

3RD U.S. SUSTAINABLE WINEGROWING SUMMIT

APRIL 30 - MAY 1, 2024

EVENT PROGRAM

LODI, CALIFORNIA + VIRTUAL

FIND MORE DETAILS AT

sustainablewinegrowing.us/summit



About the Summit

The U.S. Sustainable Winegrowing Summit is part of a collaboration between the California Association of Winegrape Growers, California Sustainable Winegrowing Alliance, LIVE, Long Island Sustainable Winegrowing, Oregon Wine, New York Wines, Washington State Wine, Washington Winegrowers and California Wine Institute. These U.S. wine organizations are partnering to ensure a sustainable future by promoting sustainable winegrowing and communicating about the industry's commitment to sustainability.

SUMMIT HOSTS



Agenda Overview

Day 1: Tuesday, April 30, 2024

All times listed are in PDT.

1:30 p.m. - 5 p.m.

Sustainable Vineyard & Winery Tour

- *Bus departs Wine & Roses*
- *Welcome to Lodi and Introduction to LODI RULES for Sustainable Winegrowing*
 - *Stuart Spencer, Executive Director, Lodi Winegrape Commission*
 - *Stephanie Bolton, Research and Education Director, Sustainable Winegrowing Director, Lodi Winegrape Commission*
- *KG Vineyards*
 - *Madelyn Kolber, Owner and Sustainability Director*
 - *Ben Kolber, Owner and Chief Operating Officer*
- *LangeTwins Family Winery and Vineyards*
 - *Aaron Lange, Vice President of Vineyard Operations*

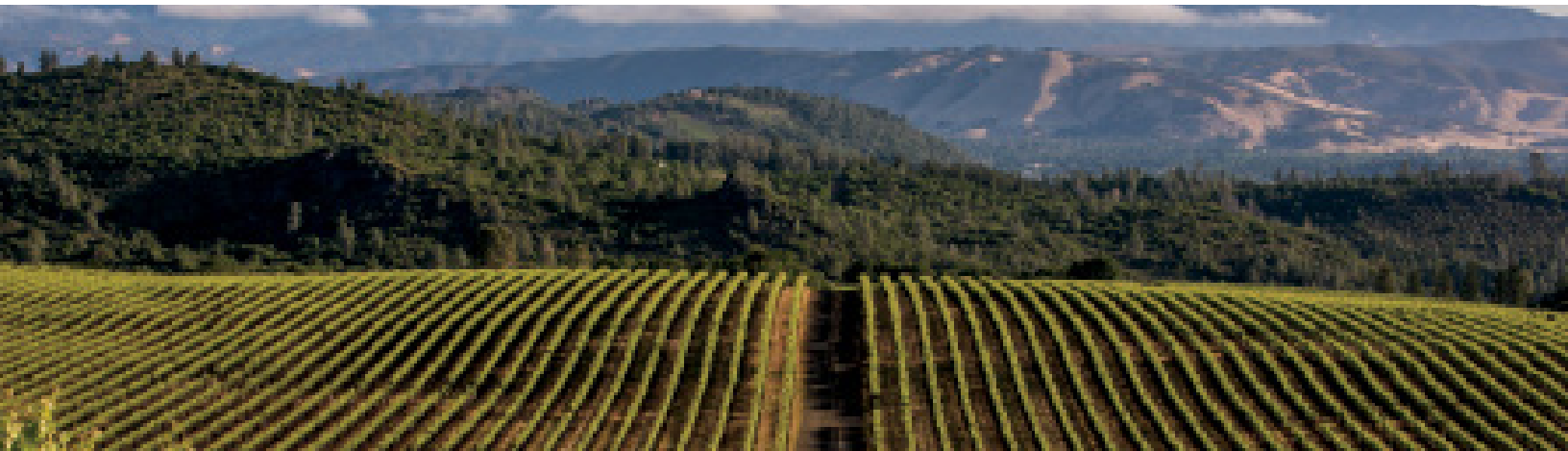
5:30 p.m. - 7 p.m.

U.S. Sustainable Wine Walk-Around Tasting & Reception at the Pavilion outside the Garden Ballroom

7 p.m.

