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CONFERENCE SCHEDULE

DAY ONE · MARCH 5, 2024

Start Time	End Time	Session Title	
7:45 AM	8:30AM	Breakfast Session (Canandaigua Room)	Inside a Brand of Outsiders: Understanding the New York Wine Brand Family
7:45 AM	8:45 AM	Registration, Tradeshow / Breakfast	
8:45 AM	9:00 AM	Welcome & Opening Remarks	
9:00 AM	9:45 AM	Day 1 Keynote: The State of the Wine Industry	
9:45 AM	10:45 AM	Panel Discussion: Opportunities for Growth (Part 1): Market Strategies for New York Wines	
10:45 AM	11:15 AM	Tradeshow / Coffee Break	
11:15 AM	12:15 PM	Panel Discussion: Opportunities for Growth (Part 2): Marketing & Sales Tactics for New York Wines	
12:15 PM	1:30 PM	Lunch Buffet & Unity Awards Presentation	
1:30 PM	2:15 PM	Enology - Session A Grapes Don't Have Kidneys: What's known and unknown about absorption and storage of environmentally-derived odorants in grapes.	
1:30 PM	2:00 PM	Viticulture - Session A Managing Pesticide Drift and Recordkeeping	
2:00 PM	2:30 PM	Viticulture - Session A New and Updated Trac Software for Pesticide Application Recordkeeping	
2:15 PM	3:00 PM	Enology - Session A Genetically Modified Organisms	
2:30 PM	3:00 PM	Viticulture - Session A Emerging Options for Weed Management	
3:00 PM	3:15 PM	Tradeshow / Coffee Break	
3:15 PM	4:15 PM	Enology - Session B Balancing Act: Acid-Sugar Perception in White Wines WITH TASTING	
3:15 PM	4:45 PM	Viticulture - Session B The Role of Cultural Practices in Disease Management	
3:45 PM	4:15 PM	Viticulture - Session B Integrating Biological Pesticides into a Vineyard IPM Program	
4:15 PM	4:45 PM	Enology - Session B Nutritional labeling: What winemakers need to know	Viticulture - Session B Integrating Biological Pesticides into a Vineyard IPM Program
4:45 PM	6:00 P:M	Reception / Sponsored by: Waterloo Container	

CONFERENCE SCHEDULE

DAY TWO · MARCH 6, 2024

Start Time	End Time	Session Title
7:45 AM	8:45 AM	Registration, Tradeshow / Breakfast
8:45 AM	9:00 AM	Day Two Welcome & Remarks
9:00AM	9:50 AM	Viticulture & Enology Keynote: Update on Farm Labor Regulations
9:50 AM	10:20 AM	Business - Session A : Effective Strategies for Selling NYS Wine
10:20 AM	10:45 AM	Tradeshow / Coffee Break
10:45 AM	12:00 PM	Viticulture & Enology - Session B : Harvest Decision-making
12:00 PM	1:15 PM	Lunch Buffet & Tradeshow
1:15 PM	2:45 PM	Viticulture & Enology - Session C : 2023 Vintage Review
2:45 PM	3:00 PM	Tradeshow / Coffee Break
3:00 PM	4:30 PM	Viticulture & Enology - Session D : 2023 Vintage Review (continued)



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Mystery Shoppers Reveal Wine Tasting Room Trends in New York State

November 30, 2022 | newyorkwines.org

The New York Wine & Grape Foundation is dedicated to supporting our members' business development in a rapidly changing world. Along with the myriad of services and seminars we provide throughout the year, NYWGF is often able to take advantage of new opportunities that arise to benefit our members and the industry.

In the Spring and Summer of 2022, NYWGF's longstanding relationship with the WISE Academy resulted in the opportunity to provide ten Tier 3 Winery members with a FREE Mystery Shopper analysis. From these results, we hoped to provide valuable intel to each of the wineries and understand more about our overall industry strengths and areas of opportunities for sales growth.

A total of 41 mystery shops were completed (20 in Finger Lakes and 21 in Long Island) for the ten individual wineries (5 in Long Island and 5 in the Finger Lakes).

