

4th Annual
SOUTHEASTERN UNITED GRAPE & WINE
S  **MPOSIUM**
SURRY COMMUNITY COLLEGE
November 5th, 2015



Michael A. Moore

Brand Building in the Southeast

Surry Community College will host its 4th annual symposium on Thursday, November 5th, featuring keynote speaker Michael A. Moore, 28-year industry veteran. The event unites grape growers and winemakers from across the southeastern United States in a collaborative effort to support and expand the North Carolina and regional wine industry. The entire event is held at the Shelton-Badgett North Carolina Center for Viticulture and Enology at Surry Community College, Dobson N.C.

Schedule

November 4th

1pm - 4 pm - Pruning workshop (sponsored by Bahco Tools)

- Gain hands-on experience in our campus vineyard, and implement various quality control pruning techniques. Bahco tools will be giving away door prizes.

November 5th

7:30 am - Breakfast and Vendor Break

8:45 am - President's Welcome, Dr. David Shockley, Surry Community College

9:00 am - General Session, Markus Keller – Berry Maturation and Vineyard Management Techniques

10:45 am - Keynote Speaker, Michael A. Moore – Rebranding – Crayons or Connections?

11:30 am - Lunch and Vendor Break

1 pm - Concurrent Session 1

- Grape Root Borer Control and Management Techniques for Southeastern Vineyards, David Lockwood
- Major Wine Faults in the Southeast with Tasting, Seth Cohen
- Oak Alternatives, Eglantine Chauffour

2:15 pm - Concurrent Session 2

- Electrostatic Spraying: Where does it fit in Southeastern Wine Grape Production, Phil Brannen
- Cork Alternatives for the Expanding Winery, Wes Ward
- Re-Branding: The Good, the Bad and the Ugly, Don Wright

3:30 pm - Concurrent Session 3

- Cultivar Selection and Fungicide Application Scheme based on Organic and Reduced Input Trials, Mizuho Nita
- YAN and Nutrient Management, Eglantine Chauffour

Grand Wine Tasting, 5 pm: Join us on the patio as the sun sets for our featured wines and great food. Food pairing will include cheeses, breads, soups, fruits, vegetables and chocolates.

Register for this event separately for \$25.

To register for the entire event or the Grand Wine Tasting, go to Symposium.surry.edu

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