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October 31-November 2, 2019
TradeWinds Island Resorts
St. Pete Beach, Florida
Dear Wine Enthusiasts,

We are excited to present the 52nd American Wine Society National Conference, to be held October 31 - November 2, 2019. This year we travel to the TradeWinds Island Resort on St. Pete Beach, Florida. You’ll enjoy 2 ½ days of great wines, fantastic sessions, and most importantly, the chance to renew old friendships and make new ones. Please look over the information in this brochure, and if you have any questions, we will be pleased to answer them.

**Conference Agenda**

Wednesday, October 30

- 2:00 pm - 6:00 pm  Registration Desk Open
- 6:30 pm – 9:30 pm  Sunset Dinner Cruise (separate registration required)*

Thursday, October 31

- 12:00 pm - 6:00 pm  Registration Desk Open
- 7:00 am - 5:00 pm  Wine Judge Certification – Year 1*
- 7:00 am - 5:00 pm  Wine Judge Certification – Year 2*
- 7:00 am - 5:00 pm  Wine Judge Certification – Year 3*
- 8:00 am - 5:00 pm  Super Tasting Series Level 1*
- 8:00 am - 5:00 pm  Wine & Spirit Education Trust Level 2*
- 4:30 pm - 5:30 pm  First-Timers Orientation*
- 6:00 pm - 7:00 pm  Presidential Reception presented by Garnacha/Grenache Wines*
- 7:00 pm - 9:30 pm  Beach Party Welcome Reception presented by the Rhone Rangers  *Dress Up Beach Style!*
- 10:00 pm – 12:00 am  Hospitality Suite

* Special Session. Additional fee may apply. See page 13 for details.

Friday, November 1

- 7:00 am - 6:00 pm  Registration Desk Open (closed during meals)
- 7:30 am – 8:45 am  Sparkling Wine Breakfast presented by WTSO Wines *’Til Sold Out
- 8:45 am – 6:00 pm  Exhibits Open
- 8:45 am – 6:00 pm  AWSEF Silent Auction Open
- 8:30 am – 12:00 pm  Wine Judge Certification Program Exam - Year 3 and re-certification only
- 9:00 am – 10:15 am  Sessions A
- 11:00 am – 12:15 pm  Sessions B
- 12:30 pm – 2:00 pm  Luncheon & Business Meeting presented by Garnacha /Grenache Quality Wines
- 2:15 pm – 3:30 pm  Sessions C
- 4:15 pm – 5:30 pm  Sessions D
- 5:45 pm – 6:45 pm  Amateur Wine Competition Awards
- 7:00 pm – 9:30 pm  Showcase of Wines
- 10:00 pm – 12:00 am  Hospitality Suite

Saturday, November 2

- 7:00 am – 6:00 pm  Registration Desk Open
- 7:00 am – 8:45 am  Chapter Chair Breakfast
- 7:30 am – 8:45 am  Breakfast & AWSEF Annual Meeting
- 8:45 am – 6:00 pm  Exhibits Open
- 9:00 am – 10:15 am  Sessions E
- 11:00 am – 12:15 pm  Sessions F
- 12:30 pm – 2:30 pm  Awards Luncheon / Best in Class Wine Competition Awards presented by Wente Wines
- 2:45 pm – 4:00 pm  Sessions F
- 4:30 pm – 5:30 pm  Now, You Be the Judge!
- 7:30 pm – 10:00 pm  Grand Banquet
- 10:00 pm – 12:00 am  Music, Dancing and Hospitality Suite
Session Selection

Session selection will be held Sunday, August 4 at 5pm and conclude Friday, August 9. After August 9th, the event will be temporarily closed. You must already be registered for the conference to select your sessions. Selecting sessions online is simple and straightforward, and we encourage you to use this method. Submitting your session selections via phone, fax or mail incurs a $20 per person concierge fee.

- Please go to the AWS website, americanwinesociety.org.
- Sign in to your profile from the top of the page.
- Click Manage Profile at the top of the page.
- Click Event Registration under Invoicing, Payments and History.
- Click the pen/paper icon next to your name under 2019 AWS 52nd National Conference.
- Select your 1st, 2nd, and 3rd choices for each session time slot.
- Check every session, meal reception, etc. that you wish to attend.
- We will not assume that a full conference registration means you want to attend all events.
- Pay any special session fees.
- Click save

Sessions will not be locked in at this time, so there is NO RUSH to register as soon as it opens. After August 9, registration will be temporarily closed, so we can run a planned logic program that will give everyone a similar number of their first choices. This is only for sessions selected during August 4th and 9th.