The WISE Academy Mystery Shopper process provided members with two important scores. First, an *Overall Customer Satisfaction Score*, which measured how a shopper would recommend the guest experience to a friend and second, the *WISE Triple Score* which focused on business objectives such as asking for an order, effectively presenting a Wine Club offering, and capturing contact data for customers.

The goal was to have both a high Customer Satisfaction and WISE Triple Score on every visit.

Our Strengths

- **New York wineries hire knowledgeable and passionate people.** Overall, our members provided good hospitality, were prepared for guests, and Tasting Room staff showed etiquette, passion, and knowledge.
- **Guests tend to be satisfied with their New York Winery Tasting Room experiences, especially when they receive individualized attention.** One way to increase overall guest satisfaction is by adjusting staff-to-guest ratio.

Our Opportunities

- **Providing an experience that brings a winery's unique brand story to life can increase sales.** Having a high level of service and hospitality leads to more sales and overall guest satisfaction –visitors will not only come back, but they'll also join clubs and mailing lists too.
- **Sales collateral can help do some of the 'heavy lifting' of sales.** Ensuring our marketing and sales materials are available at the time of tasting will do a lot of the work for the staff by planting sales seeds and make asking for a sale more natural.
- **Building in time for engagement and rapport ensures trust.** Emotionally engaging experiences will have visitors coming back for more. Guests pick up on "scripted" presentations, but engaging dialogue builds relationships, gets club members, and sells more wine.



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Benchmarking New York

The WISE Academy has conducted over 5,000 mystery shops across the country and gathered an industry average of many Mystery Shopping metrics, specifically on the WISE Triple Score – those metrics that keep and build the DTC channels. Check out how the 10 New York wineries performed against those metrics:

- **Asked for the sale = 59%** (Industry Average: 73%)
 - Finger Lakes = 65%, Long Island = 52%
- **Effectively presented the wine club = 0%** (Industry Average: 38%)
 - Finger Lakes = 0%, Long Island = 0%
- **Attempted to capture contact data = 11%** (Industry Average: 18%)
 - Finger Lakes = 23%, Long Island = 0%

A Deeper Dive into the Regions and Data

By separating the shopping experiences into the two regions, we can see what each excels at, or if there are areas of opportunity across the state. This separation tells an interesting story that we invite you to learn more about by [clicking here](#).

The Work Continues

We are all about staying focused on the positives here at NYWGF. The WISE Academy Mystery Shopper report shows us many areas in which these ten winery members across two of our major wine regions excel...and areas where tremendous growth opportunities exist. NYWGF will continue to look for tools and resources to help our members better take advantage of those areas!

“Effective silent selling covers the many ways your brand is reflected, which your guests can be subconsciously sold on. It’s everything within the tasting room including design, merchandising, printed collateral materials, signage, and other items that encourage guests to purchase products. It’s more than pretty displays; it’s subconscious emotional triggers to buy.”

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Phyllis Feder on Earning the Jim Trezise Lifetime Achievement Award

Written by Kathleen Willcox and Robin Shreeves for newyorkwines.org



“This is the culmination of a very, very important time in my life,” says Phyllis Feder, of the Jim Trezise Lifetime Achievement Award she received this year from the New York Wine & Grape Foundation. “I’m very touched and moved by it.”

The fact that Feder can say that it’s the culmination of a certain time in her life speaks volumes about the length—she’s 87 years old—and breadth—she’s had two wildly successful careers—of her life.

While Phyllis ultimately joined her husband Ben Feder at Clinton Vineyards, a winery that many credit with putting the Hudson Valley region on the wine map, she didn’t meet him until she was already a woman of “a certain age.”

They did run in the same circles though.

A Blind Date

“I was a graphic designer and a partner at Pushpin Studios in Manhattan,” Phyllis explains, alluding to a world-famous design studio founded by Milton Glaser—the man behind the I Love NY logo, the psychedelic cover art for Bob Dylan’s 1967 Greatest Hits album, the New York Magazine logo, and so much more. Ben, meanwhile, was a noted book designer who created the iconic cover for Kurt Vonnegot Jr.’s “Cat’s Cradle,” and Theodore Strugeon’s “A Way Home,” among many others—before high-tailing it to the country.

