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LAKE MICHIGAN • 2019

Home Winemaking Seminars

Special Wine Events

Winery Tours



May 16-19, 2019

GRAND TRAVERSE RESORT • Traverse City, Michigan

WineMakerConference.com



JOIN fellow hobby winemakers from across North America on the shore of Lake Michigan in the beautiful Traverse wine region for full days packed with dozens of seminars and special events to help you make your own great wine.



Join us for our first conference in the Midwest as we head to the beautiful Traverse City region of Michigan on the shores of Lake Michigan. With two AVAs on peninsulas jutting into the lake and dozens of award-winning wineries to explore with views of the big lake, we're excited to be coming to the Traverse Wine Coast.

DON'T MISS OUT ON:

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

WINEMAKER LEARNING TRACKS

ADVANCED WINEMAKING



- Advanced Malolactic Tips & Techniques
- Advanced Troubleshooting Q & A
- Cutting Edge Cool-Climate Winemaking
- Preventing Oxidation Like an Expert

GRAPE GROWING



- Canopy Management
- Choosing the Right Trellis System
- Backyard Grape Growing Q & A

GENERAL WINEMAKING



- Keys to a Great Fermentation
- Managing Tannins
- Crafting Great Rieslings
- Maximizing Red Wines with Cool-Climate Grapes
- Keys to Making Pinot Noir
- Fining & Filtration
- General Troubleshooting Q & A
- Using Oak Alternatives
- Winemaking with Cherries
- Award-Winning Hybrid Grape Wines Roundtable
- Adding Fruits to Meads

KIT WINEMAKING



- Wine Kit Tweaks Outside the Box
- Award-Winning Kit Winemaking Roundtable

GROUP INTERACTIVE WORKSHOPS



- Conducting Bench Trials
- Winemaking Table Topics
- 101 Reasons to Drink More Wine
- Traverse Wine Coast Winemaking

WINEMAKER BOOT CAMPS



- Advanced Winemaking from Grapes
- Winemaking from Grapes
- Cidermaking
- Backyard Grape Growing
- Meadmaking
- Old Mission Peninsula Winery Tours
- Home Cheesemaking
- Advanced Home Cheesemaking
- Home Wine Lab Tests
- Judging & Scoring Wines
- Wine Chem 101
- Leelanau Peninsula Winery Tours

SMALL-CLASS WINEMAKER BOOT CAMPS

2 BIG DAYS & NEW CAMPS!

THURSDAY, MAY 16, 2019 & SUNDAY, MAY 19, 2019

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.

ADVANCED WINEMAKING FROM GRAPES

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



WineMaker Magazine'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 19 in addition to Thursday, May 16.

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.

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 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 16 • 10 AM – 4 PM

THURSDAY, MAY 16 • 10 AM – 4 PM

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.

CIDERMAKING

WITH JASON PHELPS (\$225 FOR CONFERENCE 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.

OLD MISSION PENINSULA WINERIES INSIDER TOUR

LEELANAU PENINSULA WINERIES INSIDER TOUR | (\$200 FOR CONFERENCE ATTENDEES & NON-ATTENDEES)



This year with easy proximity to two Traverse area AVA wine regions 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 one of the peninsulas surrounded by Lake Michigan 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 Grand Traverse Resort. So now you'll have the opportunity to tour one peninsula before the conference and the other peninsula the day after the conference wraps up.

SUNDAY, MAY 19 • 10 AM – 4 PM

JUDGING & SCORING 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 IOI

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. University of California-Davis' Winery Manager 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.

ADVANCED WINEMAKING FROM GRAPES

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



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SEMINARS & EVENTS



FRIDAY, MAY 17, 2019 • 9:30 – 10:45 AM

MANAGING TANNINS **GENERAL WINEMAKING**

How can a winemaker know there is enough tannin structure to their wine without overdoing it? Are there techniques and strategies a winemaker can use to better control tannin levels in a finished wine? Learn the important keys to managing this important component to great wine from *WineMaker's* Technical Editor Bob Peak.

