

AMERICAN WINE SOCIETY NEWS

Promoting Appreciation of Wine Through Education

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Marketing Committee News

By Diane Chappell

The AWS Marketing Committee has been busy putting their heads together and has created a 2012 Marketing Plan. We have put together specific strategies, target dates and a detailed execution plan. Led by Committee Chair Scheryl McDavid, we have met three times and are moving along at full force. We have a strong, passionate group of members, each with experience in journalism, marketing, public relations, or social media, who are donating their time and personal resources to help move AWS into the future.



Scheryl McDavid

One of the new items you may already have noticed are the press releases we have been sending out. We officially announced the 2012 Conference in Portland, our Award of Merit winner, Gordon Murchie, and the AWS Competitions. We hope you will see the resulting articles in newspapers, magazines and online across the U.S. By using scheduled press releases regarding AWS activities, we are able to spread the word about our organization and build excitement before and after events occur.

We are also building our social media presence on Facebook and Twitter and welcome all of our members to use these tools to connect with each other. By posting your pictures and tasting notes on our pages we become better connected with each other as a nationwide organization. It is great to watch the tastings and activities we are participating in around the country and to see how they build unity and excitement among our members.

Finally, we are revitalizing our AWS marketing materials, including our membership brochure, media kit, tradeshow booth and website, to see how we can best utilize our resources to promote our name recognition and to help our organization grow. It is truly an exciting time and we are ready to be a part of it. Look for more to come from your Marketing Committee as we are just getting started!

President's Message Jane Duralia

This being my first AWS News article as President of the American Wine Society, I would be remiss in not thanking my predecessor, Willis Parker, for all the little tidbits of knowledge and information he filtered my way in the past two years. I have been like a sponge, but still know there is much to learn. Sometimes we would butt heads (and who doesn't?) but at day's end, we could always tip a glass of wine and be friends once more. I am grateful for Willis' parting words, "Remember, I am here for you, only a phone call away." Thank you, Willis!



Now to the business at hand, and there is quite a bit. As you may recall in the last *AWS News*, I outlined a pilot program that will be in place by the end of the first quarter of 2012 (March). To date, I have received numerous 'letters of interest' from new and returning volunteers around the country who want to represent their region and work with the BOD and National Office to take the American Wine Society to the next level. Growth

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2012 National Tasting Project Subtle and Soft, Pinot Noir

Recruiting members to serve on the panel that will select the wines for the chapters to judge is proceeding hot and heavy. Candidates from Arizona, Connecticut, Florida, Kentucky, Missouri, North Carolina, Pennsylvania and Texas have been contacted. As the team assembles, the plan is to discuss how to find wines that will be readily available to most AWS chapters. The list of wines that the chapters can choose from for their evaluation will be available no sooner than April 1st. Check out the NTP page on the AWS website to track the team's progress <http://www.americanwinesociety.org/displaycommon.cfm?an=1&subarticlenbr=54>.

Rege Duralia

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The **American Wine Society**, founded in 1967, is the oldest and largest consumer based wine education organization in North America. We are a non-profit, educational corporation. Membership is open to the general public and is beneficial for those who have a keen interest in wine, winemaking and/or wine culture. Our mission is "Promoting Appreciation of Wine Through Education."

www.americanwinesociety.org

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The AWS News is the official newsletter of the American Wine Society. It is published bi-monthly in February, April, June, August, October, December. It is also posted on our website. www.americanwinesociety.org.

We welcome your comments, letters and articles. Please send your contributions to the editor davey@americanwinesociety.org.

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President's Message

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in developing new chapters and increasing current chapter membership will be their key role. As we define the regions, we will notify the membership by email/letter and you will also find them listed on the RVP page of the National Directory in the Members Only Section. We have very talented, skillful people who are volunteering and there are still several openings. It is not too late to come forward and join the wave of progress. Please feel free to contact me now. We are a volunteer organization, won't you be a volunteer?

We have an outstanding Marketing Team in place brainstorming new ideas to make AWS the buzz word in the wine industry and around the country. They have a far reaching vision for the image of our society and are developing the techniques and finding the avenues to get us there. Their enthusiasm is enhanced by their talent and limitless know-how. The only limits to our success will be those we set upon ourselves. Can you believe these are all volunteers? Thank you, Scheryl, and thanks to your entire team!

I spent the last several days working at the National Office with John and Diane; what an active place! They are well qualified to handle anything that comes their way. The phone rings frequently with people calling, after seeing one of our recent news releases, seeking more information about the society; how they can become a member or how they can team up with the society to enhance the value we already have in place. The sky is our only limit if we are willing to work to advance AWS while maintaining consistency in quality and service to our membership and the wine industry at large.

Be sure to update your profile when you go to the website to renew your membership, this month, if you have not already done so. We depend on the accuracy of your information to maintain communication with you, keeping you abreast of the society's activities around the country. Thank you for your continued interest and support.

I look forward to serving as your President and would appreciate hearing any thoughts you may wish to share along the way. Please feel free to email me.

Jane Duralia

2012-2013 AWS President
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AWS in the Social Media



Help spread the word of how wonderful the American Wine Society is by "liking us" on Facebook.

<http://www.facebook.com/americanwinesociety>



Join our LinkedIn Group by visiting <http://www.linkedin.com>. Search the "Groups" section for American Wine Society.



Follow us on Twitter at [@AmericanWineSoc](https://twitter.com/AmericanWineSoc)

2011 Outstanding Member Dave Barber



At the National Conference, Dave was named the AWS 2011 Outstanding Member. Dave joined the AWS in 1979 and has served as Chapter Chair of the Philadelphia and Northern Virginia groups. He coordinated the 1989 Amateur Wine Competition and served as Virginia Regional Vice President for eight years. He graduated from the Wine Judge Certification Program (WJCP) in 1988 and has been an instructor in the program since 1990. He chaired the WJCP for 10 years, raising the program standards and maintaining a rigorous curriculum. Because of his efforts, the AWS achieved a reputation for qualified wine judges and reputable wine competitions.

Here is Dave's acceptance speech.

I want to thank the American Wine Society and the Board of Directors for this honor, and I am very humbled to accept this prestigious award.

