

2018 Pennsylvania Winery Conference

PWA Annual Membership Meeting &
Pennsylvania Wine Marketing & Research Board Symposium
Lancaster Marriott at Penn Square, Lancaster, PA
Monday, March 5 & Tuesday, March 6, 2018



MONDAY AM/PM

- 11:00 – 12:00 Registration (OUTSIDE HERITAGE DE)
12:00 – 1:15 Lunch
1:30 – 3:30 PWA Annual Membership Meeting (HERITAGE DE)
3:30 – 4:00 Organization Meeting for PWA Board of Directors
3:45 – 5:00 Introduction to Molly Kelly
6:00 – 7:00 Reception (HERITAGE AB)
7:00 – 9:15 Awards Banquet (HERITAGE C)

TUESDAY AM

Winery Information Sessions (HICKORY)

- 8:00 – 8:30 Registration
8:30 – 9:15 Update on the Spotted Lantern Fly, presented by **Sven-Erik Spichiger**, *PA Department of Agriculture*
9:15 – 10:00 Music Licensing, presented by **Tara Good**, *Wine America*
10:00 – 10:15 Break
10:15 – 11:00 Insurance Concerns in a Digital World and More, presented by **Allison Puchyr**, *Arbor Insurance Group*
11:00 – 11:45 Promoting in a Digital Age, presented by **Greg O'Loughlin & Meghan Kolp**, *SWELL*
12:00 – 1:00 Lunch (INDEPENDENCE)

**Winemaking and Vineyard Sessions / WMRB Research Symposium
(CONESTOGA)**

- 8:00 – 8:30 Registration
- 8:30 – 9:10 Does delaying budburst decrease the risk of freeze injury while maintaining grape productivity, chemical and sensory wine quality? presented by **Michela Centinari and Helene Hopfer**, *Penn State University*
- 9:10 – 9:35 Investigating black pepper aromas in PA and NY Noiret wine grapes: How viticultural strategies and climatic factors influence rotundone accumulation, presented by **Andrew Harner**, *Penn State University*
- 9:35 – 10:00 Effect of maceration techniques on white wine quality made from interspecific hybrid grapes (*Vitis* spp.) presented by **Wai Fun Leong**, *Penn State University*
- 10:00 – 10:15 Break
- 10:15 – 10:35 Sensory characterization of Riesling and Vidal Blanc wines from different regions with panel and winemakers, presented by **Helene Hopfer**, *Penn State University*
- 10:35 – 11:00 The mechanization of early leaf removal for enhanced adoption into bunch rot control programs in Pennsylvania, presented by **Bryan Hed**, *Penn State University*
(Pesticide applicator category credit)
- 11:00 – 11:25 Survey of grapevine leafroll-associated viruses in Pennsylvania, presented by **Bryan Hed**, *Penn State University*
(Pesticide applicator category credit)
- 11:25 – 12:00 Residual decline and efficacy of commonly used insecticides against spotted wing drosophila & abundance and emergence of invasive insects in the Lake Erie grape growing region, presented by **Jody Timer**, *Penn State University*
(Pesticide applicator category credit)
- 12:00 Lunch (**INDEPENDENCE**)