

Introductory Remarks
2006 NC Western Wine Conference
Grant Holder, Moderator
July 17, 2006

Greetings to the Second Annual Western Wine Conference!

Before I begin, I would like to recognize those who have had much to do with our efforts here, and without which I would probably still be driving around in my little red car trying to convince you this is all a good idea.

Welcome to
Graham Fields, Western Field Representative for Senator Elizabeth Dole
Ted Lord, representing the Golden LEAF Foundation
Assembled Winemakers from across the State
Our Community College Partners, especially Surry community college
(represented by Gill Giese, Bob McRitchie, and Dr. Frank Sells)
David Kinealy – Rockingham Community College – innovative barrel design
Representatives from SYSCO Food systems and Earth Fare
Twyla Sickmiller, NC Bed and Breakfast Association

Thanks to
Broyhill Inn & Conference Center

Thank you to our sponsors, who gave money to us

VWR International
Value Added Research Group, Inc.
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Thanks to all our vendors – the activity here and in the future will be supported by them, and this is why it is important to learn what they have and to follow up with it. Our partners in quality, both our and yours, are:

Brimrose Corporation	EMD Chemicals	Folio Instruments
Kimble-Kontes	Metrohm	Mettler-Toledo
NalgeNunc	ThermoOrion	Bel-Art

Recognize the team from Carolina Equipment and Yanmar, who have generously chosen today to debut their new T-80 tractor, which I am very excited to see, as it will be perfect for the vineyard activity in the mountains.

Remarks

As you recall, the idea of the conference is to sponsor a common vision, to get everyone...on the same page. To get those in the academic world, the industry,

related and unrelated, and the government in the same room and to begin to foster the vertical integration that is necessary to promote sustained success.

Areas of the world where this functions, such as New Zealand, are wonderful places to see. Where it does not function is not nearly so pleasant. Where it is in place, and people are uncomfortable with it, it is no better.

In the academic world, you don't survive, certainly not anymore, unless you have many partners pulling with you. We have research collaborators in six countries on three continents, and couldn't survive without them.

The business world has always been more individualistic, and some of that is rightfully so. But there are opportunities to use the people who support you, and to build that bridge of trust as long as people feel as though you share their goals. This is what the conference is about. All these people want to help make the Eastern grape experiment the best in the world.

Later today, renowned grape experts from Penn State, NC State, and Iowa State with years of experience will tell you their stories. This morning, we will focus on the issue of commerce, and the partnership between NC food resources and wine industry. These two topics are inextricably linked, and yet when you venture into either there are times they seem many miles apart. This is not a good thing. What are the avenues of profitability for everyone?

I hope you will spend the time speaking to your neighbors. Last year, we had too much going on a lunch, and not enough vendors here....we heard your suggestions, and this year we have improved on them. I think now we have an hour set aside for the vendors to show you their toys, how they work, in an unhurried manner. Ask them to show you. If you like it, if you need it, come tell me, and we'll see if we can't add it to the list.

At lunch, talk to these professionals in the food industry. Sample the wines you brought in their company. Talk to them about how your business can synergistically grow.

I like New Zealand a lot. In this world, particularly today, it is nice to see a place where US and THEM are not important concepts, at least for one particularly industry. I think the spectacular growth there and the reputation for quality which has leapt to the fore indicates that there is value to the model.

Thank you for coming.