addition to Thursday, May 28.

WINEMAKING FROM GRAPES

WITH BOB PEAK (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



Join *WineMaker's* Technical Editor and "Techniques" Columnist 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 workshop intended for beginning to intermediate home winemakers will help make your own winemaking experience back home more successful by learning hands-on. Don't miss this opportunity to attend one of our most popular annual Boot Camps.

BACKYARD GRAPE GROWING

WITH WES HAGEN (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



Former professional Vineyard Manager and *WineMaker's* longtime "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.

THURSDAY, MAY 28 • 10 AM – 4 PM

THURSDAY, MAY 28 • 10 AM – 4 PM

HOME WINE LAB TESTS

WITH CHIK BRENNEMAN (\$225 FOR CONFERENCE 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 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 CONFERENCE 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! Pamela Zorn has been teaching people how to make their own cheese for years from her Colorado 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 great cheese from a variety of different kinds of milk. Get ready to roll up your sleeves with this full-day introduction to the fun world of home cheesemaking. Match this class up with Sunday's Advanced Home Cheesemaking Boot Camp for two full days of hands-on cheesemaking learning.

PASO ROBLES WINERIES INSIDER TOUR

EDNA VALLEY WINERIES INSIDER TOUR | (\$225 FOR CONFERENCE ATTENDEES & NON-ATTENDEES)



This year with easy proximity to world-class wine regions both north and south of San Luis Obispo, we are offering two different tour options on both Thursday and Sunday. Each will be a full day of behind-the-scenes tours and tastings. You'll tour several wineries as you explore Paso Robles or Edna Valley and have plenty of opportunities to ask their professional winemakers your winemaking and grape growing questions. You'll be served lunch along the way and have tastings of award-winning wines. Transportation for this scenic and educational wine tour will be provided roundtrip from our conference hotel, the Embassy Suites in San Luis Obispo. So now you'll have the opportunity to tour one region before the conference and the other region the day after the conference wraps up.

SUNDAY, MAY 31 • 10 AM – 4 PM

JUDGING & EVALUATING WINES

WITH BOB PEAK (\$225 FOR CONFERENCE 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'll learn how to evaluate your own and other wines in the same way as a trained wine judge. *WineMaker's* Technical Editor and "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 our own 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 101

WITH CHIK BRENNEMAN (\$225 FOR CONFERENCE 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. Professional Winemaker and *WineMaker* 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 improve your winemaking at home.

ADVANCED HOME CHEESEMAKING

WITH PAMELA ZORN (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



Pamela Zorn of Wine and Whey in Colorado builds on the basics of home cheesemaking she covered in Thursday's Home Cheesemaking Boot Camp and tackles more complex and advanced cheesemaking techniques in this small-class, hands-on session. You will learn to make a broad variety of cheese styles – both hard and soft – in this full-day workshop. Get lessons to take your home cheesemaking to a new level. This Boot Camp assumes prior basic knowledge of home cheesemaking (advanced beginners, intermediates, and experts welcome!) so it is recommended for people who took Thursday's Cheesemaking Boot Camp with Pamela or if you have some experience already making your own cheese.

MEADMAKING

WITH JASON PHELPS (\$225 FOR CONFERENCE 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 and 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.

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WITH GENEVIEVE RODGERS (\$225 FOR CONFERENCE ATTENDEES / \$275 FOR NON-ATTENDEES)



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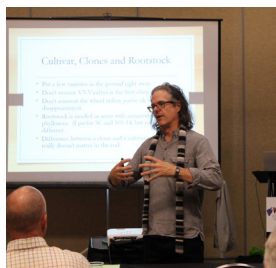
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EDNA VALLEY WINERIES INSIDER TOUR (\$225 FOR CONFERENCE ATTENDEES & NON-ATTENDEES)



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SEMINARS & EVENTS



FRIDAY, MAY 29, 2020 • 9:30 – 10:45 AM

FINDING & CHOOSING THE BEST GRAPES **GENERAL WINEMAKING**

You can't make great wine without great grapes. But if you aren't growing your own grapes in a backyard vineyard, what are the best ways to get your hands on the best grapes? If you live in wine country, you'll learn different tips to seek out and create relationships with local commercial vineyards. And if you don't live near any vineyards, you'll find out how to work with local retailers or fruit companies to ask them the right questions and better understand how to determine quality and what to buy for your next batch.