Welcome Dinner & Keynote Address inside the Garden Ballroom

- *Dana Nigro, Senior Editor, Wine Spectator*



Day 2 Agenda, Wednesday, May 1, 2024

All times listed are in PDT.

9 a.m. - 12 p.m. | Morning Sessions

Summit Welcome | 9 a.m. - 9:05 a.m.

- Allison Jordan, Executive Director, California Sustainable Winegrowing Alliance

Importance of Sustainability for the U.S. Wine Industry | 9:05 a.m. - 9:10 a.m.

- Robert P. Koch, President and CEO, Wine Institute

Consumer Perceptions on the Importance of Sustainability | 9:10 a.m. - 9:30 a.m.

- Dr. Liz Thach, MW, President, Wine Market Council, Professor, Wine Writer and Consultant

Climate Change Impacts & Actionable Strategies for Adaptation & Mitigation | 9:30 a.m. - 10:45 a.m.

There is a compelling need for action to address the impacts of climate change on the U.S. wine industry. Dr. Steve Ostoja, director of the California Climate Hub, will provide an overview of the latest science on climate change impacts related to viticulture, dig deeper into the implications of the science and discuss what actions can be taken by winegrape growers to adapt and prepare. Dr. Steve Ostoja will lead a conversation with several wineries dedicated to climate action about how to identify and prioritize climate smart practices. The conversation will provide concrete ideas for how to implement practices that help adapt to changes and achieve greenhouse gas reductions.

Speaker & Moderator:

- Dr. Steve Ostoja, Director, California Climate Hub

Speakers:

- Timothy E. Martinson, Ph. D., Senior Extension Associate Emeritus, School of Integrative Plant Science, Cornell University
- Will Drayton, Director Technical Viticulture, Sustainability and Research, Treasury Wine Estates
- Pam S. Turner, Co-Owner, Ambar Vineyards and Vinovate
- Molly Sheppard, Assistant Winemaker and Environmental Manager, Spottswoode Estate Vineyard and Winery

Day 2 Agenda Continued, Wednesday, May 1, 2024

Break | 10:45 a.m. - 11 a.m.

Sustainable Supply Chains: The Power of Sustainable Purchasing & Wine Packaging | 11 a.m. - 12 p.m.

Sustainable purchasing can influence suppliers and vendors and lead to a greater positive impact. By putting into place sustainable purchasing policies, vineyards and wineries can amplify their commitment to sustainability within their supply chain. Hear from vineyards and wineries about how they put sustainable purchasing policies into place, how they in turn influenced their vendors' practices or approaches, and how wine packaging decisions are an important piece of sustainable supply chains. A responsible packaging supplier will also share how they communicate their sustainability commitment to their customers and how they support wineries in their own storytelling.

Moderator:

- Dr. John Heckman, Wine Sustainability Expert, Independent Consultant

Speakers:

- Meredith McGough, Director of Winemaking and Supply Chain, Union Wine Company
- Patrick Rawn, Owner, Vineyard Manager, Two Mountain Vineyards and Winery
- Remi Cohen, Chief Executive Officer, Domaine Carneros
- Ryan Norton, Commercial Director, Vinventions

12 p.m. - 1 p.m. | Lunch & Networking (in-person only)

1 p.m. - 4 p.m. | Afternoon Sessions

Sustainability Storytelling: Creating Content, Visitor Experiences and Sales | 1 p.m. - 2:30 p.m.

Sustainability is complex and comprehensive, and therefore communicating about a vineyard or winery's sustainability commitment can be challenging. In this session, Sandy Skees — author of "Purposeful Brands: How Purpose and Sustainability Drive Brand Value and Positive Change" and EVP, global purpose and impact practice lead at Porter Novelli — will discuss how to leverage your sustainability work in communications and storytelling. In a follow-up discussion, wineries and communications experts will share how they incorporate sustainability in their content, visitor experiences and sales meeting.

Speaker & Moderator:

- Sandy Skees, Author and EVP, Global Purpose and Impact Practice Lead, Porter Novelli

Speakers:

- Richard Morley, Director, First Pour
- Emily Ely, Marketing Director, Wölffer Estate Vineyard
- Ann Wallace, Director of Sustainability Sales Integration, Jackson Family Wines

Day 2 Agenda Continued, Wednesday, May 1, 2024

Break | 2:30 p.m. - 2:45 p.m.