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

KEYS TO CRAFTING GREAT RIESLINGS **GENERAL WINEMAKING**

The Traverse area is known for producing internationally-recognized Rieslings and we're lucky to have one of the region's top Riesling experts join us to share his winemaking strategies for this grape. Sean O'Keefe has made Riesling professionally most of his life on the Old Mission Peninsula and studied Riesling techniques extensively while earning a winemaking degree in Germany. Learn his favorite ways to produce your own memorable Rieslings at home.

Sean O'Keefe | Winemaker, Mari Vineyards

ADVANCED TROUBLESHOOTING 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 | Winery Manager & Winemaker, University of California-Davis | “Varietal Focus” Columnist, *WineMaker Magazine*

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

CANOPY MANAGEMENT **GRAPE GROWING**

Figuring out how much to shade or expose your backyard grapes to direct sunshine will determine the ultimate quality of the fruit you will end up harvesting. Learn about the keys to properly managing your vineyard's leafy canopy 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.



KEYS TO A GREAT FERMENTATION **GENERAL WINEMAKING**

How exactly can you get those bubbles going without trouble and avoid the dreaded stuck fermentation in your next batch of wine? 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 University of California-Davis' Winery Manager and *WineMaker* Columnist Chik Brenneman.

Chik Brenneman | Winery Manager & Winemaker, University of California-Davis |
"Varietal Focus" Columnist, *WineMaker* Magazine

PREVENTING OXIDATION **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. *WineMaker's* "Advanced Winemaking" Columnist and professional winemaker Alex Russan will help you understand the harmful impact of oxidation on your wine and what you can do as a winemaker to prevent or at least minimize the possibility of your wine becoming oxidized.

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

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 made award-winning wines from hybrid grapes to share their hybrid-specific tips and techniques with you.

WINEMAKING WITH CHERRIES **GENERAL WINEMAKING**

If you arrive in Traverse City by plane, you instantly grasp how important a certain red fruit is to this region when they name their airport "Cherry Capital". The Traverse region is internationally known as one of the best locations to grow cherries and you'll see acres of orchards during your winery touring in the area. Local wineries have perfected winemaking using these local cherries in addition to their lineup of grape wines. Learn from Chateau Chantal winemaker Brian Hosmer how cherries can be crafted into a broad variety of wines from big dessert Ports all the way to sparkling sippers.

Brian Hosmer | Winemaker, Chateau Chantal

LUNCH

The Traverse region is known as one of the nation's leaders in the farm to table movement and you'll enjoy a lunch highlighting locally grown food and regional specialties. Plus this lunch will be your first chance to share some of your own wine with other attendees to get feedback and get to know each other.

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

USING OAK ALTERNATIVES **GENERAL WINEMAKING**

Many hobby winemakers prefer to put the oak into their wine instead of putting their wine into oak. Learn the different options available from chips, beans, spirals, and staves as well as the methods available to you when using oak alternatives. Find out how to best get oak qualities in your next batch of wine without using a barrel.

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

MAXIMIZING RED WINES FROM COOL-CLIMATE GRAPES **GENERAL WINEMAKING**

Making red wines from cool-climate grapes can sometimes be challenging with lower tannin and sugar levels often posing a hurdle from Mother Nature with the shorter and cooler growing season. But that doesn't mean you can't do it or shouldn't try if you know the right techniques and tricks to get the most character from those red grapes. Sean O'Keefe makes his living creating a lineup of complex red wines in northern Michigan that many find surprising and he'll teach you some of the steps he takes to maximizing the potential of cool-climate grown red wines.

Sean O'Keefe | Winemaker, Mari Vineyards

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*

WINE KIT TWEAKS OUTSIDE THE BOX **KIT WINEMAKING**

Just because wine kits provide a clear and easy way to make great wine doesn't mean you can't branch out and tweak kits to make them even more personalized. Join winemaking retailer Pamela Zorn as she helps you explore the fun and creative ways you can experiment with wine kits and try out different yeast strains, blending, and different aging techniques including small barrels. Learn how to get even more out of your kit winemaking.