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

ADVANCED FERMENTATION MANAGEMENT **ADVANCED WINEMAKING**

Learn the most important keys to keeping your yeast happy and healthy throughout fermentation resulting in a clean wine with no unexpected yeast off-odors or flavors. From yeast nutrients to temperature control, there are many ways to make sure your fermentation runs smoothly and most importantly delivers the end result in the glass you are anticipating. Find out some advanced fermentation tips from *WineMaker's* "Advanced Winemaking" Columnist and pro winemaker Alex Russian.

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

HOME VINEYARD DISEASES & PESTS **GRAPE GROWING**

Nothing can wreak havoc with your backyard vineyard quite like diseases and pests. Learn how to not only identify common vineyard diseases and pests that could threaten your next vintage, but also how to treat these problems if they appear. And most importantly how to prevent diseases and pests in the first place with sound vineyard management techniques including spraying and other tips properly with former professional Vineyard Manager and *WineMaker's* "Backyard Vines" Columnist Wes Hagen.

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

10:45 – 11:15 AM

WINEMAKER EXHIBITS

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



MANAGING pH & ACID GENERAL WINEMAKING

pH and acid are two intertwined keys to better wines. The more you know about the important impact of pH and acidity on the quality of the finished wine in your glass, the better a winemaker you can be when faced with critical decisions. Mother Nature doesn't always cooperate so you need to know how to tweak the numbers to produce the best wine. Learn when and how to test and measure acid and pH, and then the techniques best suited to raise or lower your numbers.

Chik Brenneman | Winemaker, Baker Family Wines / "Varietal Focus" Columnist,
WineMaker Magazine

SULFIDE CAUSES & CURES ADVANCED WINEMAKING

From the telltale smell of rotten eggs to other aroma flaws, hydrogen sulfide can easily ruin a batch of wine. Even in very small quantities, sulfide issues can make your wine undrinkable. Learn about the common causes of hydrogen sulfide and how it can also create another problem in the form of mercaptans. Understand how to identify if this flaw has developed in your wine and how you can act to hopefully remove it through different winemaking techniques. Local pro winemaker Nathan R. Carlson of Center of Effort Wines in the Edna Valley AVA will walk you through the causes and cures of this serious threat to your wine.

Nathan R. Carlson | Winemaker and General Manager, Center of Effort Wines

PICKING THE RIGHT WINE KIT FOR YOU KIT WINEMAKING

There are hundreds of different wine kits for sale, but how do you choose the right one for your wants and needs? There are different price points, different ratios of juice to concentrate, different regions, and of course different varieties and blends to consider. Understand the different types of wine kits, what goes into wine kits, and how that might influence your kit purchasing decisions with Gail Tufford of Global Vintners where she works with brands including Winexpert.

Gail Tufford | Technical Services Coordinator, Global Vintners

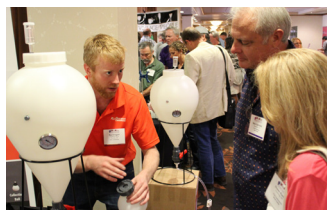
LUNCH & KEYNOTE ADDRESS: JASON HAAS, TABLAS CREEK VINEYARD GROUP INTERACTIVE WORKSHOP

The Paso Robles wine region is increasingly recognized as among the top areas anywhere to grow grapes and make world-class wine. One of the leaders in the story of Paso's recent rise and growth is Tablas Creek Vineyard who went against the grain to champion Rhône varieties. Learn more about what makes Paso Robles such a special place to make wine and also the unique story of Tablas Creek pioneering Rhône varieties and blends from Jason Haas who runs the day-to-day operations at Tablas Creek and has been recognized as both the Paso Robles Wine Country and San Luis Obispo County Wine Industry Person of the Year.

Jason Haas | Partner and General Manager, Tablas Creek Vineyard

WINEMAKER EXHIBITS

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



11:15 AM – 12:30 PM



12:30 – 1:45 PM



1:45 – 2:15 PM





2:15 – 3:30 PM

MUST ADJUSTMENTS GENERAL WINEMAKING

A balanced must is critical to making good wine. You'll learn how to both test and taste for this, as well as how to create options for individual styles. Getting the pH, Brix, tannins, and other structural elements in harmony before you begin fermentation is critical to making great wines. Cal Poly's Pilot Winery Manager and Enology Lecturer Jim Shumate will guide you through the important steps to create balance in your must.

Jim Shumate | Enology Lecturer & Pilot Winery Manager, Wine and Viticulture Department, Cal Poly

CHOOSING THE RIGHT YEAST STRAIN GENERAL WINEMAKING

There are dozens of wine yeast strains on the market, so how do you know which one is right for your wine? Knowing what you need to consider when selecting a strain for your must will help you make the right choice. Discover the keys to success when searching through the lists of strains for your next wine with yeast expert José Pizarro of Fermentis.

