

First Annual

NC Wine Conference

Appalachian State University

Broyhill Inn and Conference Center
775 Bodenheimer Dr.
Boone, NC 28608

Agenda

- | | |
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| Introductory Session - Setting Goals | Session II - Improving the Marketability of NC Wines |
| 8-9 - Check-in & Continental Breakfast | 2:20 - Greeting from Dr. Frank Sells
(President, Surry Community College)
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| 9:00 - Welcoming Remarks
<i>Dr. Ken Peacock</i> , Chancellor
Image | 2:25 - Vine to Wine Marketing
<i>Norm Oches</i> (NC Winegrower's Association)
Stream MP3 / Download MP3 / Image |
| 9:10 - What Are We Here To Accomplish?
<i>Grant Holder</i> (Appalachian State University)
PPT / Stream MP3 / Download MP3 / Image | 2:45 - Customer Preferences
<i>Mark Rosse</i> (Louisiana Purchase Restaurant)
Stream MP3 / Download MP3 / Image |
| 9:15 - Importance of Economic Development
<i>Dale Carroll</i> (Advantage West)
Stream MP3 / Download MP3 | 3:00 - Marketing NC Wines to Visitors and Creating Brand Awareness
<i>Lynn Minges</i> (Department of Commerce)
PPT / Stream MP3 / Download MP3 / Image |
| 9:25 - N.C. Heritage Tourism
<i>Wade Nichols</i> (Dept. of Commerce)
PPT / Stream MP3 / Download MP3 | 3:20 - The Power of Branding |

9:35 - **The Economic Impact of NC Wines**

George Denka (Shelton Vineyards)
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Session I - The NC Wine-Tourism Connection

10:10 - **Developing and Promoting NC Wine Tourism**

Jerry Douglas (Biltmore Winery)
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10:30 - **Cultural Corridors**

Bob McCoy (Forsyth County CVB)
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10:50 - **The Heritage Corridor Project**

Dr. Mike Evans (Appalachian State University)

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11:10 -

Marketing Your Vineyard and/or Winery

on the General Store Website

Martha Glass (Manager, NC Agritourism Office)

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11:30 - **Break**

11:45 - **Panel Discussion** (Dr. Dana Clark, Appalachian

State University, Moderator)

Linda Cheek (Wilkes County

Chamber of Commerce)

Jessica Icenhour (Mt. Airy

Chamber of Commerce)

Dr. Jim Stoddard (Appalachian State University)

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3:40 - **Tools for Improving Marketability: the MQS**

Dr. Bob McRitchie (Surry Community College)

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4:00 - **Break**

4:10 - 4:55 - **Panel Discussion**

(Jim Stoddard, Moderator)

Lynn Minges (Department of

Commerce)

George Denka (Shelton Vineyards)

Mark Rosse (Louisiana Purchase)

Norm Oches (NC Winegrower's

Association)

Dr. Bob McRitchie (Surry Community College)

Lenna Hobson (RagApple Lassie

Vineyards)

Mark Terry (Westbend Vineyards)

Margo Knight (Exec. Director, NC

Grape Council)

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5:15 - **The**

Advantages of Targeted Scientific Research:

Avenues for Value Enhancement

Closing Statement - Event Summary

Grant Holder (Appalachian State

University)

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5:45 - **Adjournment**

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Tom Hardy (Blue Ridge Parkway Association)

Jerry Douglas (Biltmore Winery)

Bob McCoy (Forsyth CVB)

Dr. Mike Evans (Appalachian State University)

Wade Nichols (Dept of Commerce)

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12:45 - 2:15 - Lunch

Keynote Address: *David Sloane*

(WineAmerica):

The Supreme Court and Direct

Shipment: Implications for Wineries

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Representing Grape Grower's Interests in Raleigh *Debbie Hamrick*

(Director, Specialty Crops, NC

Farm Bureau Federation)

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