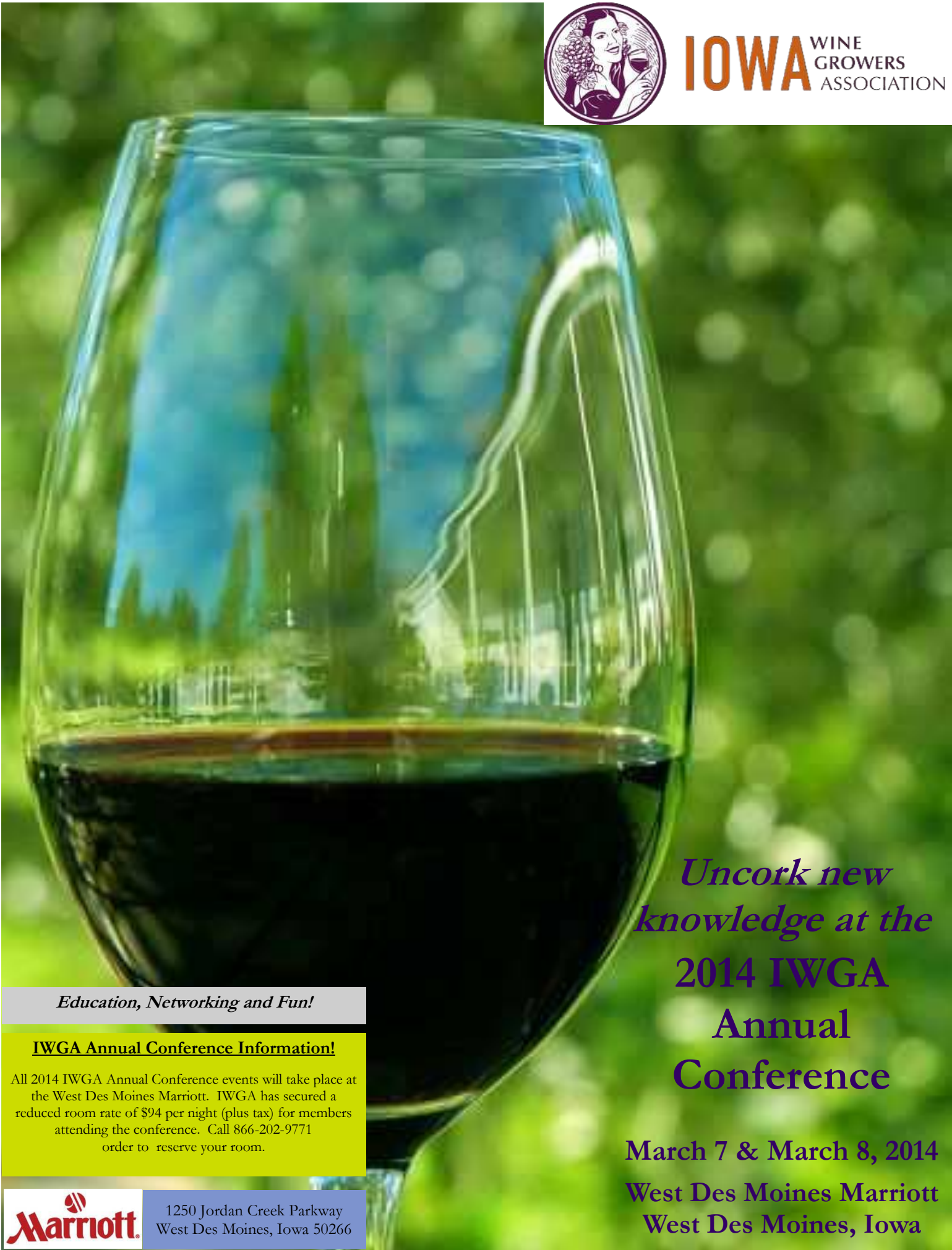




IOWA WINE
GROWERS
ASSOCIATION



*Uncork new
knowledge at the
2014 IWGA
Annual
Conference*

**March 7 & March 8, 2014
West Des Moines Marriott
West Des Moines, Iowa**

Education, Networking and Fun!

IWGA Annual Conference Information!

