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Vineyard and Winery Management Publishers receive ASEV Eastern Section Distinguished Service Award

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Painesville, OH. The American Society for Enology and Viticulture - Eastern Section presented its Distinguished Service Award to Bill Moffett, Hope Merletti and Rob and Jennifer Merletti at its annual awards banquet in Painesville, Ohio on July 21.

In making the award, ASEV-ES Chair Tim Martinson of Cornell University cited the family's pivotal role in promoting the Eastern wine and grape industry through their journalism, the Wineries Unlimited seminar and trade show, and by funding scholarships through the ASEV-Eastern Section over the past 30 years.

" In 1976, Bill and Hope started Eastern Grape Grower magazine. The ASEV Eastern Section was started the following year," said Martinson, "Our two organizations have shared a unique and beneficial association since their inception"

In founding the Eastern Wine Competition in 1977, the Moffetts dedicated a portion of the proceeds to fund the first ASEV-ES scholarship. Rob and Jennifer Merletti, current publishers of Vineyard and Winery Magazine, based in Santa Rosa, California, continue this support with the annual ASEV-ES Scholarship Auction at Wineries unlimited, which has raised over \$48,000 over the past three years. This year, 8 students from five universities in the Midwest and east received scholarship awards.

Eastern Grape Grower was also instrumental in forming the American Association of Vintners in 1979, which was the predecessor of WineAmerica, the Washington, DC.-based national advocacy organization representing grape growers and vintners.

The Distinguished Service Award is presented annually to recognize ASEV-ES members or nonmembers who have demonstrated outstanding service to the wine and grape industry through teaching, research, extension, administration, industry leadership, entrepreneurship, or volunteerism.

The American Society for Enology and Viticulture - Eastern Section was formed in 1977 to provide a forum for sharing research and technology developments of specific interest to the enology and viticulture of grapes grown in the Eastern United States and Canada. Its 120

members from industry and academia meet annually in July to present research information, a themed seminar, and student and industry awards focused on eastern grape and wine production.



ASEV-ES chair Tim Martinson, Cornell University with (L to R) Rob Merletti, Hope Merletti, and Bill Moffett