When I first joined AWS in early 1979, I was very excited by attending our very educational monthly meetings in the Philadelphia Chapter. However, I wasn't really convinced that attending the National Conference here in Rochester in 1979 would be that exciting. Nevertheless, with great stories coming back from that Conference from the few that did attend, many more of us planned to attend the 1980 Conference in Grand Island, just a few miles down the road and in the middle of the Niagara River.

Needless to say, after attending a session where the venerable Leon Adams stated that every wine would be red if it could, and listening to the great André Tscelistcheff proclaim that we had to make an affordable wine suitable for the general palate, among the many other sessions at the Conference, I was hooked!

The next two Conferences were in Philadelphia and Buck Hill Falls, Pennsylvania, and since they were both in my then home region of Pennsylvania, I became very involved in the 'behind the scenes' action of running the Conferences. Even though I didn't attend too many of the sessions, these were still fulfilling experiences, especially when I had to personally escort Robert Mondavi (the Award of Merit recipient for that Conference) to a few sessions that he wanted to attend. It was indeed interesting to talk with Mr. Mondavi and hear his amazement that here he was in the middle of the Pocono Mountains in Pennsylvania (you could interpret this as being in 'the middle of nowhere!') where there were over 300 people gathered for a Wine Conference, and it wasn't California!

When I entered the Wine Judge Certification Program in 1986, little did I know that I would still be as intimately involved in it at this point. This is a great program and a true asset. I'm excited that it is growing and becoming even a stronger and more prestigious part of the AWS.

One thing that I really admire in the American Wine Society is that we are a volunteer organization. In order for this type of organization to be successful in its operations, it is essential to use its core volunteers to their fullest. But then, the AWS doesn't just work with a core of volunteers.... It requires all of its members to step up and help out where necessary. Even though this Conference is almost concluded, think about this as you return to your home chapters, and even come back to future Conferences. Don't just sit there and wait for someone else to do what needs to be done... stand up, pitch in and help the cause.

National Office Notes John Hames



"O would some power the gift to give us to see ourselves as others see us"

I'm sure you've heard this famous Robert Burns quote. Well, as we expand and grow our organization, it's important to do just that – step back and try to see AWS as others see us. We've been doing that at the national level and we decided that the "look" of AWS needs a little updating if we're going to appeal to the wide range of wine lovers across the country.

You already heard that we're updating the AWS website to make it look more attractive to prospective members and be more informative and user-friendly to current members. This is progressing and I hope by the next time I write one of these articles, you will have seen the new site.

Have you seen the 2012 Conference Logo on the website? It's also in this issue of the *News* - check it out, I think you'll notice another new "look." The logo is has a more modern, more abstract look that a lot of previous ones, but it still captures the essence of Portland—the mountains, the blue sky and water, the "green" attitude Oregonians have toward the environment and of course, the wine.

The next change you'll see is the "look" of the [AWS Wine Journal](#). I told you that we're going back to quarterly issues and need more advertisers wanting to reach AWS members by placing ads in each issue. The first step was to create a [Media Kit](#), which tells the business who AWS is and why they should advertise with us. It's on the AWS website under both the About Us / [AWS Wine Journal](#) page and the Resource page.

The [Wine Journal](#) have an updated masthead and a fresh, new look throughout. The Spring issue is in the works and you should receive it soon – I hope you like the new "look".



Don't worry, we're not changing what AWS is and all the great things our members like about it. We're just adding more value and making it "look" better... when others see us.

John Hames

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So, tonight, I accept this award on behalf of **all** of our outstanding members. Whether you've served on the Board, a Committee, an RVP, a Chapter Chair, hosted a chapter meeting, presented a chapter meeting... or have run the silent auction, helped to set-up a Conference session, clean-up a session, poured wine, or taken tickets, this is for you. I guarantee that the more you put into the experience, the more you will get out of it in return. You will grow with this, as well as helping the Society to become stronger. Pitch in and help out.

Once again, THANK YOU for this award. I am truly honored to be the Outstanding Member of the Year.



To nominate a deserving member for the 2012 Outstanding Member Award, please send a description of why the person deserves the award to awards@americanwinesociety.org.

Chapter Events

Joe Broski



❖ The **Carroll County (MD) Chapter** met on December 11 at the home of the Carmen and Richard Blossveren for their annual holiday party and sparkling tasting. The theme was "Bubbles!!!" presented by Betty Kreder with special assistance from Nancy Slick and John Landon. The tasting featured a selection of sparkling wines from France, both inside and outside the Champagne region. Betty took the attendees on a tour of the country, the regions, the grape varietals, and the processes used to produce the wonderful sparkling wines we tasted.

Baron de Breban Brut Blanc de Blancs	\$10
Ch.de L'Aulee Brut Elegant Loire Valley	19
Toad Hollow Amplexus Limoux	18
Champagne Fleury Fleur de L'Europe Brut	63
Andre et Mireille Cremant du Jura	23 (2)
Lucien Albrecht Cremant d'Alsace Brut Rosé	19 (1)
2009 Gratien & Meyer Brut Rosé, Loire	20 (3)



❖ The December 11 meeting/tasting of the **Cleveland (OH) Chapter** was held at the home of Tom & Jan Cobett with 52 members and 10 guests attending. The theme was "Rhône Style Wines from Around the World." It was noted that Grenache is the second most widely grown grape in the world. The first four wines were served as aperitifs.

