



American Wine Society
2019 National Conference
St. Pete Beach, Florida



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

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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
10:00 pm – 12:00 am	Dress Up Beach Style! 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





REGISTRATION Information

★ 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.

How to Register for Sessions

- 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.



HOTEL Information

★ How to get to the TradeWinds Island Resort

TradeWinds Island Resorts are located in the Tampa Bay Area of Florida's Central West Coast, directly on the Gulf of Mexico beach. Nestled on the island of St. Pete Beach, the resorts have a breezy, casual ambiance, yet share the diverse cultural events and active nightlife of the Tampa Bay metropolitan area. Both Tampa International Airport and St. Petersburg/Clearwater Airport are about 30 minutes away, via Interstate 275. Attendees must book their hotel room separately from conference registration. To book, go to tradewindsresort.com/aws or call 800-808-9833

Driving? You may park one passenger vehicle per guest room complimentary. Valet parking is \$8/night.

When making flight arrangements, consider Tampa International Airport. TPA is the largest and most traveled airport in the area and about 30 miles from St. Pete Beach. The St. Pete-Clearwater International Airport, PIE, and Sarasota Bradenton International Airport, SRQ, may also provide options.

TradeWinds Island Grand
 5500 Gulf Boulevard, St. Pete Beach, Florida 33706
phone: 727.367.6461

RumFish Beach Resort by TradeWinds
 6000 Gulf Boulevard, St. Pete Beach, Florida 33706
phone: 727.360.5551



Friday, November 1

A Sessions:

9:00 -10:15am

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 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: Italy-Did you Know?

Presenter: Sharron McCarthy, VP Wine Education, Banfi Vintners

Abstract: Italy offers a unique marriage of past and present, but fiction blurs with fact when it comes to stories about her eclectic grapes and emblematic wines. Ever wonder why grape varieties are named after a sheep or a fox tail? Does it intrigue you that Sangiovese has so many different names, even in the same region...Brunello, Prugnolo Gentile or Morellino? Did you know that Amarone may have been created by an accident of fate? Or that Soave and Pinot Grigio can be produced in a sparkling version? Join as we sip and swirl through some of Italy's most intriguing whites and seductive reds and learn their captivating stories. @BanfiWines

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

Title: Sonoma: Discover our Diversity



Presenter: Deborah Parker Wong, DWSET, Global Wine Editor, SOMM Journal

Abstract: From the coastal vineyards of western Sonoma to the heart of Sonoma Valley, Sonoma County is one of the world's most diverse winegrowing regions. The Sonoma County Vintners invite you to embark on a virtual tour of Sonoma County as educator Deborah Parker Wong takes you on a sensory journey of six wine styles – sparkling, Chardonnay, Rosé, Pinot Noir, Zinfandel and Cabernet Sauvignon – selected to illustrate the beauty and diversity of Sonoma County's wines. @parkerwong

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 acid, 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 calibrate everyone's tasting ability. This class is a must to truly understand and enjoy wine. @RutgersNJAES

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

A-6: Room: Sabal & Sawgrass – Class Maximum 110

Title: A 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!

@balzacom @balzacevents

modern Australia Chardonnay and Pinot Noir.

@vintagemarkdavo @VintageMD

Friday, November 1

B Sessions:

11:00 -12:15pm

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 Int. Riesling Foundation.

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-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-4: Room: Citrus/Glades/Banyan - Class Maximum 90

Title: Tantalizing Tempranillo from the Great Northwest

Presenter: Moderator: Ellen Landis, Wine Journalist & Educator, Certified Sommelier. **Panelists:** Earl & Hilda Jones, Owners, Abacela Vineyards and Winery; Stephen & Gloria Reustle, Co-Owners, Reustle-Prayer Rock Vineyards; Betty Tamm & Geoff Faraghan, Owners, Triple Oak Vineyard; Eric Weisinger, Winemaker, Weisinger Family Winery.