Mutual friends set them up on a blind date, and in 1989, they got married at the Radio City Suite in the Rainbow Room. Then, it was off to the Hudson Valley, where Phyllis and Ben would merge their lives and careers at Clinton Vineyards. Ben, a design guru-turned vintner who purchased his farm in the Hudson Valley in 1969 and first planted vines in 1976, was already a successful and established vintner well before the pair ever met. Phyllis understood early on that any relationship would be a package deal: Ben + Clinton.

“When Ben proposed to me, I said ‘yes. But on one condition,’” she recalls. “I told him he had to change the label. Now as a designer himself, he didn’t understand. But I said, ‘look, it’s no good. The color is bad. Let me redesign it.’”



Phyllis & Ben Feder

(continued from previous page)

“And Ben did. The pair joined lives, and merged their creative forces and intellects, forging a business partnership that defined their lives as much as their marriage did.

“He was very excited that I wanted to be involved,” Phyllis says. “He’d already done so much, but together, we did even more.”

A Turn From Cows to Wine

When Ben purchased what became Clinton Vineyards in 1969, it was a dairy farm populated by cows with an appetite for fermented apples.

“Soon after moving in, Ben got a call from a neighbor who asked him to remove his drunk cows from their field,” Phyllis laughs. “They were rolling around and mooing. Apparently, they’d wandered into a field filled with apples that had started fermenting. Well, that was the end of Ben’s career as a farmer.”

Ben planted 14 acres of grapes on the 100-acre estate, and by the mid-70s had a runaway hit on his hands.

“Seyval Blanc did beautifully there,” says Feder, of the French-American hybrid that could stand up to the fierce winters in the Hudson Valley, ideal as a solo vehicle for off-dry fruit-forward still whites, sparkling and dessert wines. “He was the first person to create a methode champenoise in the Hudson Valley, and by the time I came on board, he already had his wines at the Four Seasons, Windows on the World and the Rainbow Room.”

Elevating the Hudson Valley

When Phyllis came on board, she says that in addition to redesigning the label and joining Ben in the cellar to learn the ropes fermenting, blending, aging and bottling wine, she took it upon herself to augment the estate’s aesthetic, and elevate the profile of Hudson Valley wines, writ large.

“We visited France together, and I got so excited and inspired by the long gravel driveways at estates, I knew we had to do the same thing,” she recalls. “He encouraged and loved it all. We added experiences at the tasting room and made it more comfortable. We wanted everyone to feel at home.”



Phyllis (center) holds a plaque recognizing the Phyllis Feder Unity Award, which recognizes individuals who have volunteered their time, shown exceptional leadership, and achieved recognized results in building industry co-operation and unity. Shown with Commissioner Richard Ball (L) and Jim Trezise (R), 2016.



Phyllis representing Clinton Vineyards at the 2019 NYDrinksNY Grand Tasting at The Rainbow Room in NYC.

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Phyllis was also invited to join the Board of Directors at the New York Wine & Grape Foundation in the 1990s, eventually becoming the first woman to serve as Board Chair.

"I wanted to give a voice to the Hudson Valley," she says. "And I also wanted to help other wineries in the Hudson Valley take their wine-growing and making to the next level."

When Ben died in 2009, Phyllis says that "continuing his legacy at Clinton Vineyards became my mission. He created so many firsts in the Hudson Valley, from methode champenoise wine to Cassis, and so much more."

A New Chapter

In 2021, Phyllis sold the winery to Barry Milea of Milea Estate Vineyards.

"I will still live here, and contribute and be an ambassador in any way that they want me to," Phyllis says. "But the vineyards and the winery are now in their hands. Looking around the Hudson Valley now, I see so much variety in terms of grapes, so many styles and so much great winemaking happening."

Phyllis helped build the foundation and paved the way for this bright future.

"This recognition is thrilling, and I love that it's Jim Trezise who is presenting it to me," Phyllis says. "We worked together for many years. It has been quite a journey indeed. And now? I think I'm going to go celebrate with a glass of wine."