Pamela Zorn | Owner, Wine and Whey



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: BENCH TRIALS **GROUP INTERACTIVE WORKSHOP**

Local professional winemaker Brian Hosmer of Chateau Chantal will guide you through the process of better understanding different wine components including acidity, tannins, and sugar and how to properly conduct bench trials so you can adjust and tweak your homemade wines. Accurately using trials will mean better end results with your full batch and understanding the impact of additions and blending will make you a more skilled winemaker.

Brian Hosmer | Winemaker, Chateau Chantal



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 Traverse Wine Coast commercial wineries will be pouring wines to sample. Add a buffet highlighting northern Michigan 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



ADVANCED MALOLACTIC TIPS **ADVANCED WINEMAKING**

Malolactic fermentation plays an important role in many wines. Carrying out a malolactic fermentation is not difficult, but there are techniques and tips to better manage the process and take full control of the end results. Gain a deeper understanding of MLF and how to control using it as a valuable winemaking tool to influence the final taste profile of your wine. Learn these advanced techniques from professional winemaker and *WineMaker's* "Advanced Winemaking" Columnist Alex Russan.

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

CRAFTING GREAT COOL-CLIMATE PINOT NOIR **GENERAL WINEMAKING**

Pinot Noir is gaining an increasing foothold with wineries in northern Michigan. Learn some of the winemaking techniques and keys used to make great wines from the "heartbreak grape" in cooler-climate regions from two local professional winemakers with plenty of Pinot experience: Charlie Edson of Bel Lago Vineyards & Winery and Lee Lutes from Black Star Farms.

Charlie Edson | Winemaker, Bel Lago Vineyards & Winery

Lee Lutes | Winemaker, Black Star Farms

GENERAL TROUBLESHOOTING Q & A **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 long-time writers – Bob Peak and Chik Brenneman.

Chik Brenneman | Winery Manager & Winemaker, University of California-Davis |
"Varietal Focus" Columnist, *WineMaker Magazine*

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

CHOOSE THE RIGHT TRELLIS FOR YOUR VINEYARD **GRAPE GROWING**

Use the right trellis system and your vineyard will reach its potential, but choose the wrong trellis and you can have a negative impact on the quality of your fruit. What are the keys to picking the right trellis for your vineyard? Learn the various options and how to determine what will work best for your grapevines including understanding how the demands of vine vigor will impact your choice.

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

SATURDAY, MAY 18 • 9:30 – 10:45 AM





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.



11:15 AM – 12:15 PM

WINEMAKER WORKSHOP: 101 REASONS TO DRINK MORE WINE GROUP INTERACTIVE WORKSHOP

Wes Hagen likes to talk about wine almost as much as making and drinking wine. For almost two decades he's been a *WineMaker* Columnist and a fan-favorite speaker at every WineMaker Conference. He'll take the stage in a self-described romp through the science, medicine, history, and religion behind wine drinking and why it matters. If anyone can squeeze 101 reasons into 1 hour it will be Wes!

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

12:15 – 1:45 PM

LUNCH & KEYNOTE ADDRESS GENERAL WINEMAKING

The Traverse City area is located right on the 45th parallel and boasts dozens of wineries in two different AVAs located on glacially-formed peninsulas with over 100 miles of shoreline jutting into the moderating waters of Lake Michigan. Michigan is the 4th largest state for wine grape growing in the US with the state's wine industry centered in the Traverse region. Learn more about what makes this region such a unique place to make wine from Paul Hamelin who heads up the local winery association Traverse Wine Coast in addition to running his award-winning Verterra Winery on the Leelanau Peninsula.

