

## Event Organizers

The **San Joaquin Valley Winegrowers Association** is the non-profit trade association responsible for promoting and protecting the San Joaquin Valley as a sustainable wine-growing region. [www.sjvgrapes.org](http://www.sjvgrapes.org).

**California State University, Fresno's Viticulture & Enology** program is recognized worldwide for its practical hands-on educational and research programs. Visit <http://jcast.csufresno.edu/ve>.

The **California Sustainable Winegrowing Alliance** is a non-profit organization created by the Wine Institute and California Association of Winegrape Growers. For more info, visit [www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org).

## Hot Topic Speakers



### Dr. Andrew Landers, Cornell University

Dr. Landers, Senior Extension Associate, is an expert on pesticide applications and ag engineering from Cornell. His knowledge on how grape growers can improve their pesticide applications is a must-see!

### Selen Eryuce, Turkish Consulate Commerce Attaché

Raisin growers will especially not want to miss this interesting and insightful presentation by the Turkish Consulate of Commerce on how raisin market prices are set.

### Carrie Ayon & Susan Hatmaker, Sutton Hatmaker Law Corp.

Carrie Ayon and Susan Hatmaker are frequent speakers on labor and employment law issues. Today's presentation will focus on important contract employment law updates for grape growers.

## Sponsors Include      Supporters Include

Constellation Wines US	Allied Grape Growers
Raisin Bargaining Assoc.	California Grape & Tree Fruit League
Sun-Maid Growers of California	E & J Gallo Winery
	West Coast Grape Farming, Inc.
	The Wine Group

Members and growers who belong to sponsoring and supporting organizations will receive a registration discount to attend this workshop.

## REGISTER BY JANUARY 12



Register by fax 559 278-4795 or US mail by January 12!

- General Admission: Pre-registration by Jan. 12      \$25.00 each
- Late & Onsite Registration—After Jan. 12      \$35.00 each
- Discount to Members of Sponsors & Supporters      \$10.00 each

I am a member/grower of: \_\_\_\_\_

*Must be completed to receive discount registration fee.*

### Your Registration Fee Includes:

- Welcome & Morning Session—Hot Topics for Growers
- Vineyard Equipment Session: Displays, Demos & Lunch
- Afternoon Sessions: Includes PCA & CCA Credit, Wine Tasting
- Innovations in Pest Management Session—PCA & CCA credit
- Advances in Viticulture Session—Educational wine comparison\*

Print Name Clearly \_\_\_\_\_

Title & Company \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_



Method of Payment

Total: \_\_\_\_\_

Check payable to SJV Winegrowers Association

Visa      Billing Zip Code \_\_\_\_\_

MasterCard      V Code (on back of card) \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**By Mail:** Attn: Grower Workshop, Fresno State Viticulture & Enology, 2360 E. Barstow MS VR89, Fresno, CA 93740-8003. (Checks payable to SJV Winegrowers Association). **By Fax:** 559 278-4795

Refunds, less a \$10 service fee per registrant, will be granted if cancellation is requested in writing on or before January 14, 2010. Registrants may receive occasional e-notices of upcoming grape and wine events, unless otherwise notified in writing. \* Attendees must be 21 years of age or older to participate in the educational wine comparison segment of the program. ID required.

Program details and registration form also available online:

<http://jcast.csufresno.edu/ve>      [www.sjvgrapes.org](http://www.sjvgrapes.org)

California State University, Fresno  
Viticulture and Enology

San Joaquin Valley Winegrowers Association

California Sustainable Winegrowing Alliance

*Proudly presents*

**Innovative Grape Growing Solutions  
January 20**

*Register by  
January 12,  
2010*

A workshop for raisin, table, and wine grape growers

**Wednesday,  
January 20  
2010**

**7:30 am—5:00 pm  
at Fresno State  
Including lunch**

With Support from  
Industry Sponsors &  
Supporting Organizations

# Register Today for the *Innovative Grape Growing Solutions Workshop at Fresno State* —Wednesday, January 20

**San Joaquin Valley grape growers will not want to miss out on this informational and affordable meeting, centrally located at Fresno State.**

7:30 am **Registration**—Grosse Industrial Technology Building Room 101

7:50 am **Welcome & Acknowledgements** by Dr. Joe Browde, California Sustainable Winegrowing Alliance