Once the computer assigns your sessions in late August, you will receive a confirmation e-mail. If you wait to select your sessions, you will have to choose from those with available seats. Refunds requested in writing by September 1 will be made at 100%, by October 1 90%, and by October 12 80%. No refunds will be made after October 11.

We are happy to assist you with technical issues and to answer your questions. Contact Katie at memberservicemanager@americanwinesociety.org or 888-297-9070.

1. Online (preferred):
   See instructions at left under Session Selection
2. Manually:
   Complete page 15 (please print legibly). Calculate all special session fees and $20pp concierge service fee. Be sure to include your payment via check, money order or credit card. Following the Conference, you will receive a refund for any paid sessions you selected and did not receive. Submit using one of the options below:

   Mail: American Wine Society, P.O. Box 889, Scranton, PA 18501
   Fax: 570-344-4825
   Scan and Email: executivedirector@americanwinesociety.org, then call 888-297-9070 to make a secure credit card payment.

How to Register for Sessions
A-5: Room: Jasmine & Palm - Class Maximum 70
Title: The 75-Minute Wine Expert
Presenter: Dr. Joseph A. Fiola, Specialist in Viticulture at University of Maryland & Dr. Gary C. Pavlis, Agricultural Agent at Rutgers University
Session Fee: $20
Abstract: Drs. Pavlis and Fiola, long-time AWS presenters, will test attendees’ skills to discern the levels of acidity, sweetness, alcohol, and tannins in test wines and then, using the AWS 20-point judging scale, will present wines that are 20 points, 15 points, 11 points and flawed to judge for yourself multiple examples of Tempranillo produced in the Great Northwest!
@RutgersNJAES
A-4: Room: Citrus/Glades/Banyan - Class Maximum 110
Title: It's a Vino Latino Celebration
Panelists: Earl & Hilda Jones, Owners, Abacela Vineyards
Presenter: Maximilian Kast, MS, Regional Sales Manager, Broadbent Selections Inc.
Abstract: Tantalizing Tempranillo from the Great Northwest
Title: A primary Source – Bien Nacido Vineyard: From Farm to Bottle
Presenter: Will Costello, MS, Estates, Ambassador for Bien Nacido and Solomon Hills Estates
Abstract: Long considered the Ferrari of vineyards in the Central Coast of California, Bien Nacido Vineyard has provided fruit to some of California’s most impressive wineries. Just a handful of cases are reserved for the estate WINE program of Bien Nacido. Join us for an opportunity to learn about the history of the estate, as well as a look at some of the grapes that make their way into some amazing wines.
@bien_nacido_estate @willbot
A-3: Room: Indian & Bird Key - Class Maximum 120
Title: The Evolution of Chardonnay and Pinot Noir in Australia
Presenter: Mark Davidson, Head of Education, Americas for Wine Australia
Abstract: Chardonnay and Pinot Noir have a history of production in Australia dating back to the 1830’s. Unlike Shiraz and Grenache, it took time, experience and experimentation for these two varieties to shine on the world stage. From vineyard to glass, Wine Australia’s Mark Davidson will explore key factors that have contributed to the diversity, character and quality of modern Australia Chardonnay and Pinot Noir.
@vintagemarkdavo @VintagEMD
A-2: Room: Long Key - Class Maximum 120
Title: Monika Elling, CEO, Foundations Marketing Group
Presenter: Tokaj, Hungary is one of the greatest wine regions of the world and a UNESCO World Heritage site. Since the 1500’s, wines from Tokaj have graced the tables of royalty, and were regarded as the “Wine of Kings, the King of Wines,” even by the King of France. After languishing during the Communist Era, Tokaj is experiencing a rebirth, not just with its legendary dessert wines, but also phenomenal dry white wines that are compelling at every price point. We will explore the key varieties and ranges of winemaking that are taking the market by storm.
@monika_elling @MonikaElling @fmg_nyc
A-1: Room: Sawyer Key - Class Maximum 120
Title: A Primary Source – Bien Nacido Vineyard: From Farm to Bottle
Presenter: Will Costello, MS, Estates, Ambassador for Bien Nacido and Solomon Hills Estates
Abstract: Long considered the Ferrari of vineyards in the Central Coast of California, Bien Nacido Vineyard has provided fruit to some of California’s most impressive wineries. Just a handful of cases are reserved for the estate WINE program of Bien Nacido. Join us for an opportunity to learn about the history of the estate, as well as a look at some of the grapes that make their way into some amazing wines.
@bien_nacido_estate @willbot
A-4: Room: Citrus/Glades/Banyan - Class Maximum 110
Title: It’s a Vino Latino Celebration
Presenter: Tony Lawrence, Owner, A Winechef for You, LLC
Abstract: It’s a Vino Latino Celebration
Title: The Legend and Re-Birth of Tokaj
Presenter: Monika Elling, CEO, Foundations Marketing Group
Abstract: Tokaj, Hungary is one of the greatest wine regions of the world and a UNESCO World Heritage site. Since the 1500’s, wines from Tokaj have graced the tables of royalty, and were regarded as the “Wine of Kings, the King of Wines,” even by the King of France. After languishing during the Communist Era, Tokaj is experiencing a rebirth, not just with its legendary dessert wines, but also phenomenal dry white wines that are compelling at every price point. We will explore the key varieties and ranges of winemaking that are taking the market by storm.
