



# Registration Form

43<sup>rd</sup> Annual

American Society for Enology and Viticulture-  
Eastern Section Conference with Workshop  
"Taming High pH Wines in the East"

July 9-11, 2018, King of Prussia, Pennsylvania

## PLEASE PRINT:

Name (as desired on name badge) \_\_\_\_\_

Name of Spouse (if attending functions) \_\_\_\_\_

Company/Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Events	Number Attending	Rate	Total
<b>Monday, July 9: Pennsylvania Vineyard &amp; Winery Tour</b> <i>(includes lunch and wine tastings, maximum capacity 54 people)</i>		<b>\$100</b>	
<b>Tuesday, July 10 - Wednesday, July 11: Conference Registration</b> <i>(includes Tuesday lunch, Oenolympics Reception and Industry Workshop)</i>			
<b>Eastern Section Member/ Pennsylvania Vineyard or Winery Owners</b>		<b>\$150</b>	
<b>Non-Member</b>		<b>\$275</b>	
<b>Student Member/Spouse of Full Registrant</b>		<b>\$100</b>	
<b>Tuesday, July 10: Extra Ticket Oenolympics Reception</b>		<b>\$45</b>	
<b>Wednesday, July 11: Wine Reception &amp; Grand Awards Banquet</b>		<b>\$75</b>	
<b>LATE FEE: (after July 2)</b>		<b>\$100</b>	
<b>TOTAL AMOUNT ENCLOSED</b>			
___ I request a vegetarian/vegan entrée for meals. Please contact ASEV-ES with other diet restrictions.			
___ I would like to participate in the Oenolympics. Students and nonstudents can participate.			

PAYMENT BY CREDIT CARD, CHECK OR MONEY ORDER; US OR CANADIAN CURRENCY  
PAYABLE TO: ASEV-Eastern Section, Inc.

Pay for ASEV-ES conference activities with credit cards or PayPal  
on our website at <http://www.asev-es.org/> or Click here to pay.

**CREDIT CARD INFORMATION:** MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ (AmEx not accepted)

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CSC (security code): \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Signature: \_\_\_\_\_ Zip Code (associated with credit card): \_\_\_\_\_

## Email, Mail or FAX completed registration form to:

Nancy Long, ASEV-ES Registration, Cornell University Jordan Hall, 630 W. North St., Geneva, NY 14456  
Questions?? Phone: (315)787-2288 FAX: (315)787-2488 Email: NPL1@cornell.edu

**Registration and Cancellation Policy:** Registration is required for all events. Registration can be cancelled by written request to ASEV/ES.  
No refunds after July 1. Substitutions are allowed. "No shows" will not receive a refund.

# CONFERENCE OVERVIEW

## 43<sup>rd</sup> Annual American Society for Enology and Viticulture- Eastern Section Conference and Workshop July 9-11, 2018, King of Prussia, Pennsylvania

### Monday, July 9, 2018

7:30 am - 6:00 pm: Pennsylvania Vineyard & Winery Tour (lunch included)

7:00 - 10:00 pm: ASEV-ES Board of Directors Meeting (location to be decided)

### Tuesday, July 10, 2018

8:00 am- 12:00 pm: Technical Sessions, Student Paper Competition and Flash Talks for Posters

12:00 - 1:30 pm: Lunch and ASEV-ES Business Meeting

1:30 - 5:30 pm: Technical Sessions, Flash Talks for Posters, and View Posters

5:30 - 7:30 pm: ***Oenolympics with Wines of the East Reception*** (included in Registration)

### Wednesday, July 11, 2018

8:00 am - 12:00 pm: Technical Sessions

12:00 - 1:30 pm: Lunch on Your Own

1:30 - 5:30 pm: Industry Workshop on **Taming High pH Wines in the East** (included in registration)

6:30 - 7:00 pm: ***Wine Reception***

7:00 - 9:30 pm: ***ASEV-ES Grand Awards Banquet Featuring Pennsylvania Wines***

This schedule is subject to change. Updated conference information will be available at our website ([www.asev-es.org](http://www.asev-es.org)).