Paul Hamelin | President, Verterra Winery | President, Traverse Wine Coast



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

FINING & FILTRATION GENERAL WINEMAKING

The old adage goes you first taste wine with your eyes and the clarity (or lack of) in your wine sets the stage for the sip to come. Plus a lack of clarity in your homemade wines can be more than a visual defect: Cloudier wines can give way to a host of potential problems including bacterial infections and off-flavors. Learn more about the two main ways to clear your wines with University of California-Davis' Winery Manager Chik Brenneman. He'll walk you through various fining agents and how best to use them while aging. He'll also explore the small-scale filtration options for hobbyists and best practices when filtering your wine before bottling.

Chik Brenneman | Winery Manager & Winemaker, University of California-Davis | "Varietal Focus" Columnist, *WineMaker* Magazine



ADVANCED COOL-CLIMATE TECHNIQUES **ADVANCED WINEMAKING**

Making wine from cool-climate grapes isn't always easy with a shorter growing season driving lower sugars and challenges with ripeness, acidity, and tannins. But winemakers in the northern states and Canada are discovering new ways to get the most out of their grapes. New technologies in the winery and techniques in the vineyard are helping produce deeper, more complex wines when Mother Nature doesn't cooperate. Learn more from one of the local leaders in innovative ways winemakers are changing the cool-climate game with professional winemaker Lee Lutes of Black Star Farms.

Lee Lutes | Winemaker, Black Star Farms

AWARD-WINNING KIT WINEMAKING ROUNDTABLE **KIT WINEMAKING**

A panel of award-winning hobby winemakers of kit wines from the WineMaker International Amateur Wine Competition will share their advice and tips for success when making wines from kits. Find out from your fellow kit winemakers about their techniques to help you create your own award-winning wines from kits.

ADDING FRUITS TO MEADS **GENERAL WINEMAKING**

Making your own meads is gaining in popularity as more hobbyists discover the fun of making wine from honey. Adding fruits to the honey opens up another entire world of creativity to play with while producing a delicious final product in the glass. Learn how to best add a variety of different fruits to mead with professional meadmaker Jason Phelps whose regular lineup includes many meads made with fruits. You'll gain the tips and techniques to find the perfect blend of honey and fruit for your future meadmaking.

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

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 with 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 you care about (and maybe make some new winemaking friends and contacts along the way!)

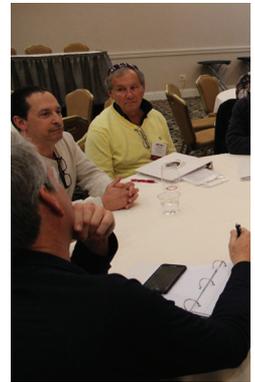
2019 WINEMAKER INTERNATIONAL AMATEUR WINE COMPETITION AWARDS DINNER **WINEMAKING SOCIAL EVENT**

Find out first who is a medalist in the world's largest competition for hobby winemakers. What wines will be judged the best for 2019? 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 PM



7 – 10 PM





As an attendee, you'll have the opportunity to check out the latest equipment, products & supplies from leading winemaking vendors Friday & Saturday.

Thanks to our Sponsors!

TITLE SPONSORS



CONFERENCE SPONSORS



SUPPORTING SPONSORS

GRAPE EXPECTATIONS • O'CONNOR'S HOME BREW SUPPLY •
VINMETRICA THE WINE SMITH • WINEGRAPESDIRECT.COM •
XPRESSFILL SYSTEMS



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 BEAUTIFUL TRAVERSE CITY!



Grand Traverse Resort & Spa Traverse City, Michigan

Michigan ranks fourth in US grape production and the state's wine industry is centered on the beautiful shores of Lake Michigan where two peninsulas jut into the lake dotted with vineyards and wineries in between beaches and cherry orchards. All of our conference events will take place at the Grand Traverse Resort's conference center. We have a fairly full schedule planned, but the resort also has multiple golf courses, tennis courts, and a beach club ready for you as well.