2009 Domaine du Tariquet Classic	\$9
2010 Cline Cellars Viognier	9
2010 La Vieille Ferme White	6
2010 La Vieille Ferme Red	6
2009 Cotes du Rhone	13
2008 Treana White	18 (3)
2009 Coteaux du Languedoc	16
2010 Ancient Vines Mourvedre	14 (2)
2007 Grenache Crimson Hill Vineyards	22 (1)
2010 Patelin de Tablas	20



❖ The **Detroit (MI) Chapter** met on November 20 for a unique and comprehensive experience – a horizontal tasting of all ten 2009 Cru-designated Beaujolais Village wines, Brouilly, Chénas, Chiroubles, Côtes de Brouilly, Fleurie, Julié-nas, Morgon, Moulin-à-Vent, Régnié, and Saint-Amour. Our speaker, Bernd Mueller, divided the tasting of the 10 Cru Beaujolais wines into three groupings from lightest (ready to drink), to a mid-range intensity, to the last group that were considered more full-bodied. He explained the carbonic maceration technique used in Beaujolais. Whole un-crushed Gamay grape clusters are placed in a vat. The bottom third releases their juice from the weight of the grapes above. Nouveau wines remain on the skins for 3 to 4 days before pressing through a wine press. Higher extraction results from a week or longer on the skins for Village and Cru wines. All in attendance found more complexity, intensity, and diversity between Cru wines than expected and the consensus generally supported George Duboeuf's assessment for the 2009 Beaujolais as "the vintage of the sun".

❖ The **East Las Vegas Valley (NV) Chapter** held their first meeting on November 17 at Grape Expectations Nevada School of Wine Making. There were over 70 people in attendance for the inaugural event "Bubbles & Chocolate." Robb Horesovsky, Tiffany Thompson and Chris Creasey took turns giving the presentation, which touched on the definition, history and methodology of sparkling wines. It turned into a "Myth Busters" episode, as it is widely stated by



the so called "experts" that chocolate does not go well with sparkling wines. Each pairing went well so the myth was BUSTED! The best pairing seemed to be the Wilson Creek Almond Champagne with the Dove Dark Chocolate. As one person said, "It tastes like I just had a chocolate covered cherry." A copy of the presentation is on the chapter website <http://www.elvvaws.org/events.html>.

Barefoot Bubbly Brut	\$8 (3)
Wilson Creek Almond Champagne	12
with Dove Dark Chocolate	
Albero Cava Brut by Iranzo Fields	8
with Hersey's Milk Chocolate Kiss	
Gruet Brut	14
with Ferrero Rocher Fine Hazelnut Chocolates	
J Rose	28
with Strawberries dipped in white or milk chocolate	
Louis Roederer Brut Premier	40 (1)
with Ghirardelli Vanilla Dream Square	
2002 Dom Perignon	180 (2)
with Lindor White Chocolate Truffle	

❖ Kim and Al Kortze turned the world "upside down" for the **Lehigh Valley (PA) Chapter** with their tasting of Southern Hemisphere Wines at Moscato's Restaurant in Easton on November 5. There was a good representation of some standard wines that were expected, but there were some unusual wines that many members had not tasted previously. The Kortzes' did their homework by providing us with thirteen wines and leading a spirited discussion. Samples included wines from New Zealand, Australia, South Africa, Chile and Argentina.

2010 Dominio del Plata Crios Torrontes	\$14
2010 La Riojana Coop. Winery Torrontes	13
2010 Ribbonwood Sauvignon Blanc	8 (2)
Durbanville Hills Sauvignon Blanc	7
2009 Six Hats Fair Trade Pinotage	10
2009 Familia Zuccardi Bonarda	16
2008 Santa Helena Reserva Carmenere	9
DeMartino Legado Reserva Cab. Sauv.	11
2007 Parson's Flat Shiraz Henry's Drive	20 (1)
2009 McWilliam's Harwood Estates	6 (3)
2009 Oveja Negra Carignan	11
Bodega Eclipse Aconcagua Tempranillo	13
2008 Veramonte Reserva Merlot	7

❖ On November 20, 36 members and guests of the **North Alabama (AL) Chapter** met for a holiday tasting, hosted by Walt and Therise Collier featuring champagnes and sparkling wines from both the new and old world. The tasting started with Bellini cocktails. Several early arriving members assisted in prepping the cocktails made with Santome Prosecco and soon the group was assembled to enjoy the treat. Following a short discussion on the wines that were to follow and the food being paired, the group moved into the six champagnes and sparkling wines. The tasting was paired with assorted cheeses and crackers, crab puffs, stuffed dates and roasted pork loin.

Santome Prosecco	\$12
Cordorniu Rosé (Pinot Noir)	17
Dr. L Sparkling Riesling	15
Delamont Blanc de Blanc Champagne	51
Chook Sparkling Shiraz	21
Veuve Clicquot Ponsardin Champagne	47
Bailly Lapicue Brute (Chardonnay)	20

❖ The November tasting of the **Northampton (PA) Chapter** was hosted by Don and Barbara Appleton at their home in Bethlehem Township and attended by 22 chapter members. The theme was Wines of Northern Italy. Following a Prosecco Bisol Crede ice-breaker, the tasting included wines from the wine regions of Piemonte, Veneto, Trentino-Alto Adige and

Friuli. It featured three whites and seven red wines from these regions. The two well-known Nebbiolo wines – Barolo and Barbaresco – were served blind along with their CellarTracker tasting notes to see if we could identify which of the big “B” wines was which. The tasting also included a mystery wine (2007 Carema), also served blind and the only clue was that the varietal was one of the same red varietals previously served in the tasting. Those who correctly guessed it to be Nebbiolo recognized some similar aroma characteristics.

NV Bisol, Prosecco “Crede”	\$18
2010 Castello, Soave Classico “Pressoni”	23
2009 Jermann, Pinot Grigio	21
2010 Almondo, Arneis “Bricco Ciliegie”	25
2008 Foradori, Teroldego Rotaliano	19
2009 Ca’ La Bionda Valpolicella “Casal Vegri”	25
2007 Clerico, Barbera “Trevigne”	18
2000 Batasiolo, Barbaresco	35 (1)
2001 Molino, Barolo “Vigna Gallinotto”	45 (3)
2007 Carema, DOC Nebbiolo	29
2006 Masi, Amarone “Costasera”	44 (2)



❖ The **Northern Neck Uncorked (VA) Chapter** met at Belle Mount Vineyard in Warsaw on November 4, where Kim Hahn presented the “Wines of New Zealand” to a small but enthusiastic group of 17 members. Kim had a lengthy handout for the participants that included a summary of each of the 11 wine regions on the two Islands of New Zealand. The summary included a large variety of grapes grown in New Zealand but, sadly, very few were available when he went searching. Kim also included “all about” sheets on the wineries as well as the tasting notes for each of the wines. The general conclusion was that a trip to New Zealand with enough time allowed to tour all of the regions should most definitely be on everyone’s “Bucket List.” In addition to the wines, Pat McMurry researched and prepared the perfect food pairings for each of the wines. Pat made an artichoke salad and a Bacon, Mushroom and Lentils casserole that were lovely with the wine. Goat cheese, humus, crackers and bread were also served.

