



AMERICAN SOCIETY FOR  
ENOLOGY & VITICULTURE  
*Eastern Section*

# Registration Form

42nd Annual

American Society for Enology and Viticulture-  
Eastern Section Conference with Workshop

"Pioneering Wine Grape Varieties Adapted to the Challenges of the East"

July 10-12, 2017, Charlottesville, Virginia

**PLEASE PRINT:**

Name (as desired on name badge) \_\_\_\_\_

Name of Spouse (if attending functions) \_\_\_\_\_

Company/Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Events	Number Attending	Rate	Total
<b>Monday, July 10: Virginia Vineyard &amp; Winery Tour</b> <i>(includes lunch and wine tastings, maximum capacity 53 people)</i>		\$85	
<b>Tuesday, July 11 - Wednesday, July 12: Conference Registration</b> <i>(includes Tuesday lunch, Oenolympics Reception and Workshop)</i>			
<b>Eastern Section Member/Virginia Vineyards Association Member</b>		\$150	
<b>Non-Member</b>		\$275	
<b>Student Member/Spouse of Full Registrant</b>		\$100	
<b>Tuesday, July 11: Extra Ticket Oenolympics Reception</b>		\$45	
<b>Wednesday, July 12: Sparkling Wine Reception &amp; Grand Awards Banquet</b>		\$75	
<b>LATE FEE: (after July 2)</b>		\$100	
<b>TOTAL AMOUNT ENCLOSED</b>			
___ I request a vegetarian/vegan entrée for meals. Please contact ASEV-ES with other diet restrictions.			
___ I am a student and would like to participate in the Oenolympics.			

PAYMENT BY CREDIT CARD, CHECK OR MONEY ORDER; US OR CANADIAN CURRENCY  
PAYABLE TO: ASEV-Eastern Section, Inc.

Pay for ASEV-ES conference activities with credit cards or PayPal  
on our website at <http://www.asev-es.org/> or Click here to pay.

**CREDIT CARD INFORMATION:** MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ (*AmEx not accepted*)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSC (security code): \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Signature: \_\_\_\_\_ Zip Code (*associated with credit card*): \_\_\_\_\_

**Email, Mail or FAX completed registration form to:**

Nancy Long, ASEV-ES Registration, Cornell University Jordan Hall, 630 W. North St., Geneva, NY 14456  
Questions?? Phone: (315)787-2288 FAX: (315)787-2488 Email: NPL1@cornell.edu

**Registration and Cancellation Policy:** Registration is required for all events. Registration can be cancelled by written request to ASEV/ES.  
No refunds after July 1. Substitutions are allowed. "No shows" will not receive a refund.

# CONFERENCE OVERVIEW

## 42<sup>nd</sup> Annual American Society for Enology and Viticulture- Eastern Section Conference and Symposium July 10-12, 2017, Charlottesville, Virginia

### Monday, July 10, 2017

8:00 am - 6:30 pm: Virginia Vineyard & Winery Tour (lunch included)

### Tuesday, July 11, 2017

8:00 am- 12:00 pm: Technical Sessions, Student Paper Competition and Flash Talks for Posters

12:00 - 1:30 pm: Lunch and ASEV-ES Business Meeting

1:30 - 5:30 pm: Technical Sessions, Flash Talks for Posters, and View Posters

5:30 - 7:30 pm: ***Oenolympics with Wines of the East Reception*** (included in Registration)

### Wednesday, July 12, 2017

8:00 am - 12:00 pm: Technical Sessions

12:00 - 1:30 pm: Lunch on Your Own

1:30 - 5:30 pm: Workshop on **“Pioneering Wine Grape Varieties Adapted to the Challenges of the East”** (included in registration)

6:30 - 7:00 pm: ***Sparkling Wine Reception***

7:00 - 9:30 pm: ***ASEV-ES Grand Awards Banquet Featuring Virginia Wines***

This schedule is subject to change. Updated conference information will be available at our website ([www.asev-es.org](http://www.asev-es.org)).

# ASEV-ES CONFERENCE INFORMATION

## Conference

The 42<sup>nd</sup> ASEV-ES conference will be at the Omni Hotel in Charlottesville, VA July 10-12, 2017. On Monday, July 10 there will be a **preconference tour** of Virginia vineyards and wineries. The **conference** will begin with technical/research presentations on Tuesday and Wednesday, July 11-12 and include Tuesday's Oenolympics with Wines of the East Reception and Wednesday's Sparkling Wine Reception and Grand Awards Banquet.

**New this Year:** Industry Workshop on Wednesday, July 12 to feature invited speakers to discuss **"Pioneering Wine Grape Varieties Adapted to the Challenges of the East"**.

For more information contact **Denise Gardner**, Enology Extension Associate, Penn State (610-489-4315, [dxc241@psu.edu](mailto:dxc241@psu.edu))

## Virginia Vineyard and Winery Tour, Monday, July 10, 2017

The Virginia Vineyard and Winery tour will include stops at some of central Virginia's most outstanding vineyards and wineries, including Barboursville, Trump, and King Family, as well as a scenic stop for lunch on top of Carter's Mountain, near Monticello. Participants will learn more about the Virginia wine industry between stops and hear from vineyard owners and managers about on-site experimentation with fruit drying, canopy management, vineyard mechanization, novel variety and clone evaluations, and innovative wine-making practices.

For more information contact **Dr. Tony Wolf**, Professor, Virginia Tech (540-869-2560, [vitis@vt.edu](mailto:vitis@vt.edu)).

