

2021 Virtual Ohio Grape and Wine Conference Highlights

The Ohio Grape Industries Committee (OGIC), The Ohio State University Extension, The OSU South Centers, Department of Horticulture and Crop Science Viticulture and Enology Programs at The Ohio State University – Wooster Campus and the Ohio Wine Producers Association (OWPA) appreciate your continued trust and support throughout this very challenging year! Although we're unable to meet in person, we're more dedicated than ever to provide you with a conference experience focused on valuable information you can use in your day-to-day operations - in the winery, vineyard and tasting room.

[Click Here to Register!](#)

Registration includes virtual invite links to all of the following events, as well as nine pre-recorded presentations which will be sent two weeks before the Virtual Ohio Grape & Wine Conference event. That way, you have plenty of time to watch the presentations to prepare for the Live Q&A sessions listed below.

- Self-paced presentations you can explore on your own
- Live update from the Ohio Division of Liquor Control
- Live Q&A sessions with featured speakers
- Networking opportunities with trade show exhibitors

Tentative Schedule:

Monday, February 15 – Enology Focus

- 9:00-9:15 a.m. – Welcome by Director Dorothy Pelanda and Dean Cathann Kress
- 9:15-10:15 a.m. – Live Q&A with Dr. Andy Reynolds, *Frozen Materials (Other Than Grapes) - Their Association with Floral Taint and Mitigation by Choice of Yeast Strain and Harvesting Strategy*
- 10:30-11:30 a.m. – Live Q&A with Dr. Anna Katharine Mansfield, *Tannin and Color Management in Regional Red Wines*
- 1:30-2:30 p.m. – Live Q&A with Jasha Karasek of Enartis USA, *Recent Advances in Wine Stabilization: How to Use Enological Tools to Achieve Tartrate Stability*

Tuesday, February 16 – Viticulture Focus

- 9:45-10:00 a.m. - Welcome by Director Dorothy Pelanda and Dean Cathann Kress
- 10-11:30 a.m. – Live Q&A with Tom Plocher, *Developing New Wine Grapes for the Midwest in the Era of Climate Change* and Bruce Reisch, *Cornell Wine Grape Breeding and the “VitisGen2” National Project*
- 1:00-2:00 p.m. – Live Q&A with Heather Leach, *Is it Really that Bad? Preparing for the New Invasive Spotted Lanternfly in Ohio Vineyards*

Wednesday, February 17 – Marketing Focus

- 8:45-9:00 - Welcome by Director Dorothy Pelanda and Dean Cathann Kress
- 9:00-10:30 a.m. – Live Update and Q&A with Ohio Division of Liquor Control featuring Sharon Mull and Shaun Powers
- 10:45-11:45 a.m. – Live Q&A with Jeffery Ryznar, *Marketing to Gen X, the Millennials and Preparing for the Z's*
- 1:00-2:00 p.m. – Live Q&A with Jenn Barbee, *Seven Secrets for Mid-Week Demand During Uncertain Times*
- 2:30-3:30 p.m. – Live Q&A with Scott Harvey, *Conducting Virtual Tastings: Keys to Developing a Successful Program, Build Loyalty and Sell Wine*