# ASEV-ES CONFERENCE INFORMATION

## Conference

The 43<sup>rd</sup> ASEV-ES conference will be at the Crown Plaza in King of Prussia, PA July 9-11, 2018. On Monday, July 9 there will be a **pre-conference tour** of Pennsylvania vineyards and wineries. The **conference** will begin with technical/research presentations on Tuesday and Wednesday, July 10-11 and include Tuesday's Oenolympics with Wines of the East Reception, and Wednesday's Wine Reception and Grand Awards Banquet. The **Workshop** on Wednesday, July 11 will feature invited speakers to discuss **Taming High pH Wines in the East**. For more information on the schedule contact **Chris Gerling**, Enology Extension Associate, Cornell University (315-787-2277, [cjg9@cornell.edu](mailto:cjg9@cornell.edu))

## Pennsylvania Vineyard and Winery Tour, Monday, July 9, 2018

The Pennsylvania vineyard and winery tour will include visits to some of Pennsylvania's most recognized vineyards and wineries, offering a taste of all that PA has to offer. Galen Glen Winery, one of the most internationally awarded wineries of PA, will entice viticulturists and enologists alike with their detailed knowledge of the land and tastings of their renowned Grüner Veltliner wines. Our scenic lunch will be amidst the rolling Pinot Noir vines of Setter Ridge Vineyards, home to Pennsylvania's gravity flow winery operation and most esteemed Pinot Noir wines. Just down the road, we'll visit one of Pennsylvania's best bubbly producers, Pinnacle Ridge Winery. A 2018 Pennsylvania Farm Show award winner, these wines will tickle the palates of all attendees. Finally, we'll end our tour in awe of the majestic Folino Estate, bringing food and wine culture together. Attendees will learn more about Pennsylvania's diverse viticulture and winemaking industry and be left wanting to taste more.

For more information on the tour contact **Dr. Michela Centinari**, Assistant Professor of Viticulture, Penn State (814-867-0514, [mzc22@psu.edu](mailto:mzc22@psu.edu)) or **Denise Gardner**, Owner, Denise Gardner Winemaking (484-318-8370, [denise@dgwinemaking.com](mailto:denise@dgwinemaking.com)).

## Oenolympics Reception, Tuesday, July 10, 2018

Conference attendees to the Reception are invited to cheer your favorite team at the Seventh Annual Oenolympics, a student competition designed to promote fun, fellowship, and creative thinking with enology and viticulture-themed games. The Oenolympics, comprised of student teams, is a true spectator's event, not to be missed! All ASEV-ES students registered for the conference are invited to compete in the Oenolympics.

**New this year!** A faculty/industry team will participate in the event, challenging the students!

For more information on the Oenolympics contact **Dr. Anna Katharine Mansfield**, Associate Professor of Enology, NYSAES, Cornell University (315-787-2268, [akm87@cornell.edu](mailto:akm87@cornell.edu)).

## Industry Workshop: Taming High pH Wines in the East, Wednesday, July 11

The Industry Workshop, **Taming High pH Wines in the East**, will be held on the afternoon of Wednesday, July 11. Wines with high pH issues challenge growers and winemakers in the Midwestern and Eastern U.S. In search of practical solutions, industry members seek a better understanding of what is happening in their vineyards and cellars. This workshop addresses high wine pH issues including potassium retention in fruit, how to manage fruit and wine with high pH problems, and solutions for improving commercial wines. This workshop features keynote speakers Dr. Tony Wolf (Virginia Tech University) and Fritz Westover (Westover Vineyard Advising) to address viticulture issues, and Dr. James Kennedy (Canandaigua Concentrates and Polyphenolics, Constellation Brands) and Geoff Cowey (The Australian Wine Research Institute) to address winemaking issues.

**Pennsylvania vineyard and winery owners can attend the July 10-11 conference at ASEV-ES member rate.**

For more information on the industry workshop contact **Denise Gardner**, Owner, Denise Gardner Winemaking (484-318-8370, [denise@dgwinemaking.com](mailto:denise@dgwinemaking.com)) or **Dr. Michela Centinari**, Assistant Professor of Viticulture, Penn State (814-867-0514, [mzc22@psu.edu](mailto:mzc22@psu.edu)).

