



Tech

Virginia Polytechnic Institute and State University Proposal Cover Sheet

PROPOSAL INFORMATION

Virginia Winegrowers Advisory Board

Sponsor

Solicitation No.

Symposium Speaker Travel Support

Proposal Title

\$14,400.00

Amount

7/1/2004

Begin Date

6/30/2005

End Date

☒ New or

☐ Renewal of

PRINCIPAL INVESTIGATOR(S)

Tony K. Wolf

Principal Investigator

Signature

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AHS Jr AREC

Department / Center

Bruce Zoecklein

Co-Principal Investigator

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Professor

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Food Science and Technology

Department / Center

Co-Principal Investigator

Signature

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Co-PI Title

Department / Center

INSTITUTIONAL INFORMATION

SEND NOTICE OF AWARD TO:

Office of Sponsored Programs

460 Turner Street, Suite 306

Box 209

Blacksburg, Va 24060

Phone (540) 231-5283 Fax (540) 231-3599

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VIRGINIA TECH ENDORSEMENT

David W. Richardson

Director of Sponsored Programs

3-30-04

Date

04-1903-03

VT Proposal No.

A proposal submitted to:

Virginia Winegrowers Advisory Board

for funding of

SMYPOSIUM SPEAKER TRAVEL SUPPORT

Principal Investigators:

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Start date: 1 July 2004

Amount requested: \$14,400

A. Title: "Grapes, wine and environment" symposium speaker travel support

B. Date: 1 July 2004

C. Estimated duration: One year

D. Objectives:

To defray the travel costs associated with assembling symposium speakers for the "Grapes, wine and environment" symposium, and thereby offer Virginia Wineries Association and Virginia Vineyards Association members a reduced registration rate as an incentive to attend this technical symposium.

E. Justification and practical importance:

The Principal Investigators have invited the American Society for Enology and Viticulture's Eastern Section (ASEV/ES) to convene their annual meeting in Roanoke Virginia in July 2004. The ASEV/ES last met in Virginia in 1995. As part of the 2004 meeting, the Principal Investigators have organized a symposium entitled, "Grapes, Wine and Environment". Preliminary details of the Symposium can be found at the ASEV/ES web site (www.nysaes.cornell.edu/fst/asev/). See also the attachment appended to this proposal.

The underlying goal of the symposium is to explore how soils, climate (particularly temperature), and cultural practices affect fruit and wine composition and quality, especially in the warm, humid environment of Virginia. The basis for this goal is the reality that despite releasing a very comprehensive Vineyard Site Selection bulletin in 2003 (www.ext.vt.edu/pubs/viticulture/463-020/463-020.html), there are still large gaps in knowledge about matching grape varieties and specific vineyard sites *for optimal grape and wine quality*. In essence then, the 2004 Symposium aims to assemble leading authorities on the subject of grape and wine quality as affected by the environment in which the grapes are grown for the benefit of industry members. This symposium is important because, ultimately, wine quality can be improved through a thoughtful examination of climate and soil influences on grape composition. A meeting devoted to this central goal has never before been conducted in Virginia.

Symposia are expensive endeavors. The costs associated with assembling national and international speakers is a substantial component of the symposium registration fees. In the case of the 2004 meeting, basic registration fees to cover anticipated costs (hotel, food, speaker travel, technical program wines, etc.) are on the order of \$280/person (assuming 200 to 300 attendees). That cost can be a disincentive for industry members to attend the symposium. The rationale for seeking VWAB support of the symposium is to encourage more of our existing and potential industry members to attend the meeting.

F. Background:

The VWAB has generously supported industry shortcourses in the past, including awards to the Principal Investigators of \$11,392 for "*Focus on Chardonnay*" in 1990, and \$11,204 for the

"Issues in Cabernet Sauvignon, Cabernet franc and Merlot Production" shortcourse in 1992. Previous awards were used to support speaker travel and on-site lodging expenses, and thereby defrayed general registration fees. In essence, this is what is proposed with the current proposal.

G. Procedures

The following national and international speakers have committed to participation on the "Grapes, Wine and Environment" Symposium. The costs associated with each speaker include airfare, a state-allowable per diem for their stay, and lodging. Airfares are estimated at this writing, and may be expected to increase somewhat until locked in.

- Kess Van Leuween, enologist and agronomist, Cheval Blanc, Bordeaux France.....	2,200
- Erland Happ, climatologist and winemaker, Western Australia.....	3,800
- Andrew Reynolds, viticulturist, Brock University, Ontario	1,100
- Phil Feeze, vineyard consultant, Sonoma Co., California.....	1,200
- Zelma Long, vineyard consultant, Sonoma Co., California.....	1,200
- Gregory Jones, climatologist and geographer, Southern Oregon University	1,400
- Bruce Zoecklein, enologist, VA Tech	500
- Tony Wolf, viticulturist, VA Tech	500
- Daniel Granes, research director, ICV, Narbonne France	2,500
	<hr/>
	\$14,400

The above speakers are internationally-recognized authorities and, collectively, have an unmatched wealth of expertise to share with industry members. The Symposium has been heavily advertised and a descriptive article will appear in the next issue of Practical Winery and Vineyard magazine.

Procedurally, the speakers will submit their allowable expenses to the Principal Investigators for reimbursement after the conclusion of the meeting (16 July 2004) and payment vouchers will be completed and submitted to Virginia Tech's Office of Sponsored Programs shortly thereafter.

