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Florida Wine & Grape Growers Association Newsletter

Fall 2019 – Conference Edition

Greetings fellow growers, winemakers and wine lovers!

It has been a long, hot summer for most of us and hopefully the harvest went well for everyone. We are hopeful for a quiet finish to hurricane season as we turn our attention to winemaking and cooler weather.

The FWGGA officers and directors have been working hard on developing a 2020 conference agenda that will be educational and fun. Sue Elliott is doing an amazing job of coordinating all the details and seems to have endless energy recruiting conference speakers and connecting with the DeLand and West Volusia tourism folks. Liza Munion and Sarah Aschliman have added exuberance, social media expertise and graphic design elements to the effort and we are ever so grateful that they came forth from the membership to help. This newsletter contains details about the 2020 conference, and we hope to see everyone there.

I am also pleased to announce that we will be hosting the Florida State Fair International Wine and Juice Competition again this year. We tried our best to recruit a coordinator to manage the event and ended up with our own talented Liza Munion – who just so happens to be proficient with the database we use for the event. Liza will work side by side with Lou Kavouras and the fabulous group of volunteers and judges as she learns the ropes. So, get your entries ready for the 32nd annual competition!

We hope you find this conference edition newsletter helpful. You can mail your registration (and membership renewal) to us or visit our website FWGGA.org and register online. As always, we appreciate your feedback and look forward to hearing from our members. Hope to see you all in DeLand in January.

With warm regards,

J. R. Newbold III

FWGGA President

In this issue...

-Message from the President

-FWGGA Officers / Contact Us

-Florida Farm Wineries

-Conference Hotel Information

-Visit West Volusia

-FWGGA Conference Highlights

Commercial Session

Hobbyist Boot Camp

Roarin' 20's Wine Walk

-2020 Conference Agenda

-2020 Conference Registration

Early Bird Discount – October 31

- FL State Fair Wine Competition

- Membership Renewal Reminder

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Become a Florida Farm Winery!

Certified Florida Farm Wineries qualify as a tourist attraction. By becoming a Certified Florida Farm Winery, you are also eligible to receive reimbursement for harvest festivals and promotional costs. For more information please contact Florida Department of Agriculture and Consumer Services Viticulture Liaison, Emily Hetherington at (850) 617-7291 or Emily.Hetherington@freshfromflorida.com

Conference Hotel Contact Information Reserve Your Room!

Courtyard by Marriott DeLand
3308 N. Woodland Blvd.
DeLand, FL 32720
1-386-943-9500

**FWGGA Room Rate \$139 plus tax
Check-in time 3 pm, Checkout 12 pm**

Visit West Volusia

Photo & Video Galleries - Visit West Volusia

<https://erica.group/whats-up-in-west-volusia/>

Roarin' 20's Wine Walk

Dig out your duds and let's party together. After the work is done and the learning sessions are over, it is time to get out and socialize with other members and residents of DeLand. It is time to find your best costume and join in the fun.

Join the Florida Wine & Grape Growers Association & The West Volusia Tourism Advertising Authority (WVTAA) on January 18, 2020 for a fun-filled evening! Make sure to dress to impress! The cost is \$10, free for registered conference attendees (your conference nametag is your ticket of admission). Limited tickets available, so please be sure to RSVP by purchasing your tickets before they sell out!

<https://www.fgga.org/product/wine-walk/>

<https://www.facebook.com/events/418911465482825/>

The Walk details...

The WVTAA will sponsor the start of our Roarin' 20's Wine Walk at The Marriott at 6 pm with light tapas, then our musical guide, Jeff Shepard and The Ragtime Rascals, will play music and lead the fabulous group down the street to The Elusive Grape. We will partake in appetizers and drink specials and tastings there, then move onto the Abbey, where there will be a main course dish awaiting us. There will be special drink tastings and drink specials offered throughout the event at each establishment for the group. The guide will then lead us along to the Artisan Downtown which is where Jeff Shepard and The Ragtime Rascals play that evening for their entertainment.

We look forward to an incredible evening out on the town! Make sure to wear your best 1920's get ups and flare!



