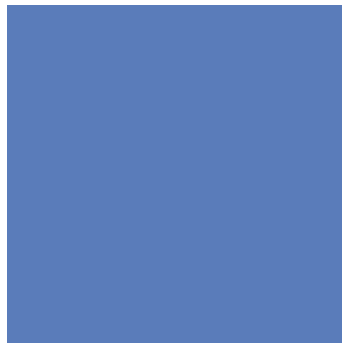


2016-  
2021



**UC Davis Viticulture and Enology**  
Extension and Industry Relations Program:  
**Sponsorship Opportunities**



## Overview:

### **The UC Davis Department of Viticulture and Enology program in extension and industry relations has gone through a revolutionary change over the last six years.**

To amplify what our world-class Specialists in Cooperative Extension do to extend our knowledge, the entire faculty and staff of the department have made a major effort to expand and tailor our program in extension and industry relations to the needs of a diverse and growing industry. In addition to the long standing Recent Advances in Viticulture and Enology (RAVE), we now offer nearly monthly Flavor 101/Current Issues continuing education courses on campus covering current topics in viticulture and enology. With the creation of an industry relations manager position in 2011, we have now been able to add five continuing education events per year around the state in key growing and producing regions. Recently, we partnered with county-based Farm Advisors to offer a Grape Day on campus—a partnership that we are looking forward to expanding. We are

hosting more companies and trade organizations on campus for meetings and tours and facilitating discussions with students about internship and career opportunities. Finally, we are finding new ways to communicate with our industry stakeholders when we are not face-to-face, including our new website and social media avenues like Facebook and Twitter. We hope you will join us in continuing the momentum we have built to strengthen the industry/university relationship, supplying innovation and new knowledge to meet the challenges facing the grape and wine industry today and in the future.

Prof. David E. Block, Chair

# A Focus on Practical Knowledge

## Our Core Extension and Industry Relations Team



**Matthew Fidelibus**  
Specialist in Cooperative Extension  
Kearney Agricultural Center

- Viticulture extension
- San Joaquin Valley viticultural practices
- Clonal selections



**Anita Oberholster**  
Specialist in Cooperative Extension  
Davis Campus

- Enology extension
- Winemaking practices
- Phenolic chemistry and extraction



**Kaan Kurtural**  
Specialist in Cooperative Extension  
Oakville Station

- Viticulture extension
- Canopy management and trellising systems
- Vineyard mechanization and precision viticulture



**Linda Bisson**  
Professor of Enology  
Davis Campus

- Flavor 101/Current Issues
- Wine microbiology
- Problem fermentations and H<sub>2</sub>S production



**Karen Block**  
Director, V&E Industry Relations  
Davis Campus

- Communication with industry
- On the Road events
- Coordination of on-campus industry visits



**Kay Bogart**  
Outreach Specialist  
Davis Campus

- Stakeholder communication
- Logistical support for extension
- Coordination of on-campus extension events



# A New Era in Extension and Industry Relations

The Department of Viticulture and Enology at UC Davis continues to evolve and innovate the way it delivers key information to its stakeholders and receives important industry feedback. Here are some of the innovative programs that we are delivering.



## Flavor 101 and Current Issues: The Latest in Mission-Critical Information to Industry

Our intensive campus-based extension program is comprised of our one-day **Flavor 101** and **Current Issues** symposia. These programs, initiated just over five years ago, provide the latest in mission-critical information to the industry—directly from the trusted source of much of that information. These programs blend continuing education on industry practices (paired with targeted tastings of wines produced specifically for these symposia) with talks focused on the latest research results—generally prior to publication—giving attendees and their companies a competitive advantage. To assure that the topics we choose are timely, we are constantly talking to winemakers and vineyard managers across the state to understand the most critical problems facing the industry. Recent topics have included key issues from smoke taint to water use in the vineyard and winery. In the last five years, we have had **over 4000 participants** in these extremely popular programs.



