

08.22.24



# 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 & 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 McMinnville, 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, & IMPACTS

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

3:00-3:20

### BREAK

SPONSOR & 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 & 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



AUGUST 23, 2024

# DIRT TO GLASS

## TOUR START

THE VILLAGE AT  
GRAND TRAVERSE COMMONS

830 Cottageview Drive,  
Traverse City, MI 49684

**PARK AT POWER PLANT**

ARRIVE AT 8:30 | DEPART AT 9:00

CHECK IN WITH REGISTRATION FOR FINAL DETAILS AND GROUP ASSIGNMENT

### VINEYARD VANGUARDS

- Amanda Danielson, *Intentional Agriculture*
- Paolo Sabbatini, *Michigan State University*

### BUS GUIDES

- Derrick Vogel, *Folklor Wine & Cider*
- Doug Olson, *Boathouse Vineyards*
- Esmacil Nasrollahiazar, *MSU Extension*
- Maxx Eichberg, *Stranger Wine Company*
- Mike Reinke, *MSU Extension*
- Thomas Houseman, *Radiant Sparkling Wine*

## FIELD VISIT SITES

### LEELANAU CELLARS

LWC.WINE

### STEP-BY-STEP IMPROVEMENTS IN AN ESTABLISHED VINEYARD

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

### SHADY LANE CELLARS

SHADYLANECELLARS.COM

### TAILORING WINEMAKING TO CULTIVAR & ROOTSTOCK SELECTION

- Ria D'Aversa, *Wiemer Nursery*
- Kasey Wierzba, *Shady Lane Cellars*

### CARAVIN

### USING BIO-PROTECTANT YEASTS TO ENHANCE THE EXPRESSION OF TERROIR

- Andrew Backlin, *Modales*
- Karl Lehmann, *AEB*
- Bryan Ulbrich, *Left Foot Charley, Caravin*

### ROVE WINERY

ROVEWINERY.COM

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

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

### CHATEAU CHANTAL

CHATEAUCHANTAL.COM

### BIOLOGICALLY FRIENDLY NUTRIENT SOLUTIONS

- Brian Hosmer, *Chateau Chantal*
- Christie Apple, *Crop Scout Christie*
- Travis McLouth, *Gold Coast*

### LE TRE SIRENE

### EXPLORING THE NEXUS OF WATER, NUTRIENT UPTAKE & GEOLOGY

- Megan Barlow, *Wilbur-Ellis*
- Ryan DeMorrow, *Wilbur-Ellis*
- Chris Fifarek, *Le Tre Sirene*
- Dennis Phillips, *DP Computing Concepts*

THE VILLAGE

17:00-17:30

SHUTTLES RETURN TO THE VILLAGE