



California Association of Winegrape Growers

Summer Conference

Tuesday, June 25, 2019

Fairmont Sonoma Mission Inn & Spa · 100 Boyes Blvd, Sonoma

Speaker Program

8:30 am – 9:00 am	Registration & Breakfast – Pavilion
9:00 am – 9:45 am	CAWG Speaker Program · Welcome Remarks & Introductions What's Driving the Trend in Industry Acquisitions and Consolidation? Wine industry asset sales and consolidation continue to grab headlines. Who wins and who loses? And, what does it all mean for growers and the wine category? Mario Zeponi, a leading advisor to the global beverage alcohol industry on mergers and acquisitions will provide an inside look at the fundamental drivers of recently concluded transactions that are reshaping the wine industry. <ul style="list-style-type: none">• Mario Zeponi, Zeponi & Company
9:45 am – 10:30 am	Controversy and Fear Over Crop Protection Tools – What is the Real Story? The former CEO of CropLife America and a policy expert on crop protection products, Vroom will provide insight into some of the current controversies, litigation and public fears surrounding crop protection products. How can the public be assured these products are safe and will farmers continue to have access to these important tools? <ul style="list-style-type: none">• Jay Vroom, Vroom Leigh Agriculture, LLC
10:30 am – 10:45 am	<i>Coffee Break</i>
10:45 am – 11:45am	Strategies to Secure and Retain a Viable, Productive Workforce Vineyard workers are essential to the success of California's vineyards, but growers struggle with labor shortages, rising costs and the ever-increasing burden of state regulation. This session features experienced farm labor contractors who will share their insights and tips on how to succeed in a challenging labor climate. <ul style="list-style-type: none">• Mike Testa, Coastal Vineyard Care• Carlos Castaneda, Castaneda & Sons/Sarc, Inc.• Earl Hall, Hall Management Corp
11:45 am – 1:30 pm	Networking Reception & 45th Annual Business Meeting
1:30 pm – 2:15 pm	Keynote Address Francis Ford Coppola Winery has compiled an enviable track record of growth and expansion, and introduced new, innovative products to the marketplace. With a keen eye on current trends and future opportunities, CEO Corey Beck will share his vision for Francis Ford Coppola Winery and California's wine industry. <ul style="list-style-type: none">• Corey Beck, CEO - Francis Ford Coppola Winery
2:15 pm – 3:15 pm	Utilizing the Crush Report to Make Sound Business Decisions The Grape Crush Report has a lot of useful data - but isn't useful unless you know how to use it. Learn from industry experts on how to best utilize this data for contract strategy, strategic investment and business forecasting. <i>This is a can't miss session!</i> <ul style="list-style-type: none">• Jeff Bitter, President Allied Grape Growers• Gabriel Froymovich, Vineyard Financial Associates
Awards of Excellence Reception & Dinner	
5:30 pm – 6:30 pm	Awards of Excellence Reception – Breezeway Lawn
6:30 pm – 9:00 pm	Awards of Excellence Program & Dinner Honoring CAWG's 2019 Grower & Leader of the Year > Grower of the Year: Andy Hoxsey, Napa Wine Co / Yount Mill Vineyards > Leader of the Year: Brad Goehring, Goehring Vineyards, Inc.