The People Pillar of Sustainability: Inclusive Workplaces and Hospitality | 2:45 p.m. - 3:50 p.m.

Social sustainability is about how businesses impact people, including employees and customers. While environmental aspects of sustainability are often well understood, there is growing interest and understanding on the social side of sustainability. Stakeholders are increasingly interested in worker health and safety, diverse and inclusive workplaces, hospitality and marketing. This panel of experts and wineries will explore these issues related to social sustainability and provide actionable examples of how to further invest in elevating the importance of social issues in the sustainability conversation.

Moderator:

- Dr. Liz Thach, MW, President, Wine Market Council, Professor, Wine Writer and Consultant

Speakers:

- Dr. Monique Bell, Associate Professor of Marketing, Fresno State
- Heather Pyle Lucas, Owner and Winemaker, Lucas Winery, Tangles Wine and Member of Lodi Appellation Inclusion Collective
- Julia Oudeh, Senior Director, Sustainability and Social Impact, Liquor Control Board of Ontario

Wrap Up | 3:50 p.m.

Adjourn | 4 p.m.



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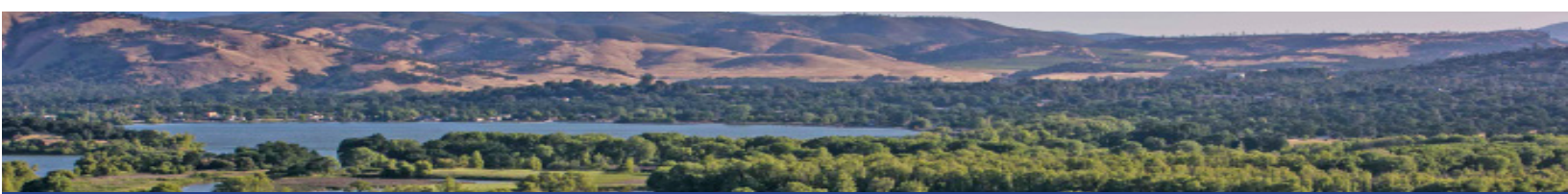


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Contact: Meridith May,
Publisher/Editor-in-Chief
MMay@SommJournal.com



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SUMMIT SPEAKERS



Dr. Monique Bell

Associate Professor of Marketing, Fresno State

Dr. Monique L. Bell is an associate professor of marketing at California State University, Fresno, where she strives to provide engaging learning experiences and, through her research, explores the intersections of business and culture. Her research on diversity and inclusion in the wine industry, including two editions of the [Terroir Noir: Study of Black Wine Entrepreneurs](#), has led to increased awareness and important conversations. Dr. Bell is a Wine Enthusiast Social Visionary of the Year nominee, Association of African American Vintners (AAAV) Educator award-winner, and Women of the Vine and Spirits Fuel Your Dreams scholarship recipient. Additionally, she was an invited fellow at the Professional Wine Writers' Symposium and presented at the Institute of Masters of Wine Symposium. Dr. Bell is the founder of [Wyne Belle](#), where she fosters wine experiences and community, delivers knowledgeable wine and marketing consultation, and celebrates “vinovation.”



Remi Cohen

Chief Executive Officer, Domaine Carneros

Remi Cohen joined Domaine Carneros as CEO in 2020, bringing with her a diverse, over twenty-year track record of experience in all facets of the fine wine business, from sustainable vineyard management and winemaking to sales, marketing, hospitality and brand development. Cohen brings extensive experience in sustainable business management, applying her experience to further develop Domaine Carneros' unique management philosophies including a robust employee engagement program, internal and external mentorship programs, open book management and diversity, equity and inclusion initiatives. She completed her MBA in Finance from Golden State University and expanded her experience in viticulture and winemaking to the sales and marketing side of the wine business as Vice President at Merryvale. In 2012, Cohen joined Cliff Lede Vineyards as Director of Winemaking and Vineyards. With a subsequent promotion to VP of Operations and later COO of Lede Family Wines, she led the company to new heights before her return to her Carneros roots with her appointment as CEO of Domaine Carneros.