2020 FWGGA Conference Highlights

This year's conference will have sessions from **three** of our state universities, one of the larger out-of-state universities (Cornell), a major wine organization (Wine America) as well as presentation from some of our own members. Register early for discounted fees. \$50 late fee will be charged for all registrations received after December 30th and at the door.

GREAT TOPICS of interest to all levels - both commercial and hobbyists

CHEMISTRY –

- Volatile Acidity
- Relationship of pH and Acid

MARKETING –

- UCF new Wine Tourism project
- Social Media and marketing

WINE MAKING –

- Anatomy of a Grape
- Considerations for Wineries, Sugar Additions during Winemaking
- Sensory Testing of Wines: Theory & Applications
- Wine and Its Constituents – Test YOUR perception- hands on
- How to Judge Wine

GREAT PRESENTERS

Dwayne Bershaw - Cornell University
Charlie Sims - UF
Frank Humphries – FAMU
George Cowie - Chautauqua Vineyards
Jim Trezise – Wine America

Robin Black – UCF
Betty Nettles – Certified Wine Judge
Kris Chislett
Liza Munion
Sarah Aschliman

NEW FEATURES

Commercial Session – at the Dreka Theatre venue on Friday morning

For Friday morning of the conference weekend we look forward to having time to meet and mingle with the commercial wineries throughout the state. Some of us know each other, but many have not met, or have not connected in a while. This is an chance for us to talk and discuss any challenges or opportunities that we see fitting to discuss as an industry in Florida, especially things concerning our slice of agri-tourism, marketing, and manufacturing are concerned. We look forward to seeing everyone. Cheers!

Hobbyist Boot Camp – at the hotel Friday morning

This year we are holding Boot Camp at the Courtyard Marriott hotel in DeLand and there is no cost to the participants. The session will cover two important topics to beginners and hobbyists; “Sanitation – Cleaning vs Sanitation?” and “Making Your First Wine.....Kit or Fresh Grapes?” There will also be a Q & A session if time permits.

Other Features

- Friday Evening Wine Sharing & Mini Competition
- Continental Breakfast at Saturday Morning Session - included
- Saturday evening Roarin’20’s Wine Walk downtown - included
- Sunday morning Champagne Breakfast – included
- Student presentations of wine research & project



FWGGA 2020 ANNUAL CONFERENCE

JANUARY 16-19, 2020

REGISTRATION FORM

VENUE: DeLand, Florida

Hotel: Courtyard by Marriott DeLand

308 N. Woodland Blvd. DeLand, FL 32720

1-386-943-9500

ROOM RATE: \$139.00 plus tax (Ask for FWGGA rate)

PLEASE **CIRCLE** choices and complete all information on Page 2.

FULL 2020 Conference Fees (does not include membership):

NOTE:

	<u>Early Bird BEFORE Oct. 31</u>	<u>BEFORE Nov. 15</u>	<u>Nov. 15-Dec. 30</u>	<u>AFTER Dec. 30 and at the door</u>
				a \$50 late fee will be added to ALL registrations
• 2019 FWGGA Member	\$75.00	\$85.00	\$100.00	
• Member – guest	\$65.00	\$75.00	\$ 90.00	
• Non-FWGGA Member	\$90.00	\$100.00	\$115.00	
• Current Student (with ID)	\$ 40.00	\$ 50.00	\$60.00	

FRIDAY ONLY

(No dinner included):

***(Dinner included)**

• 2019 FWGGA Member	\$ 45.00	\$ 68.00
• Member – guest	\$ 40.00	\$ 63.00
• Non-FWGGA Member	\$ 50.00	\$ 73.00
• Current Student (with ID)	\$ 35.00	\$ 55.00

*(No sit-down dinner this year. Carving stations & mingling with vendors & wineries)

FRIDAY DINNER ONLY: \$25.00

SATURDAY CONFERENCE ONLY (includes lunch):

• 2019 FWGGA Member	\$ 65.00
• Member – guest	\$ 60.00
• Non-FWGGA Member	\$ 70.00
• Current Student (with ID)	\$ 55.00