@monika_elling @MonikaElling @fmg_nyc
B-6: Room: Sabal & Sawgrass - Class Maximum 110
Title: History of Portugal in 7 Glasses
Presenter: Paul Wagner, Founder, Balzac Communications & Marketing
Abstract: Join Paul Wagner in this tour of Portugal from ancient times to modern, via the remarkable wines of this even more remarkable country. In this session you will learn the stories behind some of the most famous wines in Portugal while understanding the context that has made this country one of the hottest topics in the wine world today. Guaranteed to give you much to think about, and even more wines to appreciate!
@balzaccomm @balzacevents
B-4: Room: Citrus/Glades/Banyan - Class Maximum 90
Title: Tantalizing Tempranillo from the Great Northwest
Panelists: Earl & Hilda Jones, Owners, Abacela Vineyards and Winery; Stephen & Gloria Reustle, Co-Owners, Reustle-Pryce Ranch Vineyards; Betty Tammin & Geoff Faraghan, Owners, Triple Oak Vineyard; Eric Weisiger, Winemaker; Weisiger Family Winery.
Abstract: Tempranillo is one the five grape varieties planted across the entire globe. This early-opening grape native to Spain gained its reputation in Rioja centuries ago and remains the dominant grape there. It’s also widely planted in Spain’s Ribera del Duero region. But did you know that Tempranillo vineyards are increasingly being planted in the Northwest? Oregon, Washington and Idaho producers have gained high accolades for their award-winning entries that display Tempranillo’s vibrancy, variety expression, and depth of flavor. Taste and judge for yourself multiple examples of Tempranillo produced in the Great Northwest!
@abacelawinery @Abacela @ReustleVineyard @WeisigerWinery
B-3: Room: Indian & Bird Key - Class Maximum 120
Title: Ancient World, Old World, New World
Presenter: Maximilian Kast, MS, Regional Sales Manager, Broadbent Selections Inc.
Abstract: Join Master Sommelier Max Kast and follow the 6,000-year journey of wine and humankind. This magical beverage that we found by accident, and through time perfected its creation, can also express the story of our struggles and ambitions to find the beautiful, even in the most trying times. In this presentation we will cover a wide variety of exceptional wines, each purposefully chosen to tell the story of the grape, our relationship to it, and our journey to where it has taken us.
@broadbentselections @BroadbentWines
B-2: Room: Long Key – Class Maximum 120
Title: The Legend and Re-Birth of Tokaj
Presenter: Monika Elling, CEO, Foundations Marketing Group
Abstract: Tokaj, Hungary is one of the greatest wine regions of the world and a UNESCO World Heritage site. Since the 1500’s, wines from Tokaj have graced the tables of royalty, and were regarded as the “Wine of Kings, the King of Wines,” even by the King of France. After languishing during the Communist Era, Tokaj is experiencing a rebirth, not just with its legendary dessert wines, but also phenomenal dry white wines that are compelling at every price point. We will explore the key varieties and ranges of winemaking that are taking the market by storm.
@monika_elling @MonikaElling @fmg_nyc
B-1: Room: Sawyer Key - Class Maximum 120
Title: Dry Riesling From Around the World
Presenter: Janie Brooks Heuck, President, International Riesling Foundation
Abstract: Riesling is the most versatile white grape in the world and expresses where it is grown better than any other white variety. It is the favorite grape of most wine professionals, but is so often misunderstood. Explore the terroir, climate and soils of six Rieslings, all dry in style, from around the world with Janie Brooks Heuck, President of the Intl. Riesling Foundation.
B-4: Room: Citrus/Glades/Banyan - Class Maximum 90
Title: Tantalizing Tempranillo from the Great Northwest
Panelists: Earl & Hilda Jones, Owners, Abacela Vineyards and Winery; Stephen & Gloria Reustle, Co-Owners, Reustle-Pryce Ranch Vineyards; Betty Tammin & Geoff Faraghan, Owners, Triple Oak Vineyard; Eric Weisiger, Winemaker; Weisiger Family Winery.
Abstract: Tempranillo is one the five grape varieties planted across the entire globe. This early-opening grape native to Spain gained its reputation in Rioja centuries ago and remains the dominant grape there. It’s also widely planted in Spain’s Ribera del Duero region. But did you know that Tempranillo vineyards are increasingly being planted in the Northwest? Oregon, Washington and Idaho producers have gained high accolades for their award-winning entries that display Tempranillo’s vibrancy, variety expression, and depth of flavor. Taste and judge for yourself multiple examples of Tempranillo produced in the Great Northwest!
@abacelawinery @Abacela @ReustleVineyard @WeisigerWinery
B-2: Room: Long Key – Class Maximum 120
Title: The Legend and Re-Birth of Tokaj
Presenter: Monika Elling, CEO, Foundations Marketing Group
Abstract: Tokaj, Hungary is one of the greatest wine regions of the world and a UNESCO World Heritage site. Since the 1500’s, wines from Tokaj have graced the tables of royalty, and were regarded as the “Wine of Kings, the King of Wines,” even by the King of France. After languishing during the Communist Era, Tokaj is experiencing a rebirth, not just with its legendary dessert wines, but also phenomenal dry white wines that are compelling at every price point. We will explore the key varieties and ranges of winemaking that are taking the market by storm.
@monika_elling @MonikaElling @fmg_nyc
Friday, November 1