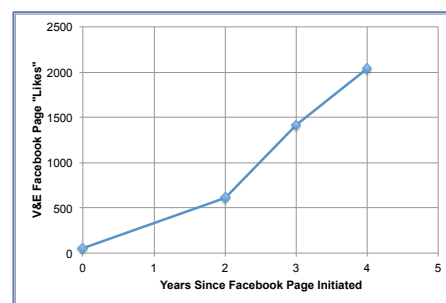
## V&E On the Road: Bringing UC Davis Knowledge and Innovation to You

We know that it is not always easy for people to come all the way to Davis for our extension events. We also recognize the importance of connecting with our stakeholders in all regions of the state. Therefore, in the spring of 2012, our new industry relations manager started taking UC Davis professors **On the Road** to communicate directly with the California wine industry. In these one day events, not only do we present current research being done at UC Davis and how this research can be applied to make grape growing and winemaking more successful, we also start a dialogue at each event. We ask participants what the most important issues facing the industry are to them, so that as we move forward, we are doing research in areas that will benefit the industry. We have already changed our faculty hiring goals and the way we teach based on these discussions. We began with two events in the first year and are now holding **five events off campus per year**. In each region we visit, we consult with the local Farm Advisor to tailor the program to local interests. To date, we have held programs in

Paso Robles, Parlier, Salinas, Lodi, Napa, Sonoma, Santa Barbara, and the Foothills—some of them multiple times already—with plans for Mendocino and Modesto in the near future. Over the last four years, we have conducted 12 programs with **over 900 attendees** total.

## Increasing Industry Relations: Creating Facilitated Access to the People at UC Davis V&E

Based on feedback from our key stakeholders, the Department of Viticulture and Enology established the position of **Industry Relations Manager** in the fall of 2011. Our goal for this position is to facilitate getting our most recent results to our stakeholders in an accessible manner with an emphasis on the practical applications of the results. Our industry relations manager is also tasked with facilitating communication with our stakeholders both on- and off-campus. We feel that this increased connection to our stakeholders is critical to our success and the continued success of the industry. In addition to organizing our On the Road events around the state, our industry relations manager facilitates collaborative research projects with industry, works with trade magazines to publish stories about our work, hosts companies and industry organizations for programs and tours of our facilities, attends regional trade organization meetings, hosts companies on campus to discuss employment opportunities with students, hosts a hugely popular alumni-student mixer at the Unified Symposium and has facilitated communication to our stakeholders through electronic means via an updated departmental website and Facebook page, now liked by over 2000 supporters after just 4 years! Of course, strong industry relations doesn't just depend on one person—our faculty have made an extra effort to interact with our stakeholders both in Davis and throughout the state. Just having the most advanced and most sustainable winery in the world has created the opportunity to give **more than 200 tours a year to the grape and wine industry** alone! Not only do our guests get a chance to see and learn from our facilities, but we get the opportunity to listen to their current needs and concerns.