Abstract: Tempranillo is one of the top five grape varieties planted across the entire globe. This early ripening 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
 @WeisingerWinery

B-5: Room: Jasmine & Palm – Class Maximum 70

Title: Exciting Wine Discoveries from 2019

Presenter: The 2016 WJCP graduates: Jay Bileti, JoAnn DeGaglia, Melissa Bartlett, Jaime Zapata, Carole Hackett, Kevin Ostrowski, Sandi Diehl, Mark Diehl

Abstract: The thrill of discovery! Anyone who judges wine knows the thrill of discovering a great wine at a competition or a tasting. It could be something cool and unusual or a Double Gold Medal winner where you least expect it. Each judge will present a favorite wine they found along the way in 2019. There will be surprises and hidden treasures, but every wine will be a winner. They will compete against each other, but you will decide which one of the seven wines is truly the best of the best. This is a rare opportunity to taste some great and interesting wines found by experienced and seasoned wine judges.

B-6: Room: Sabal & Sawgrass – Class Maximum 110

Title: It's a Vino Latino Celebration

Presenter: Tony Lawrence, Owner, A Winechef for You, LLC

Session Fee: \$35

Abstract: Latinos have gone from migrant workers to vineyard owners, wine makers and more. Many of them have worked at some of the most branded wineries in California, including Mondavi, Paul Hobbs, Grgich Hills Estate, and many more. The Winechef will bring together a veritable who's who list of nine Latino/Hispanic wines to compliment/contrast with five flavorful dishes. Learn their passionate stories, journeys and taste the multi-layered flavors from Mexico, Cuba and South America that they're proud of.



Don't forget to use the conference hashtag #aws52

Friday, November 1

C Sessions:

2:15 -3:30pm

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

Title: Peace. Bread. 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.   @brookswinery

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

Title: Masterclass - Malbec 3D

Presenter: María Laura Ortiz, Argentine wine specialist, International Wine Judge and Wine Educator, and Eric Hemer, CWE, MS, MW, Senior Vice President, Director of Wine Education, SG of America

Abstract: Join María Laura Ortiz in a tasting of Malbec from Calchaquies Valley to Patagonia, from the Andes to the Atlantic Ocean, and from sea level to the highest vineyard in the world. Wine is part of the Argentine culture, and Argentine wines exhibit quality and diversity. Taste a dozen Argentine Terroirs and understand the diversity of the country, even in a single variety, Malbec. The wines show the expertise learned from making wines for centuries, the culture behind them and how the producers are creating wines for all consumers.   @winifera_ar

C-3: Room: Indian & Bird Key - Class Maximum 120



Title: Heritage, Place and Grace – Anthology of Australian Classics

Presenter: Mark Davidson, Head of Education, Americas for Wine Australia

Abstract: Australia has an unbroken tradition of fine wine production dating back to the early 1800's. It is also home to the oldest and largest plantings of ungrafted, old vines in the world. Wine Australia's Mark Davidson has assembled an incomparable lineup of wines that speaks to the past, present and future of Australian classic wines.

 @vintagemarkdavo  @VintageMD

C-4: Room: Citrus/Glades/Banyan - Class Maximum 110

Title: Renaissance of Terroir in Germany: Back to the Roots

Presenter: Annette Schiller, Owner, ombiasy PR & Wine Tours

Abstract: "Location, Location, Location": That's the most important requirement for making a good wine. This basic principle was abolished in Germany with the wine law of 1971, when historic vineyard sites were merged. 35,000 single-vineyard sites were reduced to 5,000 big-surface-area vineyards. In the late 1980's a movement to return to history started, and the focus shifted back to the "terroir," the single-vineyard site. This seminar emphasizes the importance of terroir in the German wine landscape. We will explore important single vineyards and will taste 6 wines representing the specific terroir.  @ombiasypr

C-5: Room: Jasmine & Palm – Class Maximum 70

Title: Mead: A Reintroduction to one of the World's Oldest Alcoholic Beverages

Presenter: Dan Schreffler, President & Winemaker, Space Time Mead & Cider Works

Abstract: Mead, sometimes dismissed as "that sweet Renaissance Fair wine," is enjoying a renaissance of its own. This presentation will show mead as a beverage that is as varied and versatile as grape wine. The drink of poets, kings, and Vikings has a place at your dinner table, picnic, or poolside. We will cover a brief history of mead, traditional styles, and modern craft mead, with representative sampling.

