

REGISTER ONLINE

FOR THE 2007 NATIONAL WINE CONFERENCE:

www.americanwinesociety.org



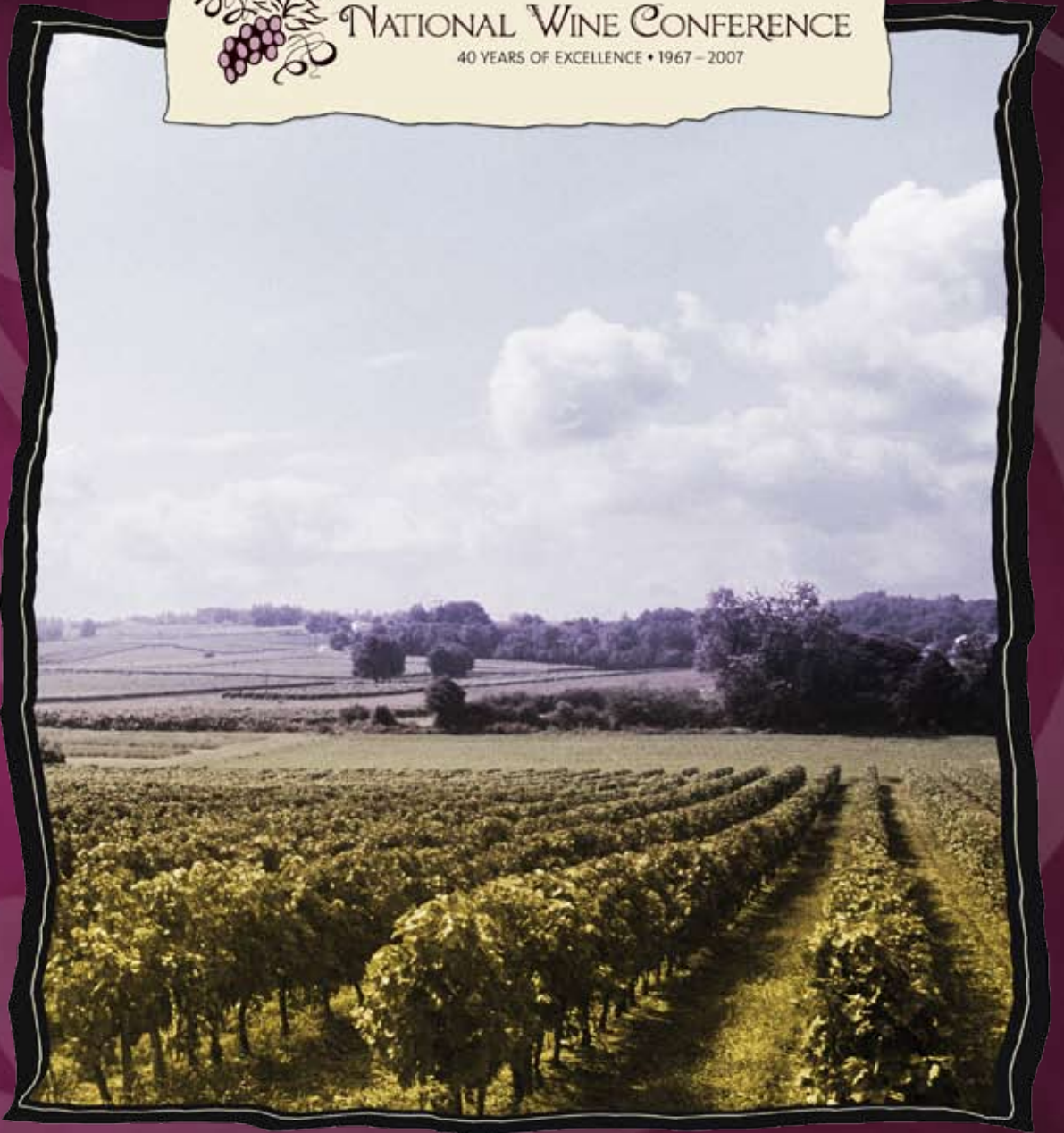
NATIONAL WINE CONFERENCE

40 YEARS OF EXCELLENCE • 1967 – 2007



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CONFERENCE GUIDE

TWIN CITY QUARTERS | WINSTON-SALEM, NORTH CAROLINA

NOVEMBER 1 - 3, 2007



WELCOME

The 2007 National Wine Conference is November 1 - 3 and will be held in beautiful, historic Winston-Salem, North Carolina. The American Wine Society sponsors this conference annually. Tom and Linda King, Conference Chairpersons, along with many North Carolina AWS members and the AWS National staff, are working hard to plan an amazing conference experience this year. We suggest you make hotel reservations early, as we are expecting a sell-out year. The host hotels are: Marriott (1-800-320-0934) at the AWS rate of \$115; and Embassy Suites (1-800-696-6107) at the AWS rate of \$125.