SUMMIT SPEAKERS



Will Drayton

Director Technical Viticulture, Sustainability and Research, Treasury Wine Estates

Will Drayton is the Director of Sustainability and Science at Treasury Americas, a division of Treasury Wine Estates (TWE), one of the world's largest wine companies. Will began his journey in wine and sustainability when he joined Treasury in 2008 as a Viticulture Intern at Etude Winery. In his 15 years at the company, he has held many positions within the viticulture and winemaking groups before his current role, which he took on in August 2021. Will guides Treasury Americas' sustainability efforts in addition to technical and scientific aspects of winegrowing in California. He serves on the committee that guides the Sustainable Wine Roundtable, as Chair of the PD-GWSS board for the CDFA and as board member of the Los Carneros Water District. An integral member of the sustainability team, Will has played a pivotal role in supporting Treasury Americas to reach its goals of 100% renewable energy by 2024 and net-zero emissions (Scopes 1 & 2) by 2030. His dedication has helped Treasury Americas achieve the rigorous California Green Medal Sustainable Winegrowing Leadership Award in 2023. Will holds a master's degree from UC Davis in Horticulture and Agronomy and undergraduate degree in Natural Sciences from the University of Cambridge.



Emily Ely

Marketing Director, Wölffer Estate Vineyard

After studying Business at Franklin and Marshall College, Emily worked in media strategy and account services at OMD and Wunderman Thompson in New York City for five years. During her time, she worked across several brands such as Frito Lay, Chase, Campari, Volkswagen and Purina, helping clients cultivate, develop and execute customer-centric experiences. Bringing both strategy and creative to the table, after making the leap to living in the Hamptons full-time, she eagerly took the opportunity to work at Wölffer. Now immersed in the wine and food industry in New York, she spearheads unique partnerships and product releases that align with the winery's goal of being purpose and quality-driven.

SUMMIT SPEAKERS



Dr. John Heckman

Wine Sustainability Expert, Independent Consultant

Dr. John Heckman is a sustainability expert with more than 25 years of experience across a variety of business sectors. Dr. Heckman has supported the Wine Industry in several capacities, including supporting the development of the Certified California Sustainable Winegrowing program as well as the California Wine Carbon Footprint. He is currently working with CSWA and members of the industry to develop a Climate Smart Toolkit as part of a CDFA Specialty Crop Block Grant.



Allison Jordan

*Executive Director, California Sustainable Winegrowing Alliance,
Vice President, Environmental Affairs, Wine Institute*

Joining Wine Institute in 2003, shortly after the publication of the California Code of Sustainable Winegrowing, Allison Jordan helped create the California Sustainable Winegrowing Alliance – a nonprofit organization established by the Institute and the California Association of Winegrape Growers to promote sustainability from grapes to glass. Since 2007, Allison has served as Executive Director of the Alliance, where she is responsible for leading the award-winning California Sustainable Winegrowing Program and Certified California Sustainable Winegrowing. Allison also serves as Vice President, Environmental Affairs for Wine Institute, a department she established in 2007 to address wine industry environmental and sustainability issues at local, state, federal and international levels. Allison is Vice Chair of the National Grape Research Alliance Board of Directors and a frequent speaker at industry events and international conferences. Allison holds a Master of Public Policy degree from the Goldman School of Public Policy at University of California Berkeley, a Psychology B.A. from Allegheny College, and a Certificate in Wine Business Management from Sonoma State University. She is a fellow in the German Marshall Fund's American Marshall Memorial Fellowship program, designed to create a transatlantic network of policy leaders.

SUMMIT SPEAKERS



Robert P. Koch

President & Chief Executive Officer, Wine Institute

Robert P. (Bobby) Koch leads Wine Institute, the public policy advocacy association representing 1,000 California wineries and affiliated businesses responsible for over 80 percent of the nation's wine production and more than 95 percent of U.S. wine exports. His responsibilities include promoting and protecting the interests of the California wine industry worldwide, overseeing the industry's legal, government and regulatory affairs and international marketing. Koch joined Wine Institute in 1992 as Vice President, Federal Government Relations and became Senior Vice President in 1996 before his promotion in 2003. Prior to joining Wine Institute, he served in senior leadership positions in the U.S. Congress. He received his B.A. in Government and Politics from the University of Maryland in 1983. Koch is a member of the U.S. Department of Agriculture's Agricultural Policy Advisory Committee for Trade (APAC) and a board member of the California Sustainable Winegrowing Alliance.