Ala Carte

BOOT CAMP no additional charge

Continue on the back



NAME _____

MAILING ADDRESS _____

CITY/STATE/ZIPCODE _____

PHONE NUMBER _____ EMAIL ADDRESS: _____

Names of guests _____

_____ I will be participating in the Friday Morning Boot Camp Sessions

The following are **complimentary** (included in registration) but prior **RSVP REQUIRED**

_____ I will be participating in the Friday Morning COMMERCIAL Sessions

_____ I will be participating in the Saturday morning breakfast

_____ I will be participating in the Saturday evening "Roarin' 20's Wine Walk"

_____ I will be attending the Sunday morning Brunch

TOTAL AMOUNT paid _____ by: Check _____ Cash _____

SEND TO: FWGGA, PO BOX 840256 St. Augustine, FL 32080

Payable to FWGGA

FWGGA Annual Conference - January 16-19, 2020 DeLand, FL

Courtyard by Marriott, Downtown DeLand
And Dreka Theater venue Downtown

Thursday, January 16, 2020 - Pre- Conference

Arrive early to participate in all the fine activities available both in Downtown DeLand and in the surrounding West Volusia area. (Promotional materials & maps will be provided)

6:00 p.m. until ??– Downtown PUB CRAWL & Social time –On your own or join the other participants for a relaxed time to investigate all the fine wine (and beer) shops and restaurants along the Boulevard in downtown. Lots of boutiques as well. Something for everyone. Take your picture at the DeLand “Wings.”

Friday, January 17, 2020

REGISTRATION 8:00 am – 12:30 pm

COMMERCIAL CORNER - 8:30 – 11:30 - in DeLand at the Dreka Theater venue
Commercial Roundtable – by Sarah Aschliman

BOOT CAMP - 8:30 – 11:30 am – Courtyard by Marriott hotel – downtown DeLand

Topics to be covered will be those for beginning winemakers, such as proper sanitation and Making your first wine.

11:00 – 12:15 - LUNCH (on your own)

12:15 - 1:15PM – GENERAL MEETING and Welcome – DREKA THEATER venue
JR Newbold, President of FWGGA
State of the FWGGA - Election of Officers - Board Meeting
Greetings by FL. Commissioner of Agriculture –Nikki Fried

1:15 – 2:00 PM - Anatomy of a GRAPE Dwayne Bershaw, Cornell University

2:00– 2:45PM “Consumer-based Brand Equity of Florida as a Wine Tourism Destination: A Comparison with other Wine Regions.” Drs. Asli Tasci and Robin Back, UCF

2:45 - 3:15PM - Mini-BREAK - Visit the EXHIBITS*

3:15 - 3:45 PM - Jim Trezise - Wine America and How to Judge Wine
3:45 – 5:00 PM - WINE and Its Constituents – Test YOUR perception - hands on wine with samples. Betty Nettles

5:00 – 6:00 - (EXHIBITS OPEN) *

6:00 – 9:00 PM MEET AND GREET (Wine Tasting) Downstairs at The Table - food provided by “The TABLE”

Bring a bottle or two to share and spend time sharing ideas with other attendees and exhibitors and Vendors. **Multiple carving stations** and seating areas available. **Fun** competition of the wines with Medals awarded.

* **Vendors & EXHIBITS** – These will be set up and available during the breaks throughout the day, as well as during the hour before the Meet & Greet.

9:00 PM until? - night-owls visit the downtown venues available or retire to your hotel.

Saturday, January 18, 2020

7:30 – 9:00 AM– CONTINENTAL BREAKFAST & EXHIBITS & REGISTRATION at The Dreka Theater

9:00 – 9:45 AM - "Considerations for Wineries, Sugar Additions during Winemaking and New Product Development" - George Cowie, Chautauqua Vineyards

9:45- 10:45 AM - RELATIONSHIP of pH and ACID - Frank Humphries FAMU

10:45 – 11:15 AM - MINI-BREAK - EXHIBITS*

11:15 AM – 12:00 PM – Sensory Testing of Wines: Theory & Applications- Charlie Sims UF

12:00 – 12:45 PM - VOLATILE ACIDITY - Dwayne Bershaw, Cornell University.