2011 Cupcake, Sauvignon Blanc	\$8
2011 Fireroad, Sauvignon Blanc	11
2010 Babich Sauvignon Blanc	15
2010 Whitehaven, Sauvignon Blanc	18
2010 Kim Crawford, Unoaked Chardonnay	14
2009 Crossings, Unoaked Chardonnay	20
2010 Oyster Bay, Pinot Noir	15
2008 Nobilo Icon, Pinot Noir	18



❖ On December 4, 28 members and guests of the **Ocean Isle Beach (NC) Chapter** met at the Silver Coast Winery for a tasting of Champagne and Sparkling Wines just in time for the Holidays. The “sparklers” for this event came from France, California, Spain and Italy. All our sparkling wines were rated 83 or higher. The group learned a great deal about the methods used to make champagnes and various sparkling wines, the laws governing their production, and origins and myths about champagne.

NV Jaume Serra Cristalino Brut Cava, Spain	\$7
NV Veuve Clicquot Brut Yellow Label, France	39 (1)
NV Kirkland Signature Brut, Sezanne, France	19
NV Gloria Ferrer Blanc de Noirs, Carneros, CA	19
2002 Domaine Carneros Brut, Carneros, CA	22 (3)
NV Cavit Prosecco Lunetta, Trentino-Alto Adige	12 (2)

❖ Twenty-one members of the **Philadelphia (PA) Chapter** attended a Holiday party at Porcini’s in Philadelphia on December 4. The evening started off with a Prosecco, (NV Zardetto) and antipasti, then butternut squash ravioli (2011 Crios Torrontes), followed by a choice of three entrees (Filet, Veal or Branzino), and dessert. It was a lovely evening - everyone dressed up for the occasion and a time for great food,

great friends and great conversation.

❖ The **Piedmont Wine and Vine (SC) Chapter** met at the home of John and Lucy Ackerman in Simpsonville on November 20. John and Lucy have been visiting the Finger Lakes for the last thirty years and treated 28 of us to some of their favorite wines from that region. It was an exceptional tasting of well made wines. Ice breakers were a 2005 Chateau Frank Sparkling Brut (\$22) and Swedish Hill Dry Riesling (\$17).

2008 Lamoreaux Chardonnay, Seneca	\$11
2010 Dr Frank Gruner Veltliner, Keuka	18
2009 Lamoreaux Landing Riesling, Seneca	18
2009 Dr Frank Rkatsiteli, Keuka Lake	18
2009 Keuka Spring Lemberger, Keuka Lake	18
2007 Shalestone Lemberghini, Keuka Lake	19
2009 Keuka Lake Leon Millot 2009, Keuka	21

❖ The **Pioneer Valley Winemakers (MA) Chapter** met on December 4 at Kevin Riggott and Michelle Niedermeyer’s new winery, Lost Acres Vineyard in North Granby, Connecticut, for the annual Holiday party. The group shared wine from members as well as tasting wine from Lost Acres.



❖ The **Rhode Island (RI) Chapter** met on November 20 at the home of newly elected chairman Bill “Dr. Vino” Riccitelli. Tribute was paid to retiring chair Alton Long, also a past AWS national president. Seventeen members and 4 guests attended a blind Holiday Tasting of Wines led by Dr. Vino featuring 2 each of sparkling, white, red and dessert wines for the holidays. The top rated wine was Taylor Fladgate port. Each taster was given a brief description of the wines, and 3 successfully guessed each varietal. Wine appetizers, chesses, and desserts were served.

NV Terre Domini Solare Prosecco	\$9
NV Munn Napa Brut Prestige	20 (2)
2009 Francis Ford Coppola Votre Sante Chard.	12
2010 Palazzone Terre Vineate Orvietto	14
2008 Berridge Drystone Otago Pinot Noir	18
2004 Ondarre Rioja Reserve	12 (3)
2009 Quady Winery Orange Muscat	10
2003 Taylor Fladgate LBV Port	19 (1)

❖ The **San Luis Obispo (CA) Chapter** was enlightened by Victor and Jenny Abascal, of Vines on the Marycrest Winery, while tasting their lovely '08 Zin blend “My Generation” and '07 Zin varietal. The tasting also featured three Paso Zins (one in each flight) and six Zin blends (four from Central Coast.) In general, the varietal Zins were more tannic, had higher acidity, showed black fruit flavors and finished with jammy notes while the Zin blends were softer (less tannin and acid), friendlier, showed red fruit flavors and sweet impressions on the palate.

2009 BV Coastal “Red Blend”, CA	\$9
2008 Clayhouse “Adobe Red”, Central Coast	17
2008 Rosenblum Zinfandel, Paso Robles	18 (2)
2009 Four Vines Zinfandel, Paso, “The Biker”	25 (3)
2009 Ridge “Three Valleys”, Sonoma	22
2009 Vines on the Marycrest, Paso Robles	28 (1)
“My Generation”	
2009 Crooked Path Zinfandel, Paso Robles	25 (3)
2009 Saucelito Canyon “Dos Mas”, SLO	25
2008 Cypher “Anarchy”, Paso Robles	40



Do you see **your** chapter events in the AWS News? You will if you email your tasting results to Joe Broski chaptarevents@americanwinesociety.org

drinklocalwine.com



DrinkLocalWine.com will hold its fourth annual conference April 27-29, 2012 in Denver, focusing on Colorado wine. The state's industry is one of the most unique in the wine business; its high altitude produces growing conditions that are different from all but two or three other regions in the world.

DLW 2012 will include a Colorado Twitter Taste-off, featuring two dozen of the state's best wineries, on April 28, plus three seminars featuring some of the top names in Colorado and regional wine. In addition, DLW 20102 will host the Colorado Wine Challenge, where contestants will get a chance to blind taste Colorado and California wines and see if they can tell the difference.