Madelyn Ripken Kolber

Owner & Sustainability Director, KG Vineyards

Madelyn is a third-generation winegrower from Lodi. She is a co-owner of KG Vineyard Management with her husband, Ben Kolber. Madelyn began her career as a Division-1 volleyball coach after earning All-American honors and All-American Farm team during her education at University of California, San Diego. After returning back to Lodi, Madelyn started a small family winery and produced award winning wines from 2003-2009. In 2007, Madelyn joined the LODI RULES program as a grower and has continued to be involved in LODI RULES as a committee member since 2014. In 2018, KG Vineyard Management was awarded the 2018 California Green Medal Sustainable Winegrowing Leadership Community award. In 2024, KG will certify almost 3,000 acres and 50 blocks in the LODI RULES program. When not hard at work in the vineyards, Madelyn enjoys growing pumpkins in the fall, baking sourdough bread to share with friends, travelling with her husband to new wine regions and improving her pickleball game.

SUMMIT SPEAKERS



Ben Kolber

Owner & Chief Operating Officer, KG Vineyards

Ben Kolber is a local San Joaquin County native with roots in Stockton and Lodi, California. He is a trained musician and graduated with his Bachelors of Music from Berklee College of Music in the late 1990s. In 2002, Ben was a founding member of KG Vineyard Management, offering custom farm management and services. His company has grown to manage 3,000 acres in the Lodi, Delta and nearby AVAs. In 2024, Ben will be celebrating KGVM's 22nd harvest. He currently sits as an officer on the Lodi District Grape Grower Association Board and the California Association of Winegrape Growers Board. During his downtime, Ben continues his musical pursuits in multiple appearances at local gigs and enjoys coaching his three children in music, pole vaulting, wrestling and volleyball.



Aaron Lange

Vice President of Vineyard Operations, LangeTwins Winery & Vineyards

A fifth-generation farmer and Lodi native, Aaron works as Vice President of Vineyard Operations for LangeTwins Family Winery and Vineyards. In addition to his work in the vineyards, his responsibilities include client relations, grape sales, business administration and sustainability program management. Aaron received a Bachelor of Science in Viticulture and Managerial Economics from the University of California, Davis in 2003. Aaron is a current Director and past Chairman of both the California Association of Winegrape Growers and California Sustainable Winegrowing Alliance Board. In addition to these statewide responsibilities, Aaron is an active participant with the LODI RULES and Research and Education Committees at the Lodi Winegrape Commission and was a contributor to the Second Edition Lodi Winegrowers Workbook and the LODI RULES for Sustainable Winegrape Growing. Aaron is a leader on research projects regarding Leaf Roll 3 virus epidemiology in the Lodi area and LangeTwins is a major contributor of vineyard trial sites.

SUMMIT SPEAKERS



Timothy E. Martinson, PhD

Senior Extension Associate Emeritus,

School of Integrative Plant Science, Cornell University

Martinson has been involved in grape extension and research with Cornell University since 1991. After completing his MS (1988) and PhD (1990) degrees in Entomology at Cornell, Martinson was research associate with the grape entomology program from 1991 to 1996. In 1997, he was hired to be area grape extension educator in the Finger Lakes region, where he led development of the VineBalance sustainable viticulture program and production of the The New York Guide to Sustainable Viticulture Practices. In 2007, he was appointed senior extension associate to develop the Statewide Viticulture Extension Program. He edited the *Veraison to Harvest* weekly newsletter distributed statewide September-October in New York from 2007-2021, and *Appellation Cornell*, a quarterly publication highlighting research, extension, and teaching programs in Viticulture and Enology at Cornell from 2010 to 2021. From 2014-2018 he was project director for the Northern Grapes Project (USDA Specialty Crops Research Initiative), which focused on viticulture, enology, and marketing of wines made from cold-hardy grape cultivars in 12 midwestern and northeastern states. From 2018-2022, he served as Outreach/Extension leader for the multistate grape genetics and breeding-focused VitisGen2 project.