Cheers!



About the Jim Trezise Lifetime Achievement Award

Established in 2020, and named for the first Executive Director of the New York Wine & Grape Foundation, this award recognizes individuals who have demonstrated a lifelong commitment to the New York wine and grape industry and made impactful contributions that advanced the industry. Past recipients include John Brahm III (Arbor Hill Winery), and John Martini (Anthony Road Wine Co.).

Join us in celebrating our industry leaders at the **Unity Awards Luncheon**, held March 28th, at 12:30pm in the Persian Terrace. *(Admission is included with your conference ticket.)*

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Breakfast Session : Inside a Brand of Outsiders: Understanding the New York Wine Brand Family

MARCH 5 | 7:45 - 8:30 AM

Speakers: Duane Bombard, Dion Pender

Born Collective will share work completed on the New York Wine & Grape Foundation's updated Boldly, NY. brand family, the guidelines for use, and insight into the strategy behind how it was developed. Embracing these updates is crucial in understanding the direction of New York wines moving forward and how you can use messaging, tactics, and the brand family to increase sales and promote your own business.

Day 1 Keynote: The State of the Wine Industry

MARCH 5 | 9:00 - 9:45 AM

Speaker: Kathy Kelley, Ph.D.

Each year comes a new set of alcohol beverage consumption statistics, trends, and predictions. As consumers' tastes, interests, and expectations evolve for alcoholic beverage products, what should industry members be aware of, and what should they focus on to meet consumer needs? Learn more about recent changes in what alcoholic beverage consumers drink and purchase, with particular emphasis on wine.

Opportunities for Growth (Part 1): Market Strategies for New York Wines

MARCH 5 | 9:45 - 10:45 AM

Moderator: Kathy Kelley, Ph.D.

Speakers: Ami Opisso, Erin McMurrugh, Cathy Huyghe, Suzanne Hunt, Julia Hoyle

Our industry is well aware of the complex and ever-changing market for wine sales. Recent reports suggest that younger audiences are shifting away from wine and towards spirits or low-or-no alcohol options. This trend presents a unique challenge for wineries seeking to expand their audience and cater to the evolving preferences of consumers. This two-part session, from a panel of industry leaders with proven success stories, will help you develop strategies and tactics to replicate that success for your own winery.

Topics to be covered:

- **International Markets.** One of the most effective ways to expand your audience is to tap into international markets. With the rise of globalization, wine has become a popular commodity in many countries. However, expanding to international markets requires a deep understanding of cultural differences and preferences.
- **Sustainability Seekers.** If you are looking to cater to sustainability seekers, you can focus on sustainable grape growing and wine production practices. Consumers are becoming increasingly aware of the environmental impact of their choices, and they are more likely to choose products that align with their values.
- **Multi-Generational & Multi-Cultural audiences.** It is essential to cater to a wide range of consumers. Consider offering wines that appeal to different cultures and generations, and tailor your marketing strategy to reflect diversity and inclusivity.
- **Wine Experiences.** Wine experiences and wine tourism are also viable options for expanding your audience. Consumers are looking for unique and immersive experiences, and wine tourism offers just that.
- **Technology.** Finally, using technology to expand and deepen your markets is another option. With the rise of e-commerce and social media, it is easier than ever to reach new consumers and build brand awareness.

Opportunities for Growth (Part 2): Marketing & Sales Tactics for New York Wines

MARCH 5 | 11:15 AM - 12:15 PM

Moderator: Wanda Mann

Speakers: Ami Opisso, Erin McMurrugh, Cathy Huyghe, Suzanne Hunt, Julia Hoyle

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Enology - Production Predicaments (two talks back-to-back)

Brush up on your wine chemistry and microbiology as Cornell professors discuss the potential implications of bad smells in the vineyard (think smoke taint) and the theory and application of GMO technology in wine yeast. From Gavin Sacks, attendees will learn how grapes protect themselves from external toxins and what that means for wine flavor, while Pat Gibney will explain genetic modification technologies and how non-scientists can assess risks and benefits.