 @spacetimemeads  @MeadTime

C-6: Room: Sabal & Sawgrass – Class Maximum 110



Title: Iconic Family Wineries of the Southern Hemisphere

Presenter: Maximilian Kast MS, Regional Sales Manager, Broadbent Selections, Inc.

Abstract: This tasting will focus on iconic family wineries from the top wine-producing regions in the Southern Hemisphere. We will feature six wineries and their contributions to the region. In addition, along with the wineries themselves, we will look at the history of each region and how they came about, putting the contributions of the estates in historical perspective as we savor their wines.

 @broadbentselections  @BroadbentWines

Friday, November 1

D Sessions:

4:15 -5:30pm

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 vintages of the three main categories of Bordeaux wine; 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, DWSET, 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: Indian & Bird Key - Class Maximum 120



Title: Solidarity, Great Wines that Define the Oregon Spirit!

Presenter: Christine Clair, Winery Director, Willamette Valley Vineyards

Abstract: What do you do when a large, out-of-state winery cancels grape contracts just days before the 2018 harvest? In Oregon, you band together to support your fellow winegrowers and make Oregon Solidarity wines. Join Christine Clair of Willamette Valley Vineyards and learn the story of how Rogue Valley grape growers faced this situation and how Oregon wineries banded together to save the crop and make collaborative wines with proceeds going back to the growers. It's an inspiring story that shows the spirit of Oregon winemakers when one of their own needs help. Feel the solidarity of Oregon winemakers as you taste their Solidarity wines!

 @willamettevalleyvineyards  @WilliametteVV

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



Title: Diving into the Depths of European Quality Garnacha/Grenache Wines

Presenter: Sofia T. González Martínez, Manager, Programa European Garnacha/Grenache Quality Wines

Abstract: Garnacha, also known as Grenache, is one of the world's oldest and most widely planted European wine grapes. Winemakers in the variety's birthplaces (Spanish PDOs of Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and PDOs & PGI in Roussillon, France) are taking advantage of old vines and natural low yields, while applying modern techniques in combination with old traditions, having Garnacha play a starring role. Join us and discover our wines' diversity of soils and styles: still or sparkling, red, white, rosé and sweet.

  @WinesofGarnacha

D-5: Room: Jasmine & Palm – Class Maximum 60

Title: Blind World Whisk(e)y Tasting

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.

 @centralkentuckyspiritsociety  @ckyspirits2018

D-6: Room: Sabal & Sawgrass – 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!

 @balzacom  @balzacevents

Saturday, November 2

E Sessions:

9:00 -10:15am

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

Title: Unearth the Rich and Nearly Lost History of Wine Making in the Ancient Illyrian Lands

Presenter: Indira Bayer, Founder and Executive Director, Wines of Illyria; Dzenan 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. [@indira_bayer](#)

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



Title: Carneros—Two Terroirs for One Unique AVA

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, Carneros 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 Carneros Wine Alliance. [@parkerwong](#)

E-3: Room: Indian & Bird Key - Class Maximum 120



Title: Give This (Person) a Cigare!

Presenter: Randall Graham, President-for-Life, Bonny Doon Vineyard

Abstract: An examination of the stylistic evolution of Le Cigare Volant, a New World homage to Châteauneuf-du-Pape, and a very stylized wine (vin d'effort) made by a terroirist at heart. Join Randall Graham as he pours and discusses four vintages of this iconic Bonny Doon wine from 2005 to 2018.

[@BonnyDoonVineyard](#) [@RandallGraham](#)

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, ombiasy 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 Stérimberg, 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. [@ombiasypr](#)

E-5: Room: Jasmine & Palm – Class Maximum 70

Title: Unique Wines of Florida

Presenter: Donnie & Betty Nettles, AWS Wine Judge Certif. Program

Session Fee: \$25

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 flight..... how would you judge them?

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 Zinfandels? 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 mélange frequently makes a more perfect wine. While there are many grape varieties that have been historically co-planted with Zinfandel, there are three that figure heavily 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.

Friday, November 1

F Sessions:

11:00 -12:15pm

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 Cartizze—Carpenè's current version of the legendary wine from the rarest vineyard in Conegliano; Tarvisium Classic 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.

