

# ASEV-ES NEWS

A QUARTERLY PUBLICATION OF THE AMERICAN SOCIETY FOR ENOLOGY AND VITICULTURE-EASTERN SECTION



## FROM THE CHAIR

Dear ASEV-ES members,

It is my great pleasure to welcome you to the spring 2014 ASEV-ES Newsletter! We are proud to announce that through the hard work and dedication of the board members, we have raised over \$10,000 this year. Members worked together to solicit donations from EWE and WU vendors, organize 50/50 raffles, and set up and run auctions at three major trade shows across the Eastern Section. Well done, everyone, and thank you for all of your efforts! I especially would like to thank the following individuals for their work this year on our fundraising efforts:

<i>Renee Threlfall</i>	<i>Tammy Jones</i>	<i>Michael Jones</i>
<i>Lisa Smiley</i>	<i>Chris &amp; Liz Stamp</i>	<i>Joe Fiola</i>
<i>Fritz Westover</i>	<i>Denise Gardner</i>	<i>Gary Pavlis</i>
<i>Steve Menke</i>	<i>Paul Jenkins</i>	

2014 brings some exciting changes, including our upcoming annual meeting in Austin, Texas this June. We have been working with ASEV to put together a conference that will be talked about for years to come. Plan to join us in Austin!

Finally, I want to thank each of you for the opportunity to serve as the 2013-2014 Chair for ASEV-ES. It has been a wonderful experience, and I've enjoyed working with such an enthusiastic

and motivated Board of Directors and members. My best wishes to each of you, and I look forward to seeing you this June!



Jodi Creasap Gee  
ASEV-ES Chair, 2013-2014

## 2014 ANNUAL MEETING WITH ASEV IN AUSTIN, TX JUNE 23-27

This joint meeting has been in the works for a few years now, and we are excited that ASEV is bringing their meeting to the Eastern Section! This meeting will be jam-packed with the usual excellent viticulture and enology program and regional tour. ASEV-ES will still host the Oenolympics, ASEV-ES student scholarships for viticulture and enology presentations, and the Wines of the East reception. Be sure to register now for what promises to be a fantastic meeting! <http://www.asev.org/registration-housing>

# ASEV-EASTERN SECTION SCHOLARSHIP FUNDRAISERS RAISED OVER \$10,000

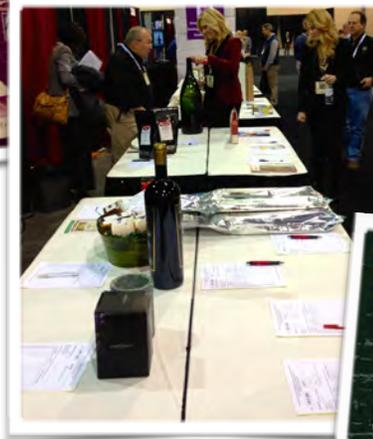
The Eastern Section of the American Society for Enology and Viticulture works every year to raise scholarship funding for students who are working toward careers in viticulture and enology. ASEV-ES typically awards students a \$1,000 scholarship (including conference registration and lodging). Thanks to our 2014 scholarship fundraising efforts, ASEV-ES has raised over \$10,000 this spring. Online scholarship donations (See "Donate to the Scholarship Fund" section at <http://www.asev-es.org/PaypalASEVES.php> if you would like to donate) have also increased this year, so keep spreading the word!

The following successful fundraising events in 2014 were:

Midwest Grape and Wine Conference + Craft Brew (Feb. 4-7): ASEV-ES raised money at this event through a 50/50 raffle. The raffle winner got half of the money!

Eastern Winery Exposition (March 3-5): ASEV-ES raised money at a Live Auction during the Industry Celebration Dinner. Thank you to Eastern Winery Exposition, Wines & Vines, Wine Industry Suppliers, Auction Bidders, and Lakewood Cork's Chris Stamp for playing the role of auctioneer!

Wineries + Breweries Unlimited (March 11-14). ASEV-ES raised money at a Silent Auction during the Trade show. Thank you to Wineries Unlimited, Vineyard Winery & Management, Wine Industry Suppliers, and Auction Bidders.