H. Personnel and facilities:

Project PIs are Drs. Tony Wolf and Bruce Zoecklein.

I. Other entities:

None

J. Source of other funds:

Symposium registrants will pay a basic registration to attend the Symposium and ASEV/ES technical meeting; however, the registration rates will be lower (for VA Wineries Association and VA Vineyards Association members) than for non-members. With VWAB support of Symposium travel costs, we anticipate that members of these associations should receive a reduction of approximately \$50 off the basic registration rate. In addition, the ASEV/ES was provided \$2,100 by the Center for Organizational and Technological Advancement (COTA), and \$1,500 by the Virginia Vineyards Association. A further \$1,500 was pledged by the Virginia

Wineries Association. The Association funding is expected to defray the cost of a Virginia Wine Reception planned for the opening evening.

K. Budget:

We are seeking \$14,400 in funding, which will be entirely coded to "travel." Several international speakers will be reimbursed by this grant, as indicated above. We have obtained assurances from Virginia Tech's Office of Sponsored Programs that direct bank transfers can be made to foreign bank accounts, provided that all required receipts are submitted with the reimbursement voucher (see attachment).

American Society for Enology & Viticulture

Eastern Section

2004 Annual Technical Meeting and Symposium 14-16 July 2004 Roanoke, Virginia



Grapes, Wine and Environment:

How soils, cultural practices and warm climates affect wine quality

In July 2004 the ASEV/ES annual meeting will once again convene in Virginia. The venue will be the Hotel Roanoke and Convention Center (www.hotelroanoke.com/), a short drive from spectacular scenery, the Blue Ridge Parkway, and some of Virginia's finest wineries. Half-day Technical Sessions are scheduled for 14-16 July 2004, with the balance of each day focusing on a "Grapes, Wine, and Environment" Symposium. The combined annual meeting and symposium will feature:

- Pre-conference tour (13 July) of southwestern Virginia wineries (see and discuss local adaptations to environment)
- Technical presentations
- Wine industry trade show & wine receptions
- Student paper competition
- Viticulture Consortium:East research summit
- Annual ASEV/ES business meeting
- Banquet
- Symposium entitled "Grapes, Wine and Environment"

The underlying goal of the symposium is to explore how soils, climate (particularly temperature), and cultural practices affect fruit and wine composition and quality, especially in a warm, humid environment. Featured Symposium speakers will include:

- **Kees van Leeuwen, winemaker at Cheval Blanc (Bordeaux):** concept of terroir and the production of high quality wines, and the effects of soil physical structure and vine water relations on grape and wine quality
- **Erland Happ, winemaker at Happs and Three Hills Wineries, Western Australia** (www.happs.com.au/pages/family.html) : use of heat load index to define site climate and to match variety with local or meso-climate
- **Gregory Jones, climatologist, Southern Oregon University:** Climate/grape maturity indices, effect of global climate change on such indices, use of mesoclimate databases (2-km resolution) to define local viticultural suitability.
- **Phil Freese, wine growing consultant, Sonoma County, California:** Improving red wine quality in the vineyard through appropriate site selection and viticultural practices

Continued

- **Andrew Reynolds, viticulturist at Brock University, Ontario:** goals and results of various canopy management practices to optimize flavor, aroma and color synthesis
- **Daniels Granes, research director ICV , Narbonne, France** will discuss conducting alcoholic fermentation and oak management to develop grape potential in warm climates.

Coming on the heels of the supremely challenging 2003 season, all of these issues are timely and germane to winegrowers throughout the Eastern Section.

For Conference Information Contact: Tony Wolf - vitis@vt.edu or Bruce Zoecklein - bzoeckle@vt.edu

Trade Show Information: Hans Walter-Peterson - hcw5@cornell.edu

Additional information will appear on the ASEV/ES web site (www.nysaes.cornell.edu/fst/asev/) in March 2004

Date: Mon, 22 Mar 2004 09:11:24 -0500
From: "Caldwell, Janice" <caldwejs@vt.edu>
Subject: FW: question about international travel
To: "Wolf, Tony" <vitis@vt.edu>
Cc: "Zoecklein, Bruce" <bzoeckle@vt.edu>
Thread-topic: question about international travel
Thread-index: AcQN91sKrZ0NK5Y0TOCyEj79VoUtFQCE/tbgAAJh0SA=
X-Junkmail-Status: score=0/50, host=vivi.cc.vt.edu
X-OriginalArrivalTime: 22 Mar 2004 14:11:33.0014 (UTC)
FILETIME=[9436FB60:01C41017]

Dr. Wolf,

The reimbursement for international speakers will not be a problem. The bank transfer information will be necessary from each individual that is to receive a reimbursement. Jean Sarver in the Controller's office will be able to help you with what information is needed. Jean's phone number is (540) 231-8626 or email at sarverjl@vt.edu.

Your department bookkeeper should know the requirements of the international travel. The special international form needed by the university. Also, to make sure that Virginia Tech has all of the receipts for the individuals before they return home. Valerie Jones at (540) 231-8617 or jonesvl@vt.edu, is the individual to contact in the Controller's Office if there are any questions about the travel reimbursement.

Please make sure that the Va Winegrowers Advisory Board knows that international travel reimbursements will be processed on the project. We need to make sure that international travel is allowed.

Please let me know if you have any others questions.

Janice S. Caldwell
Grants Administrator
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Blacksburg, VA 24060
(540) 231-9358
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