



*Elevating Virginia Wines*

# **Virginia Wineries Association**

**Annual Meeting & Conference**

**November 1-2, 2023**

**Omni Hotel • Charlottesville, Virginia**

As a sponsor of the VWA Annual Meeting & Conference, your company's name and logo will be showcased as an integral part of this event. In addition to receiving complimentary registration for one attendee, your company logo will appear in the Conference Program, event signage, inclusion of giveaways and promotional materials in attendee gift bags, and in conference related emails. Sponsorship requests will be honored in the order received, so don't delay...SPONSOR TODAY!

## Sponsorship Opportunities

- Wednesday Breakfast Sponsor ..... **\$1,000**
- Wednesday Lunch Sponsor..... **\$1,200**  
*(includes 5 minutes to speak to VWA membership during lunch)*
- Wednesday Reception Sponsor..... **\$1,500**
- Thursday Breakfast Sponsor ..... **\$1,000**
- Thursday Lunch Sponsor..... **\$1,200**  
*(includes 5 minutes to speak to VWA membership during lunch)*
- Technology Sponsor ..... **\$1,000**  
*(includes your company ad displayed during breaks)*
- Full page ad on program inside front cover..... **\$500**
- Full page ad on program back cover..... **\$500**
- Exhibitor bingo prize ..... **\$500**

Sponsorship requests will be honored in the order received, so don't delay ... SIGN UP TODAY!

## Exhibitor Info

As an exhibitor of the VWA Annual Meeting & Conference, your company's name and logo will be showcased as an integral part of this event. In addition to receiving complimentary registration for two attendees, one 6' draped table & two chairs, ½ page ad in the Conference Program, company logo on event signage, inclusion of giveaways and promotional materials in attendee gift bags, and in conference related emails. Exhibitor booths will be assigned in the order received, with 25 total available, so don't delay...SIGN UP TODAY!

Set-up is available after 6:00pm on Tuesday, October 31st or on Wednesday morning beginning at 7:00am and tear-down is at the conclusion of Thursday's agenda at 3:00pm.

- Members ..... **\$1,200**
- Non-Members ..... **\$1,400**



**AGENDA** \*Topics/Speakers are subject to change

**Day 1 – November 1, 2023**

**8:00 AM**  
Registration Open, Visiting  
with Exhibitors, Breakfast

**9:00 AM – 9:05 AM** Opening Remarks

**9:05 AM – 10:05 AM**  
The State of the Industry - Creating a  
State of Opportunity  
*Mike Wangbickler, Balzac  
Communications & Marketing*

**10:05 AM – 10:30 AM**  
Marketing Update  
*Anna Anderson, Wine Marketing Office*

**10:30 AM– 10:45 AM**  
Jennifer Reichert, VA Wine Board Grants

**10:45 AM– 11:00 AM**  
VVA & Commercial Grape Report  
Update, *Skip Causey*

**11:00 AM – 11:30 AM** – VWDC Update  
*Staci Saunders, Operations Manager*

**11:30 AM – 12:30 PM** Lunch

**12:30 PM – 1:00 PM**  
Annual Membership Meeting

**1:00 PM– 2:30 PM**  
OSHA Panel Discussion, Moderator  
*Panelists: Jeremy Rouse & Bill Brewer,  
Patricia Hughett, GHT Insurance Services  
VA Dept. of Labor and Industry  
Eastern Alliance Insurance Co.; Jim Carpenter*

**2:30 PM – 2:45 PM** Break

**2:45 PM – 4:45 PM**  
Regulation & Rules Round Up – FDA/  
VDACS Nutritional Labeling  
*Mary Beth Williams, President, Williams  
Compliance & Michael Kaiser, Executive VP &  
Director of Government Affairs, Wine America*

**5:00 PM – 6:30 PM**  
Awards Reception

**6:30 PM**  
Dinner on your own

**Day 2 – November 2, 2023**

**8:30 AM**  
Registration Open, Visiting with  
Exhibitors, Breakfast

**9:00 AM – 10:00 AM**  
The Secret (Chemical and Sensory) Life  
of Red Wine Mouthfeel Components  
*Dr. Federico Casassa, Professor of Enology  
& Sensory Analysis, California Polytechnic  
State University*

**10:00 AM – 10:30 AM**  
Wine Mouthfeel Panel Discussion  
*Corry Craighill, Septenary Winery &  
Nate Walsh, Walsh Family Wine*

**10:30 AM – 10:55 AM**  
ViRV Grape Breeding Program Update  
*Ben Jordan, Common Wealth Crush &  
Emily Hodson, Veritas*

**10:55 AM - 11:15 AM**  
Break

**11:15 AM – 12:00 PM**  
Governor’s Cup Case Tasting &  
Discussion: White Wines

**12:00 PM – 1:00 PM**  
Lunch

**1:00 PM – 2:00 PM**  
An Exploration of Phenolics in Red  
Wines: Chemical and Sensory Effects of  
Selected Winemaking Techniques  
*Dr. Federico Casassa, Professor of Enology  
& Sensory Analysis, California Polytechnic  
State University*

**2:00 PM – 3:15 PM**  
Governor’s Cup Case Tasting &  
Discussion: Red Wines

**3:15 PM**  
Closing Remarks



A room block has been reserved at the [Omni Hotel Charlottesville](#) for the nights of Tuesday, October 31st and Wednesday, November 1st. To receive your discounted rate of \$189 please click [HERE](#) to reserve.

The room block rate is available until Tuesday, October 3, 2023 or until the block is sold out, whichever comes first.

**CONFERENCE ATTENDEE  
REGISTRATION INFORMATION**

	MEMBER	NON-MEMBER
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Day One	\$150	\$175
Day Two	\$150	\$175
Both Days	\$275	\$325

Interested in joining a group for dinner on Wednesday evening (group reservations will be made based on interest)

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_ Date: \_\_\_\_\_

Full payment must accompany registration. No refunds will be given after Wednesday, October 25th; substitutions are acceptable. To pay by credit card, [click here](#) to register online.  
For any questions, please contact Christina Sandridge at (434) 326-9815 or [director@vawine.org](mailto:director@vawine.org).