You can be part of a tradition that has drawn winelovers, winemakers and gastronomists together every November for forty years. Prominent American and international speakers conduct seminars and lectures on all aspects of wine appreciation, wine production, grape growing and cuisine. You will experience fine food at our connoisseur luncheons and dinners, tasting of hundreds of wines and the most royal of treatment by the finest American hotels and resorts.

This annual conference brings professional, serious amateurs and novices together to discover what is new in wine. Conference location changes each year. You must be a member to attend the national conference by simply paying annual membership dues.

Please contact our national office if you have any questions. We look forward to seeing you in Winston-Salem in November, and to having you join us on the Yadkin Valley Wine Trail.

Mary Ann Coskery
AWS Executive Director
113 South Perry Street | Lawrenceville, GA 30045
(336) 793-4488

CONFERENCE AGENDA

THURSDAY, NOVEMBER 1, 2007

Time TBA	Society of Wine Educators Exam
12:00 p.m.	Registration Desk Opens
4:00-6:00 p.m.	Welcome Reception
6:30-7:30 p.m.	“First Timers” Session
8:00-10:00 p.m.	Amateur Wine Experience
10:30 p.m.	Hospitality Suite Opens

FRIDAY, NOVEMBER 2, 2007

7:00-8:20 a.m.	Breakfast
8:30-9:45 a.m.	Sessions A
10:15-11:30 a.m.	Sessions B
12:00-2:00 p.m.	Luncheon
2:45-4:00 p.m.	Sessions C
4:30-5:45 p.m.	Sessions D

SATURDAY, NOVEMBER 3, 2007

7:00-8:30 a.m.	General Breakfast
7:00-8:30 a.m.	Chapter Chairs Breakfast
9:00-10:15 a.m.	Sessions E
10:45-12:00 p.m.	Sessions F
12:00-2:00 p.m.	Awards Luncheon
3:00-5:00 p.m.	Sessions G
7:30-8:00 p.m.	Champagne Reception
8:00-10:30 p.m.	Grand Banquet
8:30-10:30 p.m.	Showcase of Wines
10:30-11:45 p.m.	Dance Floor Opens
10:45 p.m.	Hospitality Suite Opens



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Friday, November 2, 2007

SESSION A

8:30 AM – 9:45 AM

101: INTRODUCTION TO WINE JUDGE TRAINING Special Session Fee \$10.

This session by Gary Pavlis-Joe Fiola is designed to give the novice the basic tools to objectively judge wines.

102: OXYGEN PERMEABILITY IN CLOSURES

Dr. Paulo Lopes is a research scientist with Amorim Portugal and his seminar will describe recent studies dealing with oxygen as one of the most important factors for aging potential of wines and closures role as well.

103: APPROACHING AMARONE

Dick & Sally Benjamin, long time AWS members and wine educators who often present annual sessions at the AWS, will feature Amarone this year – a luscious red wine cherished by many with an interesting winemaking process.

104: HEALTHY YEAST FERMENTATIONS

Sigrid Gersten-Briand is a Lallemand Yeast representative who has lectured for us before and has helped many winemakers with their proper use of yeasts. Sigrid will show new research results and offer some wines for evaluation.

Friday, November 2, 2007

SESSION B

10:15 AM – 11:30 AM

201: BUILDING YOUR OWN WINE ROOM

Fred Brack is a retired executive of IBM and now owns Bracksco Wine Nook in Raleigh, North Carolina. He will describe the process of building your own wine room, from the insulation to the electrical requirements. A great session for the home hobbyist.

202: UNUSUAL SWEET WINES OF THE WORLD

Ed Korry is a professor at Johnson & Wales University, chairman of the Beverage training section and is a frequent lecturer at AWS conferences. Old, sweet delicious wines of the world will be tasted and evaluated.

203: ONTARIO WINE & CHEESE TASTING

Special Session Fee \$10

David Gimbel, a frequent conference speaker on Canadian wines will discuss Ontario's rapidly growing Agra-Tourism because of its growth of wineries and cheese producers. David works for Vineland Estate Winery in Canada.