All 2014 IWGA Annual Conference events will take place at the West Des Moines Marriott. IWGA has secured a reduced room rate of \$94 per night (plus tax) for members attending the conference. Call 866-202-9771 order to reserve your room.



1250 Jordan Creek Parkway
West Des Moines, Iowa 50266



IOWA WINE
GROWERS
ASSOCIATION

The Iowa Wine Growers Association invites you to join them for what is expected to be an exciting 2014 Annual Conference. The 2014 conference will focus on the needs of the Midwest grape and wine industry. This year's convention will be held March 7 & 8, 2014. The main events will be held at the West Des Moines Marriott in West Des Moines, Iowa.

Uncork new knowledge at the 2014 IWGA Annual Conference



Conference Sessions Friday, March 7 8:30 a.m. - 5:30 p.m.

Friday's conference sessions begin at 9 a.m. concurrent seminars in the areas of Enology and Viticulture.

Please refer to the detailed agenda to see a list of scheduled sessions and speakers.



Conference Sessions Saturday, March 8 8 a.m. - 5 p.m.

Following the morning welcome session, presentations will be given in concurrent sessions in the areas of Viticulture/Enology and Marketing/Business.

Please refer to the agenda to see a list of scheduled sessions and speakers.

Exhibitor Visits Friday, March 7 & Saturday, March 8,

Please spend this time visiting with exhibitors at the 2014 IWGA Annual Conference. Their support of the conference helps IWGA to hold a fun and educational annual event. Exhibitors will be available from 8 a.m. - 5:30 p.m. on Friday and from 7 a.m. - 5 p.m. on Saturday.



Awards & Wine Banquet Saturday, March 8 6:30 p.m. - 9 p.m.

The Saturday night wine banquet will be held at the West Des Moines Marriott. Wines will be provided by wineries from around the state of Iowa and paired with a four-course gourmet meal. Attire for the evening is festive casual.



All Iowa Wineries Open House Friday, March 7, 2014 7 - 10 p.m.

Public wine tasting of Iowa wines. Amateur wine competition results. Appetizers and live music.

Hotel Reservations

IWGA has secured a reduced room rate of \$94 per night (plus tax) for members attending the conference.

Call 866-202-9771 order to reserve your room..



1250 Jordan Creek Parkway
West Des Moines, Iowa 50266

Education, Networking and Fun!



2014 IWGA Annual Conference Agenda



Friday, March 7, 2014

8 a.m. Registration Opens
8:30 a.m. - 10:30 a.m. Concurrent Sessions

Enology	Viticulture
8:30 - 9:20 a.m. - Northern Grape Project <i>Dr. Murli Dharmadhikari, Midwest Wine Institute</i>	8:30 - 9:20 a.m. - Grape Breeding 101 with Iowa's Only Grape Breeder <i>Ron Clayman, 20+ years of grape breeding experience, Des Moines, Iowa</i>
9:30 - 10:30 a.m. - ABD Update <i>Karen Freund, Iowa Alcohol Beverages Division</i>	9:30 - 10:30 a.m. - Managing Vineyard Soil Health <i>Rick Bednarek, USDA NRCS Iowa Soil Scientist</i>

10:30 - 11 a.m. Vendor Break
11 a.m. - 12:30 p.m. Concurrent Sessions

Enology	Viticulture
11 - 11:40 a.m. - Desert Wines - "How Sweet It Is" <i>Chris Lawlor-White, Galena Cellars Winery</i>	11 - 11:40 a.m. - Petite Pearl & Frontenac Blanc (Growing - Training - Juice/Wine Characteristics) <i>Del Schott, Bevins Creek Vineyard & Nursery - Carver, MN</i>
11:50 a.m. - 12:30 p.m. - Fruit Wines Still & Bubbly White <i>Chris Lawlor-White, Galena Cellars Winery</i>	11:50 a.m. - 12:30 p.m. - Key Steps For a More Effective Vineyard Spray Program <i>Wayne Peterson, Midwest Grower Supply - Stanberry, Missouri</i>

12:30 - 1:30 p.m. Opening Luncheon
Noon - 5 p.m. Vendor Exhibits Open
1:30 - 3:20 p.m. Concurrent Sessions