C-1: Room: Sawyer Key  – Class Maximum 120

Title: Peace, Drink. Land. Wine.
Presenter: Janie Brooks Heuck, Managing Director, Brooks Winery

Abstract: These are the core commitments central to everything that Brooks Wine in the Willamette Valley exemplifies. Join Janie Brooks Heuck, Managing Director of Brooks, to learn about how these values translate into the vineyard, winemaking and business practices of a small, family-owned winery. Taste six of her favorite wines and hear one of the best stories in the American wine industry.

@balzacomm @williamettevalleyvineyards
D-1: Room: Sawyer Key – Class Maximum 120

Title: Bordeaux and Age – How Long to Wait
Presenter: Pamela Wittmann, Millissime PR & Marketing Services

Abstract: Wine lovers always talk about aging the best Bordeaux wines but often wonder how long to wait until we can enjoy them. Join Pamela and taste two varieties of the three main categories of Bordeaux wines: red, Château Phélan Ségur from St. Estèphe, white, Château Olivier from Pessac Léognan, and sweet, Château Climens from Barsac (Sauternes). Each pairing will include a recent vintage and an aged vintage...taste for yourself how time in the bottle affects these great wines.

@Millissime

D-2: Room: Long Key – Class Maximum 120

Title: Taste of the Place: The Producers of Texas Hill Country
Presenter: Deborah Parker Wong, DWS/ET, Global Wine Editor, SOMM Journal

Abstract: Home to more than 50 wineries and a magnet for enotourism, Texas Hill Country is one of five American Viticultural Areas in the state of Texas. Established in 1991, the region spans 15,000 square miles and has just over 1,000 low-yielding acres under vine. Hill Country producers cultivate 30+ different grape varieties with an emphasis on Bordeaux, Iberian and Southern Rhône reds and aromatic whites. In this session you’ll taste a selection of mono-varietal wines and blends representing the region’s diverse geology and mesoclimates.

@parkerwong

D-3: Room: Long Key – Class Maximum 120

Title: Quality Garnacha/Grenache Wines
Presenter: Tony Menechella, President, Central KY Spirits Society, Exec Dir - Central KY Spirits Consulting

Abstract: Join us as we (blindly!) sample some whiskies that span the globe. With any preconceived notions to a particular style or brand of whiskey removed, observe your senses working in overdrive as you delve into the spirit that’s awaiting in your glass. These whiskies will not be poured ahead of time so you can savor how they evolve in the glass over time.

