DIRTO 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 11:00-11:40 BREAK SPONSOR & VENDOR TABLES OPEN 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

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

3:20-4:00 CONI

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

• Herb Quady | Owner, Quady Wines, Barrel 42, Applegate Vineyard Management

Applegate Valley, Oregon

SPONSOR & VENDOR TABLES OPEN

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

Detroit, Michigan

• Tim Tebeau | Director of Sales, Eagle Eye Brands

• Evan Hansen | Owner, Selden Standard

Michigan

• Madeline Triffon, Master Sommelier | Plum Markets

Michigan Michigan

Michigan

4:50-5:20

#### AWARD PRESENTATION

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

5:30-10:00

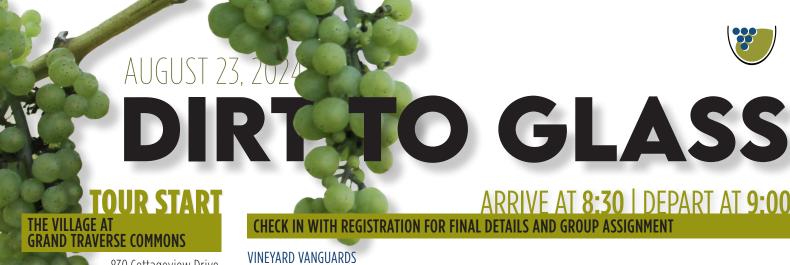
#### PARTY ON THE PIAZZA

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



# 830 Cottageview Drive,

Traverse City, MI 49684 PARK AT POWER PLANT • Amanda Danielson, Intentional Agriculture

#### **BUS GUIDES**

- Derrick Vogel, Folklor Wine & Cider
- Doug Olson, Boathouse Vineyards
- Esmaeil Nasrollahiazar, MSU Extension
- · Paolo Sabbatini, Michigan State University
- 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