### Hot Topics

8:00 am **Optimizing Spray Applications for Grape Growers** by Dr. Andrew Landers, Cornell University, New York

9:00 am **California Employment Law Update** by Carrie Ayon & Susan Hatmaker, Sutton-Hatmaker Law Firm, Fresno

9:30 am **The Turkish Commerce Market—Setting Raisin Prices** by Selen Eryuce, Turkish Consulate Commerce Attaché

10:00 am Break

10:10 am **Potassium Impacts on Maturity and Yield** by Jennifer Hashim-Buckey, UC Cooperative Extension

10:40 am **Sustainable Wine Growing & Certification** by Lisa Francioni, California Sustainable Winegrowing Alliance



Registration Discounts Available

11:30 am - 1:20 pm **Vineyard Equipment Session: Displays and Demos** by Industry Vendors in the Fresno State Vineyards.

**Lunch** Provided by industry sponsors.

**Innovations in Pest Management Session:** Gross Industrial Technology Room 101

1:30 pm **Vine Mealybug: Pest Status & Management Update** by Dr. Kent Daane, UC Cooperative Extension

2:15 pm **Moth Pests: Threats, Identification and Control** by Stephen Vasquez, UC Cooperative Extension

2:45 pm **Effectively Managing Natural Enemy Releases** by Kim Gallagher Horton, Sterling Insectary

3:05 pm Break

### Advances in Viticulture Session

3:15 pm **Irrigation & Water Conservation** by John Williamson, PureSense

3:45 pm **Precision Soil Mapping and Why** by Dr. Robert Wample, Soil Topography & Information Systems

4:15 pm **Crop Load Objectives & Management Panel** by Emilio Miranda, Allied Grape Growers; Greg Berg, Oxbo; Manuel Huizar, Table Grape Grower; Steve Spate, Raisin Bargaining Association (RBA)

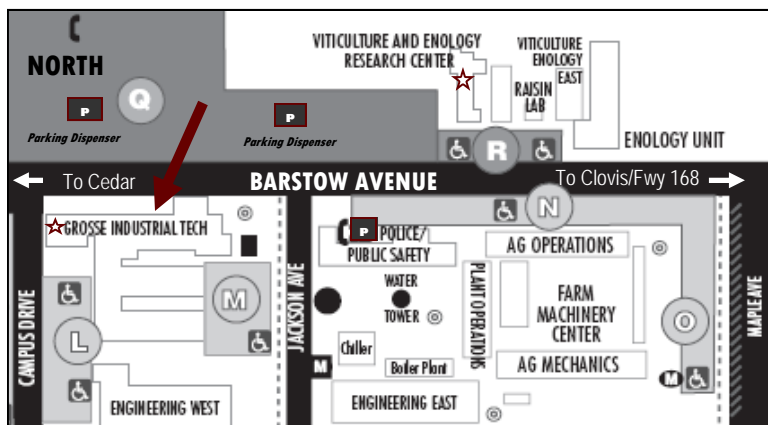
*Comparison of wines from different canopy management severities and irrigation levels. Must be 21 years of age or older to participate in the wine tasting. ID required.*

By 5:00 pm Program concludes.



PCA & CCA credit pending approval

Photo credit: UC IPM  
Program subject to change.



CALIFORNIA STATE UNIVERSITY, FRESNO CAMPUS

### EVENT ORGANIZERS



- **EVENT LOCATION:** California State University, Fresno
- **PARKING:** Visit any parking dispenser on campus and purchase a daily parking voucher for only \$3. Park in any Green lot (suggest Parking Lot Q on Barstow Ave.)
- **REGISTRATION & CHECK-IN:** Grosse Industrial Technology Building Room #101, 2255 E. Barstow Ave. (between Cedar & Maple) Check-in begins at 7:30 am.
- **VINEYARD EQUIPMENT SESSIONS & LUNCH:** Held at the Viticulture & Enology Facilities, 2360 E. Barstow Avenue (Between Cedar & Maple)
- **CONTACT:** Peter Vallis or Ranetta Bron 559 618-1856 <http://icast@csufresno.edu/ve> or [www.sjvgrapes.org](http://www.sjvgrapes.org)
- **REGISTER BY JANUARY 12.** Discounts Available!