

Second Annual

NC Wine Conference

Appalachian State University

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

Winery Owners, Wine Makers, Wine Marketers, Wine Sellers, Vineyard Owners, And Others Concerned with Tourism Development and Economic Development In North Carolina all gathered together in July of 2006 to discuss the "State of the Grape" in Western North Carolina. Relive the event below by viewing the Powerpoint presentations alongside the audio recordings of this important event in the growth of a new and vital industry in North Carolina.

2nd Annual NC Western Wine Conference At Appalachian State University

Broyhill Inn & Conference Center

July 17th, 2006

Agenda

**2nd ANNUAL NC WESTERN WINE
CONFERENCE**

<i>PPT</i>	<i>MP3</i>	<i>Presenter</i>	<i>Event or Topic</i>
		C&I	Registration and continental breakfast
	DL Stream	Welcome	<i>Greetings from the University</i>
PPT	DL Stream	Grant Holder	Welcome from WISELAB
	9:10	SESSION I - Food & Wine - Models to Develop a Food Experience	
	DL Stream	Charles Hardin	Blowing Rock Chamber of Commerce - Blue Ridge Wine Festival
PPT	DL Stream	Jesse Williams	Elkin Creek Winery - Food and Wine in the Yadkin Valley
	DL Stream	John Ashenbrenner	Market Smart Interactive - Virtual Partnerships via Internet Marketing
PPT	DL Stream	Inez Ribustello	On The Square NC - Starting with a Great Product: The Basis of Great Food AND Wine
	DL Stream	Suzie Blanchard	Meander Inn - Specializing in Local Wines - Creating a small restaurant's niche
			Coffee break sponsored by Bel-Art
	12:00	Catherine Rabb	Johson & Wales University - Hospitality Programs, Tourism and Wine : Natural Partners in North Carolina
PPT		Jerry Lanuzza	
	1:00	Vendor Show & Networking Hour	Tell Someone about your Business! The latest in Quality Assessment Tools
	2:00	Lunch	Lunch with NC Wines. Sponsored by VAR-G, Inc. and RISALCO

	2:00		SESSION II - Science for Quality & Distinction
PPT	2:20	Grant Holder	WISELAB - Progress
PPT	2:55	Mark Chien	The National Wine Grape Initiative
	3:00		SESSION III - Quality Alliances - What are they? Do you want one?
PPT	3:20	Murli Dharmadhikari (Iowa State)	Presentations: <i>Perspectives on years of experience in the wine & grape industry across the United States</i>
PPT	3:50	Sara Spayd (NCSU)	
PPT	4:15	Mark Chien (Penn State U)	The Bottom Line -- <i>Development strategies, advantages, pitfalls</i>
		Panel	Panel Members -- Quint Haley , Margo Knight, Mark Chien , Murli Dharmadhikari , Linda King, Gill Giese , Sara Spayd

Registration Fee: \$50/person (by July 12); \$60 at the door

For Program Information, phone Grant Holder at 828.262.2757 or email at holdergn@appstate.edu

For Registration Information, call 828.262.2921 or email mitchllad@appstate.edu

If you can't decide, then you missed last year. [Re-live the experience](#) from last year by listening to our online audio streams and reviewing the PowerPoint Presentations. Don't delay; we are limited to 200 guests and last year we sold out!

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Conference Sponsorships are available at the Chateau, Champagne, and Connoisseur Level. Call 828.262.2757 to link your organization with this event!