Grapes Don't Have Kidneys: What's known and unknown about absorption and storage of environmentally-derived odorants in grapes

MARCH 5 | 1:30 - 2:15 PM

Speaker: Gavin Sacks

Coverage of 'smoke taint' and its ill effects on wines often focuses on its sensory consequences but ignores the remarkable ability of grapes and other plants to absorb and store certain classes of environmental odorants. Many share chemical properties with herbicides, and the biochemical machinery used by grapes to denature airborne odorants appears to be the same as those used on other toxins. Similar detoxification pathways exist in humans, and end products are eventually excreted. However, grapes lack kidneys (no citation available), and will instead accumulate these products as "flavor precursors". This talk will review recent literature on the absorption of smoke and other environmental volatiles by grapes, and their potential for affecting wine flavor. Recent research in the Sacks and Mansfield labs on the potential for cannabis taint will also be discussed.

Genetically Modified Organisms

MARCH 5 | 2:15 - 3:00 PM

Speaker: Pat Gibney

The goals of this talk are to

- 1) provide the perspective of a molecular biologist and geneticist on GMO technology, its development, uses and risks
- 2) provide an alternative approach to thinking about or discussing GMO technology beyond the notion of "for or against". The talk will focus on the evolution of genetic modification technologies, current uses for GMOs, and evaluating the risks and benefits of GMOs.



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Viticulture - Session A (three talks back-to-back)

The session covers a range of topics centered around tools to maintain compliance with evolving requirements about pesticide use while also improving the efficacy and efficiency of pest management programs in vineyards. Our speakers will cover strategies to reduce pesticide drift, along with pesticide recordkeeping requirements, and a newly updated tool to help with that. We will also hear about new technologies for weed management that may have advantages over current methods like herbicides and cultivation. Pesticide credits will be available for this session.

Managing Pesticide Drift and Recordkeeping

MARCH 5 | 1:30 - 2:00 PM

Speaker: Mike Helms, Cornell Cooperative Extension

New and Updated Trac Software for Pesticide Application Recordkeeping

MARCH 5 | 2:00- 2:30 PM

Speaker: Juliet Carroll, Cornell AgriTech

Emerging Options for Weed Management

MARCH 5 | 2:30- 3:00 PM

Speaker: Lynn Sosnoskie, Cornell AgriTech

Enology - Production Predicaments (two talks back-to-back)

Wine consumers rarely see the hard work that goes into making a bottle of wine, but instead get most of their information from the label and their own sensory experience. Anna Katharine Mansfield will start this session with an experiential exploration of white wine sweetness and acidity, allowing attendees to explore the moving target that is wine 'balance.' On a more legalistic note, the session will end with a crash course on nutritional labeling in wine, and what pending regulations might mean for wine producers.

Balancing Act: Acid-Sugar Perception in White Wines WITH TASTING

MARCH 5 | 3:15 - 4:15 PM

Speaker: Anna Katharine Mansfield

Sensory balance in white wine is driven by the ratio of sweetness to acidity- but that ratio is shaped by more than just a straight-forward measure of sugars and acids. Human thresholds to sugar and acid vary widely, other wine components contribute sweet tastes, and the multimodal effects of sight and smell muddle perception. In this interactive session, we'll explore individual sugar and acid thresholds and compare the concept of balance in different white wine types, giving you additional tools for wine sensory evaluation and production.

Nutritional labeling: What winemakers need to know

MARCH 5 | 4:15 - 4:45 PM

Speaker: Paul Huckaba, Cynthia Stoub (VIRTUAL SPEAKERS)

Will required nutrition labeling be the next challenge NY winemakers face? The verdict is still out, but it's good to be prepared. This session will provide a comprehensive summary of methods for deriving nutrition data (energy and carbohydrate values), what we know about current and planned government regulations, and how using QR codes and a nutrition database can satisfy current EU labeling regulations.