@centralkentuckyspiritssociety @ckyspirits2018

D-4: Room: Citrus/Glades/Banyan – Class Maximum 110

Title: Wine & Music
Presenter: Paul Wagner, Founder, Balzac Communications & Marketing

Abstract: This session will be sure to surprise you, as Paul Wagner leads you through the basic elements of music, and applies those same elements to the appreciation of wine. This is not a matching of wine and music, it is a celebration of communal cultures that create magnificent artifacts and memorable emotional experiences. Leave your preconceptions at the door, and join Paul, who is a classically trained musician, on this melodic pilgrimage through the world of wine and music. We’ll hear, and taste, great things!

@balzacomm @abalazcevents
E-1: Room: Sawyer Key  – Class Maximum 120
Title: Unearthing the Rich and Nearly Lost History of Wine Making in the Ancient Illyrian Lands
Presenter: Indira Bayer, Founder and Executive Director, Wines of Illyria; Dzanen Pekusic, Owner of Vinarija Carski Vinogradi; Clifford G. Bond, Former U.S. Ambassador to Bosnia and Herzegovina
Abstract: We invite you to try these wines from the sun-baked hills and valleys of Herzegovina, land that was once the realm of the Illyrians and later, conquered by the Romans. These wines have been enjoyed by Kings, Queens, Caesars, Kaisers, and Presidents. In truth though, they have sustained and refreshed a long line of hardy people in an ancient land. Join Wines of Illyria in celebrating the ancient history of this sun-washed land with native varieties from ancient Illyria.
@eombiasiyr

E-2: Room: Long Key – Class Maximum 120
Title: Camerons—Two Territorial One-of-a-Kind AVAs
Presenter: Deborah Parker Wong, DWSET, Global Wine Editor, SOMM Journal
Abstract: Positioned as the gateway to the Napa and Sonoma Valley AVAs and with a footprint that includes both, Camerons has an identity all its own. Famous for its iconic, cru-quality Chardonnay and Pinot Noir vineyards, you’ll be surprised to taste what’s flourishing here now. Educator Deborah Parker Wong, DWSET, navigates a flight of six wines selected to demonstrate the AVA’s distinct terroirs, several classic wines and a few surprises. Sponsored by Camerons Wine Alliance.
@parkerverong

E-3: Room: Indian & Bird Key - Class Maximum 120
Title: Wines of Illyria
Presenter: Donnie & Betty Nettles, AWS Wine Judge Certif. Program
Abstract: While not being known as a great wine-producing state, Florida does make some very good wines from locally grown grapes and tropical fruits. Let’s explore several examples of well-made, Florida-grown and Florida-produced wines in this continuing education session for Wine Judge Certification Program graduates. These wines could be in a wine competition tasting today…. how would you judge them?
@eombiasiyr

E-4: Room: Citrus/Glades/Banyan - Class Maximum 110
Title: Syrah and Shiraz: Is there any difference, do they taste the same?
Presenter: Annette Schiller, Owner, ombiasi PR & Wine Tours
Abstract: It’s not a big surprise that one of the famous wine producers on the northern Rhône calls one of his wines Chevalier de Steinberg, the name of a Crusader in the 13th century. For a long time it was assumed that this Crusader brought a grape variety from Persia to France. Later this grape was called Syrah, and the name can be traced back to the ancient Persian city of Shiraz. Genetically, Syrah and Shiraz are the same grape, however there is a difference in the finished wines, depending on where they are grown and how they are made. We will explore Syrah and Shiraz by tasting 6 different wines from around the world.
@eombiasiyr

E-5: Room: Jasmine & Palm - Class Maximum 70
Title: Unique Wines of Florida
Presenter: Donnie & Betty Nettles, AWS Wine Judge Certif. Program
Abstract: While not being known as a great wine-producing state, Florida does make some very good wines from locally grown grapes and tropical fruits. Let’s explore several examples of well-made, Florida-grown and Florida-produced wines in this continuing education session for Wine Judge Certification Program graduates. These wines could be in a wine competition tasting today…. how would you judge them?
@eombiasiyr

