

## Speakers Profiles

### **Jerry Lohr**

#### **Keynote Speaker, May 27**

Born in South Dakota on what would today be called an organic farm, Jerry learned from an early age about the importance of planting each individual crop in its appropriate place.

Following a brief posting as a research scientist at the NASA Ames Research Center, Moffett Field from 1961 to 1964, Jerry returned to civilian life and discovered a passion for winegrowing. After an extensive investigation of California grape growing regions, he selected the Arroyo Seco region of Monterey County, recognizing its unique characteristics. Later, he was among the first to recognize the remarkable potential of Paso Robles in San Luis Obispo County. Jerry is recognized for his dedication to the California wine industry and has served with many agencies and organizations involved in planning for the long-term future of the industry.

### **Pamela Lawson**

#### **Keynote Speaker, May 28**

Pamela Lawson's favourite pastime is people watching. She's driven to know what people are doing, what they may be thinking and what makes them tick – which works well considering she's the new marketing Director of Customer Insights and Customer Relationship Management (CRM). She has extensive international strategic planning, branding and research experience, having headed up one of the UK's leading full service research agencies for over ten years.

With knowledge of many industries, she lent her branding expertise to a variety of Canadian corporations, including Toronto Hydro Corporation, CBC Radio, AIM Trimark and Bayer Healthcare. She has also acted as an expert witness, providing courts and regulators with reliable, valid expert evidence for dispute resolution on trademarking and branding issues.

### **Thomas Bachelder**

Thomas, a former Montrealer and now Senior Viticulturist for Clos Jordanne, developed a passion for making wine in his basement at a young age and became obsessed with the finesse of Pinot Noir. His career began in 1992, when he started working as a winemaking assistant at various prestigious Domaines in Burgundy. He then decided to augment his practical experience with a more formal education in winemaking and enrolled in the Viticulture and Oenology program at the Centre de Formation Professionnelle pour Adultes in Beaune. Upon graduation, he moved to Oregon as assistant winemaker at Ponzi, went back to Burgundy to modernize Château Génot-Boulangier and returned to Oregon where, guided by the principles of gravity flow and organic sustainability, along with Burgundian winemaking practices, Thomas created some of Oregon's most outstanding Pinot Noir wines during his four vintages with Lemelson Vineyards.



### **Dr. Johan Bruwer**

A specialist in wine marketing, Johan has completed close to 100 research projects including customized winery tasting room research in five countries. He has an extensive consultancy record within the international wine industry and works closely with some of the largest wine companies in the world while also having an active involvement with many small, medium and boutique size wineries in most New World wine countries. Much of his work has been in the areas of wine tourism, wine branding issues, wine consumer behaviour and strategic business planning for wineries.

### **Tony Elenis**

Tony was appointed in April 2008 as President & CEO of the Ontario Restaurant Hotel and Motel Association (ORHMA), the largest provincial hospitality association in Canada representing approximately 4,000 members and 11,000 establishments in the hospitality sector. His expertise and creativity in food and beverage operations is well recognized within the industry. He has been involved in many food and beverage advisory and steering committees driving successful initiatives. He currently sits on the Vintners Quality Alliance (VQA) as the ORHMA representative and is part of the Executive Board of the Ontario Culinary Tourism Alliance (OCTA).

### **Helen Fisher**

Helen Fisher has over 30 years of experience in vineyard management for fruit quality improvement. During this time she has supervised 16 ha of experimental vineyards and collaborated with soil scientists, pathologists, molecular biologists and many other practical viticulturists. She has been involved in grape breeding and general production trials, vineyard establishment in non-traditional areas and land rehabilitation for vineyard purposes. Helen has developed production strategies for maximizing vineyard productivity and efficiency without compromising fruit quality or over wintering ability, especially under less than ideal climatic conditions. Lately, she has turned her programme to focus on soil and organic matter management. Helen was recently awarded the OAC Alumni Association Distinguished Extension Award for 2006.

### **Ron Giesbrecht**

While working on a degree specializing in microbiology at the University of Waterloo, and contemplating the fascinating goals this academic pursuit could offer, the idea of making wine slowly began to crystallize. A Master of Science degree from the University of Guelph followed, and Ron studied under the umbrella of a newly developed fellowship designed for graduate students of oenology and viticulture.

After working for several wineries that no longer exist (no fault of his own) Ron concentrated on the goal of making premium wines. This drew him to move to Henry of Pelham Family Estate in 1990 and a new role that continues to remain fresh and challenging.



### **Frank Hellwig**

An Australian by birth, Frank earned a reputation for excellence in both viticulture and managerial skills in the Mudgee wine region. He moved to Canada to join Vincor as Director of Viticulture East in 2004. Frank is responsible for the overall management and strategic direction of all of Vincor's owned and leased land in the Niagara region. His work involves evaluating vineyard production, ensuring quality control and adherence to VQA standards, maintaining a strong supply relationship with close to 100 grape growers and coordinating the delivery and availability of grapes for all of Vincor's brands.

### **James Kennedy**

An Assistant Professor in the Department of Food Science and Technology at Oregon State University, James completed his education at the University of California at Davis and a Postdoctoral Fellowship at the University of Adelaide in Australia. His research focuses on grape and wine chemistry with a special interest in red wine phenolics and how they relate to wine texture. Understanding the fundamental chemical reactions can lead to enhanced vineyard techniques and winemaking procedures that assure optimum wine quality.

