

The Southern Oregon Wine Institute Presents:



Oregon  
Wine Cluster  
Industry Conference



# Building the Successful Vineyard & Winery

Friday, August 23, 2013, 9 AM to 5 PM  
Southern Oregon World of Wine Festival  
525 Bigham Knoll, Jacksonville, OR

[Map](#)

## Speaker, Moderator, & Panelist Biographies:

[Interactive Panel Details](#)

- **Trent Ball**, Agricultural Program Chair, Yakima Valley Community College
- **Dwayne Bershaw**, Enology Instructor, Southern Oregon Wine Institute
- **Alex Campbell**, The Partnership for Economic Development
- **Stephen Cary**, Winemaker, Yamhill Valley Vineyards and Conference Director, Steamboat Pinot Noir Conference
- **Jeff Cohn**, Owner & Manager, JC Cellars
- **Bill Henri**, WM. Henri Development Company
- **Charles Humble**, Director of Marketing & Communications, Oregon Wine Board
- **Greg Jones**, Professor, Department of Environmental Studies, Southern Oregon University
- **Kara Olmo**, Co-Owner, Wooldridge Creek Winery
- **Mike Veseth**, Author and Editor, The Wine Economist
- **James Wolpert**, Emeritus Department of Viticulture & Enology, UC Davis

## Agenda:

[Detailed Printable Agenda](#)

- 8:30 – 9:00 AM** Registration & Coffee
- 9:00 – 9:10 AM** Welcome Address
- 9:10 – 10:00 AM** Mike Veseth, The Wine Economist
- 10:10 – 11:00 AM** James A. Wolpert, Emeritus, UC Davis
- 11:10 – 12:00 Noon** Trent Ball, Yakima Community College
- 12:00 Noon – 1:00 PM** Charles Humble, Oregon Wine Board
- 1:10 – 2:00 PM** Jeff Cohn, Owner of JC Cellars
- 2:10 – 3:00 PM** Session One - Afternoon Panels:
- 3:10 – 4:00 PM** Session Two - Afternoon Panels:  
The Wine Economy; Viticulture & Varieties; Benchmarking, Stylistic Selection & Vineyard Sourcing.
- 4:00 – 5:00 PM** Closing Remarks and Wine Social

## THANK YOU TO CONFERENCE SPONSORS:



Cost: \$60 includes conference, lunch, and closing wine social.

For more information & registration options call (541) 440-SOWI or email [sowi@umpqua.edu](mailto:sowi@umpqua.edu)

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