



5th Annual  
RAMONA VALLEY VINEYARD ASSOCIATION  
Educational Wine and Grape Symposium

Saturday, July 22, 2017 • Beginning at 7:30 a.m.

California Center for the Arts - Escondido  
340 N Escondido Blvd., Escondido, CA 92025

*Quality education to grape growers and winemakers*

**Key Note Speaker**

Luis Madriz, Supervising Agent  
**Alcohol Beverage Control (ABC) of California**  
Topic: "Winery Regulations"  
The ABC will be providing an overview presentation directed at winery licenses to include but not limited to: social media regulations and a Q & A.

Federico Cassasa Ph.d.  
**Assistant Professor of Enology Wine & Viticulture Department, California Polytechnic State University**  
Topic: "Regulated Deficit Irrigation (RDI)"  
Regulated deficit irrigation (RDI) is a term for the practice of regulating or restricting the application of irrigation water limiting the vine water use to below that of a fully watered vine.

Phil Burton  
**Owner, Barrel Builders, Napa, CA**  
Topic: "Toast"  
1 Wine.  
1 Oak.  
5 Different Toasts.  
You will get the opportunity to sample the introduced variance in wine based on toast level alone. Then blend those samples to enhance the complexity.

Greg Pennyroyal  
**Viticulture/Enology Coordinator for Wilson Creek Winery and Vineyards**  
Topic: Mealy Bugs as a model for regional scientific cooperation.  
Pennyroyal has a broad education and research experience that includes NIH research resulting in a patent for the Gene Expression Assay characterization of botanical medicines.

**Tickets**

Open to the public, the symposium is \$99 for Ramona Valley Vineyard Association (RVVA) members, as well as other association members, including, San Diego County Vintners Association (SDCVA); East County Vintners Association; San Diego Amateur Winemaking Society (SDAWS); Ramona Valley Winery Association (RVWA); and San Diego County Farm Bureau.  
The fee is \$125 for non-members. Fees include the education programs as well as breakfast and lunch.

**Schedule**

7:30 Registration & Breakfast  
8:00 Event Kickoff  
8:15 Sponsor Presentation  
8:20 Federico Cassasa Ph.d.  
9:35 Sponsor Presentations  
10:00 Luis Madriz  
12:00 Lunch and Sponsor Visits  
1:00 Greg Pennyroyal  
2:00 Sponsor Presentation  
2:05 Phil Burton

**Thanks to our sponsors**

**Champagne**  
Westbridge Agricultural Products  
Granettos  
The Vintner's Vault  
  
**Cabernet Franc**  
  
**Sauvignon Blanc**  
LaFitte Cork & Capsule  
Joyce T Strand - Author

Interested participants can purchase tickets online at [www.rvva.org/symposium](http://www.rvva.org/symposium) or mail a check to:  
R V V A, 16980 Sky Valley Dr., Ramona, CA 92065.  
For additional information, email [symposium@rvva.org](mailto:symposium@rvva.org)