DrinkLocalWine.com's goal is to spotlight wine made in the 47 states and Canada that aren't California, Washington, and Oregon. For information, call (978) 276-9463 or email drinklocalwine@gmail.com.

Chapter Spotlight San Luis Obispo, CA

Our club started in 1979 as a chapter of the Les Amis du Vin. When that national organization folded in 1994 we became affiliated with AWS--primarily for insurance reasons. We became the first chapter in the West.

Annually we hold nine tastings, sponsor a day bus trip to 4 regional wineries, and feature a wine-related dinner.

Our tastings (\$15 for members) lean to California varietals--heavily geared towards reds--with a few Washington, Oregon or imports. as appropriate. With over 200 wineries in a 50-mile radius it's easily for us to feature a winemaker as a speaker. (One exception is during the busy harvest season when a distributor or a chapter member will lead us through a tasting of imported wines.)

The usual format consists of wine maker's introductory comments (with his/her wine being poured) and a follow up of three (blind) flights of three wines, with discussion between flights. We end with voting and disclosure of the wines. Bread and cheese are served. The average retail wine price is about \$25, with the high-end wines balanced by "bargains." We get 20 pours to a bottle. Attendance varies between 20 and 40 with an average of 33.

In Memorium

Marguerite Hunt Kerr (1917-2012)

Marguerite Hunt Kerr, age 94, died quietly on January 8, 2012, at Seneca View Skilled Nursing in Montour Falls, NY. She was the wife of Harry A. Kerr. An accomplished cook and baker, she also made her own blue ribbon wines for many years, and was a charter member of The American Wine Society.

On-Line Wine Classes Coming

Calling All Wino Photographers!

As part of the Online Wine Classes we are looking for photographs and other graphics to use to illustrate various terms, concepts, and processes. If you have clear, digital photos from your chapter events/travels/winery visits that we can use, it will be greatly appreciated. Of course, credit will be given for those that we use.

Some of the things we are looking for are photos of are:

- Commercial wineries (large or small), equipment (tanks, barrels)
- Wine making processes (de-stemming, crushing, pumping)
- Amateur wine making equipment in use
- Vineyard scenes including trellising techniques, harvest, pruning, grafting
- Wine tastings, opening a bottle, decanting, wine glassware, etc.

Please email photos to me.

We are also still looking for wine judges and other experienced winos to help with the course materials. If interested in helping, please contact me.

Dennis Hall

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AWS Top 50 Winemakers

Joanne Browning has, once again, compiled the list of the top 50 Amateur Winemakers shown on page 7. For those of you new at this, the total cumulative points are calculated by giving 100 points for each gold medal, 58 for each silver and 34 for each bronze. Points have been accumulating since 1975 when our records begin. The amateur-turned professional winemakers have been eliminated as well as those that have not participated in the last 10 years.

AWS Top 50 Wine Makers*

Joanne Browning

<u>2010 Rank</u>	<u>2011 Rank</u>	<u>Name</u>	<u>City</u>	<u>State/Prov.</u>	<u>Cum. Points</u>
2	1	Oren, Rett	Bethlehem	PA	5418
6	2	Krauss, Marion	Seven Valleys	PA	4168
4	3	Kampers, Steve	Toronto	ON	3934
5	4	Spaziani, Gene	Mystic	CT	3664
7	5	Stopper, Edward	Etters	PA	3300
10	6	St. Pierre, Barry	Burlington	CT	2972
11	7	Traxler, Tim	Bellefonte	PA	2946
12	8	Beers, Lamont	Eden	NY	2744
9	9	Fiola, Joseph	Keedyville	MD	2738
8	10	Petuskey, Tom	East Brunswick	NJ	2574
14	11	Mikals, Jack	Independence	OH	2542
13	12	Klapetzky, Jan	Williamson	NY	2248
19	13	Gribble, Gordon	Norwich	VT	2164
15	14	Hauser, Jeff	Middelburg Heights	OH	2096
22	15	Browning, Doug & Joanne	Denville	NJ	2064
16	16	LaPointe, William	Malvern	PA	1948
18	17	Bubb, Scott	Spring Mills	PA	1928
20	18	Sperling, Les	Bethlehem	PA	1834
24	19	Szaro, Robert	Norwood	MA	1668
21	20	Steinacker, Warren	Coatesville	PA	1644
23	21	Maimone, Thomas P	Voorhees	NJ	1570
26	22	Frellsen, David & Elizabeth	Yellville	AR	1536
41	23	Capotosto, Luke	Cranston	RI	1466
25	24	Cobett, Tom & Jan	Strongsville	OH	1456
27	25	Nettles, Dominic	Palm Bay	FL	1394
34	26	Sperk, Jim	Mentor	OH	1392
33	27	Furfara, Darrell	Bellefonte	PA	1332
35	28	Piancone, Louis & Madeline	Piscataway	NJ	1306
31	29	Shively, Carl	Alfred Station	NY	1284
28	30	Knap, James	Huddleston	VA	1248
29	31	Coombs, Fred	State College	PA	1240
39	32	Seluk, Laurence	Plymouth	MI	1204
43	33	Wilén, Bill	Munroe Falls	OH	1172
32	34	Herold, Robert	Vernon	CT	1168
37	35	Eisberg, William	Westminster	MD	1110
36	36	Cox, Gary & Shirley	Piffard	NY	1092
38	37	Guber, Albert Lee	State College	PA	1074
59	38	Klein, Dan	Springfield	NJ	1044
40	39	Rebussini, Gino	Cranston	RI	1026
42	40	Hasselkus, Howard	New Berlin	WI	1004
65	41	Gower, Chuck & Cheryl DiPanfilo	Boulder	CO	948
44	42	Knupp, Thomas	York	PA	926
45	43	Grippe, Michael	Port Jefferson Station	NY	910
46	44	Kaiser, Fred	Gasport	NY	894
47	45	Montalbano, Leonard	Racine	WI	888
48	46	Wilson, Robert	New Berlin	WI	876
77	47	Baldieri, Lee	Milford	CT	870
49	48	Pelick, Thomas	State College	PA	862
50	49	Buis, Peter	Niagara-on-the-Lake	ON	818
51	50	Mitchell, Dale	Orange	OH	808

*See note on page 6

Conference News

John Hames



**Nov. 8-10, 2012
Red Lion Hotel
on the River
Portland, Oregon**

By the time you read this, I will either be in Portland or back from Portland. Every year, we make a trip to the conference site early in the year to work out the details of the upcoming conference...and there are a lot of details to work out!