Enology	Viticulture
1:30 - 2:20 p.m. - Tannins and Tasting <i>Dr. Murli Dharmadhikari, Midwest Wine Institute</i>	1:30 - 2:20 p.m. - New Elderberry Cultivars & Review of Production Practices <i>Terry Durham, River Hills Harvest - Hartsburg, MO</i>
2:30 - 3:20 p.m. - MLF, New Approach <i>Mike Jones, Scott Laboratories - Petaluma, California</i>	2:30 - 3:20 p.m. - Tools of the trade-vineyard hand tools-use & maintenance, including hands-on tapener troubleshooting <i>Mary Jo & Dennis Thaden, MDT & Associates - Minneapolis, MN</i>

3:30 - 4 p.m. Break with Vendors
4 - 5:30 p.m. Concurrent Sessions

Enology	Viticulture
4 - 4:40 p.m. - Aroma Profile of La Crescent <i>Jennie Savits, Iowa State University</i>	4 - 4:40 p.m. - Minimizing Operations Costs of Vineyard <i>Industry - Vineyard - Winery Panel Discussion</i>
4:50 - 5:30 p.m. - Food Safety Modernization Act <i>Dr. Stephanie Groves, Iowa State University</i>	4:50 - 5:30 p.m. - Growing Aronia Berries into Wine <i>Charlie Caldwell, Black Squirrel Vineyard - Council Bluffs, Iowa</i>

5:30 - 7 p.m. Dinner on your own
7 - 10 p.m. All Iowa Wineries Open House
Public wine tasting of Iowa wines. Appetizers and live music.

** Note: Program schedule subject to change



IOWA WINE GROWERS ASSOCIATION

2014 IWGA Annual Conference Agenda



Saturday, March 8, 2014

7 - 8 a.m.
7 a.m. - 5 p.m.
8 - 9 a.m.

Continental Breakfast
Vendor Exhibits Open
Annual Meeting

Legislative Update

Matt Eide - IWGA Lobbyist

Midwest Wine Institute Update

Dr. Murli Dharmadhikari, Midwest Wine Institute

9 - 9:30 a.m.
9:30 - 10:20 a.m.

Break with Vendors
Concurrent Sessions

Marketing/Business	Viticulture/Enology
Using Narrative Marketing to Build an Annual Marketing Plan <i>Brad Johnson, Brad PR Johnson - Public Relations Consulting Services</i> <i>Kurt Karr, Monkeytown Marketing</i>	Grapeseed Oil Production at Bodega Victoriana <i>Doug Grave - Bodega Victoriana Vineyard & Winery, Glenwood, IA</i>

10:20 - 11 a.m.
11 - 11:50 a.m.

Break with Vendors
Iowa Wine & Beer Promotion Update
Colleen Murphy, Iowa Economic Development Authority

Noon - 1:30 p.m.
1:30 - 3:20 p.m.

Lunch & Dr. Paul Domoto Recognition of Service to the Iowa Winegrape Industry
Concurrent Sessions

Marketing/Business	Viticulture/Enology
1:30 - 2:20 p.m. - Telling your Story: Branding <i>Kurt Karr, Monkeytown Marketing</i> <i>Brad Johnson, Brad PR Johnson - Public Relations Consulting</i>	1:30 - 2:20 p.m. - Introduction & Review of Vineyard Operations at the UMN Research Vineyards <i>John & Jenny Thull, UMN Horticulture Research Farm Vineyard Manager and Assistant Manager</i>
2:30 - 3:20 p.m. - IWGA Marketing <i>Emily Saveraid, IWGA Marketing Director</i>	2:30 - 3:20 p.m. - Canopy Management for Quality Grapes <i>John Thull, UMN Horticulture Research Farm Vineyard Manager</i>

3:30 - 4 p.m.
4 - 5 p.m.

Break with Vendors
10 Social Media Marketing Techniques Designed to Engage Customers.
Brad Johnson, Brad PR Johnson - Public Relations Consulting

5 - 6:30 p.m.
6:30 - 9 p.m.