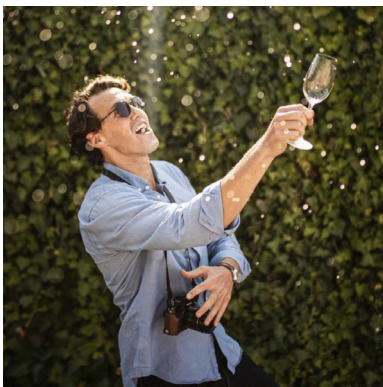


Meredith McGough

Director of Winemaking & Supply Chain, Union Wine Company

Her Italian mother and free-spirited father ensured that Meredith appreciated wine and travel early and often, leading her to dive headlong into a Viticulture and Enology education at UC Davis before she was of legal drinking age. The combinations of tradition and innovation, physical and mental, art and science sustain her passion for the craft of winemaking. A native Pacific Northwesterner through and through, Meredith found a home at Union Wine Co. after several years making decidedly pinkies-up wines in the Napa Valley, a few formative vintages braving the Oregon elements with a couple friends in the Willamette Valley wine industry, and some time harvest-hopping and adventuring in France, Australia, and New Zealand. As Director of Winemaking and Supply Chain, Meredith works with the rest of the team to put impressive, unpretentious wine in the can or bottle.

SUMMIT SPEAKERS



Richard Morley

Co-founder, First Pour

As Co-founder of FirstPour, the wine industry's leading social media agency, Richard works with leading wine brands to grow their global presence through social media. Formerly head of Decanter's sales department, he has worked in the wine industry for over a decade, guiding the world's top estates on myriad multimedia and multi-platform campaigns. Winners of the Drinks Business Social Media Campaign of the Year in 2022 with D.O. Cava and runners up in the 2023 with the Wine Institute, Richard and his team are at the forefront of the digital wine world. Their services include account management, influencer campaigns and direct-to-consumer sales funnels.



Ryan Norton

Commercial Director, Vinventions

Ryan joined Vinventions as Commercial Director for North America in early 2022. Vinventions is a global leader in wine closures with a unique range of innovative and advanced sustainability options. In his current role Ryan oversees all sales and marketing activities for the portfolio of corks, screwcaps and enology tools. This is an exciting year as he is able to help open a brand new manufacturing facility in Northern Baja as well as introduce new technologies to the market. His career in the wine industry has spanned over 17 years with executive roles in wholesale distribution. His experience includes running sales in all wholesale channels as well as the curation of international wine portfolios. Born in the Willamette Valley and a long time resident of San Diego, Ryan has an affinity for the outdoors and spends his free time either on the trails or at the beach.

SUMMIT SPEAKERS



Dr. Steve Ostoja

Director, California Climate Hub

Steve is a native Californian from nearby Sacramento who earned his BS in ecology and MS in biological sciences from Cal Poly, San Luis Obispo. Steve went on to earn his PhD in ecology and conservation biology from Utah State University where his research focused on the effects of invasive species on wildlife communities and resource-consumer interactions in an applied rangeland restoration context. Before joining the California Climate Hub, Steve worked for the US Forest Service where he was head of the ecosystem management department on the Sierra National Forest. Prior to that, he worked as a supervisory ecologist for the US Geological Survey in the Yosemite office where he managed a research program that focused on invasive species management, restoration ecology, conservation biology and the effects of various stressors, including climate change, to plant and animal populations and communities.