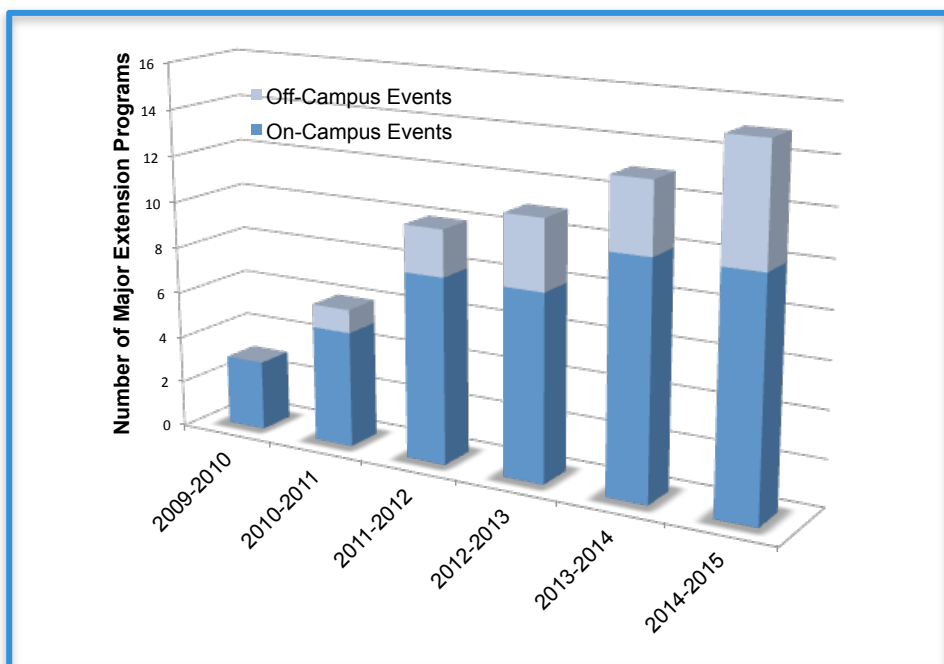
“This Extension and Industry Relations program is the vital link between the V&E department and the industry. The outreach from the V&E department helps keep our winery teams current on the latest research and technology coming from the Department. This program will help keep California wine competitive on a global stage. We are proud to be part of this important sponsorship program and hope you will join our efforts.”

--Bruce Cakebread, *Cakebread Cellars*, and Jeff O'Neill, *O'Neill Vintners & Distillers*



# The Impact

What's the impact of our department's expanded extension and industry relations program? We are providing more mission-critical information to industry. We offer an order of magnitude more extension programs than we did just six years ago and have been able to spread them around the state to reach more stakeholders. Over a thousand stakeholders are now meeting with us face-to-face each year with thousands more connected to us electronically. The industry is better able to convey its greatest needs for research and teaching to us. Using this information, we have already implemented changes in the way we do things to be more responsive to these needs—with more changes in the works. Our students, the next generation of wine and grape industry professionals in California and around the world, are already benefitting from these changes.





# The Opportunity

## Partnering through Program Sponsorship

Since the impact of our expanded extension and industry relations effort has been dramatic, the department would like to continue these programs and support them with a series of sponsorships. Long-term support will allow sustained activity of the type described here and benefit the grape and wine industry, along with the department. You can help sustain this critical activity and increase your ties with the top global program in Viticulture and Enology. The annual cost of this program, including salary, benefits, and travel/programs, are approximately \$200,000 per year above the state's contribution of faculty salaries. The V&E Department is committing funds for this program. We are looking for **5-year sponsorship commitments** to maintain and expand this program. Three levels of sponsorship are available. Sponsorships will be acknowledged at every extension event on-campus and around the state—identifying your organization with the latest knowledge and technology driving industry success. We are also planning a sponsor-only event.



### Gold Sponsorship

**\$25,000+ annually**  
(\$125,000 over 5 years)

All Silver benefits with 5 complimentary tickets per year to extension events. Input on locating at least 3 **On the Road** events during the sponsorship period and dinners with event speakers.



### Silver Sponsorship

**\$15,000 annually**  
(\$75,000 over 5 years)

All Bronze benefits with three complimentary tickets per year to extension events. Input on locating an **On the Road** event during the sponsorship period.



### Bronze Sponsorship

**\$5,000 annually**  
(\$25,000 over 5 years)

Acknowledgement of sponsorship at all of our programs on-campus and around the state. One complimentary ticket per year to an extension event. Overall increased extension and industry relations activities.





UC Davis V&E appreciates previous and ongoing support for industry relations

**J. LOHR**  
VINEYARDS & WINES

**LYNMAR ESTATE**  
*Russian River Valley*

**UC DAVIS**  
COLLEGE of AGRICULTURAL  
AND ENVIRONMENTAL SCIENCES

**UC DAVIS**  
VITICULTURE & ENOLOGY



## UC Davis Viticulture and Enology

For more information or to arrange sponsorship, please contact:

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