E-6: Room: Sabal & Sawgrass - Class Maximum 110
Title: Mixed Black Magic
Presenter: Joel Peterson, Owner & Winemaker, Once & Future Wine
Abstract: What is the magic in California’s old vine Zinfandel’s? Some would argue that it’s the same element that makes these wines uniquely Californian. That element is the “mixed blacks” that support, mold and enhance the flavor and character of Zinfandel. Taken as a whole, the melange frequently makes a more perfect wine. While there are many grape varieties that have been historically co-planted with Zinfandel, there are three that are particularly important in many old vine Zinfandel plantings. Those three are Carignane, Petite Sirah and Alicante Bouschet. Have you ever wondered exactly where these grapes came from and exactly what they add to the blend? We will explore those varieties and what each adds to the character of the wine.
@eombiasiyr

F-1: Room: Sawyer Key – Class Maximum 120
Title: Venice and Its Viticultural Jewels
Presenter: Paul Wagner, Founder, Balzac Communications & Marketing; Domenico Scimone, Managing Director, Carpenè Malvolti
Abstract: Domenico Scimone and Paul Wagner return with a special session focused on the rarest jewels from the cellars of Carpenè Malvolti: a modern version of the original 1924 Cuvee from Carpenè—the first bottle in the world to carry the name Prosecco; the now-famous 1868 Carzzone—Carpenè’s current version of the legendary wine from the rarest vineyard in Conegliano; TarvismusClassic Method—a special release of an unusual classic method sparkling wine from the Veneto region; PVXINVM—the rarest of all wines from Prosecco, honoring the original wine made by the Romans in this region nearly 2,000 years ago; and 1868 Grappa Prosecco—a bottling of rare grappa that celebrates the founding of Carpenè Malvolti more than 150 years ago.
@eombiasiyr

F-2: Room: Long Key – Class Maximum 120
Title: Hungary: A World-Class, Old-World Region Reborn
Presenter: John Salling, CEO, Noble Son Enterprises
Abstract: Hungary has one of the richest and oldest winemaking traditions in the world. Unfortunately, due to political, environmental and social issues, the Hungarian winemaking industry suffered for about a century and has just recently begun to reawaken and revive the old-world traditions. We will discuss the history of the Hungarian wine industry and taste through a selection of wines that demonstrates the truly world-class winemaking that is re-emerging out of the region today. The wines; sparkling, red and white, will include indigenous Hungarian varieties and world varieties, as well.
@eombiasiyr

F-3: Room: Indian & Bird Key - Class Maximum 60
Title: Champagne!
Presenter: Pamela Wittmann, Millisime PR & Marketing Services
Abstract: Join Pamela for a short history of the Champagne vineyards from the view point of the oldest cooperative in the region: Collet-Covey. Taste through 5 different Chattipages and talk about the way the growers organized themselves to defend their interests in the beginning of the 20th century. A great opportunity to learn more about the Champagne region while sipping some wonderful examples.
@eombiasiyr

F-4: Room: Citrus/Glades/Banyan - Class Maximum 110
Title: Oregon’s Umpqua Valley…Better Wines than their European Counterparts?
Presenter: Stephen M. Reustle, Owner/Winemaker, Reustle-Prayer Rock Vineyards
Abstract: Every wine lover knows about the Pinot Noir from Oregon, but how much do you know about the Umpqua Valley, where wineries are much more diverse? Reustle-Prayer Rock Vineyards Owner/Winemaker and wine judge Stephen M. Reustle will present wines from Umpqua Valley’s AVA and compare them with their European counterparts. Traveling from Rioja, to Burgundy, the Northern Rhône Valley, and Austria would take a great deal of time, but in the Umpqua Valley you can experience wines that rival the wines of these prestigious wine regions. Stephen will present four award-winning wines from the Umpqua Valley–Greiner Veltliner, Pinot Noir, Syrah, and Tempranillo and taste them side-by-side with their (90+ point) European counterparts.
@ReustleVineyard
Join Paul Wagner for a tasting tour of Bordeaux's classic left bank communes. Taste a selection of Grand Cru wines from Saint-Estèphe, Saint-Julien, Pauillac, and Haut-Médoc from various vintages from 2011 to 2016, while learning what makes them unique. Is there a better way to end the day than learning from Paul while you sip Grand Cru Bordeaux?

**G-1: Room: Sawyer Key – Class Maximum 120**
**Title:** The Heart of the Left Bank
**Presenter:** Paul Wagner, Founder, Balzac Communications & Marketing
**Abstract:** Join Paul Wagner for a tasting tour of Bordeaux's classic left bank communes. Taste a selection of Grand Cru wines from Saint-Estèphe, Saint-Julien, Pauillac, and Haut-Médoc from various vintages from 2011 to 2016, while learning what makes them unique. Is there a better way to end the day than learning from Paul while you sip Grand Cru Bordeaux?