12:45 – 4:30 PM- LUNCH & WORKING SESSIONS

- **Using Social Media - Liza Munion & Sarah Aschliman (45 minutes)**
- **University Updates (15 minutes of fame per student research project)**
Students available at their displays while we have lunch so all can meet them (1 hr 15 min)
- **UCF Tourism Project – 15 minutes**
- **Financing w Farm Credit – 15 minutes**
- **Website update – Kris Chislett (15minutes)**
- **VAC News & Update - 30 minutes**
- **FDACS updates - 20 minutes**

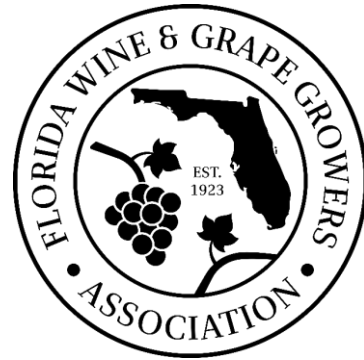
ADJOURN to The Courtyard by Marriott

6 pm - begin "Roarin'20's Wine Walk" through downtown DeLand. Hosted by the FWGGA and the West Volusia Tourist Advertising Authority

SUNDAY, January 19, 2020

8:30 – Champagne Brunch – at the Marriott

FAREWELLS and ANNOUNCEMENTS



2020 Florida State Fair Wine Competition

The holiday season is soon approaching and with it comes not only our FWGGA Annual Conference, but also the Thirty-second Annual International Wine and Grape Juice Competition at the Florida State Fair! The Fair runs from February 6 - 17th, with the competition taking place February 1st and 2nd. Judges and volunteers from across the country will travel to the Tampa Bay Area to judge wine and juice from both Commercial and Hobbyist Divisions. The winning bottle from each category will be showcased throughout the duration of the fair. We hope to see your entries to the competition among those on display!

Commercial wines are entered through www.floridastatefair.com

Hobbyist wines are entered through www.fwgga.org

Remember – you may bring your wine and juice entries to the conference in DeLand and we will transport them to the Fairgrounds in Tampa for you. Just make sure all your paperwork and entry fees are complete and pack your bottles, so they stay safe.

Membership Renewal Reminder

FWGGA memberships expire at the end of the calendar year. You must be a member in good standing to receive the conference registration discounts, and discounted hobbyist entry fees for the wine competition. A membership renewal form is included with this newsletter for your convenience, or you can renew online at www.fwgga.org



FWGGA MEMBERSHIP FORM

Florida Wine & Grape Growers Association
P O Box 840256
St. Augustine, FL 32080
(904) 471-1063
www.fwgga.org
admin@fwgga.org

In order to join the FWGGA or to renew your membership, please complete this form, and send it, together with your check or money order, (payable to FWGGA), to the address above. Membership Period runs from January 1, 2020 to December 31, 2020. Please get your membership paid in January for full benefits.

____ **New Membership**

____ **Membership Renewal**

Please Print Information

NAME: _____
(First) (Middle) (Last) (Title)

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: ____ COUNTY: _____ ZIP CODE: _____

BUSINESS PHONE: (____) ____ - ____ EXT: (____) HOME PHONE: (____) ____ - ____

E-MAIL ADDRESS: _____

Please Indicate the Type of Membership Below

____ **Student Membership:** Annual Dues **\$10.00** with current school ID. This is a Non-Voting Membership.

____ **Associate Member:** Annual Dues **\$20.00**. Suppliers, manufacturers, or transporters of grapes, wines or grape products. This is a Non-Voting Membership

____ **Commercial Member:** Annual Dues **\$40.00**. Any Florida resident who sells or markets grapes, wine or grape products or who is in the certified grapevine nursery business or has 200 or more vines. Each Commercial Member has one vote.

____ **Non-Commercial Member:** Annual Dues **\$25.00**. Anyone employed by a grape grower or winery, a home winemaker or hobbyist who grows grapes and makes wine for home consumption, but who has less than 200 vines, or who is in university research or extension, or who is a government employee in the agriculture field. Each Non-Commercial Member has one vote.