University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Viticulture Publications and Research | Viticulture Program

1-4-2007

Nebraska Vine Lines, volume 10, no. 1. January/February 2007.

Follow this and additional works at: http://digitalcommons.unl.edu/viticulturepubs

Part of the Fruit Science Commons

"Nebraska Vine Lines, volume 10, no. 1. January/February 2007." (2007). *Viticulture Publications and Research*. Paper 1.
http://digitalcommons.unl.edu/viticulturepubs/1

This Article is brought to you for free and open access by the Viticulture Program at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Viticulture Publications and Research by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

University of Nebraska Lincoln

10th

University of Nebraska Viticulture Program

Volume X, Issue 1

January/February

Nebraska Vine Lines

Editors: Dr. Paul Read, Professor of Horticulture & Viticulture
Donna Michel, University of Nebraska Viticulture Program

Bruce Bordelon, Associate Professor, Purdue University

KEY-NOTE SPEAKER

Bruce is an Associate Professor in the Department of Horticulture and Landscape Architecture at Purdue University. He has over 25 years of experience working in grapes and small fruit. He is Indiana's statewide extension specialist for grapes and small fruit, teaches a course in small fruit production, guest lectures in several other courses, and carries out an applied research program in wine grape production.

Bruce's research emphasis is on integrated crop management to improve sustainability and fruit/wine quality. He works closely with the Indiana Wine Grape Council to identify the needs of the state's wine industry, and coordinates activities with the surrounding states through the Heartland Grape and Wine Coalition and Midwest Fruit Workers Group.

He is coordinating editor of the Midwest Commercial Small Fruit and Grape Spray Guide used by 11 states. He recently co-authored the Midwest Grape Production Guide, which won the 2006 American Society for Horticultural Science Extension Publication Award. He just completed a term as Chair of the American Society for Enology and Viticulture-Eastern Section and remains active on the Board. He has been an invited speaker at over 35 regional meetings and has been involved in organization of several conferences on wine grape production.

Bruce's topics are discussed later in this issue.

Meet Keith Powell…

Keith Powell has crisscrossed the globe from Bangkok to Cannes, Rio de Janeiro to Vancouver presenting programs both internationally & domestically. As a full-time keynote speaker and 25-year plus businessperson, Keith is sought after for his delivery style and his knowledge of trends and how they affect our thinking, selling, marketing and living.

In recognition of Keith's outstanding contribution to teaching and learning, he is a recipient of the NISOD Excellence Award (an international study of teaching excellence) presented by the Department of Education, University of Texas at Austin. Keith also received the Distinguished Alumni Award from Rio Hondo College.

Starting as a very young boy, Keith has been selling. By the age of twelve he had two different business cards and a checking account in his name. From that time forward Keith has gained a wealth of experience, which has made him one of the foremost experts in sales and marketing.

Keith is interviewed and featured regularly in magazines highlighting his tips and techniques on how to make your business stand out of the crowded marketplace.

Having studied the specialty beverage industry, he was recently featured at the Cafe Expo – Latin America's Specialty Coffee Conference in Mexico City. Keith has found that the consumer needs to understand coffee as they move from coffee drinkers to coffee connoisseurs.

Working with the wine industry, Keith is taking that same principle of helping vintners reach out to the consumer for greater understanding, appreciation and enjoyment of wines.

See Powell on page 2

Powell (continued from Page 1)

Known as The Business Revivalist, his topics are presented in a style that is lively, informative, dynamic and motivational. His client list ranges from association groups, major airlines, cruise lines, retail business owners, entrepreneurs, and universities to Fortune 500 companies.

Keith Powell's strongest and most enduring trait is his incredible way of blending serious business subjects with sincerity, wisdom and humor. He is a real-life sales person, able to empower his audience using real-life examples and ideas that work!