### **Alan Kerr**

Born and raised in Birmingham, England, Alan graduated from the Birmingham Culinary College with a Culinary Arts diploma. He apprenticed at hotels and restaurants in England and Scotland and then in France and Monaco. Following a move to Canada, he worked as an Executive Chef in London, Ontario and then joined the teaching staff at Fanshawe College where he worked 15 years. Presently teaching at the Niagara Culinary Institute, he also publishes articles on wine, consults to various restaurants to compose wine lists appropriate to the food format and caters to private functions.

### **John McClain**

John has over 30 years experience in environmental and sanitation management and has spoken on these topics worldwide. As a consultant, he has developed and implemented environmental and sanitation programs for business and industry, governments and educational institutions. As President of McClain Ozone Inc., he pioneered the use of ozone in the wine and cork industries and has extensive experience utilizing ozone in food and agricultural sanitation applications.

### **Wendy McFadden-Smith**

Wendy has been involved in pest management in tree fruit, grapes and small fruit for the past 18 years. She worked at HRIO and the University of Guelph, Plant Agriculture department and then operated McSmith Agricultural Research Services, a private consulting firm that specializes in applied research such as biological, chemical and cultural control and epidemiology of soil-borne, foliar and fruit diseases of stone fruits, pome fruits, grapes and strawberries; relationship of spray practices and pesticide residues on food crops; evaluation of environmental impact of application technologies, fungicide resistance management and organic plant disease management. She lectures in the Biology Department and CCOVI at Brock University and in the Viticultural Technician program at Niagara College. She is the Tender Fruit and Grape IPM Specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs in Vineland.

### **Matthias Oppenlaender**

Matthias grew up in Germany. He studied agriculture and viticulture in Germany and graduated with a degree in agriculture in 1984 came to Canada shortly after. He is a partner at Huebel Grapes Estates and manages the Company. He is a director of the Grape Growers of Ontario and The Chair of the newly founded Ontario Grape and Wine Research Foundations (OGWRF).

### **Gary Pickering**

Dr Gary Pickering is Professor and Chair of Biological Sciences at Brock University, and a research scientist associated with the Cool Climate Oenology & Viticulture Institute. He obtained his PhD in Wine Science from Lincoln University in New Zealand, and has been at Brock since 2000. His teaching and research interests revolve around wine flavor, and incorporate projects in both applied oenology and in the psychophysics of taste and smell. The Pickering lab and collaborators are internationally recognized as the leaders in research on ladybug taint. Gary is passionate about the quality and promotion of VQA wine, and participates in various initiatives within the wine community, including membership on the VQA Standards and Development Committee.

### **Andrew Reynolds**

Andy has been conducting research in grapes and wines since his MSc studies began in 1978. He is presently Professor of Viticulture, Brock Univ., St Catharines, ON., a position held since 1997. His education includes a B.Sc. (Agr.), horticulture major from Univ. of Guelph; M.Sc., plant breeding & genetics also from Guelph; and a PhD from Cornell Univ., with a thesis topic of grapevine canopy microclimate in relation to wine quality. Andy was Research Scientist, viticulture & enology, Agriculture Canada Research Station, Summerland, BC prior to coming to Brock Univ. as NSERC Research Chair in Viticulture, Cool Climate Oenology & Viticulture Institute. Responsibilities at Brock have included: development of a viticulture & enology 4-yr degree curriculum; teaching; research; administration; consultation. Major research interests: canopy management; site, soil & their impact upon flavor; irrigation and water relations; geomatics, and the use of GPS/GIS and remote sensing for studying terroir. Andy is a frequent speaker at conferences internationally.

### **Dr. Sara Spayd**

Sara joined the faculty at North Carolina State University in 2006 as Extension Viticulture Specialist and Professor after 26 years as Extension and Research Enologist at Washington State University's Irrigated Agriculture Research and Extension Center in Prosser. Her research and extension activities focused on improving the quality of grapes and their products through vineyard and winery management practices. She has twice received the Best Viticulture Paper Award from the American Society of Enology and Viticulture and a number of wine industry service awards.



## **Thomas Schulz**

A Professor in the Winery and Viticulture Technician Program at Niagara College, “Dr. Tom” teaches Wine Chemistry, Wine Microbiology, Analysis of Musts and Wines, Organic and Biochemistry, Viticulture and Viticulture Biology. Tom has degrees from Germany in Microbiology/Molecular Plant Pathology (Ph.D) as well as Chemistry and Physics, Information Technology and Business Management. He has over 18 years of servicing the wine industry doing wine analysis, micro-organism diagnosis and identification and in teaching and supervising and research projects. In 1999, after moving to Canada, he established and operates Wine & Farm Systems, a company providing laboratory services and consulting to wineries and grape farms.

## **Alain Sutre**

Born in the Cognac region of France, Alain’s education and wine industry work experience led him to open his own company, Ertus Consulting, specializing in vineyard project management, the global analysis of agricultural firms and the analysis of the entire wine production process with an eye to creating higher quality wines. The Ertus team focuses on the management of complex projects such as corporate or organizational restructuring and the implementation of quality-driven programs such as the ISO 9001-V 2000 and the HACCP method.

## **Tim Weigle**

Tim has been involved with the grape industry of New York State for the past 19 years as the Statewide Grape IPM Extension Specialist. Sixteen years ago, he had the pleasure of adding the 10,000 acres of grapes in the Lake Erie Region of Pennsylvania added to the mix. As the Grape IPM Specialist, his current responsibilities include extension, implementation and applied research programming in Grape IPM. Applied research and implementation projects focus on the integration and transfer of research-based pest management techniques from grape faculty research projects into grower vineyards. The major research focus of the Grape IPM Program is currently grape berry moth with a project involving research faculty and extension staff from Michigan, New York and Pennsylvania.

