



FOR IMMEDIATE RELEASE

## **2018 CAWG Summer Conference in Napa July 17-18**

SACRAMENTO, July 2, 2018 – There is still time to register for the 2018 California Association of Winegrape Growers (CAWG) Summer Conference, July 17-18 at the Silverado Resort and Spa in Napa. Highlights of the conference include an educational speaker program, presentation of the 2018 CAWG Awards of Excellence and a golf tournament. The conference is open to CAWG members and non-members.

“Our conference is a way to celebrate our industry and its people, as well as share valuable information that will help attendees in their businesses,” CAWG President John Aguirre said. “We look forward to returning to Napa and supporting this wonderful community.”

### **Keynote Speaker: Pat Roney**

Business entrepreneur Pat Roney, president and founding partner of Vintage Wine Estates, will deliver the keynote address on July 17. Vintage Wine Estates is a privately held wine company owned by vintner families with deep roots in the wine business. Roney will draw on his experience to discuss private equity infusion, trends and opportunities in mergers and acquisitions, and direct-to-consumer marketing. With his keen eye for today's wine and winegrape landscape, Roney will also discuss varietal trends and how growers are integral to the success of brand development and growth with Vintage Wine Estates.

### **Speaker Sessions: July 17**

#### **Competing on a Global Stage**

This session will explore future prospects for California growers and how growers compete and remain profitable in this difficult market climate.

- Speakers: Mike Veseth, The Wine Economist, and Matt Parker, Silverado Investment Management Company. Moderated by Aaron Lange, LangeTwins.

#### **Technology Trends in the Vineyard**

This session focuses on key technology trends in the vineyard that promise dramatic improvements in the production of winegrapes and the challenges growers face in dealing with information overload.

- Speakers: Lisa Asimont, VinSense, and Walt Mahaffee, USDA Agricultural Research Service.

#### **Driving Deeper into the Future of Winegrape Trucking**

This panel will explore emerging technology solutions for trucking and logistics needed to address a shrinking labor pool, higher employee costs and a continued onslaught of new regulations.

- Speaker: Yvonne Sams, G3 Trucking, and a representative from Verizon.

#### **Before the Harvest – State of the Industry**

This can't-miss session will provide the latest insights into market conditions and the many challenges and opportunities confronting growers and wineries before the start of harvest.

- Speakers: Rob McMillan, Silicon Valley Bank; Jon Moramarco, BW 166; Steve Fredricks, Turrentine Brokerage. Moderated by Jeff Bitter, Allied Grape Growers.

### **CAWG Awards of Excellence**

The evening of July 17, Steve Schafer and Karissa Kruse will be honored as the CAWG Grower of the Year and CAWG Leader of the Year, respectively. Schafer is an officer of Schafer Ranch and owner of San Joaquin Wine Company. Kruse is the president of Sonoma County Winegrowers.

**Golf Tournament**

The CAWG PAC golf tournament is set for July 18 at the Silverado Resort and Spa.

**Registration Information**

The deadline to register is July 12. For registration and hotel information, visit [www.cawg.org](http://www.cawg.org) (calendar & events tab) or call the CAWG office at 916-379-8995. The conference is approved for four hours of professional development continuing education units.