Keith Powell, The Business Revivalist
505-839-1556 PowellSpeaks@msn.com
www.KeithPowellSpeaker.com

"The Power of Passion for Wine and Proactive Wine Marketing" Learn the keys to using the power of passion to increase your sales goals. Passion creates interest in your wine. Passion causes people to take action and passion closes sales. When you are passionate about your product, the customer can feel your enthusiasm. Learn how to send your customer away feeling "Wow, that was the best customer experience I've ever had!". In this dynamic session you will be shown techniques that will empower you to use passion to energize you and your prospects . Learn the importance of the SPE concept. This is a high energy session filled with useful ideas. This rousing session will also describe how using Psychographics (lifestyle marketing) can enable you to understand today's consumers. As a renowned marketing expert, Keith will identify marketing niches and demonstrate strategies for winning customer loyalty. Learn how to be proactive versus reactive in your marketing and how this knowledge will help you win new business. This will be an enlightening motivational session filled with marketing ideas that you can use to reach your wine business objective.

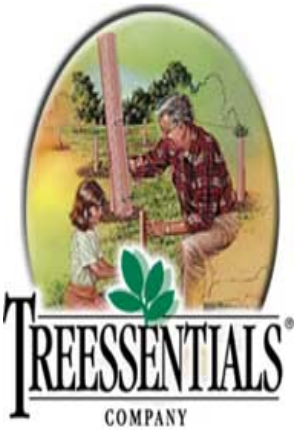
"The Power of Opportunity and the Power of Action" Based on Keith's new upcoming book, this session will demonstrate the importance of time management and self management. Planning, purpose, performance, persistence and power of a positive attitude will be discussed and attendees will walk away with a plan towards higher achievement. This session will empower you to greater achievements in your wine business.

DON'T MISS 'TUNAFISH JONES'
Sign up for the Banquet!!!!

Visit our WEB site: MidwestVineyardSupply.com
Midwest Vineyard Supply, Inc.
2300 S. Twin Bridge Road
Decatur, Illinois 62521
Phone: 217-864-9896
FAX: 217-422-7793
SERVING ALL YOUR VINEYARD AND ORCHARD SUPPLY NEEDS!
EMAIL: Sales@Midwestvineyardsupply.com

Treessentials Company
Corporate Offices
60 E. Plato Boulevard
Suite 130
St. Paul, MN 55107
800-634-2843

Viticulture technical information, bird netting, grow tubes, T-bands, Eagle Falcon netting installers.



New Tourism Website

www.vintagenebraska.org

Wine / Beer / Grapes
Bed & Breakfast / BYOB
Cheese & Food / Meat recipes
Research / News Releases

REAMS
SPRINKLER SUPPLY

Irrigation Experts For Over 30 Years

We have been working in the irrigation field for over 30 years. Our background includes low-volume irrigation (drip), residential/commercial, sports-fields/golf courses. We have fully stocked locations in Lincoln, Omaha, Grand Island, and Sioux City. Our CAD design staff includes an *Irrigation Association* Certified Irrigation Designer (C.I.D.) to provide professional design. We have the staff and the products to allow us the opportunity to EARN your business.

Let us Use Our Experience to Assist You in Your needs: www.reams.com

Omaha	Lincoln	Grand Island	Sioux City
3625 S. 149th St. Omaha, NE 68144	6001 S. 57th St. Lincoln, NE 68516	453 Industrial Lane Grand Island, NE 68803	1010 Gordon Dr. Sioux City, IA 51011
877-838-1600 402-896-1600	800-798-2473 402-423-0120	888-381-6677 308-381-6000	800-373-2009 712-258-8225

"Tuna Fish Jones" to play LIVE at the 10th Annual Nebraska Winery & GrapeGrowers Forum & Trade Show Banquet

www.tunafishjones.com

Thank you to Label Gallery for providing this great music for our banquet.

Tunafish Jones began performing in the mid-eighties as a classic horn band and has continued up to the present playing memorable tunes from rhythm and blues, soul and jazz genres. Based around the team of Bruce and Marsha McCracken, who present professional and polished vocals as the focal point, this band has entertained thousands of enthusiastic fans over the years.

On saxophone and flute, Frank Lightell always offers stellar performances and is a well known player in the Omaha and Lincoln metro areas. The band has released six CDs, including the latest, By Request. Whether performing just as a trio, or as a larger ensemble, it is recognized throughout the state and beyond as a must see for anyone wanting to dance the whole night through or just sit back and bask in the perfection of a class act.

