



IDAHO WINE
COMMISSION

February 26-27, 2013 Annual Meeting Agenda
2112 Cleveland Blvd, Simplot Dining Hall
Caldwell, ID 83605

February 26, 2012

- 8:00am Registration
Industry surveys will be handed out at check-in, please fill yours out and return prior to receiving lunch ticket.
- 8:30-8:35am Welcome message from the Chairman
- 8:35-9:30am Commission Update
Overview
Show & Tell – *What have we been working on*
Committee Updates
 -Education – Kathryn House
 -Legislation – Roger Batt
Questions
- 9:30-9:50am Rizen & Red Sky PR – *What they've done for us*
- 9:50-10:00am Exhibitor Speaks
- 10:00-10:30am Research Updates
- 10:30-10:40am Break
- 10:40-11:45pm Vineyard Panel – *How to Market Your Vineyard*
Panel Includes: Dale Jeffers, Skyline Vineyard; Steve Meyer, Pend d'Oreille Winery; Bill Murray, Sawtooth Winery; Washington grower TBD
- 11:45-12:45pm LUNCH – Box Lunch (Provided by Bon Appétit Catering)
Please present Industry Survey to receive lunch ticket
- 12:45-1:45pm Winery and Marketing Panel – *How to Market Your Winery and Wine*
Panel Includes: Melissa Cleland, SWITA; Leil Cordoza, Boise Co-op; Joe Schnerr, Cinder Wines; Restaurant owner TBD; Distributor TBD
- 1:45-1:55pm Break
- 2:00-4:00pm Law Seminar – Stoel Rives LLP Part 1



IDAHO WINE
COMMISSION

February 27-28, 2013 Annual Meeting Agenda
2112 Cleveland Blvd, Simplot Dining Hall
Caldwell, ID 83605

February 27, 2012

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| 8:00-10:00am | Law Seminar – Stoel Rives LLP Part 2 |
| 10:00-10:15am | Break |
| 10:15-12:00pm | Vintage Tasting Educational Seminar
Moderator: Kathryn House |
| 12:00pm | Program Concluded |

Idaho Grape Growers & Wine Producers Commission
821 W. State St., Boise, ID 83702 (208) 332-1538



**Idaho Grape Growers & Wine Producers Commission
Annual Meeting and Educational Seminar
Deadline February 1, 2013**

Date: February 26-27, 2013

Location: College of Idaho, Simplot Dining Hall
2112 Cleveland Blvd, Simplot Dining Hall, Caldwell, ID 83605

Time: Annual Meeting, Panels & Wine Law Seminar Part I Tuesday 26th, 8am-4pm
Wine Law Seminar Part II & Vintage Tasting Wednesday 27th, 8:30am-12pm

Cost: Member \$20 Non-Member \$30 Students Free with ID (must register ahead of time)
There is one flat fee this year, which covers the food and helps offset the room rental. Please check the session(s) you wish to attend.

_____ Annual Meeting

_____ Wine Law Seminar

_____ Vintage Tasting Seminar: If attending, please email us the current (2012) Vintage wine list for the wine you will be bringing, no later than February 12, 2013.

Registration: Please fill out the form below and mail/email/fax it to the IGGWPC with your payment. If you would like to be invoiced, please let us know.

Attendee Name: _____

Company: _____

Email: _____

Contact Number: _____

Idaho Grape Growers & Wine Producers Commission
821 W State Street, Boise, ID 83702
P: 208-332-1538
F: 208-334-2505
info@idahowines.org



**Idaho Grape Growers & Wine Producers Commission
Annual Meeting and Educational Seminar
Detailed Agenda
February 26-27, 2013**

Industry Updates

Moya Shatz Dolsby will give an update on the Idaho Wine Commissions year with a retrospective look at what the commission has been working on and how it is effecting the industry. Kathryn House with Wine Wise Idaho will give an overview on the last year's educational seminars and highlight how far we've come. Roger Batt with Associate Management Team will give us a legislative update, explaining the legislative changes that have occurred in the last year and what is currently being worked on.

Research Updates

Current research updates effecting Idaho will be presented and discussed.

Vineyard Panel

A panel of 4 distinguished Vineyard and Winery owners and managers will discuss how to market your grapes and who to market to; how the vineyard plays a role in this; and the perceptions on Idaho fruit vs. Washington fruit.

Winery & Marketing Panel

A panel of 5 distinguished industry professionals will discuss what we is doing well to sell wine and what we can improve on; what current barriers that may be in the Idaho wine industry and how we can break them; what makes customers attracted to Idaho wine and what we can do to build on that.

Wine Law Seminar

For the second year in a row, Stoel Rives, LLP presents the Annual Idaho Wine Law Seminar, with TTB expert key note speaker Bernie Kipp. Bernie is an expert resource on the TTB licensing and regulatory laws. The Idaho Wine Law Seminar will also include sessions on start-ups, trademarks, distribution licenses, contracting, land use issues and employment matters. If you have a special request for a legal topic, send your requests to Nicole Hancock at nchancock@stoel.com.

Vintage Tasting

This year we have once again incorporated the Vintage Retrospective Tasting. The goal of this tasting is to provide an opportunity for producers and growers alike to evaluate and discuss the characteristics of the 2012 Idaho Vintage in a casual and informative environment. We are working to make this a permanent part of our Annual Meetings so that we can distinguish regional and vintage specific traits as the Idaho Wine Industry evolves. Participating members will taste through the six different comparative varietal panels in small tasting groups with guidance from a moderator. Small group discussions will take place throughout the tasting and the event will conclude with a larger group discussion. Varietal panels include Riesling, Chardonnay, Miscellaneous Whites, Cabernet Sauvignon, Syrah, and Miscellaneous Reds. If you would like to participate in the tasting and have your wine tasted, please contact Shelley at the Idaho Wine Commission at shelley@idahowines.org. Three bottles of wine per variety are requested to ensure adequate sampling volume (excess bottles can be picked-up after the tasting). We are looking to sample this year's vintage, 2012. Wine that is still in barrel or unlabeled bottles are welcomed. We hope to have as much participation as possible.