

Registration Form

31st Annual New Mexico Vine & Wine Conference – March 1, 2 & 3, 2012
 Hotel Albuquerque at Old Town, 1-40 & 800 Rio Grande Blvd, NW, Albuquerque, NM

Name _____

Business Name _____

Address _____

City, State, Zip _____

Telephone _____ FAX _____

Email _____

Send check payable to NMVWS and completed registration form to:

New Mexico State University
 Extension Plant Sciences
 Attn: Bernd Maier/Jeanine Eden
 PO Box 30003, MSC 3AE
 Las Cruces, NM 88003

For questions about payment, please contact Jeanine Eden
 At rje77@q.com or 575-202-8728

Please view our website: <http://vineandwine.org/>

SPONSORSHIP OPPORTUNITIES AVAILABLE
 Contact Jeanine Eden or Tosh Remchuk Williams

Registration Category	Quantity	By Feb. 15	After Feb. 15	Total
NMV&W Member *		\$150.00	\$160.00	\$
Non-Member *		175.00	185.00	\$
Friday Wine Reception/Member		35.00	40.00	\$
Friday Wine Reception/Non Member		50.00	60.00	\$
Saturday Gala Wine Dinner & Awards		60.00	65.00	\$
Gala Wine Dinner/Non Member fee		75.00	80.00	\$
NMV&W Membership		30.00	30.00	\$
Total Amount Enclosed				\$

* Registration Fees are Per Person & includes registration goodie bag, breakfast, lunch and breaks. Does Not Include Friday Wine Reception, Proceedings, or Saturday Gala Dinner

Number: Friday Evening 6 p.m. _____

Number: Saturday Evening: _____

DOES NOT INCLUDE THE THURSDAY SEMINAR PRICE OF \$35.00

Room reservations

Contact the Hotel ABQ at Old Town, 1-800-237-2133; 505-843-6300. Fax: 505-842-8426. Reference the New Mexico Vine & Wine Conference to receive the following rates: \$99.00. Room price guaranteed until February 19. Questions and/or special requests should be directed to Jeanine Eden, 575-202-8728 (rje77@q.com) or Tosh Remchuk Williams, 505-221-0791 (uncorkedbytosh@gmail.com).



31st Annual New Mexico Vine and Wine Conference

March 1, 2 & 3, 2012

Hotel Albuquerque at Old Town

I-40 & 800 Rio Grande Blvd, NW Albuquerque, NM



Thursday, March 1, 2012

7:30: Registration 8:00 am – 4:30 pm Seminar/Roundtable Sign up for this day seminar \$35.00

The New Mexico Wine Industry Seminar: Designed as an Industry Event

Featured Speaker: Dr. Kathleen (Kathy) Kelley

Associate Professor of Horticulture Marketing & Business Management, Penn State University

Luncheon Speaker: Bill Loftus, Amorim Cork

Friday, March 2, 2012

7:30-8:15 **Registration and Continental Breakfast**

8:15-8:35 **Welcome & Opening Remarks**

Structure and Concept of the 2012 Conference

Randy Sanches, New Mexico Vine & Wine Society President

8:35-8:45 **Welcome on behalf of New Mexico State University**

Dr. Natalie Goldberg, Dept. Head, Extension Plant Sciences, NMSU

8:45-9:10 **Welcome on behalf of New Mexico Department of Agriculture**

Jeff Witte, Director/Secretary, NMDA

MODERATOR – Joran Viers, County Program Director & Ag Agent, Bernalillo County Extension

9:15-9:55 **Marketing and Communications: Marketing for Small Wineries**

The US Wine Market & What You Can Do About It

Paul Wagner, Balzac Communication

9:55-10:25 **Marketing and Communications: Retail Marketing**
Tasting Room Design
Kathleen Kelley, Associate Professor, Penn State University

10:25-10:45 Break

10:45-11:15 **Marketing and Communications**
Public Relations for Small Wineries
Paul Wagner, President, Balzac Communications

11:15-11:55 **Marketing and Communications**
Consumer Preferences
Kathleen Kelley, Associate Professor, Penn State University

12:00-1:00 **LUNCH**
Luncheon Speaker: Steve Maxon, All American Containers AND Dennis Rak, Double A Vineyards

1:15-1:55	Option #1 Fermentation Management Primary Fermentation Shea Comfort Lallemand	Option #2 Vineyard Establishment for the Homewinemaker Costs & Methods Sean Sheehan, NMV&WS
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1:55-2:35	Option #1 Fermentation Management Application of Yeast Selection Greg Bruni Llano Estacado Winery	Option #2 Vineyard Establishment Vineyard Establishment Bernd Maier NMV&WS
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2:35-2:55 Break

3:00-4:00 **Viticulture Roundtable and New Varieties for New Mexico/Wine Tasting**
Bernd Maier, NMSU Extension Viticulture Specialist AND
Kevin Lombard, Asst. Professor of Horticulture, NMSU ACES ASC, Farmington

6:00-8:30 **New Mexico Gold**
An Enchanted Evening ~ Tasting of New Mexico Medal Winners
Featuring New Mexico State Fair Medal Wines
Event is open to general public/non members

Saturday, March 3, 2012

7:30-8:00 **Continental Breakfast**

8:05-8:15 **Opening Remarks** – Randy Sanches, New Mexico Vine & Wine Society President
Introduction of New Mexico Vine & Wine Society Chapter Presidents,
New Mexico Wine Growers Assn. President & Executive Director,
and New Mexico Wine Country President

MODERATOR Cheryl Kent, Horticultural Agent, Bernalillo County Extension

8:15-8:45 **New Mexico Wine & Grape Industry Update**
Bernd Maier, New Mexico State University Extension Viticulture Specialist

8:45-9:25 **Soil Health in Viticulture**
Soil Health & Soil Amendments
Bill Lindemann, Professor of Soil Microbiology, New Mexico State University

9:25-10:15 **Winemaking & Managing pH**
Managing Skin Contact in High pH Fruit
Shea Comfort, Lallemand

10:15-10:55 **Soil Fertility in Viticulture**
Nitrogen Transfer & Composting
Bill Lindemann, Professor of Soil Microbiology, New Mexico State University

10:55-11:10 Break

11:10-12:05 Option #1
pH Management in Wine from Alkaline Soils
Title of Talk
Greg Bruni, Llano Estacado

Option #2
Amateur Winemaking Homewinemaking Essentials
Henry Street
NMV&WS

12:05-1:05 LUNCH
Luncheon Speakers: Michael Kolsky, Ganau AND Sean Clancy, Tanks for Gold

1:05-2:00 Option #1
Temperature Management
Primary and MLF, Reds & Whites
Jerry Burd
Black Mesa Winery

Option #2
Amateur Winemaking
Common Winemaking Mistakes
Will Cannon, NMV&WS

2:00-2:15 Break

2:30-3:30 Wine Tasting
How Well Do You Know Your Wines
Sean Sheehan, NMV&WS

3:30-3:45 Break

3:45-4:30 **Winemaking Roundtable**
Jerry Burd, Black Mesa Winery

6:30-8:30 **Gala Wine Dinner and Awards Featuring 2011 NM State Fair Medal Winners**

Sunday, March 4, 2012

9:30 am **NM Vine & Wine Society Board Meeting & General Meeting**
Hotel Albuquerque Board Room



- New Mexico State University is an affirmative action/equal opportunity employer and educator. NMSU and the U.S. Department of Agriculture cooperating.
- If you are an individual with a disability and need an auxiliary aid or service please contact Jeanine Eden at 575-202-8728 by February 17, 2012.