Calendar of Events

Food Entrepreneur Assistance Program 2007 Seminar Dates

Food manufacturing is one of the largest manufacturing segments in the country. Within this industry are many small entrepreneurial companies and individuals that would like to start a food company. It is often difficult for entrepreneurs to find an accurate source for the information necessary to successfully launch a new business in the food industry.

The **Food Entrepreneur Assistance Program,** which was created in 1989, is widely utilized by entrepreneurs throughout the country. It is the only program in the nation to provide such comprehensive assistance to individuals wishing to develop a food manufacturing business. The program was designed specifically to assist food manufacturing entrepreneurs. It begins with a one-day "From Recipe to Reality" seminar that provides entrepreneurs with an understanding of the key factors that need to be considered when starting a food manufacturing business. Topics include market research, product development, packaging, labeling, pricing, product introduction, promotional materials, food safety, and legal and business structure issues. In one day entrepreneurs will gain valuable insight on the basics of starting a food business that could take them months or even years to research on their own. Following the seminar, participants may choose to enter the "From Product to Profit" phase of the program. During this phase entrepreneurs will receive comprehensive, individualized and confidential assistance from food scientists and business consultants with the development of their own business venture.

The Center welcomes entrepreneurs from throughout the U.S. to any of our 2007 "From Recipe to Reality" seminars. **We hope you will consider referring entrepreneurs to this valuable resource.**

March 8 Lincoln, Nebraska
April 27 St. Paul, Minnesota
June 1 Lincoln, Nebraska
August 10 Lincoln, Nebraska
August 17 Chicago, IllinoisOctober 29 Lincoln, Nebraska

For an information packet please contact: Jill Gifford, Food Processing Center, University of Nebraska – Lincoln, 143 Food Industry Building, Lincoln, NE 68583-0928, phone 402-472-2819, e-mail: jgifford1@unl.edu, web site: www.fpc.unl.edu.

Feb. 3-5, 2007 Mid-America Wine & Grape Conference

Where: Tan-Tar-a Resort, Osage Beach, MO
Agenda: Feb. 3 Focus on Grape Growing
Feb 4, Focus on Wine Marketing, Wine Reception and Super Bowl Party.
Feb 5, Viticulture & Enology Sessions
Large Trade Show
Sponsors: Missouri Grape Growers Assn.
Contact: Rozana Benz
ph: 573-486-5596 or rbenz@ktis.net
http://www.**missouriwine.org**

Feb. 7-9, 2007 Viticulture 2007 & 38th New York Wine Industry Workshop

Where: Rochester Riverside Convention Center, Rochester NY
Cost: Full seminar registration for all three days is only $220, and rooms (single through quad) are $79.
A complete agenda, along with information on registration and accommodations, is available at
Http:// www.viticulture2007.org.
Contact: Jennifer Cooper at (585-394-3620, ext. 206, jennifercooper@nywgf.org
Sponsor: New York Grape & Wine Foundation

Feb. 9-10, 2007 Iowa Wine Growers Annual Conference

Where: Hotel Fort Des Moines, Des Moines, Iowa
Noon to 5pm Fri., Feb. 9th, Evening Wine Reception

8:30 AM -5pm Sat. Feb 10th, Evening Wine Reception, Banquet & Dance Vendor Displays Contact: Joan O'brien, Executive Secretary, 800-383-1682 or joano@agribiz.org

http://www.iowawinegrowers.com

Calendar—Continued

Feb. 16-17 3rd annual "Cold Climate Grape and Wine Conference" (Theme: "Northern Viticulture: Growing our Industy"); Holiday Inn Select Hotel, Bloomington MN. 651-258-4334

Feb. 22-25, 2007—Illinois Grape Growers & Vintners Assn. Annual Conference—217-285-6307

March 2-3, 2007—10th Annual Nebraska Winery and GrapeGrowers Forum and Trade Show

Banquet and Dance

Holiday Inn, Kearney, NE; Contact: Donna Michel—402-472-5136

March 6-9, 2007; 31st Annual Wineries Unlimited—. Valley Forge Convention Center in King of Prussia, PA.—just 20 minutes outside of Philadelphia.—800-535-5670.

