



DIRT TO GLASS

ANNUAL CONFERENCE AGENDA

9:00-9:10

WELCOME

- Quentin Tyler, PhD | Director of MSU Extension, Senior Associate Dean for Outreach and Engagement

9:10-9:20

MORNING INTRODUCTION

- Paolo Sabbatini, PhD | Professor of Viticulture, Michigan State University

9:20-10:00

BUILDING A GLOBAL REPUTATION: ELEVATING THE LITTLE KNOWN THROUGH ESTABLISHED STANDARDS & RELENTLESS MARKET OUTREACH

- Klaus Gasser | Sales and Marketing Director, Cantina Terlano Alto Adige, Italy

10:00-10:40

ROOTED IN PLACE: A FRANC DISCUSSION ON FARMING TO SITE

- Herb Quady | Owner, Quady Wines, Barrel 42, Applegate Vineyard Management Applegate Valley, Oregon

10:40-11:00

BREAK

SPONSOR AND VENDOR TABLES OPEN

11:00-11:40

INTENTIONAL HYBRID CULTIVAR SELECTION: STRATEGICALLY NAVIGATING BEYOND MERE SURVIVAL TO THRIVE

- Derrick Vogel | Owner, Folklor Wine & Cider Charlevoix, Michigan

11:40-12:20

GETTING IT OFF THE GROUND: NOVEL APPROACHES TO VINEYARD FLOOR MANAGEMENT FOR INCREASED EFFICIENCY & PROFITABILITY

- Matteo Gatti, PhD | Associate Professor, Dept. of Sustainable Crop Production, Università Cattolica del Sacro Cuore Piacenza, Italy

12:20-1:20

LUNCH

- Matt Ross | Executive Director, Botanical Gardens Traverse City, Michigan

1:20-1:30

AFTERNOON INTRODUCTION

- Amanda Danielson | Director, Intentional Agriculture Traverse City, Michigan

1:30-2:20

CRITICAL TASTING PANEL: THE MULTIPLE PERSONALITIES OF PINOT NOIR

- Moderator: Thomas Houseman | General Manager, Radiant Sparkling Wine McMinville, Oregon
- Amanda Danielson | Director, Intentional Agriculture Traverse City, Michigan
- Herb Quady | Owner, Quady Wines, Barrel 42, Applegate Vineyard Management Applegate Valley, Oregon
- Madeline Triffon, Master Sommelier | Plum Markets Michigan

2:20-3:00

PARTNERING FOR INTENTIONAL GROWTH: SPECIALTY CROP STAKEHOLDERS, ORGANIZATIONS, PARTNERSHIPS, AND IMPACTS

- Vance Baird, PhD | Chair, Department of Horticulture, Michigan State University

3:00-3:20

BREAK

SPONSOR AND VENDOR TABLES OPEN

3:20-4:00

CONNECTED GROWING: SUSTAINING A MARKET FOR YOUR GRAPES THROUGH SHARED INTENTION

- Herb Quady | Owner, Quady Wines, Barrel 42, Applegate Vineyard Management Applegate Valley, Oregon

4:00-4:50

PANEL DISCUSSION: FUELING SUCCESSFUL MARKET OUTREACH AND DISTRIBUTION WITH QUALITY

- Moderator: Amanda Danielson | Director, Intentional Agriculture Traverse City, Michigan
- Paul Hannah | Alcohol Regional Specialist, Meijer Michigan
- Evan Hansen | Owner, Selden Standard Detroit, Michigan
- Tim Tebeau | Director of Sales, Eagle Eye Brands Michigan
- Madeline Triffon, Master Sommelier | Plum Markets Michigan

4:50-5:20

AWARD PRESENTATION

- Paolo Sabbatini, PhD | Professor of Viticulture, Michigan State University

5:30-10:00

PARTY ON THE PIAZZA

- Continue the conversation over food, wine & cider on the piazza across from Left Foot Charley

6:00-9:00

MICHIGAN IMAGINARIUM

- Walk-Around Tasting of 80-100 wines from Michigan and around the world at Kirkbride Hall



DIRT TO GLASS

VINEYARD & WINERY FIELD VISITS

DAY 2 IS NOT A LINEAR PROGRAM — PLEASE STAY TUNED FOR UPDATES

TOUR START

THE VILLAGE AT GRAND TRAVERSE COMMONS

830 Cottageview Drive,
Traverse City, MI 49684

**PARK AT POWER PLANT
BUS DEPARTS AT 9:00**

CHECK IN WITH REGISTRATION FOR FINAL DETAILS AND GROUP ASSIGNMENT

BUS LEADERS

- Amanda Danielson, *Intentional Agriculture*
- Maxx Eichberg, *Stranger Wine Company*
- Lee Lutes, *Black Star Farms*
- Esmail Nasrollahiazar, *MSU Extension*
- Doug Olson, *Boathouse Vineyards*
- Mike Reinke, *MSU Extension*
- Paolo Sabbatini, *Michigan State University*
- Derrick Vogel, *Folklor Wine & Cider*

FIELD VISIT SITES

LEELANAU CELLARS

LWC.WINE

STEP-BY-STEP IMPROVEMENTS IN AN ESTABLISHED VINEYARD

- Dave Bos, *BOS Wine*
- Rufus Isaacs, *Michigan State University*
- Marcel Lenz, *Leelanau Cellars*

SHADY LANE CELLARS

SHADYLANECELLARS.COM

TAILORING WINEMAKING TO CULTIVAR AND ROOTSTOCK SELECTION

- Fred Wiemer, *Wiemer Nursery*
- Kasey Wierzba, *Shady Lane Cellars*

CARAVIN

USING BIO-PROTECTANT YEASTS TO ENHANCE THE EXPRESSION OF TERROIR

- Andrew Backlin, *Modales*
- Richard Jones, *AEB*
- Bryan Ulbrich, *Left Foot Charley, Caravin*

ROVE

ROVEWINERY.COM

BALANCED ORGANIC FERTILIZATION TO AVOID PROBLEMS OF EXCESS NITROGEN, DISEASES & SOUR ROT

- Creighton Gallagher, *Rove Vineyards*
- Matteo Gatti, PhD, *Università Cattolica del Sacro Cuore*
- Theo Medendorf, *Morgan Composting*

CHATEAU CHANTAL

CHATEAUCHANTAL.COM

BIOLOGICALLY FRIENDLY NUTRIENT SOLUTIONS

- Christie Apple, *Crop Scout Christie*
- Travis McLouth, *Gold Coast*

LE TRE SIRENE

EXPLORING THE NEXUS OF WATER, NUTRIENT UPTAKE, AND GEOLOGY

- Megan Barlow, Sr. *Technical Agronomist, Wilbur-Ellis*
- Ryan DeMorrow, *Technical Sales Advisor, Wilbur-Ellis*
- Chris Fifarek, *Vineyard Manager*
- Dennis Phillips, *DP Computing Concepts*