José Pizarro | Technical Sales Manager, Fermentis

ADVANCED WINEMAKING Q&A 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 experts – Chik Brenneman and Alex Russan – your most puzzling winemaking questions as you also learn from the answers to your fellow attendee questions in this session geared towards experienced winemakers.

Chik Brenneman | Winemaker, Baker Family Wines / "Varietal Focus" Columnist, *WineMaker Magazine*

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



3:30 – 4 PM

WINEMAKER EXHIBITS

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



4 – 5 PM

WINEMAKER WORKSHOP: ENHANCING WHITE WINE AROMAS GROUP INTERACTIVE WORKSHOP

You'll have the chance to smell and sip four different treatments of the same Mendocino County Sauvignon Blanc must to experience the impact of various additions on the final wine in the glass. You can compare the control wine against those that have had different yeast nutrient and tannin additions to decide what you prefer and how you might be able to use this experience back home to bump up the aromatics of your white wine. All four wines were made with the same yeast and under the same conditions by *WineMaker's* Technical Editor Bob Peak, so you can taste, learn, and discuss side-by-side.

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



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 Central Coast commercial wineries will be pouring wines to sample. Add a buffet highlighting local foods and it is the perfect opportunity to get to know the region's wine scene and spend time talking wine with speakers, local winemakers, and attendees.

6:30 – 10 PM



IMPACT OF DIFFERENT MACERATION TECHNIQUES

ADVANCED WINEMAKING

Maceration can take many different forms and each technique can deliver different end results. Dr. Federico Casassa of Cal Poly has performed extensive sensory studies comparing the final results of common maceration techniques such as cold soak, extended maceration, saignee, co-fermentation, as well as stem and whole cluster. Here's a chance to learn the latest expert research as you consider your own maceration choices with each batch of wine you make.

Federico Casassa, Ph.D. | Assist. Professor of Enology, Wine and Viticulture
Department, Cal Poly

CLEANING FOR BETTER WINE

GENERAL WINEMAKING

Cleaning and sanitizing is winemaking's dirty little secret to making better wine consistently. And it is often the most misunderstood and overlooked part of making your own wine. Learn the best and most efficient ways to clean and sanitize your winemaking equipment and gear so your wine can live up to its full potential and be safe from unwanted bacteria and spoilage. Scrub your way to better wine and learn how to best keep your home winery clean with industry expert Rick Theiner.

Rick Theiner | President and Owner, LOGIC, Inc.

GRAPE GROWING Q & A

GRAPE GROWING

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

SATURDAY, MAY 30 • 9:30 – 10:45 AM



WINEMAKER EXHIBITS

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



10:45 – 11:15 AM



WINEMAKERCONFERENCE.COM

REGISTER BY MARCH 16 TO SAVE \$100



11:15 AM – 12:15 PM

WINEMAKER WORKSHOP: WINE WIZARD LIVE! GROUP INTERACTIVE WORKSHOP

Ever since our very first issue of *WineMaker* published in 1998, Alison Crowe has authored our popular “Wine Wizard” question and answer column. Over the years she has answered hundreds of questions for home winemakers, from common to not-so-common problems. A collection of her answers was pulled together into the best-selling “WineMaker’s Answer Book” published in 2007. Since home winemakers never lack for questions, we’ve decided to bring Alison’s column to life and have her answer questions from home winemakers live for one hour. So be sure to bring along any winemaking questions you have about a problem batch or a technique you never quite understood because here’s your unique chance to have Alison answer it directly for you. Plus we will all have a chance to learn from Alison as she answers others’ questions as well in a fun and interactive sixty minutes.

Alison Crowe | “Wine Wizard” Columnist, *WineMaker* magazine / Winemaker and Partner, Garnet Vineyards



12:15 – 1:45 PM

LUNCH: WINEMAKER COLUMNISTS LIVE: WINEMAKING TRENDS GROUP INTERACTIVE WORKSHOP

We’re lucky to have all five of our magazine columnists join us on stage to share their opinions (and the occasional bad joke) on the latest winemaking trends.