March 31, 2007—Eastern Nebraska Pruning and Vineyard Management Workshop. More info later.

April 14, 2007—Western Nebraska Pruning & Vineyard Management Workshop, Scottsbluff, NE—more info later

June 23, 2007—Summer Field Day, St. Paul area vineyards.

November 3, 2007—Fall GrapeGrowers Workshop, University of Nebraska, Lincoln, NE

63716 Hwy 67 Brock, NE.

A beautiful 2-story, 4-bedroom log cabin with wrap around porch, a huge stone fireplace 46+acres include an established producing 1 1/2 acre vineyard! Fenced for horses with horse shed.

J.J. Palmtag, Inc.

1010 Central Avenue

Nebraska City, NE 68410

(402) 873-3343

(402) 873-3506 fax

Licensed Insurance Agent in NE, IA, KS & MO

Licensed Realtor in NE, IA & MO

No coverage can be bound by e-mail, fax or voice messages.

10277 Christy Road
Fredonia, NY 14063

Phone: 716-672-8493
Fax: 716-679-3442

E-mail: vine@rakgrape.com
website: www.doubleavineyards.com

Draft Program
Tenth Annual Nebraska Winery and GrapeGrowers Forum and Trade Show
March 2nd and 3rd, 2007
Holiday Inn, Kearney, NE
Day 1

Friday—March 2, 2007

8:00a	Registration Opens—Commons Registration Area
8:30a-10:00a	NWGGA Annual Business Meeting
10:00a-11:00a	NWGGA Growers Council Regional Meetings
10:00a-6:30pm	Trade Show open—Silent Auction Open
11:30a-1:00p	Lunch—On Your Own
12:00-1:00p	NWGGA Board Meeting
	Plenary Session—Room DEF
1:00p-1:15pm	Welcome to the Tenth Annual Nebraska Winery and GrapeGrowers Forum and
	Moderator: **Paul Read**, Professor, University of Nebraska Viticulture Program
1:15p	"Ten Years of Progress" - **Dr. Bruce Bordelon**, Grape and Small Fruit Specialist,
2:15p	"The Power of Passion for Wine and Proactive Wine Marketing" - **Keith Powell**, The Business Revivalist.
3:00p—3:30p	Break—Visit Trade Show
3:30p	Commonsense Grape Breeding for Northern Vineyards", **Ed Swanson**, Cuthills Vineyards, Pierce, NE.
4:15p-7:00p	Visit Trade Show—Loper Room
5:30p-6:30p	Wine Tasting—Loper Room
7:00p-Midnight	Annual Banquet-Ballroom—Silent Auction Winners—The Music to Dance By—

Banquet Menu

Wild Mushroom Soup
(Made with rich red wine)
European Blend of Mixed Greens with
Slivered Almonds and Mandarin Oranges
with Balsamic Tangerine Dressing
Black Pepper Crusted Prime Rib with Glaze
or
Filet of Salmon with a Lemon/Butter Sauce
Red Potato Wedges with Parmesan Cheese
Garden Fresh Monaco Blend Vegetables
Poached Pears with Wine Sauce

"TunaFish Jones"

Fine Nebraska Wines will be paired with each course.
Wineries to be announced.

Will play at the banquet and the dance following.

Draft Program
Tenth Annual Nebraska Winery and GrapeGrowers Forum and Trade Show
March 2nd and 3rd, 2007
Holiday Inn, Kearney, NE
Day 2

Saturday-March 3, 2007

7:00a-8:30a	Early Bird Trade Show—Coffee and Rolls for attendees

Concurrent Sessions

Session I Viticulture Session

8:30a	Integrated Crop Management for Improved Grape and Wine Quality”
9:15a	Growers Panel—Trellis Choices and Construction
9:45a	Break—Visit Trade Show
10:30a	“Vertebrate Pest Control” - **Steve Vantassel,** UNL, School of Natu-
11:00a	“Summarizing Vineyard Insect Problems” - **Chelsey Wasem**, UNL
11:30a-1:30p	Lunch—Visit the Trade Show
1:30p	“Vineyard Weed Management and More” - **Bruce Bordelon**
2:00p	“Cluster Removal—Preliminary Results” - **Dr. Jim Hruskoci,** UNL
2:30p	“Mineral Nutrition and Fertilizers” - **Eli Bergmeier**, Institute for
3:00p	Pruning Basics—UNL Viticulture Program Staff

