

2017 SESSION OVERVIEW

Tuesday, February 7

- 8:30 AM – 11:30 AM State of the Industry
- 9:00 AM – 3:00 PM Tasting Room Training – Converting Customers to Club Members
- 11:30 AM – 4:30 PM *Trade Show*
- 11:30 AM – 1:00 PM *Trade Show Lunch*
- 1:30 PM – 4:00 PM *Posters – Innovations and Research on Display*
- 1:30 PM – 3:00 PM Business and Operations for Vintners and Growers
- 2:00 PM – 4:30 PM Help Wanted
- 3:00 PM – 4:30 PM Small Wineries – Stay Small or Go Big?
- 4:30 PM – 10:00 PM *Honor Reception*

Wednesday, February 8

- 8:00 AM – 3:00 PM *Trade Show*
- 8:00 AM – 5:00 PM From the Vineyard to the Cellar (In Spanish)
- 9:00 AM – 11:30 AM Diving Deep into Spoilage
- 9:00 AM – 11:30 AM Ag Labor
- 11:45 AM – 1:15 PM *Trade Show Lunch*
- 1:30 PM – 4:40 PM Farming by Phenology
- 1:30 PM – 4:00 PM Winery Safety: Should We Care? How Do We Maximize It?
- 5:00 PM – 10:00 PM *WWIF Party + Auction*

Thursday, February 9

- 8:30 AM – 11:30 AM What Makes Washington Wine Unique, the Analytical, Organoleptic Evidence
Part 1: Grand Tasting
- 11:45 AM – 1:15 PM *Leadership Luncheon with Keynote Speaker Robert Spector*
- 1:30 PM – 4:30 PM What Makes Washington Wine Unique, the Analytical, Organoleptic Evidence
Part 2: Telling the Washington Wine Story
- 1:30 PM – 4:15 PM Inevitability of Mechanization