Julia Oudeh

Senior Director, Sustainability & Social Impact, Liquor Control Board of Ontario

Julia leads LCBO's social impact platform, delivering on the organization's commitment and government mandate to help shape a more sustainable Ontario. She plays an integral role in driving impact for the organization and its stakeholders while influencing positive change in the beverage alcohol industry. Julia is currently leading the development and execution of LCBO's new innovative ESG strategy. With nearly 15 years' experience in social impact, Julia has worked in charitable fundraising, community investment, corporate strategy and built a career in both the non-profit and corporate sector. Julia champions equity, spearheading new education programs that provide scholarships and bursaries, while also launching authentic charitable partnerships with the BlackNorth Initiative, Indspire and Women's College Hospital Foundation. Recognizing a need to increase diverse representation and foster inclusion in the industry, Julia pioneered the Spirit of Inclusion Initiative. The program is designed to create opportunities for diverse women to enter, advance and thrive in the beverage alcohol industry. As an advocate for inclusion and representation, Julia has always envisioned a career in social impact. Julia holds a Bachelor of Arts in Political Science and a postgraduate certificate in Public Relations from McMaster University. She is also an ESG and CSR board member for Board Org and sits on the BlackNorth Initiative gala planning committee.

SUMMIT SPEAKERS



Heather Pyle

Owner & Winemaker, Lucas Winery, Tangles Wine & Member of Lodi Appellation Inclusion Collective

Pyle began her career at Robert Mondavi Winery in Oakville in 1985 after receiving my her Masters of Science in Food Science from UC Davis. She gravitated to land as a giver of life, the seasonality of agriculture and open spaces. After 17 years on the winemaking team at Mondavi, she moved to Lodi to marry and make wine with her soulmate, David Lucas. Lucas started a small winery in 1978, well before many had thought that to be a good idea. Lucas farms sustainably under LODI RULES, and organically. In addition to Pyle's winemaking duties at Lucas, she has been consulting throughout California for 20 years. She now finds mentoring most satisfying and is closing out her career as a mentor and contributor to broadening Lodi's already diverse winemaking base to include many more women and minorities, by introducing them to what they do, and creating a path forward.



Patrick Rawn

Owner & Vineyard Manager, Two Mountains Vineyards & Winery

Patrick Rawn is a fourth-generation farmer who has found his home in the Yakima Valley. He, along with his brother, Matt, own and operate Two Mountain Winery in Zillah, WA. Patrick not only serves as Vineyard Manager for 200 acres of estate vineyards, but he also manages an additional 350 acres of winegrapes through Rawn Farm Management. Patrick is Past Chair of the Washington Winegrowers Association and has served on the board for 10 years. As lifelong proponents of responsible agriculture, Patrick and his brother embarked upon the certification journey through LODI RULES for Sustainable Winegrowing, becoming Washington State's first certified vineyard in 2020. Patrick was actively involved in the creation of Sustainable WA serving on the Framers Committee and currently sits on the governance council for Sustainable WA. When not on the farm you can usually find Patrick rooting on his beloved Washington Huskies. Go Dawgs!

SUMMIT SPEAKERS



Molly Sheppard

*Assistant Winemaker & Environmental Manager,
Spottswoode Estate Vineyard & Winery*

Born and raised in Victoria, Australia, Molly Sheppard has been surrounded by wine for most of her life. She attended Curtin University in Western Australia, completing a degree in Agribusiness, Viticulture and Enology. After working in wineries in Victoria, Margaret River and the Yarra Valley, Molly made her first trip to Napa Valley as an intern for the 2017 vintage and fell in love with the beauty and dynamic nature of Napa Valley and its wines. She returned in 2018 and joined the Spottswoode winemaking team as a harvest intern, becoming part of the team full-time in 2019. Today, Molly helps to oversee the farming of the historic Spottswoode Estate Vineyard and the making of the winery's acclaimed wines. Molly combines her passion for winemaking with a passion for the environment. She holds a Certificate in Sustainable Business Strategy through Harvard Business School Online and in addition to helping craft the wines in both the vineyard and the cellar, she manages Spottswoode's B Corp certification and environmental initiatives, which includes measuring our GHG emissions as part of our IWCA membership.