## WU Silent Auction Donors

- |                     |                        |                     |                          |
|---------------------|------------------------|---------------------|--------------------------|
| ACS                 | Chris's Stuff          | Nomacorc            | Vinmora                  |
| Arton Products      | Cooperages 1912        | Novavine            | Vintage Nurseries        |
| Bdi Machinery Sales | Enartis Vinquiry       | oenophilia.com      | Waterloo Container       |
| Cagey Moon Company  | In Vino Veritas        | Rack & Riddle       | Wells Fargo              |
| Childress Vineyards | Knot Yet Farms         | Scott Laboratories  | Wine Gift Essentials     |
|                     | Metrokane Distribution | StaVin Incorporated | Wine Packaging by Naylor |

# UPCOMING EVENTS

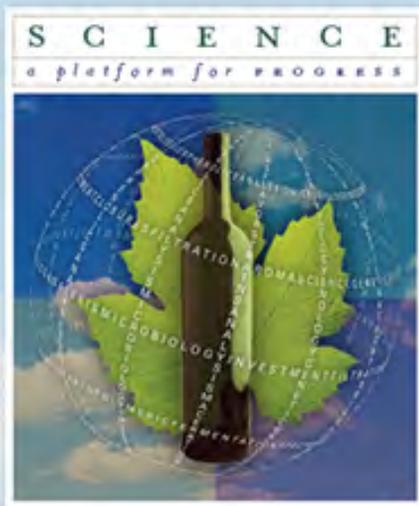
39th Annual  
ASEV-Eastern Section Conference  
In Conjunction with the  
ASEV National Conference

Austin, Texas  
June 23-27, 2014  
Hyatt Regency

Register here:

<http://www.asev.org/registration-housing>

## 65th ASEV National Conference & 39th ASEV Eastern Section Annual Meeting



For the first time, the 2014 National Conference will be hosted in Austin, Texas, and held jointly with the ASEV Eastern Section's annual meeting!

### COME JOIN US!

65th ASEV National Conference &  
39th ASEV Eastern Section Annual Meeting  
June 23–27, 2014  
Hyatt Regency Austin  
Austin, Texas USA



## THOUGHTS ON BEING AN ASEV-ES BOARD MEMBER

Every organization needs a dedicated group of people to help it run efficiently and effectively. The ASEV/ES is no exception. Our Board consists of the following positions: Chair-Elect, Chair, Past Chair, Treasurer, Secretary, Section Representative, and six Directors. The Chair position is ostensibly a 3-year commitment—once elected the individual becomes the Chair-Elect, and then becomes Chair the following year and past-Chair the year after that. It helps the incoming Chair-Elect by having two other Board members who have recently fulfilled those obligations. The Secretary and Treasurer positions are likewise 3-year commitments. The Director positions are for 2-years, and the Section Rep job is renewed annually. The ASEV/ES website provides some information about what the various positions entail. I would be remiss if I did not mention one non-elected position, that of Section Administrator, a position currently held by Dr. Renee Threlfell. Prior to Renee, Ellie Butz was for many years our Section Administrator.

I have been a member of ASEV/ES since my student days in 1978 and have been a Board member since 1997. It has been an enjoyable and rewarding experience. One is involved annually in some capacity in the organization of the annual meeting, which normally involves a site visit to the conference facility sometime in the autumn, and a couple of conference calls during the course of the year. Those who have been Chair realize that a substantial amount of work falls upon the local team who puts the annual meeting together, as I can attest remembering the 2001 and 2008 meetings here in Ontario.

The other activity in which we have become involved is the raising of funds for student scholarships. ASEV/ES provides several scholarships annually for students in enology and viticulture throughout the section. Funds have been raised through live and silent auctions conducted for many years at Wineries Unlimited. This year, for the first time, we also held an auction at Eastern Winery Exposition.

My own role as Section Representative has had a more active presence in the recent past. When budgets were a little “richer” there were wine tastings and student mixers annually at the ASEV national meeting sponsored by the ASEV/ES, and usually

organized largely by the Section Rep of the day. With the national and ASEV/ES meetings combined this year in Austin, there will be section events mixed in with the ASEV national functions.

**Becoming a Board Member.** Elections are held every year. We start sometime in April or May with a call for nominations. We urge you to nominate either yourself or other colleagues. Each year the following positions are elected: Chair-Elect; Section Representative; three Directors. In 2014, both the Secretary and Treasurer must be replaced. With Section expansion in 2010, we have members as far west as New Mexico, Colorado, Montana, and many other states—all states and provinces east of the Continental Divide. We now have a Board member from Colorado and have had ASEV/ES members from Nebraska and North Dakota, seek election. As the wine industry expands in the southern US we have also been seeking greater participation from our members there, including serving on the Board.