This trip will set the foundation for the conference; finalize room assignments, work out preliminary menus, determine how the wine will be stored and moved to each room, etc. But that's just the beginning. We'll also be meeting with wineries and wine organizations to talk about sessions, meal wines, Welcome Reception wines, and Showcase wines. We couldn't go to Portland without planning tours to the great wine regions close by, and we'll be working on that as well.

I'm thrilled to announce that two key members of the past four conference committees will be at it again. Gene Spaziani will handle the sessions and Tom Wallman will handle the wine. I can't thank these two guys enough. The time and effort they put in to make each conference better than the last one is incredible.

Did you know AWS has a chapter in Portland - our only chapter in the Pacific Northwest (for now!). Chapter Chair Wayne Oppenheimer has set up a meeting of current and prospective members while we're there. I'm hoping that we sign a bunch of new AWS members and get a few to help us on the conference committee. Wayne has a ton of enthusiasm and is determined that the Portland chapter will be a big part of the conference success.

So, next time I'll have a lot more details to share. Remember...it's not too early to put a Portland vacation on your calendar this November...

John Hames

executivedirector@americanwinesociety.org
888-297-9070



Member Services

Diane Chappell



The New Year is off to a great start here at the National Office. Membership renewals are coming in at a steady pace, and membership cards are ready to be mailed out (you may already have them by now). We have many exciting items in the works to increase the value of your membership in 2012.

Did you know we currently have over 160 AWS Professional Members? Wouldn't it be wonderful if we had a place where they can advertise to our members and offer you their services? We thought so too, so we are creating a Professional Member Directory that will be posted on our website. It will include all Professional Members in an easy-to-read format. It will be a wonderful resource for our members and will also add great value for the Professional Members. We are working hard to create more value for all of our members and this seemed like a win, win to us.

How many of you follow the American Wine Society's Twitter (@AmericanWineSoc) and Facebook pages on your computer? This year we will use these social media tools to give you some behind-the-scenes information on what makes the AWS tick. We love the feeling of community within our organization. It feels good to see what others around the country are doing and it brings us closer together.

Do you want to start a Facebook page for your chapter but you don't know how? The Marketing Committee is currently working on a tutorial to help chapter's get their own pages up and running.

We are always looking for ways to help grow and promote our society while adding value to our members. We have started regular press releases showing all of the amazing things AWS and its members are up to. We will be at the Eastern Wine Expo working our first official AWS Conference booth. We are creating professional marketing material to help build our credibility. If you can't tell, I am excited about where our organization is going!

If you ever have any questions, suggestions or just want to say 'hi,' please let me know. We value all of our members so very much.

Diane Chappell

Member Service Manager
diane@americanwinesociety.org



Nominations for National Officers

Do you know someone who would make a good AWS National Officer? How about you? In 2012 our membership will be electing the following officers, for terms beginning January 1, 2013:

Secretary to serve a 3-year term (2013-2015)

Director, Education to serve a 3-year term (2013-2015)

Nominations deadline is May 15, 2012

Please contact Willis Parker, Chairman of the Nominations Committee, at *wparker@americanwinesociety.org* or John Hames at *executivedirector@americanwinesociety.org* for more information on the nomination process.



Dan Gisolfi, Best of Show 2011 AWS Amateur Wine Competition

This year, the Best of Show winner in the AWS Amateur Winemaking Competition is a newcomer, so we wanted to share a bit of information about Dan with you. Below is what he wrote, after receiving the AWS awards.

My fellow winemaker, Dom Calcagni, and I entered the AWS Amateur Winemaking Competition this year for the first time. We have done very well in other competitions including Winemaker International (sponsored by WineMaker Magazine), but never received Best of Show or Best in Class.

What is so intriguing for me about this milestone was that within a week's time I received notification that my ZinCab won Best of Show for AWS as well as Best of Show in the M&M Amateur Wine Classic in Hartford, CT. After participating in competitions for many years, Dom and I decided to enter the same wines into both competitions. He entered, I think, 9 wines and I entered 6. We liked the fact that, for the first time, our wines would be judged by certified judges. Moreover, we felt that getting feedback from multiple AWS judges from different competitions would not only be validating for our efforts but also helpful in future work. It was also our way to see if there was any consistency in these competitions. The fact that two events using AWS certified judges proved to consistently award our wines was a tribute not only to us but to the training programs.

Funny thing about the ZinCab is that I had not tasted it since I bottled it in early summer. I tasted a bottle after receiving the two awards. This wine was made in a controlled experiment where two 50gals barrels of the same grapes were crushed, fermented and aged in the same environment. The only difference was the yeast strains used.

My results for the two competitions were:

2009 Pinot Noir:

2011 AWS Amateur Competition: Silver Medal
2011 M&M Amateur Wine Classic: Gold Medal

2009 Carmenere (Chile):

2011 AWS Amateur Competition: Double Gold Medal
2011 M&M Amateur Wine Classic: Silver Medal

2009 Cabernet Franc (Chile):

2011 AWS Amateur Competition: Bronze Medal

2010 Nebbiolo (New World Chianti):

2011 AWS Amateur Competition: Silver Medal
2011 M&M Amateur Wine Classic: Bronze Medal

2009 Sangiovese:

2011 AWS Amateur Competition: Double Gold Medal
2011 M&M Amateur Wine Classic: Gold Medal

2010 Zinfandel (ZinCab):

2011 AWS Amateur Competition: Double Gold Medal/
Best of Show/Best of Class
2011 M&M Amateur Wine Classic: Double Gold Medal/
Best of Show

My family has been making homemade wine annually since 1993, when my brother and other family members decided to resurrect my grandfathers winemaking tradition. Since 2003 we have been making a variety of wines but we always make my grandfather's traditional blend. We always make our wine from grapes, never juice or kit. We produce our homemade wine in a co-op fashion using 50gal barrels. This allows us to get the benefit of oak aging while making several different recipes. Once a wine is bottled, the bottles are stored in a variety of environments.