[@balzacomm](#) [@balzacevents](#) [@CarpeneMalvolti](#)

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 a renaissance to 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. [@noblesonenterprises](#)

F-3: Room: Indian & Bird Key - Class Maximum 120

Title: Champagne!

Presenter: Pamela Wittmann, Millissime 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-Cogevi. Taste through 5 different Champagnes 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! [@Millissime](#)

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 Willamette Valley and the great Pinot Noir made there. 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—Grüner Veltliner, Pinot Noir, Syrah, and Tempranillo and taste them side-by-side with their (90+ point) European counterparts. [@ReustleVineyard](#)

F-5: Room: Jasmine & Palm – Class Maximum 50

Title: Advanced Brunello Study and Tasting

Presenter: Dr. Joseph A. Fiola, Specialist in Viticulture at University of Maryland & Dr. Gary C. Pavlis, Agricultural Agent at Rutgers University

Session Fee: \$50

Abstract: Col D'Orcia is one of the premier Brunello di Montalcino producers in Tuscany and the only one that maintains a library of past vintages going back to the 1950's. Many have tasted Brunello and know that these wines are the King of Tuscany, but few have tasted a Brunello vertical going back to the 1970's. In addition, the presenters hand-picked these wines at the winery while in Montalcino and had them shipped directly to their home. This is a tasting that cannot be missed.

[@RutgersNJAES](#)

F-6: Room: Sabal & Sawgrass – Class Maximum 60

Title: Cab Ride

Presenter: Dave Gimbel, LCBO & Export Sales Manager, Vineland Estates Winery

Abstract: Hop aboard as we tour and taste Cabernet Franc from 6 of the 10 "sub appellations" of the Niagara Peninsula. We will see how soil, location and micro-climate create differences and similarities in wines that have been vinified using similar winemaking practices. This is a once-in-a-lifetime opportunity to taste this flight of Cabernet Francs.

[@pinotfan](#)



Saturday, November 2

G Sessions:

2:45 -4:00pm

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?

[@balzacom](#) [@balzacevents](#)

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 climes of Anderson Valley where Burgundian varieties and aromatic whites excel, to the sunny, inland valleys planted to Iberian and Bordeaux vines, 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.

[@parkerwong](#)

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. [@willamettevalleyvineyards](#)

[@WilliametteVV](#)

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.

[@vignetocomms](#) [@VignetoComm](#)

G-5: Room: Jasmine & Palm – Class Maximum 60

Title: Brandies From Around the World
Presenter: Tony Menechella, President, Central KY Spirits Society, Exec 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.

[@centralkentuckyspiritsociety](#) [@ckyspirits2018](#)

G-6: Room: Sabal & Sawgrass – Class Maximum 110

Title: The Year of the Female Wine Maker
Presenter: Tony & Gigi Lawrence, Owner, A Winechef for You LLC
Session Fee: \$45
Abstract: The Winechef 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 Winechef crafts the six delicious pairings. Join Tony & Gigi and celebrate the year of the female winemaker in style!



Wednesday, October 30

Sunset Dinner Cruise **6:30PM** **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

Super Tasting Series **8AM-5PM** **Royal Tern** **\$150**
 This day-long beginner/intermediate wine class run by credentialed, enthusiastic AWS instructors allows you to soak up a great wine education in a fun, informative setting. Learn about wine components, the wine aroma wheel and wine styles as you journey through grape varieties and regions. Take a test and earn a certificate. Contact Anne Marie Morse, alm22@cornell.edu.

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@americanwinesociety.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 Asociación Garnacha Origen coordinator Sofía González Martínez, AWS President Joseph Broski 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.*

Friday, November 1

Amateur Wine Competition Awards **5:45PM-6:45PM** **Banyan Breezeway**
 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.

