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Value and Relevancy Drive Significant Enhancements for 2006 ASEV Annual Meeting

DAVIS, CA, Jan. 31, 2006.... With a goal of enhancing the value and relevancy of the ASEV programs for members and the industry, the ASEV Board of Directors has developed a three-year strategic plan to augment the content of its annual meetings. In 2006, when the 57th Annual Meeting moves to Sacramento, several new enhancements will be in place to help realize that goal.

One of the most important enhancements to the 2006 ASEV Annual Meeting will be the introduction of topic-specific modules. Invited speakers will first offer a primer on a specific scientific topic, providing a historic perspective and research update. That presentation will then be supplemented with more in-depth technical presentations. At the *Grape Crop Estimation* module, chaired by John Cole of Kendall Jackson, attendees can learn about current practices and the factors known to influence their performance. And the *Advances in Microbiological Techniques* module will provide a historical overview of advances in micro techniques, an introduction of basic PCR methods, current methods of microbial detection and what they mean, and current research in microbial identification.

“Our members and guests want to keep up with the advances in science and technology, but many do not have the time or resources to continue their education,” explains Patricia Howe, ASEV program chair. “With the introduction of modules, we can meet our members’ needs by bringing us all up to speed.”

Another new component this year is the planned technical seminars presented in conjunction with the Supplier Showcase. These Supplier Showcase technical programs will focus on the day-to-day problems encountered by industry members.

“It’s vital to help our members harness the significant knowledge base of our exhibitors, and these technical sessions on the exhibit floor are an ideal solution,” says Howe. “This year’s program will include *Issues in Bottling* and *Issues in Oak Usage*, with additional programs also under development.”

The ASEV Annual Meeting will also offer newly retooled Research Forums for active researchers. As one of the few opportunities for researchers to gather and network, this forum offers an ideal setting for researchers to discuss and interact on a wide range of current research issues. Topics for the Research Forums this year include phenolic methods, crop estimation, wine and grape aroma, and microbiological genetics.

The ASEV has retained some of the program elements that members and guests demand. One such example is the Aroma Symposium, organized by Terry Acree of Cornell, which will address wine and grape aromas from the aspects of neurological perception, underlying chemistry, and viticultural and enological influences on their development.

For those working with research or industry trials at any level, the Experimental Design Seminar will address useful statistics and issues in design. Organized by Tom Collins of Foster’s Wine Estates and John Thorngate of Beam Wine Estates, speakers will include Hildegard Heymann, Linda Bisson, Mark Matthews and Sue Ebeler of UC Davis; Thomas Henick-Kling of Cornell; Cristina de la Presa Owens of Foster’s Wine Estates; Jeffri Bohlscheid of Washington State; and Stan Howell of Michigan State.

Tom Collins and John Thorngate have also organized an SO₂ Seminar, with speakers addressing the chemical and microbiological effects of SO₂, compliance issues and specific methods. Speakers include Art Caputi of Art of Winemaking; Jeannie Bremer of NGWI, Andrew Waterhouse and Roger Boulton of UC Davis; Andrea Versari from the University of Bologna; and Sarita Cardoza from the TTB.

Planning continues in earnest on additional elements and speakers for the ASEV Annual Meeting in Sacramento (June 26-30, 2006). As information and details become available, they will be posted on the ASEV Web site at www.asev.org, where guests can also register for the 57th Annual Meeting.