

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*
- Esmail 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