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**Saturday, November 2**

**G Sessions:**
2:45 – 4:00pm

**G-2: Room: Long Key – Class Maximum 120**
**Title:** The Old Vines and Fine Wines of Mendocino
**Presenter:** Deborah Parker Wong, DWSET, Global Wine Editor, SOMM Journal
**Abstract:** From the cool, coastal clones of Anderson Valley where Burgundian varieties and aromatic whites excel, to the sunny, inland valleys planted to Italian and Bordeaux grapes, Mendocino’s 11 sub-AVAs have it all. Home to a treasure trove of old-vine Zinfandel and Carignan vineyards, Mendocino has won recognition for its Cabernet Sauvignon and Chardonnay wines as well. Join educator Deborah Parker Wong, DWSET and taste what's old and new on a trek through Mendocino wine country.

**G-3: Room: Indian & Bird Key – Class Maximum 120**
**Title:** Modern Day Pioneering in the Oregon Wine Industry
**Presenter:** Christine Clair, Winery Director, Willamette Valley Vineyards
**Abstract:** Think Oregon is just about Pinot Noir? Join Christine Clair of Willamette Valley Vineyards and learn how they are continuing to pioneer the Oregon wine story with new vineyards and wineries throughout the state to prove that Oregon has just as many world-class regions as France—they just need to be discovered! Taste your way through the state with wines from the Walla Walla Valley, Rocks District of Milton-Freewater, Umpqua Valley, Rogue Valley, and Willamette Valley.

**G-4: Room: Citrus/Glades/Banyan – Class Maximum 110**
**Title:** Italy’s Great Wine from the Lake: Lugana – One grape – Five Styles
**Presenter:** Susannah Gold, President, Vigneto Communications
**Abstract:** Lugana is a spectacular white wine from Lake Garda, which straddles two Italian regions: Lombardy and Piedmont. This versatile grape is endlessly surprising and can be made into five styles. In this seminar we will explore each of these styles, comparing and contrasting them, discovering which ones we prefer. We will also discuss the aging potential of this grape variety.

**G-5: Room: Jasmine & Palm – Class Maximum 60**
**Title:** Brandies From Around the World
**Presenter:** Tony Menecchela, President, Central KY Spirits Society, Excis Dir - Central KY Spirits Consulting
**Abstract:** Brandy was one the first distilled spirits to gain a wide following and can be distilled from wine or from the fermented juice of many kinds of fruit. While many are familiar with the famous French brandies, Cognac and Armagnac, there are wonderful brandies being made in many countries that deserve your attention. Join Tony and explore a selection of great brandies from around the world that will surprise and please your palate.

**G-6: Room: Sabal & Sawgrass – Class Maximum 110**
**Title:** The Year of the Female Wine Maker
**Presenter:** Tony & Gigi Lawrence, Owner, A Wine Chef for You LLC
**Session Fee:** $45
**Abstract:** The Wine Chef is honoring twelve women who are icons in winemaking, by pairing their wines, two at a time, with six special dishes. We can’t list them all but how about Mary Edwards, Heidi Barrett, Gina Gallo and Helen Turley for starters! Tony is also honoring his wife, Gigi, by having her share stories about these incredible trailblazers while the Wine Chef crafts the six delicious pairings. Join Tony & Gigi and celebrate the year of the female winemaker in style!

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**Wednesday, October 30**

**Sunset Dinner Cruise**
6:30PM - 9:00PM
Corey Causeway
$90 inclusive, cash bar
Enjoy the weather and the water of the coast of St. Petersburg / Clearwater. StarLite Cruises Sapphire will host the culinary and wine excursion. We’ll have a sparkling wine toast and set sail into the Gulf for a three-hour tour of the Sunset Capital of Florida.

**Thursday, October 31**

**Wine Judge Certification Program**
7AM-5PM
Spotted Curlew
$200
The AWS is the only national organization that certifies wine judges. If you are serious about learning more about wine and becoming a certified judge, courses are offered at the national conference with support offered throughout the year. Contact Aaron Mandel at directoreducation@americanwineriesociety.org before registering.

**First-Timers Orientation**
4:30PM-5:30PM
Sawyer Key
First conference? Learn more about the AWS and the conference at the First Timers Session, which offers a game show, prizes, and a sparkling wine toast. Free to all first-time attendees.

