

2013 MICHIGAN GRAPE & WINE CONFERENCE

Wednesday, February 13 – Friday, February 15, 2013 • Kellogg Hotel and Conference Center • East Lansing



MICHIGAN WINERY DEVELOPMENT PRE-CONFERENCE

February 13, 2013 9:30 AM - 3:30 PM Kellogg Hotel and Conference Center; Michigan State University; East Lansing, MI

Facilitator: Joanne Davidhizar, Michigan State University

The pre-conference is targeted to individuals who are considering starting a winery or recently entered the business, with topics relating to industry trends, wine grape suitability, business planning, marketing, regulatory considerations, available resources, and owner experiences. Lunch and program materials are included. Pre-conference fees are \$80 per person, \$100 after February 1, 2013.

Why Start a Winery in Michigan? - Be part of the excitement of Michigan's growing wine industry. *Michael Brenton, Greater Lansing Vintner's Club*

Michigan's Grape-growing Regions - Find out why and how Michigan is well-suited to growing different types of wine grapes. *Dr. Ron Perry, Michigan State University*

Michigan Wine Industry: Status and Opportunity - Michigan Grape & Wine Industry Council Executive Director reviews trends and goals for the industry. *Linda Jones, Michigan Department of Agriculture & Rural Development*

Viticulture and Enology Science and Technology Alliance (VESTA) and Michigan State University Institute of Agricultural Technology Educational Programs – Courses supporting the state's grape and wine entrepreneurs are reviewed. *Tom Smith, Michigan State University*

Start-up Business Planning - Consider potential cash flow and return on beginning wineries through business planning. *Dr. Miguel Gómez, Cornell University*

Targeting the Customer – An overview of the principles of identifying and reaching your customer, *Dr. Dan McCole, Michigan State University*

Procuring Grapes for Your Winery – Find out what's involved in buying wine grapes and the importance of buyer-seller relationships. *Dr. Tom Zabadal, Michigan State University*

Marketing under the Three-tier System – Michigan's wine distribution system and its practical application is outlined. *Greg O'Neil, OK Distributors*

Licensing Requirements for Michigan Wineries – The process for obtaining a winery license is reviewed. *Sharon Martin, Michigan Liquor Control Commission*

Resources for Development – An overview of current agency and financial resources. *Nancy Nyquist, Michigan Department of Agriculture & Rural Development*

Local Zoning Requirements – Important local land use considerations prospective winery owners should know. *Trudy Galla, Leelanau County Planning Department*

What is your Lender Looking For? Find out what is behind a successful loan application. *Tyson Lemon, GreenStone Farm Credit Services*

Winery Owner Panel: Lessons and advice from Michigan winery operators. *Heather Price, Sandhill Crane Vineyards; Linda Utter, Flying Otter Winery; and Doug Oberst, Twelve Corners Vineyards*

Sponsored by Michigan Grape & Wine Industry Council, Michigan Department of Agriculture & Rural Development, Michigan State University Extension, Michigan State University Product Center, Michigan State University Institute of Agricultural Technology, and Viticulture and Enology Science and Technology Alliance (VESTA)

MICHIGAN STATE UNIVERSITY | Extension

MICHIGAN STATE UNIVERSITY | Product Center
Food • Ag • Bio

MICHIGAN STATE UNIVERSITY | Institute of
Agricultural Technology



JOIN US AT THE MICHIGAN GRAPE & WINE CONFERENCE, FEBRUARY 13-15, 2013 FOLLOWING THE PRE-CONFERENCE.

Register at www.michiganwines.com/conference. Michigan Winery Development Pre-conference fees: \$80, \$100 after February 1, 2013. Lunch and program materials included.