Chik Brenneman | Winemaker, Baker Family Wines / “Varietal Focus” Columnist, *WineMaker* Magazine

Alison Crowe | “Wine Wizard” Columnist, *WineMaker* Magazine / Winemaker and Partner, Garnet Vineyards

Wes Hagen | Winemaking and Brand Ambassador, J. Wilkes Wines / “Backyard Vines” Columnist, *WineMaker* Magazine

Bob Peak | Technical Editor and “Techniques” Columnist, *WineMaker* Magazine

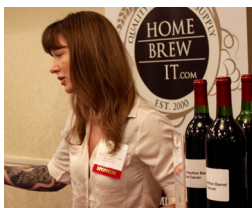
Alex Russan | President, Alexander Jules Import Company & Metrick Wines / “Advanced Winemaking” Columnist, *WineMaker* Magazine



1:45 – 2:15 PM

WINEMAKER EXHIBITS

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



2:15 – 3:30 PM

ADVANCED WINE CHEMISTRY ADVANCED WINEMAKING

Understanding wine chemistry will make you a better winemaker. Chik Brenneman will break down important advanced winemaking chemistry concepts you should know – and why you need to know them – to make better wine at home. To get the most out of this seminar you should have a firm grasp of basic wine chemistry.

Chik Brenneman | Winemaker, Baker Family Wines / “Varietal Focus” Columnist, *WineMaker* Magazine

MAKING SPARKLING WINE AT HOME **GENERAL WINEMAKING**

Learn how to produce your own sparkling wine at home with *WineMaker's* Technical Editor Bob Peak. He'll walk you through the steps of classic méthode champenoise as well as putting other non-traditional techniques to use. There's nothing better than opening up a bottle of your own bubbly. Head home with the know-how to add this new skill to your winemaking arsenal.

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

10 WAYS TO IMPROVE WINE IN THE VINEYARD **GRAPE GROWING**

Learn the 10 most important things you can do in your backyard hobby vineyard to improve the quality of your grapes that will translate to better wine in the glass. Longtime vineyard expert Wes Hagen will share his first-hand lessons to grow better grapes so you can end up making better wine.

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

WINEMAKER EXHIBITS

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CRUSHABLE: MAKING CARBONATED, LOWER-ALCOHOL MEADS & CIDERS **GENERAL WINEMAKING**

Crushable is a term you hear more and more to describe a refreshing, carbonated, alcoholic beverage you can easily enjoy on a nice summer day. But why let beer own this category? Jason Phelps professionally makes lower alcohol, carbonated meads and hard ciders that any home winemaker should love to add to their own cellar. Just because it is lower in alcohol or made from apples or honey doesn't mean it has to be lower in flavor or refreshment. Learn from Jason's own experience how to stock your fridge this summer with satisfying new choices to serve to friends and family as you round out your winemaking skills.

Jason Phelps | Founder & Maker, Ancient Fire Mead & Cider

PAIRING YEAST & BACTERIA **ADVANCED WINEMAKING**

When it comes time to decide which yeast strains you want to use for your fermentation, that decision can't be made effectively without also considering how that strain will pair with the malolactic bacteria you use. Understand how best to make sure your yeast strain will work with, and not against, your choice of bacteria and result in a finished wine that will shine.

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

WINE KIT TROUBLESHOOTING **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. Learn how to identify and fix common kit mistakes from Gail Tufford of kit producer Global Vintners.

Gail Tufford | Technical Services Coordinator, Global Vintners

2020 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 2020? 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.

Please note: If you wish to attend the Saturday night awards dinner you will also need to sign up to reserve your spot in addition to the main conference. Guests are welcome to this event and must also register. This special ticketed dinner does have limited seats and is expected to sell out.

2:15 – 3:30 PM



3:30 – 4 PM



4 – 5:15 PM



7 – 10 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.

Thanks to our Sponsors!

TITLE SPONSORS



CONFERENCE SPONSORS



Technology to Bottle Your Passion

SUPPORTING SPONSORS

NOONTIME LABELS



WineMaker

Who We Are

WineMaker delivers a variety of content in print, digital, and live events to help people passionate about wine to learn how to craft wines themselves as a fun hobby.

We've published the leading magazine for the home winemaking hobby since 1998. The magazine published six times each year is read by 50,000 hobby winemakers each issue.



We annually run the world's largest wine competition for homemade wines, the WineMaker International Amateur Wine Competition. Thousands of bottles are evaluated by expert judges as entrants gain valuable feedback and compete for medals.

Our comprehensive home winemaking website at winemakermag.com has thousands of searchable articles and online tools to help you craft your own great wine. We offer digital memberships giving you full access to our complete online content.

We offer small-class, hands-on winemaking workshops around the United States with our WineMaker Boot Camps. You can learn new techniques from experts during these full-day, immersive classes.

Finally we run our annual WineMaker Conference packed with seminars and events outlined in more detail throughout this brochure.



GREAT CONFERENCE HOTEL IN SAN LUIS OBISPO!

