



**February 17-19, 2015 Annual Meeting Agenda  
The Boise Hotel and Conference Center  
Boise, ID**

**Tuesday, February 17, 2015**

**Peregrine Room**

12:30-5:00pm

**Sensory Seminar with [Carolyn Ross](#)**

This training will help increase your sensory skills, including palate, aroma and taste thresholds.

*Additional Pass Required*

**Wednesday, February 18, 2015**

8:00-8:30am

**Check-in for Vintage Tasting**

**Peregrine Room**

8:30-11:30am

**Vintage Tasting**

Taste Idaho's current vintage with your peers. All winery participants are asked to submit wine prior to the tasting.

*Winemakers & Growers Only*

11:00-11:30am

**Registration**

**Cascade Room**

11:30am

**Lunch**

*Made Possible by Vintners Global Resource*

12:00-12:30pm

**Welcome Message from the Chairman, Gregg Alger, Huston Vineyards**

12:30-1:45pm

**Keynote Speaker: [Mike Veseth, The Wine Economist](#)**

Lessons from Successful Wine Regions Around the World

1:45-3:00pm

**Industry Update by Executive Director, Moya Dolsby**

Show & Tell – What have we been working on

3:00-3:15pm

**Idaho Wine Education Scholarship Recipient**

3:15-3:30pm

**Cookies & Coffee Break**

3:30-4:00pm

**Presentation by [Red Sky PR](#)**

Promoting the industry by telling your story.

4:00-4:30pm

**Presentation by [Rizen Creative](#)**

Why a marketing agency is important and what they have done for us.

4:30-6:30pm

**Wine Social:** Please bring a bottle to share.

**Thursday, February 19, 2015**

**Cascade Room**

7:30-8:15am

**Breakfast**

8:00-8:30am

**Registration for General Meeting**

**Cascade Room**

8:30-10:15am

**Optimizing Your Website, [Andy Hayes](#)**

Learn how to optimize your website for best results and what may be holding consumers back from getting the most out of a visit to your site.

*Made Possible by Idaho Power*



**Alpine Room**

10:15-11:30am

**Website Critique One-on-Ones**

Andy Hayes will meet with individual members for a one-on-one review of your website.

*Additional Pass Required*

**Cascade Room**

10:15-12:30pm

**Vineyard Design, Establishment and Management, Karl Umiker & Kevin Corliss**

Developing a 'purpose-built' vineyard

12:30-1:30pm

**LUNCH**

Lunch Speaker – Diane Norton, [Division of Tourism](#)

Tourism in Idaho and the wine industry go hand-in-hand. Find out the latest economic impact stats for both.

*Made Possible by American Family Insurance*

1:30-5:00pm

**Tasting Room Training**

[WISE Academy](#) will be conducting a tasting room training based on consumer experience and raising the level of sales by knowing how to identify and relate to your customers while being able to close the sale.

3:00-3:15pm

**Cookies & Coffee Break**

5:00pm

**Program Concluded**

*The Castle Ranch Steakhouse at the Boise Hotel is open for dinner following the conclusion of each day for any attendees interested in having dinner at an Idaho Preferred restaurant, accompanied by a 100% Idaho Wine list.*