## Oenolympics Reception, Tuesday, July 11, 2017

Conference attendees to the Reception are invited to cheer your favorite team at the Sixth Annual Oenolympics, a student competition designed to promote fun, fellowship, and creative thinking with enology and viticulture-themed games. The Oenolympics, comprised of student teams, is a true spectator's event, not to be missed! All ASEV-ES students registered for the conference are invited to compete in the Oenolympics.

For more information contact **Dr. Anna Katharine Mansfield**, Associate Professor of Enology, NYSAES, Cornell University (315-787-2268, [akm87@cornell.edu](mailto:akm87@cornell.edu)).

## New this Year! Industry Workshop

The Industry Workshop on the afternoon of Wednesday, July 12 will feature invited speakers on **"Pioneering Wine Grape Varieties Adapted to the Challenges of the East"**. The workshop speakers will describe new wine grape selections and cultivars as well as breeding program goals from three diverse breeding programs. Dr. John Clark and Dr. Renee Threlfall, University of Arkansas, will discuss 'Opportunity' and 'Enchantment', cultivars adapted to the warm/hot growing season of Arkansas. Dr. Matthew Clark, University of Minnesota will discuss cold hardy cultivars, including the newly released 'Itasca'. Dr. Andy Walker, University of California, Davis will describe vinifera hybrid selections from his breeding program that have very high levels of resistance to Pierce's Disease. Our call for papers will also encourage volunteered research presentations on variety evaluations occurring in the Eastern United States.

**Virginia Vineyards Association Members can attend the July 11-12 conference at the ASEV-ES member rate.**

For more information contact **Dr. Tony Wolf**, Professor, Virginia Tech (540-869-2560, [vitis@vt.edu](mailto:vitis@vt.edu)).

## Conference and Workshop Sponsorships and Advertising

The ASEV-ES has opportunities for conference sponsorships and advertising.

For more information contact **Dr. Renee Threlfall**, ASEV-ES Administrator (479-575-4677, [rthrelf@uark.edu](mailto:rthrelf@uark.edu)).

## Hotel Accommodations – Omni Hotel, Charlottesville, VA

The host hotel for the ASEV-ES Conference and Symposium will be the **Omni Hotel Charlottesville** located at 212 Ridge McIntire Road, Charlottesville, VA 22903. The ASEV-ES conference hotel room rates are **\$139/night** for single or double. **Deadline for reduced hotel rates is Thursday, June 8, 2017.** To get the ASEV-ES block rate, contact the hotel at 1-800-THE OMNI (1-800-843-6664) and mention American Society of Enology and Viticulture Eastern Section. Book online at <https://www.omnihotels.com/hotels/charlottesville/meetings/american-society-for-enology-and-viticulture-eastern-section>.

Self-parking for overnight guests is complimentary. Overnight valet parking is \$10 per night and includes in-and-out privileges and access to our electric car charging station (30 amps). Day only guests attending the conference will be \$2/hour with a max of \$12 per day.

## Travel to Charlottesville, VA

The Omni Hotel is 15 miles from the Charlottesville Airport (CHO), 80 miles from Richmond International Airport (RIC), 115 miles from Reagan National Airport (DCA), 105 miles from Washington Dulles Airport (IAD).

### TRANSPORTATION

- Taxi service from Charlottesville Airport – Approximately \$25 – \$35 per way
- Free trolley (goes to UVA) – Pickup is adjacent to hotel
- Greyhound bus station – 2 blocks
- AMTRAK station – 5 blocks
- University Transit Service

### Driving Directions

FROM I-64 (EAST OR WEST): Exit 120 and follow 5th Street North 2 miles to the historic downtown. The hotel is located on the right.

FROM CHARLOTTESVILLE AIRPORT: Make a right off of Airport Road. Follow Route 29 South for 8 miles to Route 250 Bypass East. Drive two miles East on 250 Bypass. Turn right on McIntire Road. Go 7/10 mile to the second stoplight. Go through the stoplight and the hotel will be on the left.

DIRECTIONS FROM THE NORTH –VIA ROUTE 29 SOUTH: Take Route 29 South into Charlottesville to Route 250 Bypass East. Drive two miles East on 250 Bypass, and turn right onto McIntire Road. Go 7/10 mile to the second stop light. Go through the stoplight and the hotel is on the left.

DIRECTIONS FROM THE SOUTH – VIA ROUTE 29 NORTH: Take Route 29 North to Route 250 Bypass East (29 North will turn into 250 Bypass East). Drive two miles East on 250 Bypass.

## Wine Donations for the Conference

There will be many opportunities to share wines from your regions with attendees at the conference events. Bring wines to the hotel or you can ship the wines.

If you want to ship wine in advance, you can ship wines to Virginia Tech. Packages sent to Virginia Tech must arrive by July 7, 2017 and be labeled as follows:

Tony Wolf (ASEV-ES)  
Virginia Tech  
595 Laurel Grove Rd.  
Winchester VA 22602  
540-869-2560 x18

If you want to ship wines to the hotel, the hotel will not accept packages to arrive prior to July 7, 2017.

Packages sent to the hotel must be labeled as follows:

Omni Hotel-Charlottesville  
Jessica Stuart  
212 Ridge McIntire Road, Charlottesville, VA 22903  
Organization Name: [ASEV-Eastern Section](#)  
Date of Event: July 10-12, 2017  
Package # \_\_\_\_\_ of \_\_\_\_\_

For more information contact **Todd Steiner**, Enology Program Manager, The Ohio State University (330-263-3881, [steiner.4@osu.edu](mailto:steiner.4@osu.edu)) or **Dr. Justin Scheiner**, Horticulture Extension Specialist – Viticulture, Texas A&M AgriLife (979-845-1870, [jscheiner@tamu.edu](mailto:jscheiner@tamu.edu)).