

Program for June 14, 2007

08:00- 9:00 **Arrival & Registration: Snows Lake Vineyard, Lake County, California**

09:00 **Welcome & Opening Remarks: Peter Molnar, Chair, Obsidian Ridge Vineyard**

09:15 **Keynote Address: Randle Johnson, Hess Collection Winery, Napa, California
& Colomé Winery, Argentina**

09:45 **The Terroir of High Altitude**

Gregory Jones Ph.D.- Oregon State University
The Climate of High Altitude- Characteristics of Light, Temperature & Weather at High Altitude

Leo McCloskey Ph.D., Enologix
Measurable Effects of Altitude On Grape & Wine Quality

10:45 **Viticulture Up High**

Panel Format with three wines poured and discussed

Moderator: Glenn McGourty, UC Davis Extension
Vince Bonotto, Sterling Vineyards/Diageo, Napa, California
Paul Skinner Ph.D., Terra Spase Consulting, Napa, California
Dr. Vittorino Novello, Chairman of the Dept. of Viticulture
University of Torino, Italy

12:15 **Lunch**

1:15 **Winemaking- Taming the Intensity**

Panel Format with three wines poured and discussed

Moderator: Jim Gordon, Editor *Wines & Vines*
Ernesto Bajda, Bodega Catena Zapata, Argentina
Philip Shaw, Philip Shaw Wines, Orange, Australia
Bill Easton, Domaine de la Terre Rouge, Amador County, California

3:45 **Marketing- From Mountain to Table**

Panel Format

Moderator: Paul Wagner, Balzac Communications
Ron Weigand, MW, MS, Publisher, Restaurant Wine
Jeff Prather, The Wine Merchant at Ferry Plaza
Wilfred Wong, Beverages & More

5:00 **Winetasting & Reception**

Open tasting of all participants wine (2 bottles each)

6:00 **Depart for Dinner**

7:00 **Gala Dinner for Participants and Presenters**