



EST 2018

## THURSDAY, SEPTEMBER 24

10:00 AM . . . . . **WELCOME TO PA WINE LAND: SUSQUEHANNA VALLEY**

*Live segment*

10:15 AM . . . . . **OUT IN THE VINES WITH THE ZIMMERMANS  
AT SHADE MOUNTAIN WINERY & VINEYARD**

*Pre-recorded segment on grapes and growing in Susquehanna Valley  
with follow up Q&A and discussion*

10:30AM. . . . . **BACK IN THE TASTING ROOM WITH THE  
ZIMMERMANS: WINE TASTING & DISCUSSION**

*Live segment, hosted by Staci Anderson*



..... SHADE MOUNTAIN WINERY 2017 CHARDONNAY

..... SHADE MOUNTAIN WINERY 2017 CABERNET FRANC

11:15 AM . . . . . **BREAK**

11:30 AM . . . . . **LUNCH FROM ELIZABETH'S BISTRO OF LEWISBURG  
WITH LOCAL WINE PAIRINGS**

*Live segment & conversation with chef & owner, Elizabeth Long-Furia*



..... HAPPY VALLEY VINEYARD & WINERY 2015 CHAMBOURCIN

..... ARMSTRONG VALLEY WINERY 2019 RIESLING

12:15 PM. . . . . **TIME TO MAKE THE WINE WITH THE ZALESKIS  
AT FERRO VINEYARDS & WINERY**

*Pre-recorded segment on wine production with follow up A&A and discussion*

12:30 PM . . . . . **TIME TO DRINK THE WINE WITH THE ZALESKIS:  
WINE TASTING & DISCUSSION**

*Live segment, hosted by Greg O'Loughlin*



..... FERRO VINEYARDS & WINERY 2019 GRÜNER VELTLINER

..... FERRO VINEYARDS & WINERY 2019 DRY ROSÉ PINOT NOIR

1:15 PM . . . . . **SWEET TREAT FROM ELIZABETH'S &  
FURTHER CONVERSATION**

1:30 PM . . . . . **CAMP SENDOFF**

## HOSTS & GUESTS

PENNSYLVANIA WINERY ASSOCIATION

-----  
JENNIFER ECKINGER  
EXECUTIVE DIRECTOR

JECKINGER@PENNSYLVANIAWINE.COM  
717.234.1844

JEN MUNSCH  
COMMUNICATIONS COORDINATOR  
PWA@PENNSYLVANIAWINE.COM  
717.234.1844

SHADE MOUNTAIN WINERY & VINEYARD

-----  
JENNY AND BILL ZIMMERMAN, OWNERS  
JENSMW@PTD.NET

FERRO VINEYARDS & WINERY

-----  
CHUCK AND DANEEN ZALESKI, OWNERS  
INFO@FEROVINEYARDS.COM

SWELL

-----  
GREG O'LOUGHLIN  
PARTNER & FOUNDER  
GREG@SWELLSTART.COM  
267.984.1315

STACI ANDERSON  
CREATIVE DIRECTOR & PARTNER  
STACI@SWELLSTART.COM  
215.582.8166

REBECCA BLANK  
PR CONTACT  
PR@SWELLSTART.COM  
201.738.9791

PA DEPT OF AGRICULTURE

-----  
LAURA ENGLAND  
DIRECTOR,  
BUREAU OF MARKET DEVELOPMENT