



Massachusetts Farm Wineries & Growers Association

12th Annual Meeting - Wednesday, February 28, 2018

8:30 - 9:00 AM **Registration/Coffee/Meet Our Sponsors**

SESSION ONE

9:00 - 9:15 AM **Opening Remarks; Introductions of Sponsors & Guests**

Dave Roberts - President, MFWGA

John Lebeaux - Commissioner, MDAR

9:15 - 10:10 AM **Presentation & Panel Discussion: "Massachusetts Winemakers: What's New in 2018"**

Donna Martin, Mill River Winery - Moderator

Marco Montez, Travessia Winery "Importing European Wine Grapes"

Kip Kumler, Turtle Creek Winery "Little Wineries & Big Data: Analytical Testing and Relational Databases"

John Samek, Hardwick Winery "Legislation & Changes in Wine & Liquor Industry Laws"

Michael Carr, Plymouth Bay Winery "State Signage for Your Winery"

Steven Todal, Mill River Winery "Benefits Observed When Adding Malolactic Bacteria Early During Primary Fermentation"

10:10 - 10:20 AM **Presentation: UMASS Crop Insurance**

Paul Russell, Ag Risk Management Consultant, UMass Extension

10:20 - 11:00 AM **Coffee Break/Meet Our Sponsors**

11:00 - 12:00 PM **Presentation: "Tasting Room Sales:**

Selling the Wine Experience to Your Captive Audience"

Barrie Cleveland & Jeff Wade, Winery Advisor

SESSION TWO

12:00 - 12:45 PM **Wine Tasting + Networking Social**

Members are encouraged to bring a special bottle to share

12:45 - 1:30 PM **Lunch Buffet**

1:30 - 2:30 PM **Presentation: "Marketing in the Tasting Room"**

Barrie Cleveland & Jeff Wade, Winery Advisor

2:30 - 4:00 PM **Members Only - MFWGA Annual Business Meeting**

4:00 PM **Adjourn**