AWSEF News

Continued from Page 11

The Foundation is deeply indebted to AWS for most of its scholarship funds. This year we are extremely fortunate to have support from the AWS National office in terms of a brand new scholarship – to be entitled the “2011 AWS Conference” scholarship, which highlights the close association between the AWS and the AWSEF.

We also plan to increase the scholarship award amount to \$3500 for 2012, compared to the \$3000 award that we've had for several years. Needless to say costs for everyone continue to go up, and this is certainly true for college students.

Please visit us at our website for updated information on scholarship awardees and other information about the Foundation: www.awsef.org.

Dick Marsden

AWSEF President
marsdendick@gmail.com



March 7-8, 2012 - The Eastern Winery Exposition will take place at the new Lancaster Co. Convention Center and Marriott Hotel in Lancaster, PA. Over 130 exhibitors will be featured, and two full days of seminar sessions featuring Eastern industry speakers addressing Eastern vineyard and wine making issues as well as finance and marketing. Sessions will be relevant to home winemakers and grape growers as well as commercial industry members, and many vendors will have products or services for home winemakers.

Supporting sponsor organizations that receive 10% member discounts include 6 state winery associations and AWS, and the New York State Wine Grape Growers. AWS members can use their discount code "AWS1" to get their 10% discount when registering online at www.easternwineryexposition.com.

These awards have been a total icing on the cake for me during a very turbulent, stressful and yet rewarding winemaking season. If you can imagine it, we were actually pressing wine the weekend of the October blizzard.

While camaraderie is the centerpiece for whatever we do around winemaking, I would like to establish a sustainable, non-profit Winemakers Club. As you can imagine, real estate, equipment, produce, etc. are not cheap and yet to make this hobby feasible we must try to say under \$10/bottle (maybe \$15 for high end grapes but that is another story). This season we produced high-end Napa Cabs for \$5/bottle out of a garage. But long term I desire to provide a club structure where by the costs and logistics of winemaking remain feasible and free of any business models that would derail us from the benefits of this cultural hobby.

I am honored and delighted to receive the top AWS Amateur Winemaking Award in 2011.



Using Evite for Chapter Event Management

By Dr. John B. Nase, Indian Valley Chapter Chair

One of the slickest ways to perform the mundane task of managing invitations and RSVP's for monthly chapter tastings and other events is through the use of www.Evite.com. This free web application puts some pretty hefty event management tools in a user-friendly platform. Evite allows you to custom design an electronic invitation from a variety of pre-formatted templates, input a reusable database of guests, send the invitation via email to everyone at once, track RSVP's, send customized event updates to guests, and archive a record of past events.



Getting started with Evite may seem daunting, but let's take it step by step. The first task is to create an account on the Evite site by creating a username and password. Before you send out your first Evite, it is prudent to convert your chapter member list into the contacts list housed at the Evite site. A lion's share of this work may already be done if you already use Gmail, Windows Live, Yahoo Mail or AOL Mail to keep your chapter email list. You can import from these sources directly into Evite with just a few keystrokes. If this is not the case, Diane Chappell, our Member Service Manager, can send the chapter chair an Excel spreadsheet of current members which can serve as the source for some skillful cut and paste into Evite. Once your Evite contact list is built, you are ready to compose your first "Evitation."

Templates make the job of designing the invitation easy. At the top of the homepage, click on "create an invitation" to select a template. For our purposes, the easiest way to find relevant templates is to type in the word "wine" into the search box. Evite will return several designs with a wine tasting theme. Once selected, you will be able to customize the design with details of your upcoming event, including an open text space for a description of the wine tasting and other information not pre-formatted, such as the tasting fee. It is also a good idea to insert the following:

"This is an officially sanctioned function by a recognized local chapter of the American Wine Society. Attendance at this function is open to all AWS members and their registered guests up to the capacity limits of the function or the venue where it will be held."

Once your invitation has been designed, guests can be invited to the party. Clicking on the "Next Step" button at the bottom of the design page brings you to the "Invite Guests" page. Guests are most easily added from the Evite's contacts list previously created, although additional guests can be added by entering their email address directly into the input box. Once the complete guest list has been added, clicking on the "Next Step" button brings you to the last page before launch.

The "Invite Options" page allows you to further customize the look of the Evite with several reply options. Once you are satisfied, click on the "Finish & Send" button to send the Evite to the predefined guest list in blast email.

After the Evite has been sent, you can manage the invitation in several valuable ways. At any time, you can edit the invitation, including the guest list, to correct mistakes or update information. It is also possible to send messages to specific guests based on their current RSVP status. For instance, you can send a message only to those who have responded that they will attend. Evite also has Facebook functionality if you want to expand your reach into that social media realm.

Competition News

Lynne Montgomery



Greetings from the Finger Lakes! It's finally trying to be winter here – a great time to enjoy some wines by the fire!

Now that the 2011 competitions and conference are over, the committees are already at work planning for 2012. We hope to increase entry numbers again and are very excited, especially about some new contact strategies in the works for the Amateur event.

The Commercial Committee is considering even more changes to their competition to make it more enticing to the wineries. We'll be offering tastings of a variety of the wines from the Commercial competition at the Eastern Winery Exposition in Lancaster, PA in March. Last year we began the process of involving local chapters in the promotion of these two events and will be working to expand that idea in the coming months.

If any of you are interested in finding out how you can assist, please contact any of the committee members or me – that's Lmagic99@yahoo.com.