Friday, November 2, 2007

SESSION C

2:45 PM – 4:00 PM

301: HOME WINEMAKING BY A PROFESSIONAL

Jacques Recht, the AWS Award of Merit recipient for 2007 will offer his many years of winemaking experience to instruct and to explain the winemaking procedures of a professional winemaker.

302: WINE FRIENDLY CHEESES

Special Session Fee \$20.

Prof. Peter Cisek is Education Director of AWS and a college professor who specializes in grape growing, winemaking and culinary arts. He will pair many different cheeses with a variety of wine to test and please your palate.

303: THE WINES OF PASO ROBLES

Al Long, wine journalist and former president of NWS, will feature the wines of Paso Robles region of California, known as the "Rhône Rangers" region because of the Rhône Region of France varieties they feature there.

Friday, November 2, 2007

SESSION D

4:30 PM – 5:45 PM

401: ADELAIDA CELLARS OF PASO ROBLES

Jessica Valpert, who lives in San Louis Obispo, California, is Director of Wine Sales at Adelaida Cellars and will explain the Paso Robles growing region, its wineries, its competitive market and its wines. Several of Adelaida Cellars wines will be offered for evaluation.

402: PIGGING OUT WITH WINE

Special Session Fee \$25.

Tony Lawrence, "The Wine Chef", and Sommelier will showcase his culinary talents and offer food varieties to munch on in concert with wines to savor. Specializing in wine and food match-ups, Tony Lawrence will be pairing some interesting combinations for attendees.

403: IF A WINE MATTERS, SO DOES A GLASS

Robert Hall, president of Bottega del Vino Crystal of Chicago, will explain the importance of using proper glasses with wines. A sample tasting should prove Mr. Hall's explanations.

404: COLONIAL CONNECTICUT MODERN WINES

Bob Herold is a long time grower and award-winning home winemaker who teaches winemaking and grape growing classes at a Connecticut Community College. He will explain the winemaking techniques used in Connecticut commercial wineries.

Saturday, November 3, 2007

SESSION E

9:00 AM – 10:15 AM

501: WINE JUDGES CONTINUING EDUCATION

Special Session Fee \$10.

For graduate judges only. Gary Pavlis & Joe Fiore discuss and review updates of new technological changes with grape growing and winemaking.

502: THE AGE OF RIESLING

David Gimbel, a frequent AWS conference lecturer from Canada will discuss the new wine darling of the world, the Riesling. David will explain Riesling wines of his employer, Vineland Estates Winery, and offer for tasting some of the rarest Rieslings available, some dating back over 20 years.

503: HOW VINEYARD SHADING INCREASES

SEVERITY OF GRAPEVINE POWDERY MILDEW

Craig Austin is a scholarship recipient from Cornell University who will discuss and explain his area of study and research featuring grape growing techniques.

Saturday, November 3, 2007

SESSION F

10:45 AM – 12:00 Noon

601: EVERYDAY BORDEAUX

Jeff Stierman of the Frederick Wildman & Sons Co., will show that many Bordeaux wines from France are not only affordable but exceptionally delicious. Mr. Stierman will guide you through Bordeaux's different styles of wines and show you that Bordeaux's fine reputation extends to everyday affordable wines.

602: WHITE OWL WINES

Joy Neighbors and her husband Brian left the busy corporate world after making wine from a kit and started the White Owl Winery in Flat Rock, Illinois. Joy will explain the seven-year history of their venture in Illinois.

603: WINE IS A MANY BLENDED THING

Special Session Fee \$20.

Cesar Baeza of the Brotherhood Winery of Washingtonville, NY, will show attendees how to blend wine for complexity and harmony. This is a hands-on session where attendees will do their own blending; a very enlightening session.

Saturday, November 3, 2007

SESSION G

3:00 PM – 5:00 PM

701: MAKING OF BRUNELLO DI MONTALCINO

Special Session Fee \$25.

Bill Whiting is the education Manager of Villa Banfi and will present a unique session on Italy's most heralded wine, Brunello di Montalcino. Three special clones which add to their Brunello will be tasted as well as the final blend and the fantastic, just released, vintage.

702: THE BENEFITS OF AGING WINE

Dr. Paul DiGrazia, owner/winemaker at the DiGrazia Vineyards in Brookfield, Connecticut, graciously shares his professional knowledge with our members at our conferences.

