

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
12:00 – 1:15	Lunch
1:30 – 3:30	PWA Annual Membership Meeting
3:30 – 4:00	Organization Meeting for PWA Board of Directors
3:45 – 5:00	Introduction to Molly Kelly (TBD)
6:00 – 7:00	Reception
7:00 – 9:15	Awards Banquet

TUESDAY AM

Winery Information Sessions

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

Winemaking and Vineyard Sessions / WMRB Research Symposium

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 , <i>Penn State University</i>
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 , <i>Penn State University</i>
9:35 – 10:00	Effect of maceration techniques on white wine quality made from interspecific hybrid grapes (<i>Vitis</i> ssp.) presented by Wai Fun Leong , <i>Penn State University</i>
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 , <i>Penn State University</i>
10:35 – 11:00	The mechanization of early leaf removal for enhanced adoption into bunch rot control programs in Pennsylvania, presented by Bryan Hed , <i>Penn State University</i> (Pesticide applicator category credit)
11:00 – 11:25	Survey of grapevine leafroll-associated viruses in Pennsylvania, presented by Bryan Hed , <i>Penn State University</i> (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 , <i>Penn State University</i> (Pesticide applicator category credit)
12:00	Lunch