

## CONFERENCE SCHEDULE

Tuesday – March 6, 2012

**8:00 a.m. – 10:00 a.m. Registration/VINE Showcase/Continental Breakfast**

*Sponsored by the Krush 92.5 and Nutrient Technologies*

**10:00 a.m. – 12:30 p.m. SESSION 1: Production & Management *sponsored by Netafim***

10:00 – 10:10 **Welcome and Introduction:** *Becky Zelinski, Host – VINE Symposium*

10:10 – 10:30 **2011 Year in Review: The Year of No Grapes**  
*Lowell Zelinski, Ph.D., Plant Physiologist*  
*Precision Ag Consulting, Paso Robles*

10:30 – 11:15 **The Dirt About Grape Growing on the Central Coast**  
*Thomas J. Rice, Professor of Soils*  
*Cal Poly State University, San Luis Obispo*

11:15 – 11:45 **Industry Updates**  
*Krush Update - Jessica Beattie, The Krush 92.5*  
*Product Update - Geoff Hale, Nutrient Technologies*  
*State of the Industry - Jacques Brix, Wines & Vines*

11:45 - 12:30 **The Grape and its Environment: Making Better Wine from the Start**  
*James A. Kennedy, Ph.D., Professor & Chair*  
*Dept. of Viticulture & Enology, Calif. State University, Fresno*

**12:30 p.m. – 2:00 p.m. Lunch/VINE Showcase *Sponsored by BASF & Nordby Construction Co.***

**2 p.m. – 4:00 p.m. SESSION 2: Pest & Disease Management**

2:00 – 3:00 **Hot Tips For Successful Weed Management**  
*Kurt Hembree, M.S., Farm Advisor*  
*U.C. Cooperative Extension, Fresno*

3:00 – 4:00 **Disease Management: Mildew, Bunch Rot & Mites, Oh My!**  
Panel discussion featuring PCAs from three Central Coast Regions

**Moderated by:** *Don Neel, Editor*  
*Practical Winery & Vineyard, San Rafael*

**Panel:** *Scott Williams, Pacific Vineyards, Edna Valley*  
*Mike Hollarman, Crop Production Services, Paso Robles*  
*Brenda Wolgamott, J & L Farms*

**4:00 p.m. – 7:00 p.m. VINE Showcase Welcome Reception & Regional Wine Tasting**

*Sponsored by Western Farm Press & Precision Ag Consulting*  
*Wines courtesy of Bianchi Winery, Cass Vineyard & Winery,*  
*First Crush, Treanna/Hope Family Wines*  
*Monterey County Growers & Vintners Association. the Paso Robles Wine*  
*Country Alliance and Santa Barbara County Vintners Association*

---

# CONFERENCE SCHEDULE

Wednesday – March 7, 2012



**8:00 a.m. – 10:00 a.m.**      **Day 2 Registration/VINE Showcase/Continental Breakfast**  
*Sponsored by Practical Winery & Vineyard and Cal-Coast Machinery*

**10:00 a.m. – 12:30 p.m.**      **Session 3: Grape Vine Physiology**

10:00 – 10:10                      **Second Day Welcome:** *Becky Zelinski, Host – VINE Symposium*

10:10 – 11:10                      **Grape Vine Physiology: How do Vines Handle Stress?**  
*Mark Greenspan, Ph.D., Plant Physiologist*  
*Advanced Viticulture, LLC, Sonoma County*

11:10 – 11:30                      **Industry Updates**  
*Water Matters - Lisa Bodrogi, Paso Robles Wine Country Alliance*  
*The Benefits of Wine Caves - Tony Simmons, Nordby Construction*

11:30 – 12:30                      **Can You Lasso a Cloud? The Influences of Irrigation and Fertility on Plant Growth and Development**  
*Lowell J. Zelinski, Ph.D., Plant Physiologist*  
*Precision Ag Consulting, Paso Robles*

**12:30 p.m. – 1:30 p.m.**      **Lunch/VINE Showcase**  
*Sponsored by Paso Robles Polaris and Cal-Coast Machinery, Inc.*

**1:30 p.m. – 4:00 p.m.**      **Session 4: Issues & Updates**

1:30 – 2:15                          **The Cold Day in Hell: The Implications of Frost Damage on Grape Vines**  
*Keith Patterson, Ph.D., Professor of Viticulture*  
*Cal Poly State University, San Luis Obispo*

2:15 – 2:45                          **2012 Outlook: Changing Tides: Weathering the Ebbs and Flows of Ever-Changing Grape Markets**  
*Todd Azevedo, Broker*  
*Ciatti & Company, San Rafael*

2:45 – 3:45                          **Lessons Learned from the 2011 Vintage**  
*Ken Volk, President & Director of Wine Making*  
*Kenneth Volk Vineyards, Santa Maria*

3:45 – 4:00                          **Conclusions:** *Lowell Zelinski, Host – VINE Symposium*