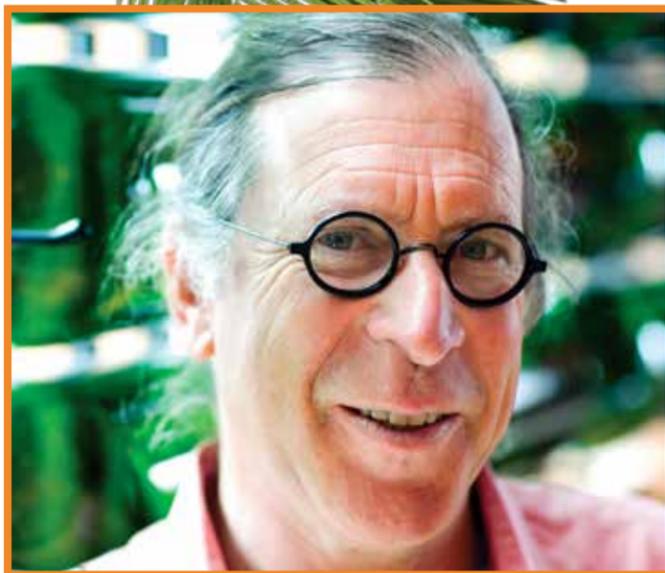
Saturday, November 2

Now You Be The Judge! **4:30PM-5:30PM** **Banyan Breezeway**
 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.



NATIONAL Awards

Award of Merit



The AWS will proudly honor Randall Graham, founder of Bonny Doon Vineyards, with its Award of Merit. Wine consumers benefit from Graham's pioneering efforts with Rhône varieties in California, best captured by red blend Le Cigare Volant. Also, Graham embraced the Stelvin (screw cap) closure as an alternative to cork. Graham 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."

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.

SESSION Forum

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.

		Attendee 1	Attendee 2
Thursday, October 31st			
4:30 pm - 5:30 pm	First-Timers Orientation	<input type="radio"/>	<input type="radio"/>
6:00 pm - 7:00 pm	Presidential Reception Garnacha/Grenache \$100	<input type="radio"/>	<input type="radio"/>
7:00 pm - 9:30 pm	Rhone Rangers Welcome Reception	<input type="radio"/>	<input type="radio"/>
Friday, November 1st			
7:30 am - 8:45 am	WTSO Sparkling Wine Breakfast	<input type="radio"/>	<input type="radio"/>
12:30 pm - 2:00 pm	Garnacha/Grenache Lunch/Annual Meeting	<input type="radio"/>	<input type="radio"/>
5:45 pm - 6:45 pm	Amateur Wine Comp. Awards	<input type="radio"/>	<input type="radio"/>
7:00 pm - 9:30 pm	Showcase of Wines	<input type="radio"/>	<input type="radio"/>
Saturday, November 2nd			
7:30 am - 8:45 am	Breakfast	<input type="radio"/>	<input type="radio"/>
7:00 am - 8:45 am	Chapter Chair Breakfast	<input type="radio"/>	<input type="radio"/>
12:30 pm - 2:30 pm	Livermore Valley/Wente Vineyards Awards Luncheon	<input type="radio"/>	<input type="radio"/>
4:45 pm - 5:45 pm	Now, You Be The Judge!	<input type="radio"/>	<input type="radio"/>
7:30 pm - 10:00 pm	Grand Banquet	<input type="radio"/>	<input type="radio"/>
Grand Banquet Entrée Choice: FISH, BEEF, OR VEGETARIAN		<input type="radio"/> FISH	<input type="radio"/> FISH
		<input type="radio"/> BEEF	<input type="radio"/> BEEF
		<input type="radio"/> VEGETARIAN	<input type="radio"/> VEGETARIAN

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.

Attendee 1 Name:							
Session Letter	A	B	C	D	E	F	G
Day & Time	Friday 9:00 AM	Friday 11:00 AM	Friday 2:15 PM	Friday 4:15 PM	Saturday 9:00 AM	Saturday 11:00 AM	Saturday 2:45 PM
Choice #1							
Choice #2							
Choice #3							
Attendee 2 Name:							
Session Letter	A	B	C	D	E	F	G
Day & Time	Friday 9:00 AM	Friday 11:00 AM	Friday 2:15 PM	Saturday 4:15 PM	Saturday 9:00 AM	Saturday 11:00 AM	Saturday 2:45 PM
Choice #1							
Choice #2							
Choice #3							

Step 3: Payment Method

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