

# Massachusetts Farm Wineries & Growers Association

## 11th Annual Meeting - Tuesday, February 7, 2017

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8:30am-9:00am	<b>Registration:</b> Continental Breakfast & Coffee available
9:00am-9:15am	<b>Opening Remarks and Introduction of Guests and Meeting Sponsors</b> David Neilson, Coastal Vineyards; President, MFWGA
9:15am-9:30am	<b>Massachusetts Farm Winery 2015 Economic Snapshot:</b> Commissioner John Lebeaux
9:30am-9:45am	<b>Legislative Update:</b> Kip Kumler, Turtle Creek Winery
9:45am-10:15am	<b>Presentation: “Yeast &amp; Nutrition of Hybrid Grapes”</b> <b>Katie Cook, DNO, Scott Labs</b> Learn about the use of yeast and bacteria to reduce acidity in hybrid grapes. Six wines will be sampled to illustrate this presentation.
10:15am-11:00am	<b>Marketing Panel: “Marketing Massachusetts Wines”</b> Explore the elements of successful wine marketing. <b>Mike McCann</b> , Moderator <b>Panelists:</b> <b>Susie Nielsen</b> (Farm Projects), <b>Christian Hanson</b> (Balderdash Cellars), <b>Marco Montez</b> (Travessia Winery), <b>Frank Puzio</b> (First Crush Winery)
11:00am-11:30am	<b>Coffee Break:</b> Members are invited to visit Sponsor's Tables
11:30am-12:15pm	<b>Presentation: “Wine Defects: Identification, Cure, &amp; Prevention”</b> <b>Milan Vujnic</b> , Winemaker, Truro Vineyards Understanding the origins of wine flaws, steps to prevent them, and treatment options.
12:15pm-12:30pm	<b>Massachusetts Wine Shop Update:</b> Alan Howarth, Wine Shop Manager
12:30pm-1:15pm	<b>Wine Tasting and Networking Social for Members, Guests and Sponsors</b> Members are encouraged to bring a special bottle to share
1:15pm-2:15pm	<b>Lunch Buffet</b>
2:15pm-3:30pm	<b>Members Only - MFWGA Annual Business Meeting</b> <ul style="list-style-type: none"><li>- Review of Minutes from October 2016 Meeting</li><li>- Nomination of New Officers: Dave Neilson/Kip Kumler</li><li>- Financial Summaries: Dave Roberts</li><li>- 2017 Event &amp; Fundraising Plans: Ann Marie Popko</li></ul>
3:30pm	<b>Adjourn</b>