Now – let's get back to the wine and fire



Monty

Director/Competitions

New Members by State from 1/1/2012

AL	3	NJ	3
AZ	3	NY	7
CA	13	OR	4
CO	3	PA	14
FL	8	SC	3
GA	2	VA	2
IN	6	Other*	10
ND	6	TOTAL	87

*CT, DE, IL, KY, MD, NC, OH, TN, TX, WI

As the event draws closer, additional blast emails can be sent to remind your guests to respond or to inform them that an event is full. From the guests' perspective, it is easy to see who is coming and who is not (although it is possible to hide this feature). For the host and presenter, it is powerful to be able to know on-line what the turnout may be. You can also export the results of the invitation to Microsoft Excel for printing and archiving. And, when it is time for your next event, Evite allows you to copy a past invitation so that you don't have to start from scratch.

Web-based invitations through Evite can take your chapter events to the next level and allow organizers to efficiently manage RSVPs. Evite also gives you an easy way to appeal to younger, more tech-savvy members. Since Evite resides "on the cloud", everyone can see the event develop in real time and can empower your members to make informed decisions regarding the life of your local chapter events.





Greetings from the AWS Educational Foundation Trustees

It is no secret that 2012 is upon us and for AWSEF this means new two-year terms of office for your Board of Trustees. In our last article we introduced the two new members from last year's elections—Carl Shively and Elisabeth Tozin—together with our new AWS President, Jane Duralia. Here is a complete listing of the new Trustees and their positions as elected internally by the Board of Trustees:

- President: Dick Marsden
- Vice-President for Scholarships: Les Sperling
- Vice-President for Student Affairs: Carl Shively
- VP for Organizational Planning & Operations: Bonnie Huber
- Treasurer: Elisabeth Tozin (elected by the membership)
- Secretary: Karl Starkloff
- AWS President: Jane Duralia (elected by the membership)

Here is a "Rogue's Gallery" photo of the 2012-2013 Trustees taken at the 2011 AWS Conference in Rochester, NY. Do you recognize any of these people?



Two of the new Trustee positions are new with the 2012-2013 term - VP for Student Affairs and VP for Organizational Planning and Operations. The motivation for creating these new job titles is to bring greater focus to the Foundation's activities both in terms of mission and growth, and in relationships to the students we try to support. It also is an attempt to utilize the basic interests and skills of all the Trustees. We are extremely fortunate to have highly capable talent to continue to expand our mission of support to wine education in North America. With continuing support from AWS members through our chapters and regions, we hope to expand our ability to attract and reward highly qualified student scholarship applicants.

As the Trustees begin this new year we will be focusing on establishing both short-term and long-term goals for the Foundation. While this effort is currently centered on trustee inputs, we encourage and welcome our membership to provide input and suggestions at any time. Our overarching goal is to raise funds for scholarships and to recognize the sources of these funds from the membership of AWS and AWSEF. Equally important is expanding funding sources to ensure current scholarship awards and to enlarge the reach of awards. More information will be forthcoming on this as the Trustees develop new goals.

One challenge we are undertaking is to make our application process user-friendlier for students and for Trustees. We have, up until last year, had a mail-based application process in which hand written or typed documents - applications, transcripts and recommendations - were required for consideration for scholarship award. This has necessitated the labor of copying all application materials and mailing them to Trustees. This process has been time-consuming, relatively expensive, and prone to error. We are looking carefully at ways we can make this process easier both for applicants and for Trustees by initiating an on-line, electronic application process. We hope to be able to implement this in 2012.

Continued on Page 9

2011 Harvest Report

I cannot recall when an annual grape harvest was divided in two, grapes harvested before the October rains and those afterward. Well it happened with this past harvest and there are many predictions as to which harvest will produce the better wines. Grapes harvested before the rains were Chardonnays and Pinot Noir and those after the rains were the Boudreaux group. But overall most growers' were fortunate to get everything harvested and save their harvest despite the early rains. However, our grower wasn't as fortunate as he lost several large blocks of Merlot grapes because the grapes hadn't ripened and were affected by the early rains. This type of harvest is not a good thing for the winemaker because it creates shortages and demand over rides supply driving the prices of grapes upwards.

I have kept track of my grape purchases since 1997 where I paid \$18.00 for a case (36 lb.) of Merlot grapes and this past year I paid almost \$50.00 for a [similar] 36 pound case of Merlot grapes. I say similar but I must admit that the quality is much better. In addition, we have been able to build a rapport with our grower and usually speak with him through the harvest season, something that wasn't possible back in the late 90's. Built into today's grape prices are the additional costs of transportation. Firstly, the grapes must be transported in a refrigerated truck and secondly, a lot of diesel fuel will be consumed when the grapes are delivered to the winemakers on the east coast. I don't know the exact costs for 2 drivers in a refrigerated truck to deliver a load of grapes to east coast winemakers, but I have been told \$7,000.00 to \$8,000.00 per truck load of grapes would be in the ball park. As the world struggles with the availability of oil, I guess we will continue to see the added costs of transportation reflected in the price of grapes we use to make wine.

This year our buying group was given the opportunity to purchase some extra quality Napa Valley grapes (Cabernet Sauvignon) from Andy Beckstoffer's Georges III Vineyard. Andy Beckstoffer is the largest independent vineyard owner in Napa Valley. We tried making a similar purchase (from Beckstoffer) in 2010 but due to a shortage of his grapes, our order was never filled. To prevent a similar occurrence in 2011, we put down a deposit when we placed the order in early August. When the grapes arrived, we were fermenting our regular grapes so we had the Georges III grapes crushed and put in a freezer for fermenting around the beginning of 2012.

Nice to know.....

Check out www.wineadds.com for computing the correct levels of SO₂, acid, yeast for fermentation and several other calculation made during winemaking. This site will save you a lot of time and provide you with correct information.



Lee Baldieri

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Nov. 8-10—Portland, Oregon

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To make your reservation call the hotel directly at 503-283-4466, or call Red Lion central reservations at 1-800-Redlion. A credit card will be needed to make your reservation. All reservations require a one night, non-refundable deposit.

Mention "American Wine Society" (Block code 1101AMER) to receive our special rate. The special rate is available from Nov. 1-14 so you can come early and/or stay late to explore the great wine regions of Oregon and Washington.

Hotel Amenities include:

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- Complimentary Wi-Fi throughout the hotel
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- Business Center