We've arranged a specially discounted block of hotel rooms for attendees.

Web Reservations: www.winemakermag.com/hotel

Phone Reservations: 800-968-7352.

Please let the resort know you are with the "WineMaker Magazine Conference" group and mention discount code **WMM0519** when booking your room.

SCHEDULE AT-A-GLANCE



Pre-Conference WineMaker Boot Camps & Winery Tours • Thursday, May 16, 2019

10AM - 4:00PM	Advanced Winemaking from Grapes	Cidermaking	Home Wine Lab Tests	Winemaking from Grapes
	Home Cheesemaking	Backyard Grape Growing	Leelanau Peninsula Wineries Insider Tour	Old Mission Peninsula Wineries Insider Tour

Day #1 Friday • May 17, 2019

8:00 - 9AM	BREAKFAST & REGISTRATION			
9 - 9:15AM	WELCOME & INTRODUCTION			
9:30 - 10:45AM	Managing Tannins	Keys To Crafting Great Rieslings	Advanced Troubleshooting Q&A	Canopy Management
11:15 AM - 12: 30 PM	Keys To A Great Fermentation	Preventing Oxidation	Award-Winning Hybrid Grape Wine Roundtable	Winemaking With Cherries
12:30 - 1:45 PM	LUNCH			
2:15 - 3:30 PM	Using Oak Alternatives	Maximizing Red Wines From Cool-Climate Grapes	Grape Growing Q & A	Wine Kit Tweaks Outside The Box
4 - 5 PM	WineMaker Workshop: Bench Trials			
6:30 - 10 PM	WineMaker Tasting & Wine Sharing Party			

Day #2 Saturday • MAY 18, 2019

9:30 - 10:45 AM	Advanced Malolactic Tips	Crafting Great Cool-Climate Pinot Noir	General Troubleshooting Q & A	Choose The Right Trellis For Your Vineyard
11:15 AM - 12:15 PM	WineMaker Workshop: 101 Reasons To Drink More Wine			
12:15 - 1:45 PM	LUNCH & KEYNOTE ADDRESS Paul Hamelin, Verterra Winery & Traverse Wine Coast			
2:15 - 3:30 PM	Fining & Filtration	Advanced Cool-Climate Techniques	Award-winning Kit Wine-making Roundtable	Adding Fruits To Meads
4- 5 PM	WineMaker Topic Table Talks			
7 - 10 PM	2019 WineMaker International Amateur Wine Competition Awards Dinner			

Post-Conference WineMaker Boot Camps & Winery Tours • Sunday, May 19, 2019

10AM - 4:00PM	Judging & Scoring Wines	Wine Chem 101	Advanced Home Cheesemaking	Meadmaking
	Advanced Winemaking from Grapes	Old Mission Peninsula Wineries Insider Tour	Leelanau Peninsula Wineries Insider 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 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, MAY 16, 2019 OPTIONS

- Advanced Winemaking from Grapes
- Winemaking from Grapes
- Home Cheesemaking
- Backyard Grape Growing
- Home Wine Lab Tests
- Cidermaking

SUNDAY, MAY 19, 2019 OPTIONS

- Meadmaking
- Judging and Scoring Wines
- Wine Chem 101
- Advanced Home Cheesemaking
- Advanced Winemaking from Grapes

DINNER MEAL OPTIONS

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

TRAVERSE WINERIES INSIDER TOURS

- *open to attendees and their guests
- Thursday, May 16 Old Mission Peninsula \$200 Quantity _____
 - Thursday, May 16 Leelanau Peninsula \$200 Quantity _____
 - Sunday, May 19 Old Mission Peninsula \$200 Quantity _____
 - Sunday, May 19 Leelanau Peninsula \$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
- » One Year (6 print issues) Subscription/Renewal to *WineMaker* magazine (Hotel room needs to be reserved directly with the Grand Traverse Resort & Spa, 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, 2019. Refund requests received after April 30, 2019 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, 2019.