

2019 Pennsylvania Winery Conference

PWA Annual Membership Meeting &
Pennsylvania Wine Marketing & Research Board Symposium

The Nittany Lion Inn, University Park, PA
Monday, March 4 & Tuesday, March 5, 2019



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	Meet and Greet with the PLCB Executive Staff
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	Finding Local Lodging Partners, presented by Rose Mape , <i>PABBI</i>
9:15 – 10:00	Wine Trail Best Practices and Lessons Learned, <i>Roundtable Discussion</i>
10:00 – 10:15	Break
10:15 – 11:15	Tasting Room Communications, presented by Marnie Old
11:15 – 12:00	Promoting your winery in the Hyper-Digital Age, presented by Greg O'Loughin , <i>SWELL</i> and Michael McCall , <i>i76 Soutions</i>
12:00 – 1:00	Lunch

Winemaking and Vineyard Sessions / WMRB Research Symposium

8:00 – 8:30	Registration
8:30 – 9:10	Under-vine cover crops: Can they mitigate vine vigor and control weeds while maintaining vine productivity? Presented by Michela Centinari, Suzanne Fleishman, and Kathy Kelley , <i>Penn State University</i>
9:10 – 9:40	Impact of two frost avoidance strategies that delay budburst on grape productivity, chemical, and sensory wine quality. Presented by Michela Centinari , <i>Penn State University</i>
9:40 – 10:00	Toward the development of a varietal plan for Pennsylvania wine grape growers. Presented by Claudia Schmidt and Michela Centinari , <i>Penn State University</i>
10:00 – 10:15	Break
10:15 – 10:45	One pesticide applicator category credit Survey for grapevine leafroll viruses in Pennsylvania: How common it is, and how is it effecting production and quality? Presented by Bryan Hed , <i>Penn State University</i>
10:45 – 11:15	One pesticide applicator category credit Integrating the new pest, Spotted Lanternfly, to your grape pest management program. Presented by Heather Leach , <i>Penn State University</i>
11:15– 11:45	Research Project Overview <i>Each of the following presentations are 5 minutes overview of a research project funded by the PWMRB, no research data will be presented at this time.</i> Impact of Spotted Lanternfly on Pennsylvania wine quality. Presented by Molly Kelly , <i>Penn State University</i> . Exploring the microbial populations and wild yeast diversity in a Chambourcin wine model system. Presented by Chun Tang Feng and Josephine Wee , <i>Penn State University</i> . Rotundone as a potential impact compound for Pennsylvania wines. Presented by Jessica Gaby and John Hayes , <i>Penn State University</i> . Defining regional typicity of Grüner Veltliner wines. Presented by Stephanie Keller, Michela Centinari, and Kathy Kelly , <i>Penn State University</i> . Boosting polyfunctional thiolas and other aroma compounds in white hybrid wines through foliar nitrogen and sulfur application? Presented by Ryan Elias, Helene Hopfer, and Michela Centinari , <i>Penn State University</i> .
12:00	Lunch