Session II Promoting Nebraska Wines

8:30a	“The Power of Opportunity and the Power of Action”, **Keith Powell**
9:15a	TTB Update
9:45a	Break—Visit Trade Show
10:30a	“New Winery Start-up”—Panel Discussion
11:30a-1:320p	Lunch—Visit the Trade Show
1:30p	WineAmerica—**Jennifer Montgomery**
2:00p	Legislative Up-date—**Trish Lengel**
2:30p	Promoting Nebraska Wines—**Snitely/Carr** representative
3:00p	Koffee with Keith—informal discussion with **Keith Powell**

Deer Springs Winery — winter 2006

Deer Springs Winery is located in rural northeast Lincoln, on the intersection of 162nd and Adams Street. The winery has the distinct advantage of being convenient to visitors from Lincoln as well as Waverly, Eagle, Omaha, and surrounding areas. The winery is family owned and operated, and includes the involvement of three generations of family members. Jim and Barbara Partington, daughters Kathleen Hennagir and Jennifer Reeder, son-in-law Jon Reeder, and grandchildren John Hennagir, Aislinn and Ryan Reeder, all participate in managing and running the business and helping with vineyard work and groundskeeping duties,.

Deer Springs Winery will open to the public in mid-June of 2007. Our guests can enjoy tasting wine in a charming, renovated farmhouse originally built in 1876. The pleasantly relaxing country setting includes outdoor seating in meadows sheltered by pine trees, walking paths along the vineyard and around the spring-fed pond, as well as a delightful gazebo.

A variety of wines will be offered for tasting and purchase through the tasting room. Deer Springs wines are handcrafted from grapes grown on the property, or from other Nebraska vineyards, including grapes from growers Dean and Glenda Greiss of Country Sunrise Farms in Sutton, Nebraska and are made in the production building located on the property. A wide selection of gift items for the wine lover will also be available, as well as gift baskets for any occasion.

We look forward to the opportunity to invite our guests to enjoy tasting our unique and intriguing wines in a relaxing, country-elegant setting. Information on the opening date and Tasting Room hours will be posted on our website as well as through direct mail postcards later in spring of 2007.

TURNBULL

Roots....

...the foundation upon which we are built. They serve not only to chart our past development but more importantly to nurture our future growth. At TURNBULL NURSERY INC we feel this is just as true about our grapevines as it is about us. Our strength is in our roots. Here it is not just a saying; it is the focus of everything that we do.

For a Grapevine Price List please contact:

TURNBULL NURSERY INC
10036 Versailles Plank Road
North Collins, New York 14111
716/337-3812
fax: 716 337-0318
turnbull@prodigy.net

REGISTRATION FORM
10TH Annual Nebraska Winery and Grape Growers Forum & Trade Show
March 2 and 3, 2007
Kearney, NE

			NWGGA Member	NWGGA Non-Member
Name:			$110.00_____	$125.00_____
Name:			$ 95.00 _____	$110.00_____
Name:			$ 95.00_____	$110.00_____
Register—On-Site			$150.00_____	$150.00_____
		TOTAL FORUM	$_____	$_____
Company Name:				
Address:		City:	State:	Zip:
E-Mail:				
BANQUET				
Name:		Salmon	Prime Rib	$49.00_____
Name:		Salmon	Prime Rib	$49.00_____
Name:		Salmon	Prime Rib	$49.00_____
		TOTAL BANQUET		$_____
TOTAL BANQUET AND FORUM ENCLOSED				$_____
For Official Use Only	Check #	Member NWGGA ____	Non-Member _____	$

Make your check payable to: University of Nebraska Viticulture Program
And send to: 377 Plant Science Hall
Lincoln, NE 68583-0724

Questions: Donna Michel—dmichel@unl.edu, 402-472-8747 or pread@unl.edu, 402-472-5136
No cancellation refund after February 16, 2007.
Registration Deadline-February 16, 2007.