Break
Awards & Wine Banquet

** Note: Program schedule subject to change



Proud Sponsors of the IWGA Annual Meeting





IOWA WINE GROWERS ASSOCIATION

Registration Form

- Please Note the Following Information:
- No refunds will be granted after February 28, 2014.
 - The member rates for attending the IWGA events are available to 2014 members only. If you are interested in becoming a member and receiving the discounted rates, please call the Association office at 515 262 8323.

Please return this completed form and a check made payable to:

Iowa Wine Growers Association
900 Des Moines Street
Des Moines, IA 50309

Phone: 515 262 8323 // 800 383 1682
Fax: 515 262 8960
www.iowawinegrowers.org

*Payment via Credit Card is available. IWGA accepts Visa, Mastercard, AMEX, and Discover.

Please PRINT the following information for the **primary** contact:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____

Email: _____

Name on Credit Card: _____

Number: _____

Mailing Address for Card: _____

Expiration Date: _____

Security Code: _____

Attendee Names	Friday Sessions	Saturday Sessions	Fri. & Sat. Sessions	All Iowa Wineries Open House	Sat. Awards Banquet	Attendee Total
<p>Please clearly indicate session and/or event preference for each attendee.</p> <p>Call the office with any questions at 800-383-1682 or 515-262-8323.</p>	<p><u>IWGA Member Friday Only</u> \$100 per person <i>(20% member discount)</i></p> <p><u>Non Member Friday Only</u> \$125 per person</p>	<p><u>IWGA Member Saturday Only</u> \$100 per person <i>(20% member discount)</i></p> <p><u>Non Member Saturday Only</u> \$125 per person</p>	<p><u>IWGA Member Combo</u> \$184 per person <i>(20% member discount)</i></p> <p><u>Non Member Combo</u> \$230 per person</p>	<p>\$30 per person</p>	<p>\$50 per person</p>	<p>Please insert total for each attendee and then insert grand total below.</p>
#1						
#2						
#3						
#4						
#5						
<p>IWGA Dues <i>(Please insert 2014 dues amount. Reference opposite side for details.)</i></p>						
<p>Grand Total</p>						



IOWA WINE GROWERS ASSOCIATION

900 Des Moines Street
Des Moines, IA 50309-6549

Telephone: 800-383-1682, 515-262-8323, Fax: 515-262-8960

DUES INVOICE

First Name _____ Last Name _____

Company _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____ Website _____

If you would like to receive communications from IWGA via e-mail please indicate below.

Yes, I would like IWGA communications sent to my e-mail address.

IWGA Annual Membership Dues for the period January 1 through December 31, 2014.

Membership Class

Membership Dues Amount

(Please select one classification below.)

Associate Membership - For those under 2 acres of commercial grape production and to winery non-losing. One Membership. \$45 Per Year

Affiliate Membership - For suppliers to vineyards and wineries. Non-losing. One Membership. \$45 Per Year

Small Growers Membership - For those growers of one half acre to 2 acres of grapes. One Membership. One vote. \$100 Per Year

Banded Wineries and Growers Membership (A) - For wineries up to 1,000 gallons and/or growers of 2-10 acres of commercial vineyard. One Vote. Two Memberships. \$100 Per Year

Banded Wineries and Growers Membership (B) - For wineries between 1,001 gallons and 15,000 gallons and/or growers of 1 to 10 acres of commercial vineyards. One Vote. Four Memberships. \$200 Per Year

Banded Wineries and Growers Membership (C) - For wineries over 15,000 gallons and/or growers of over 10 acres of commercial vineyards. One Vote. Six Memberships. \$200 Per Year

IQWC Annual Membership Dues for the period January 1 through December 31, 2014.

The Iowa Quality Wine Consortium (IQWC) is a newly developed alliance for IWGA members. The goal is to enhance the reputation of Iowa wines as high quality wines, increase profitability by commanding higher price for Iowa wines and increase market share of Iowa wines in Iowa, and the regional market.

Membership Class

(Please select one classification below.)

IQWC Membership - Winery Dues = \$200
*Allow you to submit 3 wines for evaluation.

IQWC Membership - Vineyard Dues = \$50

(IQWC membership allows you to take a course to better in judging evaluations.)

TOTAL
AMOUNT
ENCLOSED:

\$ _____