



Mendocino WineGrowers, Inc.

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**2019 Economic Summit and Trade Show
May 9, 2019
Redwood Empire Fairgrounds – Carl Purdy Hall**

- 7:30am Registration
- 8:00am What's happening in Washington and How it Affects the Wine Industry
CAWG – John Aguirre
- 8:20am Differentiating (Marketing) Your Product (Grapes)
Lise Asimont – Director of Vineyard Operations Cakebread Cellars
- 8:40am Financial Services Panel
- Fiscal Health Diagnostics for Your Business
Clay Popko Senior VP of the Northern Region Wine and Vineyard – American Ag Credit
 - The changing face of land values in Mendocino County
Pete Dodson, Commercial and Ag Loan Officer - Savings Bank of Mendocino
 - Disaster Assistance Programs and Farm Loans
Jamie Brown & Danya Hildebrand - USDA Farm Services Agency
 - Community Lending for Small Farms and Businesses
Heather Gurewitz – Economic Development and Financing Corporation
- 9:30am How Varietals Affect the Economics of Farming in Mendocino County
Glenn McGourty – University of CA Cooperative Extension
- 9:50am Practical Vineyard Mechanization Panel
- “The Low Hanging Fruit”
Brad Campbell - Garton Tractor
 - What Works and How it Saves Time and Money
Mike Stutler – Senior Viticulturist Constellation Brands
 - What's Next in Vineyard Innovation – Automation!
Tyler Rodrigue – Noble Custom Harvesting
- 10:30am Break
- 10:45am Winegrape Transportation: The Realities and Issues of Trucking Today and Upcoming Challenges
Yvonne Sams - G3 Enterprises
- 11:00am The Potter Valley Project; Securing the Future of Our Water Supply
Janet Pauli – Mendocino County Inland Water and Power Commission
- 11:20am State of the Market – 2018 Final Crop Report Summary
Glenn Proctor – Ciatti Company, Chad Clark – Allied Grape Growers
- 11:50am Conjunctive Labeling for Mendocino County
Scott Willoughby – Mendocino Winegrowers Inc.
- 12:00pm Introduction of Sponsors and Exhibitors
- 12:15pm Lunch & Trade Show