Viticulture - Session B (three talks back-to-back)

Between the growing incidence of pesticide resistance and a decline in the development of new pesticides, it becomes increasingly important for growers to consider the use of all available materials and practices to reduce disease pressure within vineyards, while also diminishing reliance on conventional pesticides. This session will highlight some key considerations for New York grape growers about how to navigate the evolving landscape of disease management. Our speakers will discuss methods and materials for disease management that can enhance the resilience and sustainability of their vineyard operations. Pesticide credits will be available for this session.

The Role of Cultural Practices in Disease Management

MARCH 5 | 3:15 - 3:45 PM

Speaker: Bryan Hed, Penn State University

Integrating Biological Pesticides into a Vineyard IPM Program

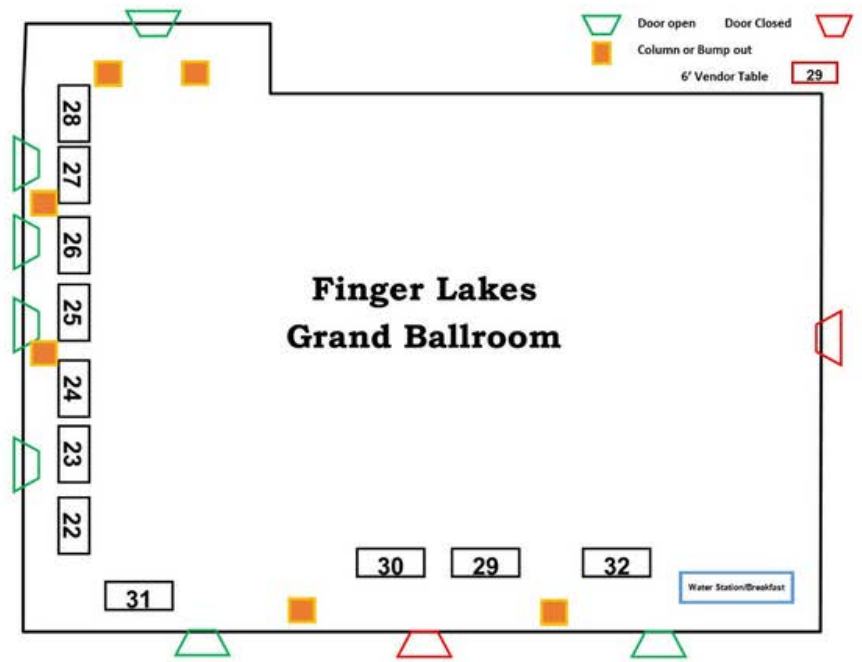
MARCH 5 | 3:45 - 4:15 PM

Speaker: David Combs, Cornell AgriTech

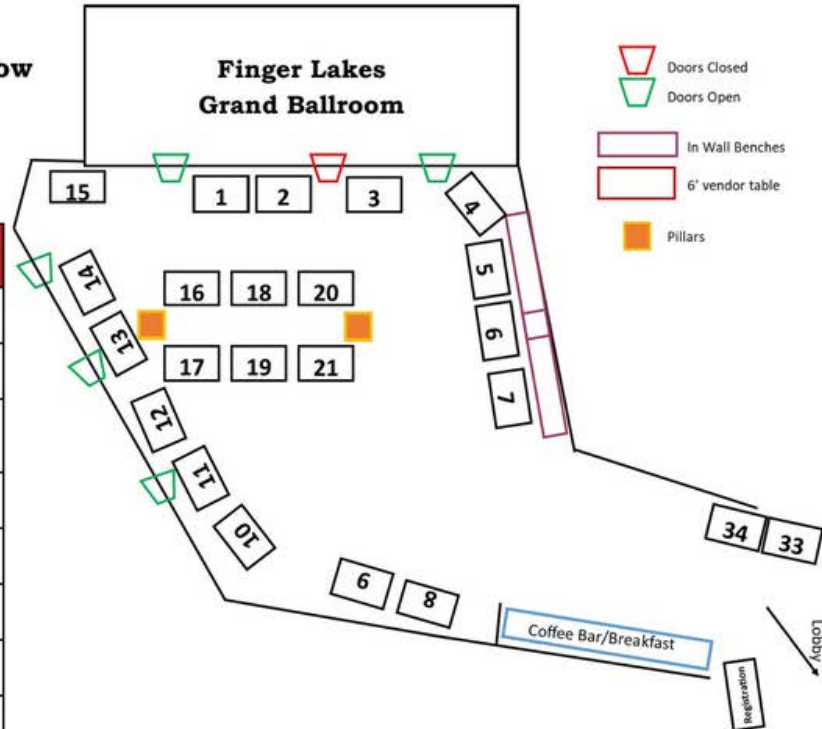
Non-Chemical Options for Sour Rot Management