703: HOME WINEMAKER'S PANEL

Tom Pelick, a long time AWS member, former BOD member and home winemaker, conducted a session several conferences ago for home winemakers. A panel of AWS best home winemakers made up the panel and answered winemaking questions from attendees.

704: THE WINES OF SICILY

Paul Wagner, owner of Balzac Communications in Napa, California, will describe the historical rise of wine influence in Sicily. New grape varieties in concert with old traditional varieties and upgraded winemaking have elevated Sicilian wines to new heights, and you will taste some of them in this session.

705: CURRENT VINTAGES VS. OLDER VINTAGES

Rob Wecker of the Iron Bridge Wine Company of Columbia, Maryland, will talk about what happens when wine ages; how present vintages will stack up against older vintages. What does the aging process do to wines, are they really any better than young wines? These questions will be raised and commented on in this session.

706: WINEMAKERS PRACTICES IN

OTHER COUNTRIES

Jaques Recht, with many years of his world wide wine experiences, will explain the different styles of winemaking throughout the world. The different philosophies; the different environments; the different governmental regulations and the different traditions.

SESSION ABSTRACTS



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AMATEUR WINE COMPETITION

An amateur wine competition has been an integral part of the AWS national conference for almost as long as the Society has existed. In the late 1960s, the Society's founders stated that a purpose of AWS shall be "to foster the production of wine by home winemakers and to provide means for such amateurs to meet to exchange information and experience, and to compare and judge their products."

A competition evolved as an opportunity for AWS home winemakers to showcase their creations and have them judged by their peers. Today's amateur winemaking competition at the AWS national conference is much more extensive than those of the early years. In a two-tiered system of judging, hundreds of wines in dozens of categories are evaluated. Medals and other honors are awarded to makers of wines deemed worthy.

The winemaking event also provides a learning opportunity for AWS members wanting to know more about evaluating wines. They may participate in judging sessions by observing the process, and by tasting and rating the wines for their own education.

COMMERCIAL WINE COMPETITION

The American Wine Society has a training and Wine Judge Certification Program for AWS members interested in becoming wine judges. To qualify, you must be a member of the AWS and attend the AWS National Conference for three out of four consecutive years. The program is an intensive self-study program that is highlighted with a one-day training session at the annual AWS conference for each of three years. As can be imagined, this is a full and trying day for those students in all sessions as well as for the cadre of dedicated instructors within the program.

There are three levels in the program: beginning, intermediate, and advanced. To earn a wine judge certificate, an AWS member must pass each level within a four year period. Classes are taught by trained instructors in wine related fields, such as viticulture, wine, chemical analysis and etc. There will be other wine experts that will also be teaching classes.

Students in the third year culminate their years of study with a final exam on Friday morning of the national conference each year. Upon completion of passing exams all levels, a certificate and pin will be awarded to the AWS member. This may seem to be an end for their studies, but it simply marks a major milestone in their wine appreciation careers, as their quest for more information and experience continues.

JUDGE CERTIFICATION PROGRAM

The AWS-sponsored competition for commercial winemakers has been held annually since its successful trial program at the 1986 national conference. By 1997, the program had grown to more than 1,000 wines entered and three sessions needed to complete the judging.

Today the competition requires year-long preparation, dedicated volunteers, and a refined system of computers and human resources to handle operational details. To cover costs of the program, participating wineries are charged an entry fee. Winning winemakers receive AWS medals and publicity in the media and various journals. Judges are recruited from the AWS wine judge certification program.



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TRAVEL SAFELY

Here is some information to make your journey easier.

NEAREST AIRPORT:

(approximately 28 miles)

Piedmont Triad International, Greensboro, NC

Airport code: GSO

TRANSPORTATION:

Shuttle services and taxis are available, as well as all major rental car companies. Unfortunately, the hotel does not offer free shuttle service to and from the airport.

Hertz Rental Car is proud to partner with AWS for this national conference; offering our group significantly discounted rates: Economy: \$33 for weekday; \$22 weekend—other options available.

Please check out their website at www.hertz.com;

Use the AWS Conference special code: CV#022Q3733

OTHER TRANSPORTATION OPTIONS:

Barefoot Transportation Shuttle Services. For advance reservations, please call 1-336-723-2298. Rate: \$56 per person; round trip

United Yellow Taxi Association. For reservations a day in advance, please call 1-336-273-9421. Rate: \$20 per person, each way

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