Sandy Skees

Author and EVP, Global Purpose and Impact Practice Lead, Porter Novelli

Sandy Skees leads the Global Purpose and Impact practice at Porter Novelli, part of the Omnicom Group. She has over 30 years' of management consulting and strategic communications experience gained working with clients including Visa, Abercrombie & Fitch, Visa, General Mills and Panasonic. Named as PRWeek's Woman of Distinction 2023 and Most Purposeful Agency Pro 2021, her work has focused on climate and environmental issues, LGBTQ+ and racial equity, recycling and waste, renewable energy, supply chain and human rights issues. She is a seasoned speaker on brand, messaging, sustainability/ESG and DEI strategy. She has a TEDx Talk, and has appeared in Forbes, Journal of Brand Strategy, and PR News. Sandy holds a Board Director position at Sustainable Brands and is an advisor to The Diversity Center. Sandy lives with her wife in Santa Cruz. For more information, visit: sandyskees.com.

SUMMIT SPEAKERS



Stuart Spencer

Executive Director, Lodi Winegrape Commission

Stuart Spencer is the Executive Director of the Lodi Winegrape Commission, a trade association representing 750 winegrowers farming 100,000 acres of winegrapes and 85 wineries in the Lodi region of California. Stuart has been with the Commission since 1999 and is responsible for guiding the region's successful marketing, research and sustainable viticulture programs. Notable accomplishments include developing the Lodi Wine and Visitor Center, the longest running regional wine tasting center; building the industry's first sustainable vineyard certification (LODI RULES) from 1,500 acres in 2005 to nearly 72,000 acres in 2023; and managing the branding and advertising campaign that led to Lodi being named Wine Enthusiast's Wine Region of the Year in 2015. Spencer is the principal spokesperson for the region and travels across the world educating trade, media and consumers on the distinctive wines coming from the Lodi appellation



Dr. Liz Thach, MW

President, Wine Market Council, Professor, Wine Writer & Consultant

Dr. Liz Thach, MW, has been conducting wine market research for more than 20 years as a Professor, Research Writer and Consultant based in Napa and Sonoma, California. Liz is considered to be one of the U.S.'s leading wine experts, and has visited most of the major wine regions of the world and over 75 countries. She teaches wine classes at Stanford Continuing Education, Burgundy School of Business and Sonoma State University and has published over 300 articles and nine books, including *Call of the Vine*, *Best Practices in Global Wine Tourism* and *Wine Marketing and Sales*. She frequently publishes in *Forbes*, *Wine Business Monthly*, *Wine Spectator* and *The Somm Journal*, amongst others. In addition, she serves as a wine judge and on several non-profit boards. A fifth generation Californian, Liz finished her Ph.D. at Texas A&M and now lives on Sonoma Mountain. Liz obtained the distinction of Master of Wine (MW) in May of 2011, becoming the first female MW from California. [Learn more about Liz.](#)

SUMMIT SPEAKERS



Pam S. Turner

Co-Owner, Ambar Vineyards & Vinovate

Pam is the Co-Owner of Ambar Estate, the first Regenerative Organic Certified® vineyard in Oregon's Willamette Valley and a Director at Vinovate Wine Services, a small-lot, high-end custom crush facility in the Dundee Hills. A former public health professional and the author of science, nature and history books for young readers, Pam comes from a long line of farmers on both sides of her family. Her grandparents grew cotton in Texas but were forced off their land in the 1930s by the Dust Bowl – a disaster caused by poor agricultural practices that left the soil vulnerable to windstorms. As a result Pam has a strong personal interest in sustainable farming and native plant restoration.



Ann Wallace

Director of Sustainability Sales Integration, Jackson Family Wines

Ann Wallace is a 17-year veteran of JFW in various sales positions followed by five years on the Wine Education Team training salespeople, accelerating onboarding and creating meaningful and effective resources. While in this position, she and members of the Sustainability Team met with sales division leaders to discuss ways to incorporate JFW's messaging more effectively and the enthusiastic results of these brainstorming sessions showed a clear need to create the role she has today. Ann now focuses on integrating promotional sales platforms for our Rooted for Good: Roadmap to 2030 efforts and global leadership. This includes training our sales teams, developing educational resources, and creating new DTC experiences. She also seeks out partnerships with trade accounts to share our initiatives and activates engagement campaigns. Ann is an avid SCUBA diver and devotes significant time to fundraising and volunteering during her travels, mostly with ocean conservation and animal rescue organizations. She lives in Healdsburg with her three rescue dogs and loves to garden while planning her next trip abroad – over 30 countries and counting!