MARCH 5 | 4:15 - 4:45 PM

Speaker: Hans Walter-Peterson, Cornell Cooperative Extension



Tradeshow Map



Company Name	Booth #
New York Wine & Grape Foundation	33
Deep Planet	34
Farm Credit East	8
American National Insurance	9
Waterloo Containter	10
Weimer Nursery	11
Works	12
MoFil	13
BDi Machinery	14
ProFarm Group	15
Amberg Nursey	16
Vance Metal	18
Niagara Label	1
Alleghany Farm Services	2
Double A Vineyards	3
Nutrien Ag	20

Company Name	Booth #
FELCO	4
Farm & Country	5
Lakeview Vineyard Supplies	6
BioWorks	7
LNB	30
NYS Ag & Markets	29
NYWPI	31
NYWGG	32
FLCC	22
FarmNet	23
FOSS	24
Arthur Carroll Insurance	25
Wagner Precision Tile	26
Lakewood Cork	27
VinTrace	28

Day 2 Keynote: Update on Farm Labor Regulations

MARCH 6 | 9:00 - 9:50 AM

Speaker: Richard Stup

Farm labor regulations are a moving target in New York. This presentation will address the key points that employers need to know about overtime and the new tax credit, minimum wage, H-2A updates, and farm union activity in the state. Taking proactive steps to improve employee management practices is much more effective than reacting when there is a problem.

Business - Session A: Effective Strategies for Selling NYS Wine

MARCH 6 | 9:50 - 10:20 AM

Speakers: Lorraine Hems, Gregory Gardner, Julie Purpura

What makes consumers buy and appreciate NYS wines? Does it matter what the name of the varietal is? We will share what our research suggests consumers want to drink and best practices to sell NYS wine.

Viticulture & Enology - Session B: Harvest Decision-making

MARCH 6 | 10:45 AM - 12:00 PM

Speakers: Dave Breeden, Nova Cadamatre, Dave Wiemann

When should we pick the grapes? In an ideal scenario, this very important decision can be made solely based on fruit maturity. All too often, the decision is made based on some combination of weather, machine/crew availability or logistics at the receiving winery. From whether to put on another spray to receiving the grapes when the press is empty, early, effective communication between vineyard and winery can greatly ease tension and improve outcomes. Growers and winemakers will discuss what they wish they knew, what they're happy to share if only someone would ask, and what can be done to make harvest as smooth and efficient as possible for everyone involved.

Viticulture & Enology - Session C: 2023 Vintage Review

MARCH 6 | 1:15 - 2:45 PM

Speakers: Hans Walter-Peterson, Chris Gerling

Now that we have a little distance and hopefully some perspective from harvest, this session will provide a data-driven look at the 2023 growing season. We will include weather, grape ripening and wine production information to highlight relevant regional and statewide trends. Combining Cornell data sets and commercial production records, we hope to objectively characterize the season, compare against other years, and invite discussion about how best to position the resulting wines and manage similar conditions in the future. We will be tasting 2023 tank samples from several NY wineries during the session as well.

Viticulture & Enology - Session C: 2023 Vintage Review (continued)

MARCH 6 | 3:00 - 4:30 PM

Moderators: Hans Walter-Peterson, Chris Gerling

Speakers: Michael Colizzi, Matt Doyle, Lynne Fahey, Jess Murphy, Chris Stamp, Jon Zollo

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The best thing about OUR business...



...is getting to know YOUR business.

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Waterloo Container proudly supports industry education and growth through sponsorship of B.E.V. NY 2023.



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