**Presidential Reception**
6PM-7PM
South Beach Lawn
$100/pp
Join Association Garnacha Origen coordinator Sofia Gonzalez Martinez, AWS President Joseph Brooks and Cru 100 to enjoy exclusive wines provided by Garnacha/Grenache, promoting the family of grapes from Spain and France. Thanks to the support of Garnacha / Grenache, proceeds will help develop relevant educational programs for use by AWS chapters. Contact the National Office or register online. *Indoor back-up is Sawyer Key.*

**Amateur Wine Competition Awards**
5:45PM-6:45PM
Banyan BreezeWaz
Come and see some of the best amateur winemakers in the country receive their honors at the Amateur Wine Competition Awards Ceremony. Celebrate your friends and fellow AWS members. The competition is one of the oldest of its type in the country. Open to all attendees.

**Now You Be The Judge!**
4:30PM-5:30PM
Banyan BreezeWaz
Learn about the process of wine judging and try some award-winning wines from AWS home winemakers in this fun exercise where you join an AWS Certified Wine Judge and taste through a flight of wines, comparing your results to the competition’s actual results. Free to all conference attendees.

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**Friday, November 1**

**Presidential Reception**
6PM-7PM
South Beach Lawn
$100/pp
Join Association Garnacha Origen coordinator Sofia Gonzalez Martinez, AWS President Joseph Brooks and Cru 100 to enjoy exclusive wines provided by Garnacha/Grenache, promoting the family of grapes from Spain and France. Thanks to the support of Garnacha / Grenache, proceeds will help develop relevant educational programs for use by AWS chapters. Contact the National Office or register online. *Indoor back-up is Sawyer Key.*

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**Saturday, November 2**

**Sunset Dinner Cruise**
6:30PM - 9:00PM
Corey Causeway
$90 inclusive, cash bar
Enjoy the weather and the water of the coast of St. Petersburg / Clearwater. StarLite Cruises Sapphire will host the culinary and wine excursion. We’ll have a sparkling wine toast and set sail into the Gulf for a three-hour tour of the Sunset Capital of Florida.

**First-Timers Orientation**
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Awards

Outstanding Members

The Cobetts have a lengthy history in the AWS. Jan served as national secretary, vice president, president and regional vice president. Tom ran the Amateur Wine Competition for several years, and now writes the government affairs column in the AWS News. Together, they chaired the national conference in Cleveland in 2000. Jan continues to serve as AWS auditor. As the AWS’s 50th anniversary approached, Thomas, who works in metallurgy, produced a bronze marker commemorating the AWS founding to present to Dr. Frank’s Vinifera Wine Cellars. When the AWS Board of Directors offered to cover some of his costs, Tom asked the money be contributed to his chapter’s American Wine Society Educational Foundation scholarship. Both Janice and Thomas are active in the Cleveland, Ohio, Chapter.

Award of Merit

The AWS will proudly honor Randall Grahm, founder of Bonny Doon Vineyards, with its Award of Merit. Wine consumers benefit from Grahm’s pioneering efforts with Rhône varieties in California, best captured by red blend Le Cigare Volant. Also, Grahm embraced the Stelvin (screw cap) closure as an alternative to cork. Grahm continues to challenge the conservative wine world, with an ambitious grape breeding program and new Popelouchum Vineyards.

As the oldest and largest organization of wine consumers in the country, the AWS celebrates those whose work and influence has improved wine and wine enjoyment. Officially, the award is earned “for substantial and meritorious achievement in viticulture, enology, education, journalism or merchandising, that has enhanced wine quality and wine enjoyment.”

Full Conference is $499 pp. This includes Thursday: Welcome Reception; Friday: Breakfast, Lunch, Sessions, AWC Awards and Showcase; Saturday: Breakfast, Lunch, Sessions, Now, You Be The Judge and Grand Banquet. And Wine! This is the first step in the registration process, even if you are planning to register online.

Section 1: Please check all events and meals that you will be attending, even if you are a Full Registration Attendee.

Section 2: Using the numbers from the Session Descriptions on pages 6-12, write in the boxes below your first, second and third choice events for that particular day and time.

Section 3: Payment Method

Step 3: Payment Method

- Mastercard
- Visa
- Discover
- American Express
- Check or Money Order payable to AWS

Name _______________________________ Credit card # _______________ Security Code: _______________

Address ___________________________________________ EXP: _______________ Cardholder’s Signature: ____________________________
The American Wine Society would like to thank all of our sponsors for their help and support in making this a memorable National Conference.