

# VIVAVINO

NEW MEXICO WINE

\* Agenda subject to change \*

Time Zone: MST	<b>Sunday, February 26, 2023</b>	
4:00 - 5:00 pm	Welcome Happy Hour @ Hotel Santa Fe	
5:00 - 7:00 pm	Welcome Reception @ Hervé Wine Bar Appetizers + Wine Bar + Opening Toast	
Time Zone: MST	<b>Monday, February 27, 2023</b>	
7:30 - 9:00 am	Registration Open	
8:00 - 9:00 am	Breakfast & Introductions	
9:00- 10:00 am	<b>Southwest Vineyard Panel</b> Dr. Markus Keller - <i>Washington State University</i> Dr. Horst Caspari - <i>Colorado State University</i> Bernd Maier - <i>Amaro Winery</i>	
10:00 - 11:00 am	<b>Building Brands With Intention</b> Chris Brundrett - <i>William Chris Vineyard, Texas</i>	<b>Wine Consumer Preferences - Survey Results</b> Dr. Jay Lillywhite - <i>NMSU Asst. Dean for Economic and Rural Development</i> Kevin Lombard - <i>New Mexico State University Extension</i> Maryel Lopez - <i>NMSU Viticulture Program Coordinator</i> Miranda Kerstens - <i>NMSU Program Manager</i>
11:00 - 12:00 am	<b>Terroir Talk: People + Place + Prediciment or (Delicious Wine for the Southwest)</b> Todd Bostock - <i>Dos Cabezas WineWorks</i>	<b>The Climate Cange Paradox</b> <b>Will A Warmer Climate Lead to More Cold Temperature Damage?</b> Dr. Horst Caspari - <i>Colorado State University</i>
12:00 - 1:00 pm	Lunch on the Patio	
1:00 - 2:00 pm	<b>Headwinds and Updrafts for the US Wine Market</b> <i>How are regional markets are addressing challenges and riding less obvious trends to succes</i> Debora Parker Wong - <i>Somm Journal</i>	<b>Sensory Analysis for Sales</b> Alicen Rouse - <i>Scott Laboratories</i>
2:00 - 3:30 pm	<b>Southwest Wine Panel</b> Jessica Dupuy (moderator) - Author and free lance writer Chirs Brundrett - <i>William Chris Vineyard, Texas</i> Richard McDonald - <i>Colorado Vinters Collective</i> Todd Bostock - <i>Dos Cabezas WineWorks</i>	
3:30 - 4:00 pm	Break & Wineries Setup Booths @ Winter Wine Tasting	
4:00 - 7:00 pm	<b>Winter Wine Tasting @ Santa Fe Farmers Market Pavilion</b> Across the street from Hotel Santa Fe	
7:00 pm	<b>Santa Fe Restaurant Week</b> Dinner on your own	
Time Zone: MST	<b>Tuesday, February 28, 2023</b>	
8:00 - 9:00 am	Breakfast & New Mexico Wine Annual Meeting	
9:00 - 10:00 am	<b>Telling Your Story: Wine Journalist Panel</b> Deborah Parker Wong - <i>Somm Journal</i> Jessica Dupuy - <i>Author and free lance writer</i> Rob McGovern - <i>Meridian 105 Media</i>	
10:00-11:00 am	<b>Wine Stability - The Basics and Beyond</b> <b>Wine Stability - Where Chemistry and Physics Meet</b> Gordon Burns - <i>ETS Laboratories</i>	<b>Warm Climate Viticulture</b> Dr. Markus Keller - <i>Washington State University</i>
11:00 am - 12:00 pm	<b>Oak &amp; Barrels</b> Glenn Jefferies - <i>Vivelys Wine By Design</i> Joe Farley - <i>Saury</i>	<b>Driving DTC revenue in 2023</b> Connor Clarkes - <i>Commerce7</i>
12:00 - 1:30 pm	Lunch on your own	
1:30-2:30 pm	<b>Managing Oxygen in Wine Making</b> Yoann Canovas - <i>Diam - Vivelys</i>	<b>You Down with TPP? Working with Third Party Providers</b> Vanessa Chandler - <i>Vivino Inc.</i>
2:30 - 3:30 pm	<b>Winemaking in the Southwest - High Desert Wines</b> Richard McDonald - <i>Colorado Vinters Collective</i>	<b>Title</b> Eglantine Chaffour - <i>Butcher Vaslin NA</i>
4:00 pm	Conference Adjourns	