



Sunday February 23, 2025		Location
1:00 PM - 4:00 PM	Registration Opens	Walker's Bluff Tasting Room 280 Lake Jewell Drive, Carterville
1:00 PM - 4:00 PM	Optional Vineyard and Production Tour (Ticket Required)	Bus Pickup at Hampton & Holiday Inn
5:00 PM - 8:30 PM	Optional Sunday Social & Dinner (Ticket Required)	Feather Hills Vineyard and Winery 8595 US-51, Cobden
Monday February 24, 2025		Location
8:00 AM - 9:00 AM	Registration and Continental Breakfast	Walker's Bluff Tasting Room 280 Lake Jewell Drive, Carterville
9:00 AM - 9:15 AM	Welcoming Remarks	
9:15 AM - 10:15 AM	GENERAL SESSION	
	Effervescent Elegance: Exploring Bubbly Production Mark Wenzel, Founder and Winemaker August Hill Winery Dr. Stephan Sommer, State Extension Specialist for Enology, University of MO	
10:15 AM - 10:30 AM	BREAK	
10:30 AM - 11:30 AM	GENERAL SESSION	
	Federal Wine Policy 2025: What Every Wine Professional Needs to Know Michael Kaiser, Vice President of WineAmerica	
11:30 AM - 11:45 AM	BREAK	
11:45 AM - 12:45 PM	CONCURRENT SESSIONS - CHOOSE ONE	
Viticulture	Focusing on the Pivotal Role of Soil Health in Viticulture Kyle Marret, Soil Fertility Specialist at Kinsey Agricultural Services	
Enology	Unveiling Aromas and Detecting Faults: A Sensory Approach to Wine Quality Dr. Stephan Sommer, Extension Specialist for Enology, Univ. of Mo	
Sales/Marketing	Search to Sip: How Generative AI is Reshaping Travel & Wine Discovery Dr. Niki Davis and Dr. Bridget Lescelius Southern Illinois University, Carbondale	
12:45 PM - 1:45 PM	LUNCH AND TRADE SHOW	
1:45 PM - 2:15 PM	TRADE SHOW	
2:15 PM - 3:45 PM	GENERAL SESSION - KEYNOTE	
	Critically Rethinking the Wine Business Tim Hanni, Master of Wine	
3:45 PM - 4:00 PM	BREAK	
4:00 PM - 5:00 PM	GENERAL SESSION	

Vine Pruning and Training to Promote Vineyard Longevity
Fritz Westover, Founder of Virtual Viticulture Academy and Westover Advising

5:00 PM - 5:15 PM

BREAK

5:15 PM - 6:15 PM

CONCURRENT SESSIONS - CHOOSE ONE

Viticulture

Two Mildews, Multiple Strategies: Targeted Management Approaches
Dr. Dean Volenberg, Extension Viticulture Lead, University of MO

Enology

Aging with Intent: The Role of Bourbon Barrels in Wine Style & Development
Anne Zwink, Winemaker & General Manager, Soldier Creek Winery

Sales/Marketing

Legal Compliance Made Simple: Protecting Digital & Entertainment Assets
Michael Kaiser, Vice President of WineAmerica

6:30 PM - 8:00 PM

ADJOURN FOR DINNER

Legends at Walker's Bluff

Tuesday | February 25, 2025

Location

8:00 AM - 9:00 AM

Registration and Continental Breakfast

Walker's Bluff Tasting Room
280 Lake Jewell Drive, Carterville

8:00 AM - 9:00 AM

Agri Spray Drone Demo

9:15 AM - 10:15 AM

CONCURRENT SESSIONS - CHOOSE ONE

8:45 AM - 10:15 AM

Sales/Marketing

Understanding the BUSINESS of Wine
Tim Hanni, Master of Wine

9:15 AM - 10:15 AM

Viticulture

Test Your Pruning Knowledge – Interactive Pruning Quiz
Fritz Westover, Virtual Viticulture Academy and Westover Advising

9:15 AM - 10:15 AM

Enology

Clean or Not Clean? You Make the Call! An Interactive Dive into Wine Sanitation
Anne Zwink, Winemaker and General Manager, Soldier Creek Winery

10:15 AM - 10:30 AM

BREAK

10:30 AM - 11:30 AM

GENERAL SESSION

Direct-to-Consumer Wine Sales in 2025: Navigating Growth in a Shifting Market
Taylor Harrison, Vinoshipper

11:30 AM - 11:45 AM

BREAK

11:45 AM - 12:45 PM

GENERAL SESSION

Beyond the 750: The New Era of Wine Packaging Formats

Panelists: Missouri and Illinois Wineries
Moderator: Anne Zwink, Winemaker & General Manager, Soldier Creek Winery

12:45 PM - 1:45 PM

LUNCH

1:45 PM - 2:45 PM

CONCURRENT SESSIONS - CHOOSE ONE

Viticulture

EPA Changes, Pest and Pesticide Updates
Dr. Elizabeth Wahle, University of IL at Champaign-Urbana

Enology

Stop the Breakdown Cycle: Strategic Crush Equipment Care for Reliable Performance
Joe Lutomske, Chief Problem Solver, Enotools

Sales/Marketing

Uncorking Creativity: Pouring AI into your Marketing Strategy
Dr. Niki Davis, Professor and Dr. Bridget Lescelius Southern Illinois University, Carbondale

2:45 PM - 3:00 PM

CLOSING REMARKS

3:30 PM

Field Pruning Course
Fritz Westover, Founder of Virtual Viticulture Academy and Westover Advising

Walker's Bluff Vineyard