## Conference and Workshop Sponsorships and Advertising

The ASEV-ES has opportunities for conference sponsorships and advertising.

For more information on sponsorships contact **Dr. Renee Threlfall**, ASEV-ES Administrator (479-575-4677, [rthrelf@uark.edu](mailto:rthrelf@uark.edu)).

## Hotel Accommodations – Crown Plaza, King of Prussia, PA

The host hotel for the ASEV-ES Conference and Workshop will be the **Crown Plaza, King of Prussia, PA** (260 Mall Boulevard, King of Prussia, PA 19406). The hotel is located across from the King of Prussia Mall. The ASEV-ES conference hotel room rates are **\$129/night** for single or double. **Deadline for reduced hotel rates is June 14, 2018.** To get the ASEV-ES block rate, contact the hotel at 610-265-7500 and mention American Society of Enology and Viticulture Eastern Section. Book online by [clicking here](#). Self-parking for overnight guests is complimentary. For more information about the hotel <http://cpvalleyforge.com/index.asp>

## Travel to King of Prussia, PA

The Crown Plaza is 25 miles from Philadelphia International Airport (PHL).

### TRANSPORTATION

Taxi service from Philadelphia International Airport – Approximately \$75 per way

Mainline Taxi (610-272-3377), Bennett Taxi (610-525-1777), Yellow Cab (610- 272-1234)

Airport Shuttle/Transportation (Limo, Sedans, etc.)

Eagle Transportation Services (1-800-669-5460, [reservations@eagledrives.com](mailto:reservations@eagledrives.com), [www.eagledrives.com](http://www.eagledrives.com))

Carey Transportation (1-800-336-4646, [events@carey.com](mailto:events@carey.com), [www.carey.com](http://www.carey.com))

SEPTA (Southeastern Pennsylvania Transportation Authority)

Schedules for Buses, Subways, Regional Rail, and CCT Connect (215-580-7800, [www.septa.org](http://www.septa.org) )

Driving Directions ([http://cpvalleyforge.com/cnt\\_directions.asp](http://cpvalleyforge.com/cnt_directions.asp))

From the Philadelphia International Airport: Follow signs for I-95 South and follow to Exit 7 (476 North Plymouth Meeting). Follow 476 North to Exit 16B (76 West to Valley Forge). Follow 76 West to Exit 327 (Mall Blvd). Go down the ramp to the traffic light and turn left onto Mall Blvd. After the 2nd light, the hotel will be on the left.

From Pennsylvania Turnpike (East or West): Take Exit 326 (Valley Forge). Proceed to Valley Forge Park Exit 327; merge right onto North Gulph Road. Proceed to Goddard Blvd make a right. Proceed to Mall Blvd, make a left. After the 2nd traffic light, hotel will be on the left.

From Center City / 30th Street Station – Philadelphia: Take I-76 West to Exit 327 (Mall Blvd). Go down the ramp to the traffic light and turn left onto Mall Blvd. After the 2nd traffic light, the hotel will be on the left.

## Wine Donations for the Conference

There will be many opportunities to share wines from your regions with attendees at the conference events. Bring wines to the hotel or you can ship the wines.

If you want to ship wines to the hotel, the hotel will **not accept packages to arrive prior to July 5, 2018.**

Packages sent to the hotel must be labeled as follows:

Crown Plaza Hotel & Resorts

Danielle Werkeiser

260 Mall Boulevard, King of Prussia, PA 19406

Organization Name: ASEV-Eastern Section

Date of Event: July 9-11, 2018

Package # \_\_\_\_\_ of \_\_\_\_\_

For more information on wine donations contact **Todd Steiner**, Enology Program Manager, The Ohio State University (330-263-3881, [steiner.4@osu.edu](mailto:steiner.4@osu.edu)) or **Dr. Justin Scheiner**, Horticulture Extension Specialist – Viticulture, Texas A&M AgriLife (979-845-1870, [jscheiner@tamu.edu](mailto:jscheiner@tamu.edu)).