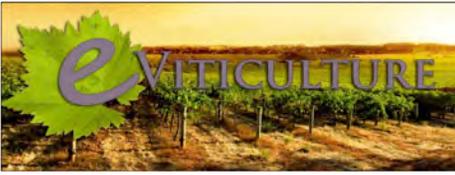
*Andy Reynolds*

*ASEV-ES Section Representative; Professor, CCOVI/Brock University*

## ONLINE GRAPE PRODUCTION INFORMATION VIA eVITICULTURE

What is eViculture? In short, eViculture ([www.eviculture.org](http://www.eviculture.org)) is an informational website for the grape industry created by the eXtension grape community of practice. A community of practice is a group of people who have a shared passion or expertise in a particular area and want to learn how to improve what they do and convey it to others as they interact regularly. There are many members of the American Society of Enology and Viticulture Eastern Section (ASEV-ES) that have, and continue to, create content for eViculture. In 2009, the grape community of practice (GCoP) was formed with funding from a USDA- CSREES (now NIFA)- SCRI grant to create online educational content for grape producers. The eXtension website ([www.extension.org](http://www.extension.org)) is where scientifically validated material can be used to produce new educational and information resources. The concept behind eXtension is to bring Cooperative Extension into the present day and deliver its best content in a digital format. Because Extension is no longer the sole provider of information to the public due to the explosion of numerous websites of varying quality, an online presence is necessary to ensure growers and producers obtain correct information.

eViculture is a new resource directed toward commercial viticulturists who need science-based information to improve their skills in the vineyard. The mission of eViculture is to strive to



eViticulture is a new resource directed toward commercial viticulturists who need science-based information to improve their skills in the vineyard. The mission of eViticulture is to strive to meet the educational needs of the grape industry [production, processing, and marketing]; including industry partners, Extension employees, advisors/consultants, students, and consumers by providing science-based information and learning opportunities through Extension and outreach.

Content is collaboratively authored and reviewed by our community of professionals with expertise in viticulture and related disciplines. All articles are peer-reviewed and are designed for the Web. Other current and future offerings include Ask an Expert (have your viticulture question answered by GCoP Extension experts, some of whom are ASEV-ES members), videos, online courses, and the Vineyard Doctor, an interactive diagnostic tool for grape problems. Social media efforts by eViticulture include Facebook, Twitter, and YouTube – all of which can be accessed from [www.eviticulture.org](http://www.eviticulture.org).

eViticulture is also a place for researchers to share new findings. Two recent projects that are of significant interest to ASEV-ES members, “*Accelerating grape cultivar improvement via phenotyping centers and next generation markers*” (Bruce Reisch, PI, Cornell University; [www.vitisgen.org](http://www.vitisgen.org)) and “*Northern grapes: Integrating viticulture, winemaking, and marketing of new cold-hardy cultivars supporting new and growing rural wineries*” (Timothy Martinson, PI, Cornell University; [www.northerngrapesproject.org](http://www.northerngrapesproject.org)) have

created information on eViticulture and are examples of the national collaborative efforts within the academic grape community to bring new information to the grape industry. For instance, all the Northern Grapes webinars are accessible through eViticulture, thereby providing a national and international web presence for information that is delivered by experts in viticulture and associated disciplines.

So far feedback on eViticulture has been very positive. Overall, users are satisfied with the website in terms of volume and quality of information. Users reported the quality of information was high, and the site was convenient to use. Continual comment and other feedback from users are necessary to keep the content up-to-date and to ensure that eViticulture delivers the highest quality, research-based, peer-reviewed material for viticulturists.

*Eric T. Stafne*

*ASEV-ES Director 2013-14; Associate Extension Professor, Mississippi State University; Project Director, eXtension Grape Community of Practice*

WE'RE ON  
FACEBOOK



For the first time, ASEV-ES has delved into social media with a new [ASEV-ES Facebook page](#)! Welcome to the 21st century everyone. Please take a moment to click that thumbs-up and “like” us!

## 2013-2014 BOARD OF DIRECTORS

**JODI CRESAP GEE**

CHAIR  
KENT STATE-ASHTABULA  
ASHTABULA, OH

**LISA SMILEY**

CHAIR-ELECT  
CANNON VALLEY VINEYARDS  
CANNON FALLS, MN

**FRITZ WESTOVER**

PAST-CHAIR  
VINEYARD TEAM  
ATASCADERO, CA

**ANDREW REYNOLDS**

SECTION REPRESENTATIVE  
BROCK UNIVERSITY  
ST. CATHARINES, ON

**MATT DOYLE**

TREASURER 2011-2014  
DOYLE VINEYARD MANAGEMENT  
HAMMONDSPORT, NY

**WILLIAM NAIL**

SECRETARY 2011-2014

**RENEE THRELFALL**

SECTION ADMINISTRATOR  
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FAYETTEVILLE, AR

**KATIE COOK**

DIRECTOR 2013-2015  
UNIVERSITY OF MINNESOTA  
ST. PAUL, MN

**DENISE GARDNER**

DIRECTOR 2013-2015  
PENNSYLVANIA STATE UNIVERSITY  
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DIRECTOR 2012-2014  
MISSISSIPPI STATE UNIVERSITY  
POPLARVILLE, MS

**JIM WILLWERTH**

DIRECTOR 2012-2014  
BROCK UNIVERSITY  
ST. CATHARINES, ON



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[asev-es.org](http://asev-es.org)