Make Your Hotel Reservations at

Holiday Inn Hotel
110 2nd Ave.
Kearney, NE
308-237-5971

Ask for the discount block of rooms for the
Nebraska Winery and Grape Growers Forum and Trade Show

Legislative Bill—UPDATE

For your information—currently proposed legislation that may affect Nebraska's grape and wine industry.

LB 46—Introduced by Senator Hudkins—Require payments by grape producers, a growers check-off of $20 per ton of grapes sold.

LB 69—Introduced by Senator Hudkins—Change the Agricultural Opportunities and Value-Added Partnerships Act. Modifies the provision of the Agricultural Opportunities and Value-Added Partnership Act to designate grant funds specifically for specialty crop development.

LB 441—Introduced by Senator McDonald—Change provisions relating to shippers' license fees. This legislation would redirect the $500 shipping permit paid by out of state wineries to the Winery & Grape Producers Promotional Fund (through the State Treasurer), located in the Dept of Agriculture and is distributed at the direction of the Nebraska Grape and Winery Board.

LB 689 - Introduced by Senator Karpisek—Provides for "Limited Winery License where a customer can make his/her own wine on the premises of the holder of the Limited Winery License.

Exhibitors List

Company
Acclaim ID
BDI Machinery Sales Co.
Cana Vineyards
Cerexagri - Nisso
DMACC
Doran Post & Associates
Double A Vineyards Inc.
Fairbanks International
Grow Nebraska
Iron Man Studio
Jim Hrsascki
Kaufman Container
Kearney Chamber of Commerce
Kearney Implement Inc.
Label Gallery Inc.
MDT & Asscosiates
Midwest Grower Supply
Midwest Vineyard Supply
Nebraska Association of Bed & Breakfasts (NABB)
Nebraska Department of Tourism
Nebraska Life
Nebraskaland Days
NLCC / TTB
Penoach Nursery
Performance Group Inc.
Pleasant Oak
Prospero Equipment Corp.
Reams Sprinkler Supply
Rose Equipment Inc.
Spec Trellising
Sutcliffe Fence & Supply
Swihart
The Key
Turnbull Nursery Inc.
Vin Table
Ward Laboratories, Inc.
Winterhaven Vineyards

VITICULTURE PROGRAM

377 Plant Science Hall
Department of Agronomy &
Horticulture
Lincoln, NE 68583-0724

It is the policy of the University of Nebraska-Lincoln not to discriminate on the basis of gender, age, disability, race, color, religion and marital status, veterans status, national or ethnic origin or sexual orientation

WunderRosa Winery

In 2003, the WunderRosa broke ground and began building the production and tasting room. In the spring of 2004 vineyard layout and first planting of about 1000 vines took place. First planting consisted of about half Frontenac and half La Crosse variety grapes. A small concern has grown from a vision to near reality. Drawing on the rich flavors, which infuse the dark soil through out the region, the yield so far shows promise.

The first year was a rush of getting the main building shell built. Permits and inspections galore, a pain, but in the end it will be worth it. Getting the vines in was a lot of work. With the help of some friends and family, the planting went quick. Following planting completion of the building continued with interior layout of production, tasting room and living area. The Wunderlichs live in one side of the main floor of the winery. The decision to live in the winery was made since it naturally leads to attention to detail and therefore a quality product.

Today the tasting room is completed and a tasting porch extends the entire length of the building and serves as the entry way to the inside of the winery. From the porch visitors can see the vineyard, Roca, the State Capitol building and rolling fields of Corn and/or Soybeans. An additional entry off the porch puts visitors in a viewing area that overlooks the wine production area below. Great enjoyment is taken looking out the tasting room window at the rows of vines. It's a nice way of relaxing and thinking about the wonderful meals and parties ahead. Invariably this also brings to mind thoughts of pruning, harvest and the work and time needed to turn little tasty grapes into a fine wine.

WunderRosa's mission is to produce wines that are worlds apart from wines produced by the large producers or corporate conglomerates. WunderRosa's philosophy is to produce wines that have a regional taste that are unique and affordable to a majority of the population. WunderRosa is committed to producing multi-dimensional and exciting wines, and showing the public all facets of wine appreciation.

http://www.wunderrosawinery.com