

2014 WINERIES UNLIMITED CONFERENCE

GREATER RICHMOND CONVENTION CENTER

MARCH 11-14, 2014

WWW.WINERIESUNLIMITED.COM



The 38th annual Wineries Unlimited Conference and Trade Show returns to the Greater Richmond Convention Center on March 11 through 14. The wine industry event includes four days of sessions and a two-day trade show. Produced by Vineyard & Winery Management (VWM), the conference has traditionally been organized specifically for the needs of the eastern U.S. wine market. The event is now taking on a new life by adding craft brew to its program. It continues to be the premier industry event of its kind in the region, with over 1,500 expected in total attendance.

The 2014 conference is workshop oriented rather than structured in themed session tracks. Content is focused on topics facing today's Eastern wine industry, including the latest in enology, viticulture, marketing and financial issues. Key speakers include **Dr. Tony Wolf**, *professor of viticulture at Virginia Tech*; **Steve Parkes**, *Owner and Lead Instructor, American Brewers Guild*; and **Chris Pearmund**, *Executive Winemaker at Pearmund Cellars who has put together team of industry experts for a day-long workshop for industry newcomers*.

The concept of adding craft brewing was test-marketed at last year's event. Another first this year is the inclusion of accreditation course work for career advancement. These include:

1. Level 1 Professional Wine Fundamentals Seminar (Sommelier Certification) from the International Wine Guild.
2. Sensory Evaluation Workshop by The Viticulture Enology Science and Technology Alliance (VESTA) (Certificate of Completion).
3. "Start-up Brewers: Cleaning and Sanitation for Breweries"; and "Start-up Brewers: Home Brew to Brewery" (Certificates of Completion) by The American Brewers Guild
4. "Using Quickbooks® in the Wine Industry"
5. "Calculating the True Cost of Your Wine" (Continuing Education Units) presented by Sonoma State University's Wine Business Institute.

The main conference commences with a general session comprised of wine industry power players for a multi-state panel discussion moderated by WineAmerica. Speakers will discuss the state of the wine industry and their strategies moving forward. Speakers include **Kevin Atticks**, *State Associations Council Chairman/ Maryland Wineries Association*; **Mark Chandler**, *Executive Director, WineAmerica*; **Chuck Johnson**, *President of the North Carolina Winegrowers Association*; **Jim Trezise**, *President of the New York Wine & Grape Foundation*; and **Donniella Winchell**, *Executive Director of the Ohio Wine Producers Association*.

The two-day trade show showcases nearly 150 vendors who offered everything from barrels, bottles, corks, chemicals, equipment, grapevines, irrigation, machinery, packaging, tasting equipment, and more. The expo includes a free vendor-sponsored lunch March 12 among the exhibit booths.

For complete information and to register, call 888-273-4533 or visit www.wineriesunlimited.com.


WINE LOVER™
WWW.VAWINELOVER.COM