Embassy Suites • San Luis Obispo, California



This Central Coast region of California is home to over 250 wineries located both directly south of San Luis Obispo in the Edna Valley as well as to the north of the city in the Paso Robles wine region. San Luis Obispo is also home to Cal Poly – one of the leading winemaking universities in the country.

All of our conference events will take place at the Embassy Suites' conference center.

We've arranged a specially discounted block of hotel rooms for attendees. All hotel rooms are two-room suites with a separate sitting area and bedroom.

Web Reservations: winemakermag.com/conference/hotel

Phone Reservations: 1-805-549-0800

Please let the resort know you are with the "WineMaker Magazine Conference" group and mention discount code XWM when booking your room.

SCHEDULE AT-A-GLANCE



Pre-Conference WineMaker Boot Camps & Winery Tours • Thursday, May 28, 2020

10 AM - 4 PM	Advanced Winemaking from Grapes	Starting Up a Commercial Winery	Home Wine Lab Tests	Winemaking from Grapes
	Home Cheesemaking	Backyard Grape Growing	Paso Robles Wineries Tour	Edna Valley Wineries Tour

Day #1 Friday • May 29, 2020

8 - 9 AM	BREAKFAST & REGISTRATION		
9 - 9:15 AM	WELCOME & INTRODUCTION		
9:30 - 10:45 AM	Finding & Choosing The Best Grapes	Advanced Fermentation Management	Home Vineyard Diseases & Pests
11:15 AM – 12:30 PM	Managing pH & Acid	Sulfide Causes & Cures	Picking The Right Wine Kit For You
12:30 – 1:45 PM	Lunch & Keynote Address: Jason Haas, Tablas Creek Vineyard		
2:15 – 3:30 PM	Must Adjustments	Choosing The Right Yeast Strain	Advanced Winemaking Q&A
4 – 5 PM	WineMaker Workshop: Enhancing White Wine Aromas		
6:30 – 10 PM	WineMaker Tasting & Wine Sharing Party		

Day #2 Saturday • May 30, 2020

9:30 – 10:45 AM	Impact Of Different Maceration Techniques	Cleaning For Better Wine	Grape Growing Q & A
11:15 AM – 12:15 PM	WineMaker Workshop: Wine Wizard Live!		
12:15 – 1:45 PM	Lunch & WineMaker Columnists Live: Winemaking Trends		
2:15 – 3:30 PM	Advanced Wine Chemistry	Making Sparkling Wine At Home	10 Ways To Improve Wine In The Vineyard
4- 5:15 PM	Crushable: Making Carbonated, Lower-Alcohol Meads & Ciders	Pairing Yeast & Bacteria	Wine Kit Troubleshooting
7 – 10 PM	2020 WineMaker International Amateur Wine Competition Awards Dinner		

Post-Conference WineMaker Boot Camps & Winery Tours • Sunday, May 31, 2020

10 AM - 4 PM	Judging & Evaluating Wines	Starting Up a Commercial Winery	Wine Chem 101	Meadmaking
	Advanced Home Cheesemaking	Advanced Winemaking from Grapes	Paso Robles Wineries Tour	Edna Valley Wineries Tour

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 16

- ☐ \$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, May 28, 2020 OPTIONS

- ☐ Advanced Winemaking from Grapes
- ☐ Winemaking from Grapes
- ☐ Home Cheesemaking
- ☐ Backyard Grape Growing
- ☐ Home Wine Lab Tests
- ☐ Starting Up a Commercial Winery

SUNDAY, MAY 31, 2020 OPTIONS

- ☐ Meadmaking
- ☐ Judging & Evaluating Wines
- ☐ Wine Chem 101
- ☐ Advanced Home Cheesemaking
- ☐ Advanced Winemaking from Grapes
- ☐ Starting Up a Commercial Winery

DINNER MEAL OPTIONS

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

WINERY TOURS

*open to attendees and their guests

- ☐ Thursday, May 28 Paso Robles \$225 Quantity _____
- ☐ Thursday, May 28 Edna Valley \$225 Quantity _____
- ☐ Sunday, May 31 Paso Robles \$225 Quantity _____
- ☐ Sunday, May 31 Edna Valley \$225 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
- » One Year (6 print issues) Subscription/Renewal to WineMaker magazine (Hotel room needs to be reserved directly with San Luis Obispo Embassy Suites, go to winemakermag.com/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, 2020. Refund requests received after April 30, 2020 will not be refunded. All refund requests will be processed post-conference. Early Bird Discount registration must be received and paid for by March 16, 2020.